



Media Release – For immediate release

17 February 2020

Consumers need better information on ticket resale

Better information for consumers is crucial to helping them make informed choices when using ticket resale services according to Live Performance Australia.

LPA has welcomed the introduction of an Information Standard for ticket resales which is currently under consultation by the Treasury Department. The Information Standard will require ticket resale websites to disclose the face value of tickets, and to disclose the fact that the website is not a primary ticket seller.

More than 26 million tickets were sold for live performance events in Australia during 2018. While there is limited data about the extent of ticket reselling, unscrupulous resellers and scalpers are the scourge of the industry causing detriment to consumers, artists and producers.

“Better informed consumers are the first line of defence against dodgy online ticket resellers,” said Evelyn Richardson, LPA Chief Executive.

“Too many fans have fallen victim to shonky online reselling sites, and the proposed Information Standard is an important step in tackling the problem at source.

“Our Members support an Information Standard that provides consumers with timely and clear access to accurate information about what they are buying and the source of their tickets.

“This includes highlighting they are buying from a ticket reseller and not the authorised ticket seller,” Ms Richardson said.

Ms Richardson said LPA had made a number of suggestions in its submission to clarify and improve some of the technical aspects of the proposed Information Standard, but overall endorsed the proposal.

“The Information Standard will be just one tool in the battle against scalpers and shonky resellers. It will need to be backed up by effective compliance and enforcement by our state and territory consumer agencies,” Ms Richardson said.

“The new standard will need to be observed by those who operate resale sites in our market, including Viagogo which has previously been the subject of action by the ACCC over their misleading practices,” Ms Richardson said.

ENDS

Media contact

Susan Fitzpatrick-Napier
DMG USA/Australia
Office: +1 61 2 8218 2144
susan@dmgpr.com

Join the conversation on [Facebook](#) and [Twitter](#).



About LPA

Live Performance Australia (LPA) is the peak body for Australia's live performance industry. Established over 100 years ago in 1917 and registered as an employers' organisation under the *Fair Work (Registered Organisations) Act 2009*, LPA has over 400 Members nationally. We represent commercial producers, music promoters, major performing arts companies, small to medium companies, independent producers, major performing arts centres, metropolitan and regional venues, commercial theatres, stadiums and arenas, arts festivals, music festivals, and service providers such as ticketing companies and technical suppliers. Our membership spans from small-medium and not-for-profit organisations to large commercial entities.

LPA has a clear mandate to advocate for and support policy decisions that benefit the sustainability and growth of the live performance industry in Australia.