

TICKETING CODE OF PRACTICE

Compliance checklist

WHAT IS THE TICKETING CODE OF PRACTICE?

The Ticketing Code of Practice (the Code) is a best practice guide for the live performance industry related to ticketing matters. There are two parts to the Code – the **Industry Code** and **Consumer Code**. There are also three supplementary Guides:

- Consumer Guide: Ticket Availability for Live Events
- Consumer Guide: Buying and Selling Tickets in the Ticket Resale Market
- LPA Complaints Handling and Dispute Resolution Policy

Code compliance is mandatory for LPA Members. The Code has been developed to be consistent with Australian Consumer Laws. There are serious penalties if you break the law.

The Code is reviewed regularly, and the latest version is effective **1 January 2016**.

WHAT DO I NEED TO DO TO COMPLY WITH THE TICKETING CODE?

The following questions provide a checklist for Members to assist with Code compliance.

Price representations

- Is the ticketed price reflected as a single total price?
- Where optional charges cannot be included in the single total price, have you clearly indicated upfront that these charges exist?
- Could the way you are presenting pricing information be regarded as 'drip pricing'? If so, revise the way you present pricing information.

- Are tickets at each advertised price point available:
 - in reasonable quantities?
 - for a reasonable amount of time?



TIP: Adopt a 'no surprises' approach to ticket pricing

Advertising material

- Is the information provided in advertising material **clear, accurate** and **not misleading**?
- Could the information be regarded as 'bait advertising'? If so, any such presentations must be removed.
- Have you included information about:
 - the main attraction(s)/performer(s)?
 - support act(s)/performer(s) (where known)?
 - presenter (where possible)?
 - venue configuration and seating arrangements?
 - any restricted viewing limitations?
 - scheduled event dates?
 - authorised sellers?

Event information

- Have you provided information to consumers who have bought tickets about:
 - name and address of the venue?
 - commencement time of the event?
 - date of the event?
 - conditions of entry to the event/venue?



TIP: When in doubt, don't do it!

Advance ticket monies

- Are advanced ticket monies being held in a trust account?

Fair access to tickets

- Have you provided consumers with information about pre-sale arrangements and how to access these arrangements?
- Have you provided information about what seats consumers can buy before general release?
- Are there adequate booking facilities to accommodate high demand periods for tickets?
- Have you let consumers know if there are ticket purchase limits and what anti-ticket scalping strategies will be applied to ticket purchases?



TIP: For more information, refer to the Consumer Guide: Ticket Availability for Live Events

Refunds and exchanges

- Do you understand your obligations under the Australian Consumer Law for refunds and exchanges?
- Do you have clear guidelines and policies for refunds and exchanges?

Complaints handling

- Do you have a Complaints Handling and Dispute Resolution Policy?
- Is the Complaints Handling Policy consistent with Australian Standards *AS ISO 10002-2006 Customer Satisfaction – Guidelines for Complaints Handling in Organisations*?

Accessibility of the Code and Complaints Handling Policy

- Are the Consumer Code and your Complaints Handling Policy available on your website?

Staff training

- Have staff (employees, agents and contractors) received training and information about:
 - the Code?
 - your Complaints Handling Policy?

WHERE TO FIND THE TICKETING CODE AND SUPPLEMENTARY GUIDES

The Ticketing Code and supplementary Guides can be found on the LPA website:
<http://members.liveperformance.com.au/ticketing-code-of-practice>

WHO TO CONTACT FOR MORE INFORMATION

For more information or queries related to the Ticketing Code, please contact one of the following LPA staff members:

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