



TICKETING

October 2024

MELBOURNE
INTERNATIONAL
**COMEDY
FESTIVAL**
COMEDYFESTIVAL.COM.AU

SELLING TICKETS AT THE MELBOURNE INTERNATIONAL COMEDY FESTIVAL

The following information will help you organise easy ticketing for your Melbourne International Comedy Festival event.

The best place to start when ticketing your event is to check if your venue has any exclusive ticketing requirements or rules. For example: The Palais Theatre is only ticketed through Ticketmaster and Arts Centre Melbourne and Malthouse Theatre events must be sold through their respective in-house ticketing provider. Inside booking fees (which are paid by you) vary considerably across agencies so make sure you are clear on costs before committing.

If your venue doesn't have any specific rules then you will need to arrange your own event ticketing. Melbourne International Comedy Festival has an in-house ticketing system (Red61) that we recommend you use. If you do choose to use an alternative ticketing system, please ensure that it complies with the Live Performance Australia (LPA) Ticketing Code Of Practice.

CONTACT DETAILS

If you are thinking about registering (or in the process of registering an event) and would like advice or information about ticketing, ticket pricing or ticketing providers contact: registration@comedyfestival.com.au.

If you have selected the Festival's ticketing service (Red61) or have specific questions about the service, you can call us on 03 9245 3700 or email ticketing@comedyfestival.com.au.



SELLING WITH FESTIVAL TICKETING

Melbourne International Comedy Festival's ticketing service is powered by Red61 – a leading event ticketing software company that provides the best solution for Festival events. It is affordable, flexible and built to accommodate an environment where thousands of performances are live across an intense four-week period. Red61 is the same platform that processes ticketing at Edinburgh Festival Fringe, Adelaide Fringe, Fringe World Perth, Melbourne Fringe and a number of other festivals worldwide. Shows in most Festival Managed Venues will be ticketed through Festival Ticketing. We employ a team of ticketing professionals to ensure an easy experience for both producers and audiences.

FEES THROUGH FESTIVAL TICKETING

You pay:

- \$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

The ticket-purchaser pays:

- \$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.

BENEFITS OF USING FESTIVAL TICKETING

- Our Ticketing team will build, launch and maintain your event for you.
- Access to an online producer portal for real-time reporting and easy sales tracking.
- Access to download customer opt-in data to build into marketing campaigns.
- Ability to process your own complimentary e-tickets via the producer portal.
- Your event can be purchased with a Melbourne Comedy Festival Gift Voucher. Gift Vouchers worth tens of thousands of dollars are purchased each year.
- Ticketing staff expert in Festival issues manage all customer enquiries, exchanges, refund requests, lost tickets and more.
- Customers benefit from a smooth sales experience online – one that allows them to purchase tickets directly through the official comedyfestival.com.au site, and means they can purchase multiple events at the same time.
- E-ticket delivery that can be added to Google or Apple Wallets, as well as email reminder, including important information about your event.
- Access to offer customers tickets as part of exclusive Festival ticketing promotions (see below).
- Assistance from our Ticketing team to help set up promotional codes and other special offers.
- Customers can access a dedicated in-house call centre for ticket enquiries, phone ticket sales and exchanges.
- Physical box offices at venues across the Melbourne CBD, include at Melbourne Town Hall, can sell tickets to your show.
- Festival ticketing staff are trained in accessibility and inclusion, ensuring that customers who require this service have a “one-stop shop” for booking tickets and have assistance when navigating the Festival program.
- The option to use our Front of House app for digital door lists, including information on customers who have access requirements.

SELLING WITH FESTIVAL TICKETING

PROMOTIONS AVAILABLE THROUGH FESTIVAL TICKETING

We run a number of targeted ticket promotions in the lead up to the Festival that you may opt into, some of these include:

Laugh Pack

Available all the way through the Festival you can offer a 10% discount to customers who purchase three or more eligible events at the same time. Exclusive to Festival Ticketing.

25/25

Our largest day of sales outside the Festival dates, this promotion offers a limited number of \$25 tickets for sale in a 25-hour window.

Where possible we open 25/25 promotions to events not using Festival Ticketing, but for these events the entire burden of setup, management and timing will be with the event producer.

To be eligible to participate in 25/25, all full-priced tickets for the event must be \$26 or more (not including Preview and Tightarse Tuesday).

Sponsor Promotions

From time-to-time the Festival offers ticketing sales promotions made possible through collaborations with Festival partners. These may include financial or promotional contributions.

For queries about using the Melbourne International Comedy Festival's ticketing service, please contact the Ticketing Team on 03 9245 3700 or email ticketing@comedyfestival.com.au.

OTHER AGENCIES

If Festival Ticketing (Red61) isn't for you, and your venue does not have an exclusive ticketing provider, some other ticketing agencies you may like to consider include:

- Eventbrite: [eventbrite.com.au](https://www.eventbrite.com.au)
- Eventfinda: [eventfinda.com.au](https://www.eventfinda.com.au)
- Moshtix: [moshtix.com.au](https://www.moshtix.com.au)
- Humanitix: [humanitix.com/au](https://www.humanitix.com/au)
- Ticketek: [ticketek.com.au](https://www.ticketek.com.au)
- Ticketmaster: [ticketmaster.com.au](https://www.ticketmaster.com.au)
- TryBooking: [trybooking.com](https://www.trybooking.com)
- Iwannaticket: [iwannaticket.com.au](https://www.iwannaticket.com.au)

Using TryBooking?

