

## **TICKETING POLICY**

Performing Arts Centre Society is an Incorporated Association that trades under the name The Blue Room Theatre. Performing Arts Centre Society (PACS) have a board of management that governs over The Blue Room Theatre and any reference to Performing Arts Centre Society (PACS) or The Blue Room Theatre (TBRT) are to be considered interchangeable.

The Blue Room Theatre abides by the Live Performance Australia ticketing code of practice. A copy of the code of practice can be accessed [here](#) and is made available to the general public on The Blue Room Theatre website.

The Blue Room Theatre endeavours to provide independent producers with a ticketing system that is affordable, enables producers to access data, is user friendly for patrons and can generate essential reports for front of house, marketing, finance and governance.

The Blue Room Theatre's ticketing policy is informed by the desire for fair financial returns for producers, the ability for artists to have their work viewed widely by the general public and industry peers and for The Blue Room Theatre to manage and maintain relationships with industry, sponsors and donors.

All tickets for Development Season shows must be booked via The Blue Room Theatre's ticketing system. This includes tickets for cast and crew. Seats may not be added to the theatre unless approved by the Venue and Operations Manager and added to the ticketing system by the Front of House and Office Manager. During Summer Nights, TBRT may alter ticketing arrangements according to production agreements and ticketing agreements with FRINGE WORLD. Ticketing arrangements for Winter Nights, other events and private hires will be determined in keeping with this policy and agreed with the independent producer or hirer prior to tickets being publicly advertised.

The Blue Room Theatre will determine the price of all tickets for performances that are part of our programs and any additional discounts that the producer may, from time to time want to apply to their tickets need to be approved by TBRT. TBRT will liaise with Summer Nights Producers in the setting of their ticket prices to ensure they are appropriate to the performance and in line with the program.

The capacity of each space must not exceed the Maximum Accommodation as determined by The City of Perth in accordance with Section 178(1) of the Health Act 1911 and the Health (Public Buildings) Regulations 1992 and stated on the Certificate of Approval.

Namely:

First Floor:

The Blue Room Theatre	-	73 Persons
Mural Room	-	40 Persons

Studio Theatre Space	-	50 Persons
Bar	-	28 Persons
Foyer and Balcony	-	33 Persons
Ground Floor:		
Old Office Workshop	-	30 Persons
Kaos Workshop	-	50 Persons

All tickets, apart from holds, will be made available for general sale from the date of the season launch or earlier as directed by the Marketing Manager.

### **Exchanges and refunds**

Ticket purchasers will be advised in their booking confirmation that their ticket cannot be exchanged or refunded except as outlined in the LPA Ticketing code of Practice.

A refund or exchange will be offered when:

1. A performance is cancelled.
2. A performance is relocated.
3. An incident out of the patron's control has significantly affected enjoyment of the performance.
4. A patron has had trouble with the ticketing system and inadvertently booked more tickets than intended.
5. A ticket has been booked for an incorrect performance by a Blue Room Theatre employee.

A refund or exchange will not be offered for:

1. Dislike or dissatisfaction with a performance.
2. Failure or inability to attend.
3. Late attendance.
4. Refused entry or eviction.
5. Use of an understudy.

If a ticket has been booked for an incorrect performance by a patron an exchange will only be offered where this does not adversely affect the producer's income or ability to have their work seen by relevant industry peers. Discretionary exchanges may also be processed under extenuating circumstances on grounds of compassion.

Subscribers may exchange their tickets, subject to availability, up to 24 hours before a performance. These exchanges may be made to another patron or to another performance but not to another production.

### **Complaints**

All complaints regarding ticketing must be referred to the Front of House and Office Manager. Complaints will be dealt with promptly via email where possible and the patron directed to LPA should they not be happy with any decision made by The Blue Room

Theatre. A record of all complaints and resolutions shall be kept by the Front of House and Office Manager.

If something in this policy is in direct conflict with the LPA code of practice the LPA stipulations will apply. If any part, term or provision of this policy is declared or determined to be illegal or invalid by final determination of any court or tribunal of competent jurisdiction or as a result of legislative changes the validity of the remaining parts, terms or provisions of this policy will not be affected and the illegal or invalid part, term or provision shall be deemed not to be part of this policy.

Any tickets sold through the FRINGE WORLD ticketing system will be subject to all terms and conditions laid out in FRINGE WORLD's Ticketing Policy and not the responsibility of The Blue Room Theatre.

### **Holds**

The following ticket holds will be built into each event for TBRT Development Season Productions:

1. One usher seat for each performance.
  - The producer is responsible for providing an usher for each performance. The usher is required to sit in on the performance in order to supervise the audience. The usher sits on the seat closest to the exit in case of emergency. The Box Office Manager is required to allocate that ticket to the usher on the night.
2. All producer complimentary tickets (comps) for opening night.
  - These tickets will be held for invited guests until the RSVP date has passed and the producer has agreed with the Front of House and Office Manager to release any remaining tickets for general sale.
3. Two house seats for each performance excluding Members' Night and opening night.
  - These may be used by The Blue Room Theatre to issue tickets under circumstances as outlined under complimentary tickets. If not used by 12:00pm of the day before the performance they will be released for general sale or allocated according to the producers' wishes.

Holds may also be added throughout the season on behalf of the producer for media, special offers, competition winners and schools.

