

1 May 2026

Airport Development Group Partners with Darwin Fringe Festival as Major Sponsor

Airport Development Group (ADG) is proud to announce a new partnership with the Darwin Fringe Festival, coming on board in 2026 as a major partner.

This marks the first time ADG has supported the festival as a sponsor, a uniquely Northern Territory celebration of creativity, culture and community that transforms Darwin each dry season through bold performances, immersive experiences, and interactive arts programming.

As part of the partnership, ADG will deliver several activations designed to welcome visitors and showcase the Territory's vibrant cultural identity, including:

- **Darwin International Airport terminal activation**, bringing Fringe energy directly into the arrivals and departures experience
- A **Darwin International Airport pop-up Fringe event** engaging travellers and the local community
- **Darwin Airport Resorts pool party**, featuring music curated and performed by local artists.

The partnership reinforces ADG's commitment to supporting local arts, tourism and community connection while enhancing the visitor experience during Darwin's peak dry season events calendar.

Sandra de Kock, Executive General Manager People, Culture and Community, Airport Development Group, said ADG was proud to support an event that celebrates creativity and community spirit.

"As we welcome the dry season, the Darwin Fringe Festival plays an important role in developing local creative talent while activating the city with energy and colour. Airport Development Group is proud to support a festival that champions artistic growth and celebrates the diversity that makes Darwin unique.

This partnership allows us to help elevate local artists and create meaningful, memorable experiences for visitors arriving in the Top End."

The Darwin Fringe Festival has grown into one of the Northern Territory's most distinctive cultural events, providing an open-access platform for artists, performers and creatives across theatre, comedy, music, visual arts and experimental performance.

Creative Director and CEO of Darwin Fringe Festival, **Hannah Illingworth** welcomed ADG as a major partner.

"Darwin Fringe Festival is all about accessibility, creativity and bringing people together through art. Having Airport Development Group join us as a major sponsor strengthens our ability to create bold, inclusive experiences for audiences and artists alike.

Partnering with the gateway to the Territory helps us extend the festival beyond traditional venues and share the Fringe spirit with visitors from the moment they arrive.”

By supporting Darwin Fringe Festival, ADG continues its commitment to fostering community vibrancy, supporting local creative industries, and enhancing Darwin’s reputation as a dynamic cultural destination.

Shows go on sale Friday, 1 May 2026. To book go to <https://darwinfringe.org.au/events/>

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