TICKETING FOR VENUES

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MELBOURNE
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TICKETING FOR VENUES

Ticketing plays a major role in shaping the customer experience at Melbourne International Comedy Festival venues. Whether you're closely involved in ticketing operations or rely on artists and producers to manage the administration, customer communications and sales tracking themselves, it is important to ensure your venue is set up to maximise sales and deliver an excellent audience experience.

This guide explains why many venues choose the Festival's Ticketing Service (Red61) to streamline operations during the busy Festival period.

WHY FESTIVAL TICKETING (RED61) WORKS FOR VENUES

Red61 is the Festival's trusted, in-house ticketing system where tickets are sold directly from the Festival website. Built specifically for festivals (it's the official ticketing platform for Edinburgh, Adelaide, Perth and Melbourne Fringes), it's an affordable, flexible and reliable system run by a dedicated team that knows the Melbourne Comedy Festival inside out. By connecting venues, artists, and audiences, Red61 keeps you part of the Festival community and helps to ensure everyone gets the most out of their Festival experience.

Here are some of the key benefits:

- **Less Administration** – we handle the event builds, updates, cancellations, and customer comms, cutting down the admin hours for you and your staff.
- **Responsive Support** – available seven days a week during the Festival from 10am-late, we're here to support you, your producers and your audiences when it matters most.
- **Smooth Customer Experience** – with everything sold directly through the Festival website, customers can book multiple shows at once, redeem Festival gift vouchers and save on booking fees.
- **Box Office Sales & Visibility** – your shows can be sold at Festival managed box offices and appear on live show listing screens.
- **Email Content** – we can include important venue information in ticket confirmation emails to help audiences arrive prepared.
- **Customisable tickets** – options for allocated seating or general admission, section names and door numbers.
- **Accessible Services** – integrated access notes and Companion Card tickets, with easy reporting so you know audience needs at a glance.
- **Real-Time Reporting** – direct access to ticket numbers to plan staffing, operations and bar stock.
- **Exclusive Promotions** – Laugh Packs, Happy Hours and other Red61 promotions can give your venue's shows a boost.
- **Front of House App** – scan tickets on the door, view digital door lists and even process door sales.
- **Apple/Google Wallet Options** – whether audiences prefer printed tickets, email notifications, or tickets stored in their Apple/Google Wallet, we can do it all!
- **Flexible Stop-Sales** – cut off sales early if you're running your own door sales or keep them open right up to show time.

FESTIVAL TICKETING FEES

FEES THROUGH FESTIVAL TICKETING

Inside charge (paid by the show/artist)

- $2.50 per ticket for those sold online, through our call centre and our physical venue box office
  (e.g. Melbourne Town Hall Box Office)
- $0.30 per ticket for complimentary tickets

Outside charge (paid by the ticket-purchaser):

- $2.50 per ticket booking fee up to a maximum of $7.50 per transaction online and over the phone
- Zero booking fee in person

Credit card charges are included in the above.

WHAT ARE FEES FOR?

As a non-for-profit organisation, every cent in ticketing fees is reinvested straight back into running Festival, helping us service shows and continue to provide opportunities to platform artists.

Most obviously, fees go towards covering the cost of running a fit for purpose ticketing system, website and providing support staff which, in turn, reduces your workload and creates more promotional opportunities, sales and bums on seats.

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SPLIT TICKETING

Want to ticket partially through Red61 and partially through another provider? We can set up a split allocation and give you direct access via the Red61 Producer Portal to make adjustments if needed (minimum 25% allocation per performance in Red61 required).

Please get in touch with ticketing@comedyfestival.com.au for more information.

EXCLUSIVE OR PREFERRED PROVIDERS

Ticketing 100% through the Festival is the preferred method of ticketing. Where this is not possible, Split Ticketing is strongly recommended.

We recognise some venues have existing contracts with exclusive providers that prohibit any other third party from selling tickets. If that is the case, please get in touch and we will discuss options.

NB: In line with other arts festivals, we are moving toward a more centralised ticketing model in the near future. Our focus is on helping artists and venues understand the benefits of this approach and make the most of the opportunities it offers. With this in mind, we strongly encourage all shows to use Festival Ticketing (Red61) during the 2027 Festival. If you have any questions, please get in touch.

OTHER REASONS TO GET IN TOUCH

Ticketing shows throughout the year? Get in touch about our year-round services and support.

Want some training on the Front of House app or building live reports? We can arrange some one-on-one training.

Remember, if you're relying on door reports or sales numbers for rostering, keeping things under the one provider might help to streamline things. If you are in the process of registering a venue and would like advice or information about ticketing, please contact us via email at ticketing@comedyfestival.com.au.

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TICKETING CODE OF PRACTICE

All Shows and Venues must comply with the Live Performance Australia (LPA) Ticketing Code of Practice, and LPA Workplace Discrimination, Harassment, Sexual Harassment and Bullying Code. A copy of these codes can be accessed on the Live Performance Australia website.

We recommend getting a hire agreement in place so all parties are aware of their responsibilities. If you have any concerns or would like to seek advice, please reach out to registration@comedyfestival.com.au.

MAJOR EVENT ACT DECLARATION

Melbourne International Comedy Festival is subject to a major event ticket declaration under Part 9A of the Major Events Act 2009. This means it is an offence to sell, advertise or offer to resell a ticket for more than 10% above its face value purchase price.

It is a requirement to ensure that the ticket purchase price is displayed on the face of every ticket, to ensure that the primary cost of the ticket is clearly identified to consumers should the ticket be resold on the secondary market.

For enquiries regarding the Major Events Act, contact fairgo.forfans@ecodev.vic.gov.au.