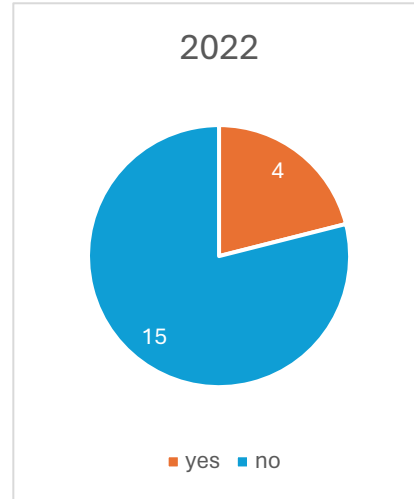
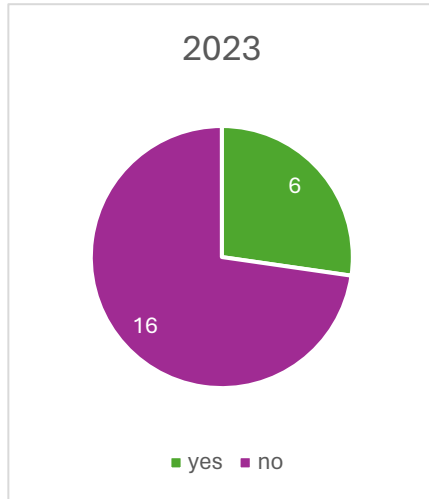


## BOMnet Benchmarking Survey 2023 Results

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



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

### 5 Yes Responses

1. We only charge for internal departments for an event build as they don't incur any other ticketing charges. \$50 per hour, which usually just equates to \$50.
2. Varies depending on a large range of factors.
3. Commercial \$120 Community / not for profit – waived
4. \$100 per event
5. We have a tiered system depending on the build requirements, and this is the same for Commercial and community; free events attract our tier 1 price. Tier 1 \$80 | Tier 2 \$120 | Tier 3 \$140 | Tier 4 Price on Application. I can send through the structure of what is offered if needed.

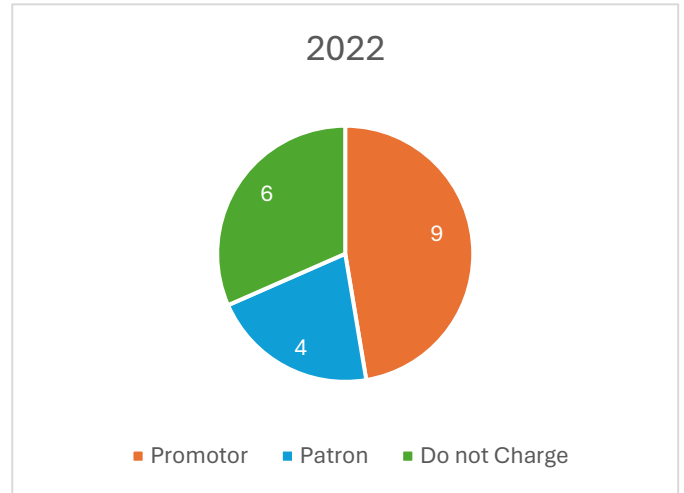
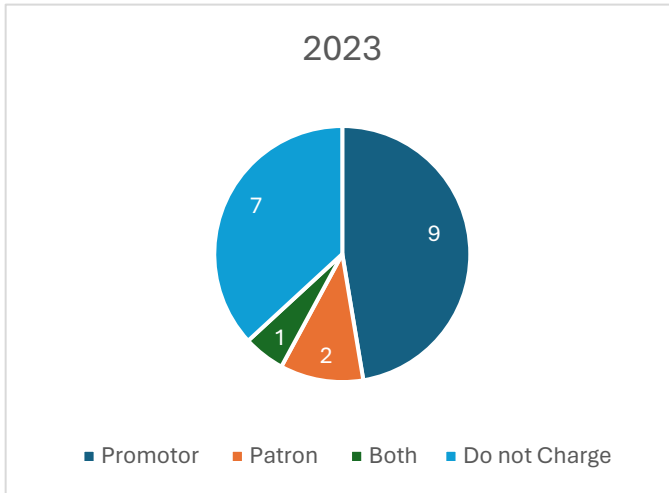
3. How much do you charge for amendments to an event/web build?

