



## **TICKETING SERVICES POLICY**

(for events on sale pre 2 May 2009)

### **Subject:**

The Ticketing Services Policy sets out the procedures and guidelines which govern ticket sales for all events held at the Arts Centre.

### **What we want to achieve:**

The purpose of this policy is to detail the major features and requirements of the current ticket distribution network available to Presenters (Licensees) holding events at the Arts Centre.

### **Why it matters:**

The ticket distribution network and associated sales and marketing services is critical to the success of events held the Arts Centre and supporting increased visitation and service satisfaction.

### **Details:**

#### **1. Live Performance Australia – Ticketing Code of Practice**

The Arts Centre abides with the Live Performance Australia (LPA) Ticketing Code of Conduct which is to be read in conjunction with this policy. In any circumstance where policy or procedure in this document is contradictory to the LPA Code this document takes precedence. The LPA Code of Practice for the Ticketing of Live Entertainment in Australia can be found at:

[www.liveperformance.com.au](http://www.liveperformance.com.au)

#### **2. Ticketmaster v In-house Sales**

This policy specifically refers to the sale of Arts Centre tickets through the Ticketmaster system, for events on sale pre 2 May 2009. The Presenter needs to be aware that an updated version of this policy will apply for events on sale from 2 May 2009 onwards. The updated ticketing policy in relation to the Arts Centre in-house ticketing services, from 2 May 2009 onwards, is available on the Arts Centre website via the following link:

[www.theartscentre.com.au](http://www.theartscentre.com.au)

Ticket sales for all events held at the Arts Centre, on sale pre 2 May 2009, are required to be sold through the Ticketmaster (the Host) system, or a subsidiary of the Host such as Archtics. Approval for the use of a subsidiary is only on the authority of the Arts Centre.

### **3. Right to Refuse Entry**

The Arts Centre will require proof of purchase to authenticate legitimate purchase of tickets. This includes:

- the credit card used to purchase tickets
- ability to correctly quote their account details
- proof that they are the purchaser by producing photo ID (Driver's Licence, Learners Permit, Passport etc.)

The Arts Centre is unable to assist visitors accessing the Sidney Myer Music Bowl if they have not purchased tickets from a Ticketmaster sales outlet i.e. TM retail outlet, TM Call Centre, TM website, TM approved ticket agent, or the Arts Centre box office.

The Arts Centre will be unable to trace or reprint tickets, or be in any other way responsible for assisting visitors with tickets not purchased directly through Ticketmaster.

The Trust withholds the right to refuse entry if acceptable proof of purchase cannot be provided.

### **4. Guidelines for Third Party Ticket Distribution**

The Arts Centre, through Ticketmaster, provides a comprehensive ticket distribution network and associated sales and marketing services. Nevertheless, there will be instances when the use of third-party ticket on-sellers is an effective way of increasing sales. When deciding whether or not to use on-sellers, and which on-sellers to use, the Arts Centre will apply the following criteria:

- demonstrated successful track record of similar product sales;
- ability to access identified target market segments relevant to the product;
- ability to generate additional marketing and publicity consistent with the event marketing strategy;
- ability to consistently observe the Arts Centre's terms and conditions for ticket on-sellers;
- the on-seller has established a strong brand and reputation in the market place;
- ability to enhance the Arts Centre's brand and reputation in the marketplace;

The Arts Centre will not itself use, or permit Presenters to use, on-sellers who are unable to satisfy the following criteria:

Issuing of Tickets

- (a) All tickets will be issued by The Arts Centre Box Office.
- (b) Tickets can only be issued from the Ticketing system at the correct dollar face value.
- (c) Full payment must accompany ticket orders.
- (d) No tickets will be printed until full payment is received.
- (e) No tickets will be processed at zero value.
- (f) No tickets will be issued using price suppression.
- (g) Each order will attract a Processing Charge (currently \$7.15 inc GST).
- (h) Where possible, the name, address and contact number of the person placing the order should accompany each ticket order. This will allow the Arts Centre to take prompt action in an emergency.

