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SAFE TIX GUIDE

Tips for Buying Tickets Safely and Securely

8 August 2017

Dear Member,

LPA has today released its [Safe Tix Guide](#). This guide has been developed to better educate consumers about where to buy authorised tickets and the risks of buying from the secondary market.

This guide complements [LPA's Consumer Guide: Buying and Selling Tickets in the Ticket Resale Market](#).

To coincide with the release of the Safe Tix Guide, LPA put out a media release today to warn consumers about fake tickets and paying an inflated price for tickets. LPA's full media release can be found [here](#).

Call to Action: LPA Members

Print and online versions of the guide are available for you to use. We request that you promote the guide through your networks. For example:

- Include a link to the Safe Tix Guide and Consumer Guide on your website
- Provide links to the Safe Tix Guide and Consumer Guide in any correspondence to consumers who have bought tickets from the secondary market
- If you're a venue have hard copies handy at the box office, and hand it out to consumers who have problems with tickets bought from an unauthorised seller
- If you've got a "hot show" include a link to the Safe Tix Guide and Consumer Guide via your digital communication channels with consumers

Other LPA initiatives

In addition to the Safe Tix Guide, LPA is working on a number of initiatives related to the secondary ticket market. These include:

- Lobbying government to criminalise ticket 'bots'
- Revising the Ticketing Code of Practice to include provisions related to the secondary ticket market
- Developing a process and template to collect data on the prevalence of invalid tickets bought from unauthorised sellers.

For more information

If you have any queries in relation to the Safe Tix Guide or LPA initiatives related to the secondary ticket market, please contact **Kim Tran**, Director, Policy & Programs, on 03 8614 2000 or ktran@liveperformance.com.au



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