### 17 Responses

1. \$0 - it is something we consider when hirers change blurbs and artworks more than once.
2. Nil, unless changes are extensive.
3. \$50 per hour - rarely charged.
4. \$50 per hour.
5. \$60
6. \$60
7. \$65

**11 Responded with no fee (including answer 1)**

4. Do you charge a merchant debit/credit card fee to the ...



5. What percentage do you charge for your merchant fee?

**15 Responses**

1. 0.49%
2. 0.90%
3. 1%
4. 1.6%
5. 1.6%
6. 1.80%
7. 1.85%
8. 2%
9. 2%
10. 2%
11. 3%
12. 2%
13. \$2 service fee per ticket
14. 2.50%
15. We do not manage ticketing.

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

**19 Responses**

1. \$2.50
2. \$3.00
3. \$3.45
4. \$4.10
5. Complimentary \$2.20.  
Ticket price <\$29.99 is \$3.80,  
Ticket price \$30 to \$64.99 is \$4.30,  
Ticket price \$65+ is \$4.80.
6. \$4.00
7. Commercial Rates Complimentary Ticket \$0.90.  
Tickets \$3.00

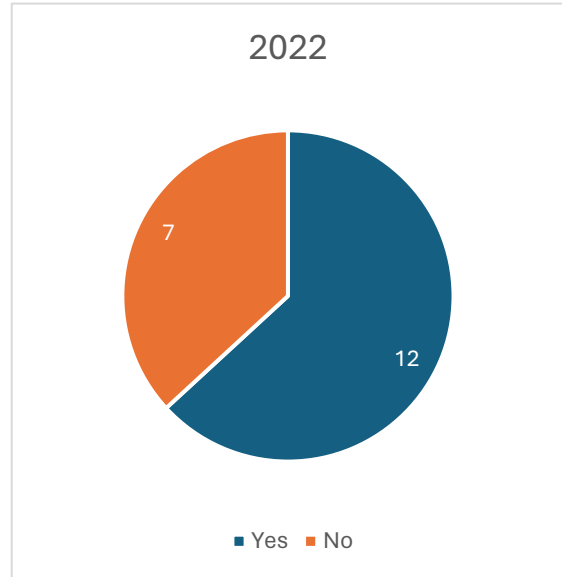
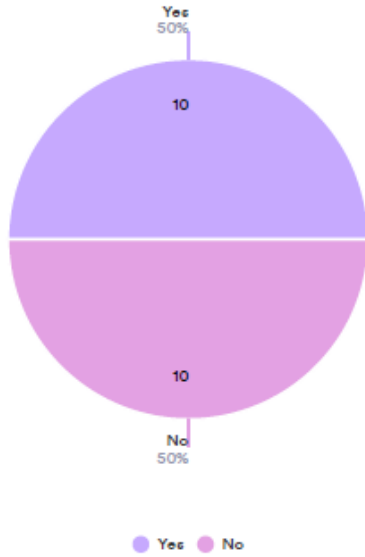
- Tickets \$30 and over = \$3.60
- Tickets \$40 and over = \$3.90.
- Tickets \$50 and over = \$4.50
- Tickets \$60 and over = \$5.05.
- Family Tickets (2ad + 2ch) \$100 and over = \$5.2.
- Family Tickets (2ad + 2ch) \$150 and over = \$5.60.
- Family Tickets (2ad + 2ch) \$200 and over = \$6.20
- 8. Varies depending on a large range of factors.
- 9. \$5 (\$1 for comps up to a limit of 20)
- 10. \$4.40 / and \$1.20 per comp ticket
- 11. \$4.65 full price | \$2.30 comp
- 12. \$4.65 full price.
- 13. \$1 per ticket Minimum \$299
- 14. \$4.50 a ticket
- 15. \$4.40
- 16. \$4.30
- 17. \$3.30
- 18. \$4.00 per ticket if a commercial event is under \$25, \$1.50.
- 19. 9%