Representation of the Arts Centre by the On-Seller

The Arts Centre has an obligation to customers to ensure the transparency and integrity of ticket pricing. Accordingly, on-sellers must:

- (a) advise the potential ticket purchaser of the face value price of the ticket;
- (b) advise ticket purchasers that the face value price of all Arts Centre tickets is inclusive of Venue and Ticket Agent charges and inclusive of GST, where applicable;
- (c) detail separately any additional charges for services levied by the on-seller;
- (d) issue a tax invoice for the full price of the service, inclusive of the ticket price;
- (e) on-Sellers using the Internet as their primary distribution channel must include a web link to the Arts Centre Homepage ([www.theartscentre.com.au](http://www.theartscentre.com.au));
- (f) on-Sellers must consult with the Arts Centre prior to any online advertising to ensure that the integrity of the Arts Centre brand and the event is upheld.

It is at the discretion of the Arts Centre whether to permit the use of on-sellers. Failure to comply with all of the above puts the Arts Centre and the Presenter at risk.

The Arts Centre may immediately cease all current and future transactions if the on-seller fails to satisfy these requirements.

## **5. Companion Card**

The Companion Card Scheme was established some time ago by the Department of Human Services to assist those with a permanent disability to access the performing arts with the assistance of a companion.

Cards have been issued under strict guidelines since late 2003. The Victorian Arts Centre Trust is affiliated with the Companion Card Scheme.

Venue hire agreements (PLA / MLA) provide that all presenters are to comply with Trust policy as a condition of use of our venues.

The Companion Card Scheme is not regulated by legislation but it is policy to apply this scheme to all events at the Arts Centre. Details of use is contained on the Companion Card website [www.companioncard.org.au](http://www.companioncard.org.au)

## **6. "Price Suppression" and "Zero Priced" Tickets**

Neither the Arts Centre, nor our ticketing service provider, Ticketmaster, endorse the practice of issuing 'price suppressed' or 'zero-priced' tickets, namely, *where the value of the ticket is removed for the purpose of third party on-selling.*

The Arts Centre requires all tickets for commercial events to be issued with the ticket price printed on the ticket. This enables the Centre to:

- comply with Commonwealth tax legislation;
- minimise the Centre's risk exposure in situations where the performance is cancelled or postponed;
- ensure transparent pricing for ticket purchasers.

### Tax Compliance

The issuing of price suppressed or zero-priced tickets is a breach of Commonwealth tax legislation. GST is a tax on a supply of goods, services and anything else supplied by a registered entity for consideration made in the course of an enterprise connected with Australia.

The Ticketmaster ticket represents the tax invoice for the ticketing transactions. The reverse side of the ticket discloses that the ticket is a tax invoice and the Ticketmaster ABN. The face of the ticket displays the GST inclusive price of the ticket as required by the GST legislation.

Where a transaction is in excess of \$1,000 (before GST) additional information needs to be disclosed on the tax invoice. Presenters should contact their Ticketing Account Manager if they require a tax invoice for ticket purchases.

In addition to Commonwealth Government requirements, the Victorian Department of Treasury and Finance requires all State public sector agencies (including the Arts Centre) to ensure taxation compliance.

### Transparent Pricing

In addition to issuing a valid tax invoice (the ticket), the Arts Centre has an obligation to customers to ensure the transparency and integrity of ticket pricing.

In situations where a performance is cancelled or postponed, ticket purchasers are entitled to a refund equivalent to the face value of the ticket. The Arts Centre is responsible for all tickets sold and for providing refunds where necessary. The Art's Centre's obligations extend only to the value of the ticket. Customers should be aware of the value of the ticket and, accordingly, of the value of any refund that might be payable in the event that the performance is cancelled or postponed.

Transparency and integrity of ticket pricing helps to ensure that the interests of all parties are protected.

### **Want more advice?**

For further information, please contact the Operations Manager, Events & Ticketing, Presenter and Administrative Services: [prog@theartscentre.net.au](mailto:prog@theartscentre.net.au)

<b>Status Of Policy / Guideline</b>	
Manager Responsible: Mike Harris, Manager, Presenter & Administrative Services	Date: July 2008
Post Implementation Review: Mike Harris, Manager, Presenter & Administrative Services	Date: Jan 2009
Updated to reflect that the Policy only applies to events on sale pre 2 May 2009 (due to the move to Arts Centre In-House Ticketing Services).	Date: April 2009