

Bomnet Benchmarking Survey June 2022

. Do you charge a fee for an event/web build?

● Yes	4
● No	15



How much is your event/web build charge? Please list commercial/community/free events

4 Yes Responses

1. \$80 Commercial only
2. \$65.00 all events
3. We charge a flat admin fee of \$189
4. Event Creation Commercial \$110, Event Creation & Community \$52.50
Commercial Urgent (<72hr) Event Creation and Set of Tickets \$220.00

How much do you charge for amendments to an event/web build?

2 Responses

1. \$55
2. nothing really at this stage, but we are hoping to incorporate a fee for amendments and extra requests

. Do you charge a merchant fee to the ...

● promoter?	9
● patron?	4
● Do not charge	6



What percentage do you charge for your merchant fee?

9 Responses

1. 2.5%
2. 1.85%
3. 2%
4. 2%
5. 2.5%
6. 2%
7. 1.8%
8. 12% (this could be a typo perhaps 1.2%)
9. 1.6%

How much is your inside charge to the promoter on commercial events? If on a scale depending on ticket price, please list.

19 Responses

1. \$3.95
2. \$3.60
3. \$4.20
4. \$3.90
5. \$3.50
6. \$3.30
7. 0.50 Ticket fee and 2.5% processing fee
8. \$4.50 per ticket \$2.00 complimentary
9. \$4.50 per ticket \$1.40 complimentary
10. \$3.00
11. \$4.00
12. \$3.50 access to all sales channels , \$1.00 online sales channel only
13. \$5.60 \$2 per complimentary
14. \$4.30 increasing to \$4.40 in 2023
15. \$2.50
16. \$3.50
17. Tix \$10.99 and under: \$3.30
Tix \$11.00 - \$39.99: \$4.30
Tix \$40.00 - \$59.99 \$5.:30
Tix \$60 and over: \$6.50
Credit card fee 3%, Complimentary tickets \$0.60
18. \$4.50 \$2.20 complimentary
19. \$0 - \$29.99 (\$3.80 per ticket)
\$30.00 - \$64.99 (\$4.30 per ticket)
\$65.00 plus (\$4.80 per ticket)

How much is your inside charge to the promoter on community/not-for-profit events? If on a scale depending on ticket price, please list.

18 Responses

1. Schools \$1.55 Community/Not for Profit \$2.15
2. \$3.00
3. \$2.95
4. \$2.50
5. \$2.50
6. \$2.10
7. \$2.50 per ticket
\$1.00 per comp ticket
\$4.50 per ticket priced at \$60 or over
8. School/NFP Dance school
\$2.55 per ticket
\$1.35 per complimentary

Community Group NFP
\$1.30 per ticket / complimentary
includes GST
9. \$1.50
10. \$2.00
11. \$3.50 access to all sales channels
\$1.00 online sales channel only
12. \$5.60 Per Ticket Sold
\$2.00 Per Complimentary Ticket Issued \$2.00
13. Currently \$3.60 increasing to \$3.70 in 2023
14. \$1.50 per ticket
15. \$1.50 per ticket
16. Community
Tix \$10.99 and under: \$1.55,
Tix \$11.00 - \$39.99: \$3.00,
Tix \$40.00 and over: \$4.00, Credit card fee 3%, Complimentary tickets \$0.60
17. \$1.20 comp tickets, \$2.25 all others
18. \$0 - \$29.99 (\$2.70 per ticket)
\$30.00 - \$64.99 (\$2.80 per ticket)
\$65.00 plus (\$2.90 per ticket)

. Do you provide refunds?

● Yes	12
● No	7



i. Do you charge for refunds or exchanges?

● Yes	4
● No	8



How much do you charge for a refund or exchange?

4 Responses

1. \$2 per ticket
2. \$4
3. \$3.10
4. 'If refunding for companionate reasons / covid, the customer will only get the ticket cost back (no fees or charges). For an exchange a \$3 transaction fee and a \$1.50 exchange fee per ticket is charged.

. Do you charge a transaction or per ticket charge to the patron?

● Per ticket	2
● Per transaction	8
● No charge	9



. Which channel do you charge for?

● Phone	8
● Counter	4
● Internet	9



How much do you charge for each channel?

10 Responses

1. \$1.50 per ticket
2. \$6 if event tickets price is over \$20
\$4 if the highest price on an event is less than \$20
3. Over \$20 \$6, \$4 if the highest price on an event is less than \$20
4. \$3 per transaction
5. Phone \$5.50 Internet \$4
6. 50c per ticket for any channel - the on cost of TryBooking really
7. \$4.95 Service Fee
8. \$1.30 per ticket sold for On line purchases
\$3.00 per transaction for over the phone purchases
9. Internet \$6.50
Phone \$3.00
10. \$3.00 transaction fee for over the phone and counter. The merchant fee is only applied over phone and online. Online they only are charged the merch fee and not a transaction fee.

Please explain why you chose to charge per ticket or per transaction.

10 Responses

1. Software was unable to charge different amounts for transaction total
2. ENTA/Vivaticket charges by transaction, so no choice
3. We feel a transaction fee is more in line with Industry standards and can more easily be justified
4. charge per transaction
5. TryBooking's on cost per ticket fee
6. affordability to large groups
7. Per transaction covers fees charge by our ticketing provider in most cases.
8. On line per ticket is quite low for our audience demographic, if it was a per transaction fee, it would be higher for just one ticket and we would be getting more telephone calls rather than on line.
9. This was decided by management
10. Rising costs to business to provide ticketing service. This fee was introduced by senior management around 8 years ago.

Do you charge for postage?

● Yes	11
● No	8



How much do you charge?