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

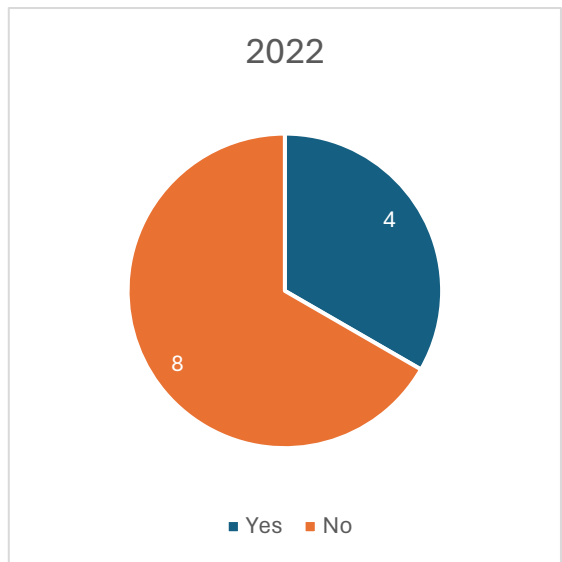
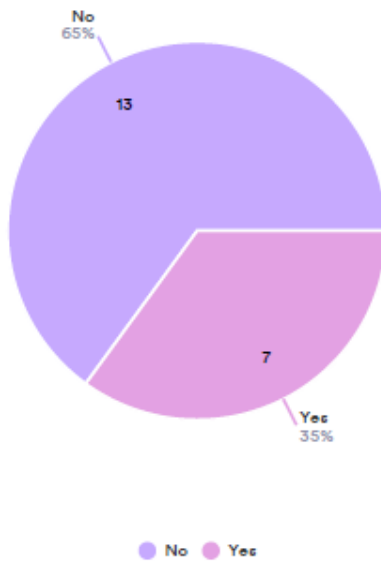
### 17 Responses

- 1. \$1.50
- 2. \$1.50
- 3. \$1.50
- 4. \$1.50
- 5. \$2.20
- 6. \$2.50
- 7. \$2.70
- 8. \$3.80
- 9. \$3.30
- 10. Complimentary \$1.60  
Ticket price <\$29.99 is \$2.70  
Ticket price \$30 to \$64.99 is \$2.80  
Ticket price \$65+ is \$2.90.
- 11. Community Rates Complimentary Ticket \$0.70  
Tickets \$1.95  
Tickets \$20.00 and over \$2.05  
Tickets \$25.00 and over \$2.15  
Tickets \$30.00 and over \$2.45  
Tickets \$35.00 and over \$2.90  
Family Tickets (2ad + 2ch) \$3.20
- 12. Average Ticket Price (ATP) < \$25, Fee \$2.95;  
ATP \$25.01 - \$50, Fee: \$8.60;  
ATP \$50.01 - \$85, Fee: \$11.90;  
ATP > \$85.01, Fee: \$14.10
- 13. \$2.50 (\$1 for comps up to a limit of 20)
- 14. \$3.30 / and \$1.20 per comp ticket
- 15. \$2.35 full price | \$1.25 comp
- 16. \$4 per ticket less a council subsidy \$2.40 for Schools and \$1.60 for Community/Local Theatre
- 17. 7%