Melbourne International Comedy Festival will add \$0.50 to your ticket price online and in the Program Guide, unless you tell us that the price includes the \$0.50 booking fee.

SELLING TICKETS 'AT THE DOOR' ONLY

While this may be a cheap option, keep in mind that many patrons prefer to book in advance and may be unwilling to take a chance on tickets being available at the door on the night.

It may be a good idea to put a least a small allocation of tickets on to the Festival's ticketing system so that really keen punters can book in advance.

Whoever you are ticketing with, it's important to consider:

- Does your supplier comply with the LPA Ticketing Code of Conduct (required for Festival participation)?
- Is there a clear written agreement that describes all ticketing charges, deductions and obligations?
- What fees will you pay and what will be paid by the ticket-purchaser? You will need to make the exact ticket price clear to your audience on all advertising.
- How soon will your event be settled (i.e. when do you get your money?)
- Is the money held by the ticketing provider until after each performance in case you need to cancel a performance and refund customers?
- Can you access timely and regular reports to check how your sales are going?
- If you're managing your own ticketing be realistic about how much time you'll need to spend on ticketing-related administration.
- Are you easily contactable for any customers who have questions about their booking?

CASH FLOW

Can you pay your bills while you wait for funds to come through? Some ticketing agencies make available box office income ahead of the actual performance that income was collected for. We strongly recommend against this practice. It is contrary to the LPA Ticketing Code of Practice and could expose you to financial and legal difficulties if for some reason you spend the money and then the performance is cancelled, leaving you without the box office income to be refunded to patrons as is required by law.

TICKET PRICES

The simplest ticket pricing structure is to set all your tickets at the one price for all performances. This is perfectly acceptable but might not be the best structure to help sell your show while maximising income. Some varied pricing is advisable. Common ticket price types are:

All Tickets

All tickets, all days are the same price.

Full

Full price adult ticket. If you're planning on offering varied price types, this would be your standard ticket price with no discounts.

Concession

Concession tickets are available to full-time students (26 years and under), full pensioners, Senior's Card holders, the unemployed and children under 16 years. Concessions should be your cheapest ticket with the exception perhaps of Previews. Concession price tickets are aimed at making shows accessible to comedy fans on low incomes.

Group

Nominate how many people you will consider a Group (e.g. six or more) when you enter the ticket prices as part of your online registration. The group price generally sits between Full and Concession and encourages people who would normally pay full price to get a group together.

Tightarse Tuesdays

The Tuesday night ticket price is usually similarly priced to a concession. There should be no need to offer further concession on a concession ticket but Tightarse Tuesday means everyone can enjoy a concession price. Previously quiet Tuesdays have become very popular as a result of these promotions.

Laugh Pack

This option is available only for shows with tickets on sale on the Festival's Red61 ticketing service. The Laugh Pack offers customers a special price when they book for three different shows in the same transaction. For more information on the Festival's Laugh Pack, call us on 03 9245 3700 or email ticketing@comedyfestival.com.au.

Halftix

Halftix Melbourne is a discount ticket outlet around the corner from Melbourne Town Hall that sells tickets to shows at half the full price, plus a booking fee. Tickets are only available on the day of the performance except for Saturdays, when they sell for Sunday shows too. Halftix can help fill seats on a slow night or at the start of your run.

There are two steps to selling tickets through Halftix:

1. Contact Halftix to advise how many tickets you want to sell through them and for which performances.
2. Contact your ticket agency with the same information so they can put on hold the allocation you have given to Halftix to prevent over-selling.

If you are in a Festival Managed Venue please contact the ticketing team to set up a Halftix allocation. The Halftix sales will then be included as part of your final settlement at the conclusion of the Festival.

If you have any enquiries about ticket prices or ticketing providers, please contact the Participant Services Manager at the Melbourne International Comedy Festival office via email on registration@comedyfestival.com.au.

TICKETING CODE OF PRACTICE

No matter who you ticket with, all shows must comply with the Live Performance Australia (LPA) Ticketing Code of Practice.

The Code consists of two companion documents:

- the Industry Code, which provides guidelines for industry participants including complaint handling procedures, ticket proceeds handling protocols, advertising, ticket pricing and other industry practices; and
- the Consumer Code, which provides information for Consumers regarding their rights, as well as the process by which the Code is monitored and reviewed.

This Industry Code also sets out practical guidance for meeting the obligations and procedures set out in the Consumer Code.

The [Consumer Code](#) and [Industry Code](#) may be accessed at the [Live Performance Australia website](#).

Any questions regarding the Code may be directed to [Live Performance Australia](#).

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. Offenders could face fines for multiple offences of up to \$96,700 for individuals and \$483,500 for a company.

It is a requirement for the Producer 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.

If you think your event has fallen victim to scalping, please contact the Festival team at ticketing@comedyfestival.com.au.

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

