



Amplified Creators Club Mentorship

For Artists Applying for the Adelaide Fringe *Mentorship Grant*

Hey there!

Super exciting that you're ready to take the next step in your creative career 🙌

If you've ever wished you had a *trusted pair of eyes on your show strategy* - someone who's been there, built it, toured it (and avoided - or not - the potholes along the way) - that's exactly why we've created the **Amplified Creators Club**.

💡 Introducing Amplified Creators

Amplified Creators is the mentorship arm of **Amplified House** - an award-winning, artist-led production company that creates, produces, and tours concept-driven music and cabaret shows across Australia and beyond.

We know what it's like to do this independently - and we also know how *game-changing* the right guidance can be.

So, we built the program we wish we had starting out.






🌐 The Creators Club

For emerging & elevating artists

A 6-month mentorship for artists ready to create and produce their own stage show.

You'll get:

✨ A step-by-step framework to take your show from idea to stage

-  Producing guidance: timelines, budgets, marketing & touring
-  Weekly live coaching calls
-  Guest masterclasses with industry experts
-  Feedback on your concept, copy, and pitch
-  Access to a thriving artist community

 **\$2,250 AUD (incl. GST)**

~22–25 contact hours

Hourly rate equivalent: ~\$85–90/hr

Perfect if you're launching your first cabaret, musical, or live performance project - and want to learn how to self-produce without burning out.

Mentorship Breakdown & Timeline

Program: Amplified Creators – *The Creators Club*

Duration: 6 months (September 2024 – February 2025)

Total Investment: \$2,200 AUD (incl. GST)

Estimated Contact Hours: ~26 hours

Contact Hour Breakdown

Activity	Frequency	Hour
Weekly live group coaching calls	6 per term (2 terms)	12 hrs
Guest expert masterclasses	1 per month x 6 months	6 hrs
Written feedback on key materials (blurb, bio, pitch, budget)	3 rounds	4 hrs
Ongoing email/Slack support & check-ins	approx. 1 hr/month	6 hrs

Total Contact Hours

**28
hrs**

Timeline for Mentorship

October 2024 – Foundations

- Onboarding + goal setting
- Building your producing plan: budgets, timelines, key milestones
- Masterclass: *Producing Fundamentals: From Idea to Opening Night*

November 2024 – Money Matters

- Weekly coaching: budgeting + financial planning
- Feedback on draft budget + breakeven analysis
- Masterclass: *Budgeting 101: Making the Numbers Work*

December 2024 – Marketing Month

- Weekly coaching: marketing strategy + audience building
- Feedback on blurb + imagery
- Masterclass: *Marketing Fundamentals for Fringe*
- Bonus session: *Navigating Meta (Facebook + Instagram Ads) Without the Tears*

January 2024 – Pitching + Partnerships

- Weekly coaching: pitching + presenter relationships
- Feedback on pitch decks + PR copy
- Masterclass: *Pitching Yourself + Your Show*

February 2025 – Touring Pathways

- Weekly coaching: touring readiness + presenter engagement
- Feedback on touring proposals
- Masterclass: *Touring Pathways: Taking Your Show Beyond Fringe*

March 2025 – Fringe delivery/ debrief

- Weekly coaching: troubleshooting + logistics + season debriefing
- Final feedback on assets + run sheets
- Masterclass: *Maximising Your Fringe Season*

SUPPORT LETTER

To the Adelaide Fringe Artist Fund Panel,

I am writing in strong support of [Applicant Name]'s application for a Mentorship Grant through the Adelaide Fringe Artist Fund.

As co-founder of **Amplified House** and lead mentor of **Amplified Academy**, I work with independent artists to help them create, produce, and tour sustainable stage works. Having spent over a decade producing award-winning shows across Australia and internationally, I know firsthand the challenges that independent artists face in building successful careers in this industry.

Through the **Amplified Creators Mentorship (The Creators Club)**, [Applicant Name] will gain access to:

- **Experienced, industry-savvy eyes on their process and strategy** — ensuring their budgets, timelines, and producing plans are viable and professional
- **Weekly coaching calls** to keep their project moving forward
- **Practical masterclasses** covering producing fundamentals: budgeting, marketing, Meta advertising, pitching, and touring pathways
- **Personalised feedback** on key producing assets including their blurb, bio, budget, and pitch materials
- **Ongoing support and accountability** so they are not navigating this process alone

This program provides approximately **26–28 hours of direct mentorship** over six months, equating to an hourly rate of around **\$85/hr**, which reflects industry-aligned standards for

producing mentorship. The total program fee is **\$2,200 (incl. GST)**, which sits within the Mentorship Grant cap.

I have no doubt that with this support, [Applicant Name] will be well equipped to deliver a strong, impactful work at the Adelaide Fringe, and set themselves up for sustainable creative practice beyond the festival.

Please don't hesitate to reach out if you require further information.

Warm regards,

Amelia Ryan

Co-Founder, Amplified House

Lead Mentor, Amplified Academy

Using the Fringe Mentorship Grant

The **Adelaide Fringe Artist Fund Mentorship Grant** (up to \$2,500) can cover the *full cost* of your place in the **Creators Club**.

To make things simple, this info pack already includes:


- ✓ A clear hourly breakdown for your budget
- ✓ A generic support letter you can copy straight into your application

All you need to do is:

- 1 Apply directly to [Adelaide Fringe](#) before **Friday, August 1**
- 2 Reference this mentorship program + include the letter + budget breakdown provided above
- 3 Let us know you've applied by submitting a quick **Expression of Interest** below

 [\[Submit Your EOI Here\]](#)

Once we've got your EOI, we'll touch base with encouragement, updates, and (if needed) any clarifications to make sure you're good to go.

 *You focus on the application. We'll make sure you feel supported, strategic, and ready.*

With sequins + spreadsheets,

Amelia (+ Zac)

Amplified Creators | Amplified House