9 Responses

1. \$4.00
2. \$3.00
3. \$8.95 express post
4. \$9.00 Express Post & \$3.00 Standard Mail
5. \$2.00
6. \$2.00
7. \$3.00 per transaction over the phone which includes postage
8. \$3.10
9. \$3.50

Note: 2 answers in do you charge for postage graph for yes I believe should be no

. How do you charge for a box office staff member to be available prior to the show?



. Do you allow bulk ticket printing?



How much do you charge for bulk ticket printing?

10 Responses

1. \$1.05 per ticket
2. \$285.95
3. \$1.35 per ticket
4. \$197 per set printed, \$99 for each additional set
5. Promoters \$2.80 per ticket increasing to \$2.90 in 2023 we charge schools one price to print the theatre depending on what venue they are using.
6. Community \$1 per ticket
7. \$4.40 per ticket
8. 0.80 per ticket
9. No charge
10. No charge

Do you impose any extra terms and conditions on bulk ticket printing?

10 Responses

1. Must be an event where language barriers may be taken into account eg Turkish community. Not allowed for commercial hirers or dance schools. Can be done for school graduations.
2. No
3. Tickets must be distributed prior to the performance date
4. Not yet though I am working on it!
5. We are in the process of stopping bulk printing
6. No
7. We only allow some Community Groups to continue with bulk print tickets as we have and are still trying to phase this out.
8. No reprinting, must use map for allocation, must pay for full compliment of ushers, cannot use our equipment on the day
9. \$80 set up fee and then \$0.80 per ticket.
10. N/A

Do you allow external events to hire your ticketing services?

● Yes	11
● No	8



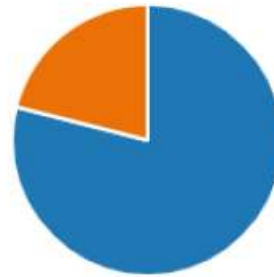
How much do you charge to ticket for external events?

11 Responses

1. \$3.95 per ticket set up of venue may vary
2. This is new so we havent had an agreement in place yet.
For other Council events, we expect to either include an inside ticket fee, or absorb in the transaction fee, as most will be e-ticket option.
3. \$159 per event build for both ticketing & website, we also charge inside ticketing charges
4. \$3.90 per ticket
5. Same as venue fees
6. Same as internal events
7. \$5.60 per ticket sold
\$2.00 per complimentary ticket issued
8. The booking fee no extra charge
9. \$189 plus \$3.50 ticket commission
10. 20c per ticket
11. Set up fee \$105

. Is it mandatory for hirers to use your ticketing services for all parts of the venue?

● Yes	15
● No	4



What areas of the venue do you allow hirers to ticket using another ticketing provider?

4 Responses

1. For event registration only, we allow other areas of Council to use other platforms
2. Theatre
3. We used to only allow some dance schools/schools to sell their tickets directly to their students and now it is creeping into community groups wanting to sell their own tickets - we have told them they must not use another ticketing provider to do this. I am currently working on a Policy to try to address and reduce this problem.
4. We are in the process of making it mandatory for our function rooms (for ticketed function events)

How much do you charge hirers if they are using an external ticketing company?

1 Responses

1. Our booking fee on every ticket sold \$3.60 plus additional fees for setting up \$500. But we dont do this

. Do you allow for joint allocations with other companies such as Ticketmaster?

● Yes	5
● No	14



How much do you charge for joint allocations?

2 Responses

1. \$3.95 per ticket
2. We only do a joint allocation with Opera Australia at the moment; though might be open to the idea of joint allocations if the opportunity arose ie with Melbourne International Arts Festival.

Do you offer any marketing services to hirers?

Yes	17
No	2



How much do you charge for EDMs you send on behalf of hirers?

13 Responses

1. \$225
2. \$250 for a dedicated ED, subject to availability (we don't send out too many emails per month)
\$150 for a shared EDM
3. For Commercial Hirers we provide a NOW ON SALE EDM free of charge, any further EDMs @ \$250 each
4. \$198 (database of 11,000 recipients)
5. not as yet but we plan to do it soon
6. we don't charge anything
7. \$95.00 or part of a package
8. \$50
9. I think \$350 including GST - this is more our marketing team's area
10. \$60 for a standalone edm
11. \$150
12. \$168
13. We have gold, silver and bronze marketing packages. Outside of this a hirer can have an edm at \$285.00 each.

i. Do you offer any graphic design options to hirers to size images to correct sizes you require?

● Yes	7
● No	12



How much do you charge for resizing images?

5 Responses

1. \$100
2. Not as yet but we plan to do it soon
3. We don't charge for this
4. I think we only resize images for our website and don't believe we charge hirers for this.
5. Nothing

. Do you offer an option to collect 3rd party privacy opt in details for the hirer?

● Yes	14
● No	5



How do you collect the opt ins for the hirer?

16 Responses

1. Question during sales process
2. Yes
3. Through our Ticket System, it's done during show build
4. Data protection question which is asked at the time of any purchase, however the information is only provided to the Promoter if they request it.
5. check box at check out
6. Through the ticketing website
7. TryBooking has an opt in option, we can then pull the data and filter via opt in to only supply opt in data
8. We have this set up as a 'question' option in Tessitura though have not used it yet [in past 18 months]
9. At customer web account creation/ sign up point, not at ticket purchase.
10. Check box at time of sale
11. Via online when purchasing a ticket
12. via Marketing Opt-In
13. Ticketing system
14. on purchase
15. Through ticketing system

Thank you for completing this survey, please add any further comments below.

Postage: We no longer offer postage at all.

Box Office Hours: Monday to Friday. Phone - 9-5, Over the counter 10-4, and counter only from 1 hour prior to the show start time.

Just a side note, our situation is a little different as we use the Colac Cinema Counter (and staff :) as our Box Office PoS, so they charge us a commission for all tickets sold face to face.