8. Do you provide refunds?



9. Do you charge for refunds or exchanges?



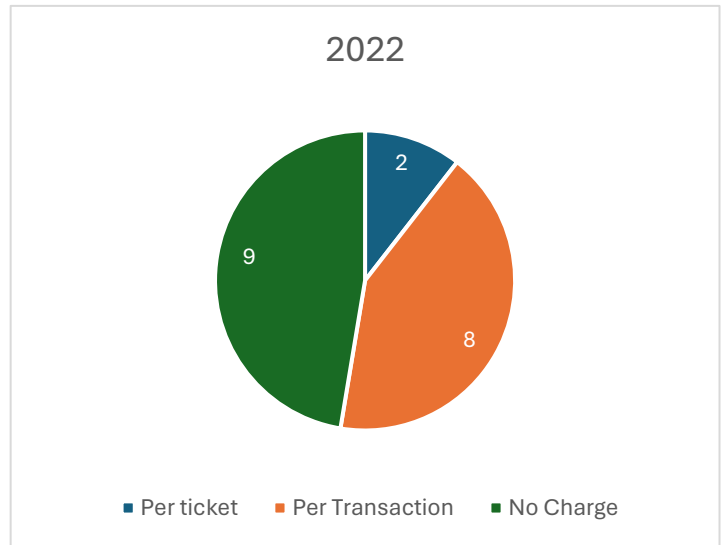
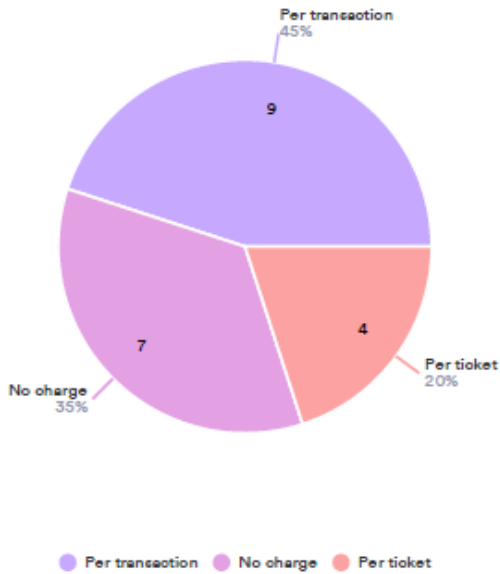
10. If applicable, how much do you charge for a refund or exchange?

**9 Responses**

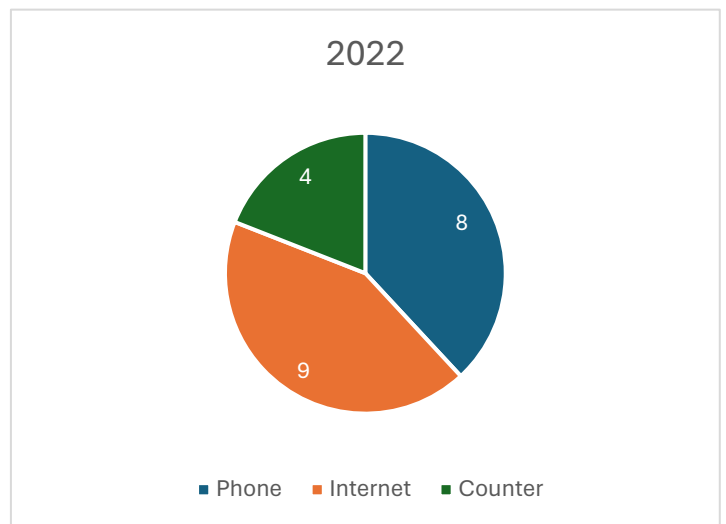
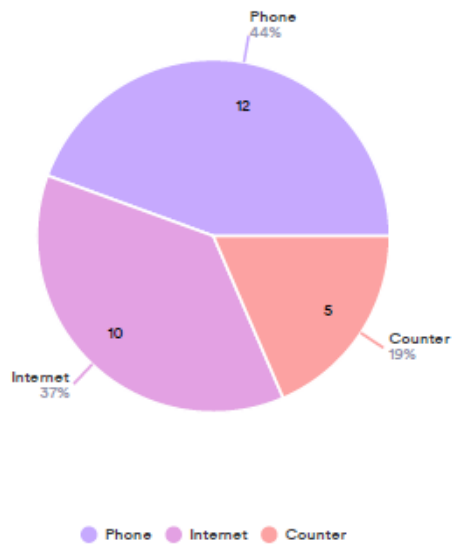
1. If exchanges are offered when multiple shows, then, there is a transaction fee of \$3.20 and a per-ticket exchange fee of \$1.50.
2. \$5.00
3. If we were able to charge, we would, but our ticketing system does not allow it.

