

2023 - 2024

AVCON - ADELAIDE'S ANIME AND
VIDEO GAMES FESTIVAL



MEDIA PACK

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WHAT IS AVCON?

AVCon is the only event of its type in Adelaide.

The AVCon Anime and Video Game Festival is an annual celebration of Japanese animation, video gaming, tabletop gaming, esports, game development, art, technology, and cosplay all in the heart of Adelaide – the capital of South Australia!

Run by Team AVCon Inc, a not-for-profit volunteer organisation dedicated to serving the local South Australian community. Team AVCon Inc also runs various other anime and gaming themed events geared towards hobbyists, professionals, and the general public; meaning no matter your skill level or need, we have you covered! Because Team AVCon Inc is a not-for-profit, all funds generated are used exclusively for making AVCon events better year after year. We put our full focus on promoting local content and giving the South Australian community an event that feels their own.

The AVCon Festival has been running for 21 years and built a lasting legacy within South Australia and stands as one of the pillars of pop culture celebration on the Australian calendar. Because of its long lasting success, AVCon has developed a sterling reputation and is respected nationwide in multiple industries and communities.

AVCon is committed to fostering local and interstate talent in fields such as game development, digital productions, writing, art and design, sewing and construction and other creative outlets such as streaming and podcasting.



SOUTH AUSTRALIA

Although many Aboriginal people settled in the area we know today as South Australia, the traditional owners and custodians of the Adelaide plains were the Kurna people who called the area Tarntanya.

Modern Adelaide was established as the first free British settlement in Australia and does not have roots as a convict colony like many other Australian cities. It is named for Queen Adelaide, wife of King William IV.



Adelaide is home to a large variety of highly renowned arts, performance and food festivals that run all year long. In fact one of the many nicknames of South Australia is 'The Festival State' so AVCon is in good company.

Greater South Australia is home to many wine regions that are considered amongst the best in the world. Areas such as the Barossa Valley and McLaren Vale produce first class wine and are also some of the most scenic landscapes in the country and well worth a visit.

DEMOGRAPHICS

Surveys have found AVCon appeals to and is attended by males and females in equal measure, with another large segment of our attendees identifying as non-binary or genderfluid.

40% of AVCon attendees fall into the 18 to 24 age range and another 40% fall into the 25 to 34 bracket meaning AVCon has solid appeal to the younger demographics who make up the largest share of consumers spending money on pop culture related products and services.



AVCon is a family-friendly event that offers free entry to children under 10 and targets content directly at young fans to foster a lifelong love of AVCon and pop culture. Feedback from previous years indicates that AVCon resonates with and is well regarded by the family demographic.

AVCon also runs "After Dark" which is an 18+ pop culture celebration run on the Saturday night of the main AVCon Festival. After Dark allows older fans to enjoy a range of pop culture entertainment not suitable for a younger audience and vendors and artists to offer a wider range of products than normal.

AVCON AFTERDARK PARTY



SPONSORS

In previous years, AVCon has had Internode, a large provider of premium internet services (and now part of TPG Telecom) as a major sponsor.

Nintendo has participated in AVCon in multiple years, setting up large displays on the show floor.

Crunchyroll (through Madman) has been a sponsor of AVCon providing anime screenings and prize giveaways.

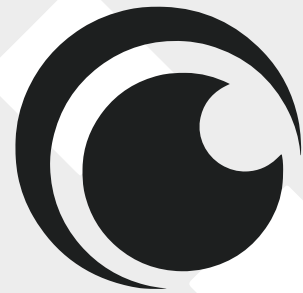
AVCon has worked with national tabletop retail outlet Good Game to run content in our table top area.

AVCon has worked with local anime and game retailer Shin Tokyo for almost two decades on promotion, exhibition and as a ticket seller partner.

UniSA has worked with AVCon to promote local technologies in development, support local game devs in the Indie Game Room and promotion of other University level courses on offer.



UniSA



crunchyroll





GUESTS

Homegrown icons - AVCon has hosted many Australian icons such as **Jade Gatt** and **Ryan Lappin** (host of Australian kids show Cheez TV) and **Steven "Bajo" O'Donnell** and **Stephanie "Hex" Bendixsen** (host of Australian video game show Good Game).

International Celebrities - AVCon has flown in many international guests such as cosplayers **Jessica Nigri** and **Yaya Han**, voice actors such as **Jen Taylor**, **Caitlin Glass** and **Steve Downes** and Japanese animator **Hiroshi Nagahama**.



ARTISTS VENDORS INDIE GAMES



OVER 100 ARTIST IN OUR ARTIST ALLEY YEARLY

30 indie games featured in our Indie Game Room in 2023. Over the ten years plus the Indie Game Room has been running we have supported over 1000 local and interstate game developers.



40 EXHIBITORS IN OUR EXHIBITOR HALLS YEARLY

ONLINE REACH



21.1K

AVCon Facebook has 21.1k followers and reach of 100k over 2023.



4.4k

AVCon Instagram has 4.4k followers and a reach of 18.5k over 2023.



400K

AVCon Website generated 400k page views over 2023.



VENUE

AVCon will run out of the Adelaide Showground. Just on the outskirts of the Adelaide CBD, the Adelaide Showground is home to the Royal Adelaide Show, a mainstay of South Australian life and a venue well worn and familiar by most South Australians since childhood.

The Showgrounds is a large and modern venue and one of the largest under-cover exhibition spaces in the Southern Hemisphere. The Showgrounds accommodates other large pop culture events such as Supanova and Oz Comic-Con. The Showgrounds are easily accessible by car (with ample parking), the Adelaide Tram System and by bus.



MEDIA

As a community event, AVCon has developed specific and beneficial relationship with print, online, radio, and television media outlets in South Australia. Each year, we host media representatives from TV stations, newspapers, websites and online content creators who eagerly report on our event and the impact it has on the South Australian landscape.



THE MEDIA PASS



If you represent a media organisation and would like to cover AVCon, you can apply for a media pass.

The media pass, among other things, grants free entry to the entire AVCon weekend, with special permissions to film, interview, and record. To apply, you'll need to show proof of your relevant qualifications and proof of your association with the media organisation you represent. The media pass is non-transferable and must be plainly shown on the wearer at all times. The pass holder must publish at least 'one' media article after the festival, and AVCon must be referenced or promoted in all content.

The pass holder will have access to all public areas of the festival. If behind-the-scenes access is needed, pass holders must request this access in writing one month before the commencement of the festival, and is subject to approval. The media pass is a fantastic opportunity for journalists and content producers to have an enjoyable weekend while also creating valuable content.

CONTACT US



EMAILS

MARKETING

marketing@avcon.org.au

MARKETING COORDINATOR

Georgia Halliday

georgia.halliday@avcon.org.au

ELECT CONTACTS

CONVENOR

Matthew Owen

convenor@avcon.org.au

VICE CONVENOR

Vicki Apostolidis

viceconvenor@avcon.org.au