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To whom it may concern,

I refer to the proposed reforms to the ticket resale market.

As a real estate business who constantly needs to find new ways to entertain clients or “schmooze” people in my industry, I found myself in a very frustrating situation over 2 years ago when the only tickets I could buy to various events in Australia were “average” seats whereby I was almost embarrassed to gift tickets to clients knowing that they wouldn’t be very impressed of the seats location once they reached the venue.

As the owner/operator of a medium sized business I found it impossible to always be at the computer ready to purchase tickets when ‘Ticketmaster’ or ‘Ticketek’ advertised the ticket release. More-So, on the odd occasion when I was in my office at the right time, I was always met with the same message saying “that we are currently experiencing higher than usual traffic” – that’s when I give up. I simply don’t have the time to wait.

Due to this frustration I was introduced to a privately-owned ticket broker in Australia who have been nothing short of outstanding.

I have been able to obtain the exact tickets to the events I needed and in the event I had any issues their customer service team are always quick to respond and rectify any of those issues.

I have just been made aware that a new legislation may be introduced which would personally make a big difference to me and it makes me very angry to hear that if I want to access tickets to an event I must be front and centre at 9am on any given day and hope that I get through.

As a consumer, I want to be able to choose whether I purchase my event tickets directly from Ticketmaster and Ticketek, or whether I want to go through an Australian ticket broker.

After a little research I have learned that placing a 10 per cent cap on the sale of tickets will destroy the small Australian businesses that operate in the ticket resale market. Sometimes they sell tickets for a loss, sometimes they sell for a profit. Any cap reduces their flexibility as their overheads such as employing staff, office space, insurances and the like are over 10 per cent.



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I have read numerous articles about overseas based resellers that this legislation cannot touch. (eg Viagogo) – I remember using that site once and the event I bought tickets for was cancelled and it took 2 months to get a refund.

While I appreciate the intention of the legislation is to protect consumers, the reality is it will be the Australian owned ticket resellers that suffer, while the overseas multinational companies will be incredibly difficult to pursue.

After some 'Googling' I read up on the Ticket Brokers Association is a group of Seven Australian owned and operated ticket and hospitality service providers, employing Australians, and contributing to the Australian economy through employment and taxation.

Their members adhere to a Code of Conduct which amongst other things mandates transparency in ticketing, a public facing point of contact and disallows any use of automated software (bots).

I urge you to work with the Ticket Brokers Association on the policy process to improve the legislation and its efficacy, ensuring that consumers and small businesses owners benefit from the reforms as intended.

Yours sincerely

A handwritten signature in black ink, appearing to read "Oren Flamm".

Oren Flamm
Director