4. In some instances, we do \$2.20 per ticket.
5. \$2 per ticket
6. \$3.00 per ticket
7. \$3.00
8. \$3.10 per transaction
9. \$3.00 for an exchange

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



12. Which channel do you charge for?



13. How much do you charge for each channel? Slide 5

**12 Responses**

1. \$3 per transaction for all
2. \$3.20 transaction fee
3. \$3.50 per transaction
4. \$3 per transaction over the phone | \$1.30 per ticket online
5. \$3.30 across the board

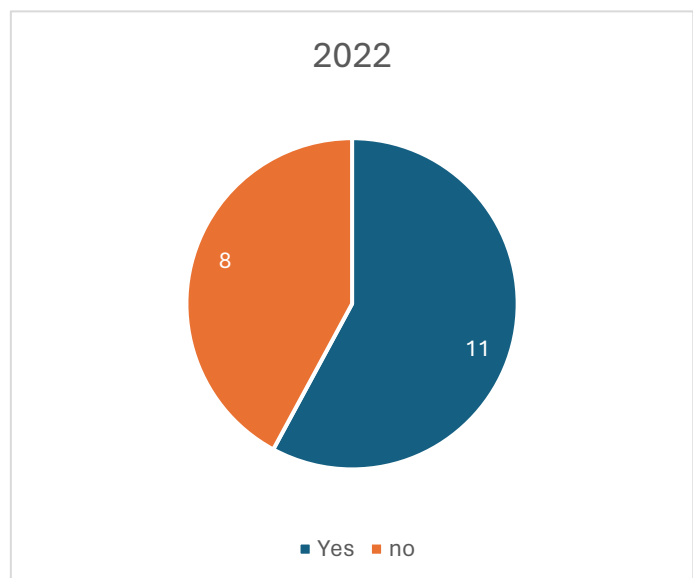
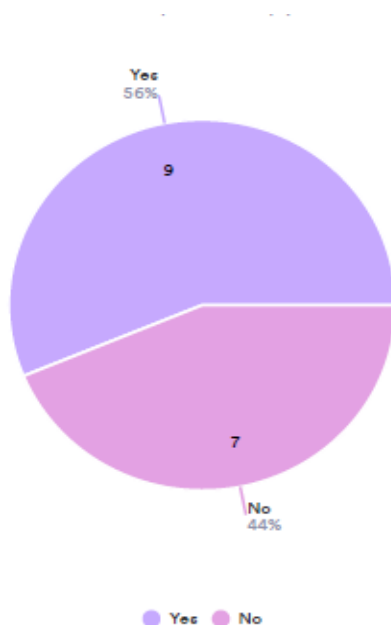
6. \$4.80 per channel
7. Phone \$4 | Internet \$3
8. We have a standard \$2 per ticket fee regardless of channel
9. The fee is applied by the ticketing provider and comes to \$0.50 per ticket.
10. \$0.20 - SMS - per transaction
11. \$5.00 per transaction on both Phone and Internet bookings
12. \$4.50

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

### 12 Responses

1. Per transaction will work out less the majority of the time.
2. Choose per transaction to align with industry standards and also to offer a fairer option to our community.
3. Our fees haven't changed for some years so we will be interested in reviewing this survey.
4. This covers our merchant fee and covers staffing (2-hour box office for show) and administration.
5. Shopping cart functionality
6. Per transaction appears more reasonable and encourages people to book all in one go.
7. We felt per transaction was a reasonable one-off charge to our patrons and was in line with industry standards.
8. We choose a \$2 per ticket fee to cover our costs, e.g. merchant fee, and tickets.com fees.
9. The fee is applied by the ticketing provider per ticket.
10. Per transaction seems more logical than sending numerous SMS
11. To align with the major ticketing agencies
12. We were charging \$1.50 per ticket, and most of our transactions average to 3 tickets per transaction, so we opted for \$4.50 per transaction.