Festival, venue and producer holds and complimentary ticket allowances for Summer Nights are arranged by FRINGE WORLD and outlined in production agreements. TBRT makes an allowance through the registration process for an usher seat to be pre-allocated and will not register as a hold in the system.

House holds for Winter Nights vary depending on the presentation program and will be detailed for each production in the letter of agreement, in addition to one usher hold per presentation.

### **Reservations**

As a general rule The Blue Room Theatre does not reserve tickets for patrons as this results in the tickets being unavailable to the general public without the certainty of a sale. Tickets

may be reserved in special circumstances where a definite sale is facilitated. All reserved tickets must be released prior to box office opening for that performance.

### **Complimentary ticket allocation**

Complimentary tickets are only issued when the circumstances are beneficial to either The Blue Room Theatre or the producer. As a guide, comp tickets can be expected to make up anywhere between 15% and 25% of a show's ticket sales. TBRT reserves the right to limit the number of complimentary tickets available to producers.

The Blue Room Theatre (TBRT) will invite core funding sponsors from DLGSC, Australia Council for the Arts and City of Perth to productions as required by their individual agreements. They will be invited to attend opening night but may select any other performance subject to availability. The Blue Room Theatre will do this in negotiation with the producer.

The Blue Room Theatre will supply producers with contact details of other sponsors, staff and board of TBRT, government officials, TBRT judges, and season assessors who must be invited to opening nights. If these VIPs are unable to attend opening night but would like to transfer their tickets to another night The Blue Room Theatre will endeavour to ensure that this is within the first week of the production's season or within the house seat ticket allocation available for The Blue Room Theatre. There may, however, be some instances where an exception is made and this will be negotiated with the producer as needed.

The producer may add to the opening night invite list and also request extra complimentary tickets be processed throughout their season.

The Blue Room Theatre may use House Holds to issue complimentary tickets to:

1. TBRT interns or work experience placements
2. Sponsors
3. Visiting industry peers
4. Potential donors

Though the House Hold allocation to The Blue Room Theatre for the purposes above is pre-set in the ticketing system at two tickets per performance (excluding members' night and opening night), TBRT may use more than two house holds on any one night provided the total House Holds used do not exceed the cumulative total of two per night across the season. TBRT will not use House Holds unreasonably.

Instances where the Blue room may issue other comp tickets:

1. Casual Front of House and Bar staff may book tickets to the preview of a production, or another night during the first week if they are unable to attend the preview. Casual staff may also attend on another night only if a seat is available. The Blue Room Theatre believes that it is important for staff to be able to talk knowledgeably about shows to patrons.
2. TBRT may issue comp tickets to a digital archivist to record each production if required.
3. TBRT honours companion cards and will issue one comp ticket per companion card holder. The card must be produced when tickets are collected from box office.

4. TBRT will issue one comp teacher ticket for every 10 students when booking schools.

### **Reviewer & Judge Tickets**

Development Season – Producers are responsible for securing the attendance of reviewers and have discretion over which reviewers they will issue complimentary tickets. TBRT will check with Producers prior to booking complimentary tickets for reviewers where it receives a request directly from a reviewer to attend.

TBRT will provide Producers with as current and complete a list of potential reviewers as possible as part of its support.

Individual reviewers will receive two (2) complimentary tickets, one for each of the reviewer and their guest. If a reviewer is issued a complimentary ticket TBRT expects it will result in the publication of a review unless there are extenuating circumstances. TBRT reserves the right to refuse complimentary tickets to reviewers who have consistently failed to publish reviews. Tickets are not transferrable except to an alternative reviewer for the same publication or platform.

TBRT advises Producers that publications who regularly publish reviews of TBRT work should be offered one (1) complimentary ticket and be offered the opportunity to purchase a guest ticket at the member discount price, to be used by a representative of the publication separate to their reviewer. TBRT will include recommendations of which publications this should include in the list of recommended reviewers mentioned above.

Producers should encourage reviewers to attend the production from Opening Night and onwards, but in the first week of the season.

Summer Nights - during Summer Nights FRINGE WORLD (FW) manage the allocation of reviewer tickets to productions in the FRINGE WORLD program. Independent producers may allocate additional complimentary tickets to reviewers they source, subject to the complimentary ticket conditions outlined in the agreements Summer Nights Producers enter into with FW and TBRT.

TBRT will book tickets to PAWA judges (the judge and a guest) for each Development Season production. Producers are to let TBRT know on signing their production agreement if they do not wish to make tickets available to PAWA judges.

### **Tickets for general sale**

The Blue Room Theatre's ticket pricing structure aims to balance an affordable access point for general public with a fair and sustainable return for creatives and the financial sustainability of The Blue Room Theatre.

The Blue Room Theatre will include in all of its program call-outs for submissions the ticket pricing structure or scope that will apply to any work accepted for inclusion in that program.

All Development Season producers are expected to adhere to The Blue Room Theatre's basic pricing structure and subscription series. Producers may add extra discounts subject to consultation with the Marketing and Communications Manager and Front of House Manager.

Producers who are a part of Summer Nights will negotiate the pricing structure with TBRT and sell all tickets through the FRINGE WORLD ticketing system until the evening of the performance when tickets default to TBRT ticketing system SABO.

Endorsed by The Blue Room Theatre Board on the 5<sup>th</sup> of August 2019.