

# Consignments and Buy-Outs

## Info sheet and application form

**Melbourne Recital Centre is committed to finding ways to make selling tickets easier for presenters.**

Before a consignment or buy-out can be approved however, we'll need some information about who will sell the tickets, how this will be managed, and who you'll be selling tickets to. This helps us determine the best way to make a consignment or buy-out work for you and helps us identify any potential problems early on.

We do this because Melbourne Recital Centre is a member of Live Performance Australia (LPA) and so any tickets sold to events here must be done so in accordance with the [LPA Ticketing Code of Practice](#). This code is based on Australian Consumer Law and is designed to protect the rights of ticket-buyers and ensures a consistent level of service across the industry.

**A consignment is an allocation of tickets that Melbourne Recital Centre provides to another ticketing agency on our behalf.**

This may be done as a straight **consignment** where Melbourne Recital Centre provides a batch of zero-priced tickets to another ticketing agency. Our preferred external ticketing agency is Ticketmaster. Melbourne Recital Centre manages the relationship with Ticketmaster so we still remain your primary point of contact for all ticketing queries and eDMs. If you would like to use any other ticketing agency, this needs to be reviewed on a case-by-case basis.

If ticket-selling is not the core business of the external agency (e.g. if you want to sell tickets yourself or manage sales yourself through an online ticketing system like TryBooking) then we will need to provide these as a **buy-out**. This means that you'll need to purchase of all consigned tickets up front at the advertised price. You will then collect money from each of your ticket-buyers and return any unsold tickets to us by 4pm of the business day prior to your concert. At settlement time, we will pay out all funds held minus the appropriate inside charge for every ticket which was not returned to us. The same service fee applies as if tickets had been sold through Melbourne Recital Centre's box office.

## **An example of a buy-out:**

- *Presenter X knows that their target audience likes to attend a local festival which is taking place a few weeks before their concert, so they purchase 100 tickets to sell directly. The advertised price is \$100 per ticket and the service fee is \$5 so Presenter X pays \$10,000 up front to MRC so they can collect all 100 tickets - the service fee portion of this is \$500 so during the post event financial settlement, \$9,500 will be paid out.*
- *Presenter X takes their 100 consigned tickets to the festival along with a list of the tickets they have. When each ticket is sold they note down the ticket-buyer's name and contact phone number and / or email address next to the seat number so that the patron can be easily contacted if the concert is cancelled, and so there is a record of the seat row and number in case the patron loses or forgets to bring their ticket(s).*
- *At the festival, Presenter X only sells 80 of the 100 tickets. The concert is on a Sunday, so Presenter X returns the remaining 20 tickets to MRC by 4pm on the Friday before, along with a list of 80 patrons and details of the seats they were sold. These tickets are released back for sale through Melbourne Recital Centre's ticketing system.*

## **There are a few things to consider before proceeding with a consignment or buyout.**

Your Presenter Venue Hire Agreement outlines what you are required to do if you want to sell tickets through another ticketing agency (which includes selling these yourself). You'll find relevant information in your Presenter Venue Hire Agreement under Clause 3.22 'Agency Tickets'. Some key information is listed below:

- Melbourne Recital Centre will always be the primary ticketing agent for your event. This means we'll only provide up to 50% of sellable capacity for you to sell, which ensures a fair split and means additional channels of sale are open to ticket-buyers. Once you've sold your consignment, we'll happily provide 50% of the remaining sellable capacity.
- All ticketing agencies **must** be approved by Melbourne Recital Centre. A list of authorised ticketing agencies can be provided on request. If you would like to sell tickets through another agency (which also includes selling tickets yourself) you will need to be added to this list first. This helps patrons know that the tickets they are buying are legitimate whether buying through Melbourne Recital Centre or another ticketing agency.
- Tickets must be sold at the same prices through all channels - if you want to offer a discount on tickets you sell, we'll need to do the same.

- We can only provide buy-out tickets at the full price of each reserve, i.e. student and concession price tickets will only be available through the MRC box office.
- Any unsold tickets need to be returned to us by 4pm on the business day prior to your event along with a list of which tickets have been sold and who they have been sold to. It is important that **no further sales take place after this time** and absolutely no money must change hands for consignment tickets while you are here - if a patron is only able to pay on the day, we can arrange to reserve tickets under their name to be paid for at time of collection through our own box office - please get in touch with our ticketing if this is required by emailing [ticketing@melbournerecital.com.au](mailto:ticketing@melbournerecital.com.au)

**Before confirming you'd like to sell tickets through an agency other than Melbourne Recital Centre, please read through the following requirements to ensure you're able to effectively manage this yourself:**

1. On every Monday leading up to your event, a weekly sales report must be sent to [ticketing@melbournerecitalcentre.com.au](mailto:ticketing@melbournerecitalcentre.com.au) which contains the following details: Patron name and contact details; the area, row, and seat number; the price paid per ticket. We can provide you a form to assist you with collecting this information.
2. A final sales report detailing which customers are seated in which location by 4pm the business day prior to your event.
3. All unsold tickets are to be returned to Melbourne Recital Centre no later than 4pm the business day prior to the event. Tickets are not to be sold by the presenter or third-party agency after this time.
4. Tickets are to be sold at the same value that the Melbourne Recital Centre box office is selling. If a discount is to be offered this needs to be made available through Melbourne Recital box office sales channels as well.
5. Melbourne Recital Centre needs to approve the event listing on the third-party agency website prior to tickets being made available for sale.
6. Melbourne Recital Centre will allocate no more than 50% of available seating per price reserve to be sold through the third-party agency. The Third Party will ensure that sales remain split at 50% between Melbourne Recital Centre and themselves to allow fair sales.
7. All tickets supplied as part of a buy-out will incur the ticketing service fee. All tickets supplied as a consignment will incur the consignment fee.
8. It is the responsibility of the presenter to ensure that any consignment ticket sales undertaken by a third party are completed in line with the terms of this Consignment Agreement. All sales must also be completed in line with the [Live Performance Australia Ticketing Code of Practice](#).

<b>Consignment / Buy-Out Application</b>	
<b>Please list event details below</b>	
Event Name:	
Date of event:	
Business day prior to event: <i>(Please take note of this date - at 4pm on this day we will need a final sales report, and any unsold tickets returned so we can put these back on sale)</i>	
<b>How would you like to sell tickets? (Circle or highlight one)</b>	
<i>I'd like to sell tickets via an approved ticketing agency such as Ticketmaster</i>	<i>I'd like to sell tickets myself, or via a ticketing agency who has not yet been approved by Melbourne Recital Centre</i>
<b>Please provide details of the external ticketing agency below</b>	
Name of business or group selling tickets: <i>(this should be the name that patrons would be familiar with)</i>	
Key contact name:	
Contact phone number:	
Email address:	
Business website:	
<b>Further details</b>	
Where will these tickets be sold: <i>(eg. online, social media, in person - please provide details)</i>	
Who are these tickets being sold to: <i>(e.g. students, members, social clubs, general public etc.)</i>	

*Please return completed form to [ticketing@melbournerecital.com.au](mailto:ticketing@melbournerecital.com.au)  
and please get in touch if you require any further information*