

## Live Performance Australia Ticketing Code of Practice Action Plan

From 1 January 2016 onwards

Live Performance Australia (LPA), the peak industry body for arts and entertainment, administers the Ticketing Code of Practice for the live performance industry. A key objective of the Ticketing Code is to promote 'best practice' across the industry in order to protect consumers and the reputation of the live performance industry.

Membership with the LPA is voluntary and Melbourne Recital Centre is proud to be an LPA Member, consistently striving for 'best practice' within the industry and is committed to remaining wholly compliant with the items outlined in *Part D: Advertising and Ticketing* of the Code.

The Centre is currently working to optimise its website [melbournerecital.com.au](http://melbournerecital.com.au), ensuring all price representations made to Consumers, whether on the ticket, in advertising or other marketing material, or at the point of sale is clear, accurate and not misleading in any way, as outlined in Item 20: *Price Representations - Pricing Clarity*.

This work includes two specific customisations to [melbournerecital.com.au](http://melbournerecital.com.au):

- A new field on event webpages to house pricing breakdowns specifically before users click the 'Book Tickets' button.
- A new field above the Select Your Own Seat and Best Available tools in the transaction pathway to display fees and charges before a user adds tickets cart.

This work is currently underway. In the interim, Melbourne Recital Centre will publish the following information on all 2016 event webpages in the Tickets section:

*A Transaction Fee between \$5.50 and \$8 applies to orders made online and by phone.*

*A Delivery Fee up to \$5.50 may also apply.*

Updates to this action plan will be made regularly and communicated accordingly.

If you have any questions or queries regarding Melbourne Recital Centre's compliance with the new LPA Ticketing Code of Practice, and more specifically pricing representation, please contact Latoyah Forsyth, Digital Marketing Manager, [latoyah.forsyth@melbournerecital.com.au](mailto:latoyah.forsyth@melbournerecital.com.au) / 03 9207 2661.