15. Do you charge for postage?

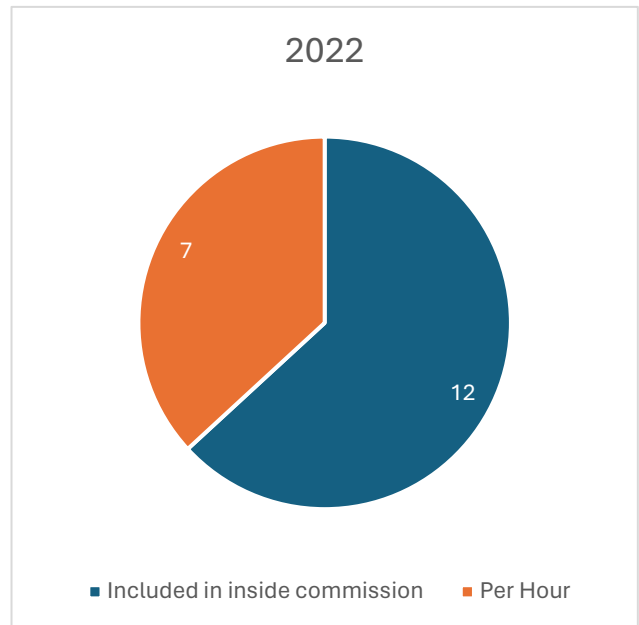
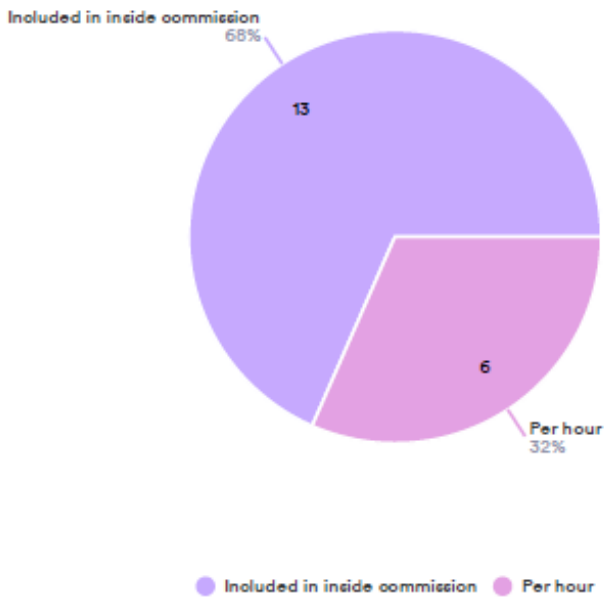


16. How much do you charge?

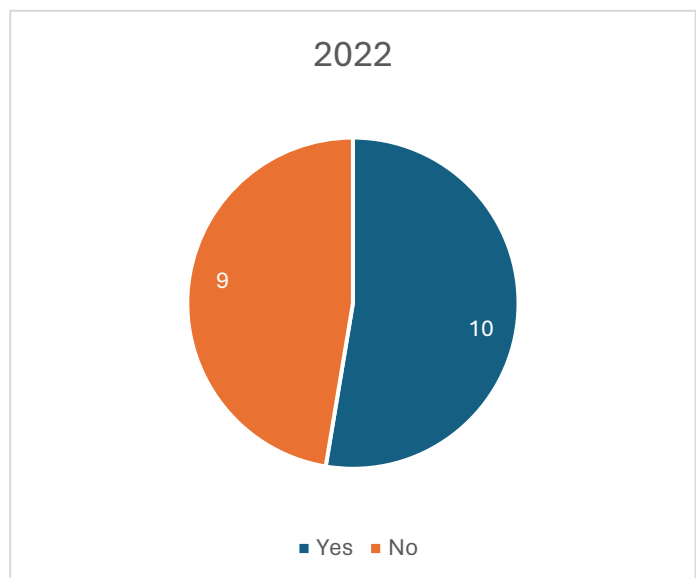
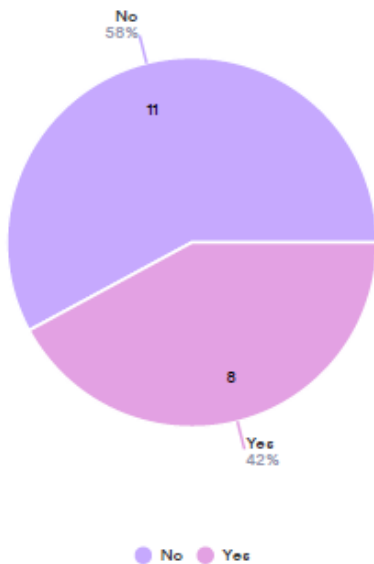
**9 Responses**

1. \$3.70
2. \$1 on top of \$3.50 Service Fee
3. \$5.50
4. \$4.5
5. \$7.00 for Express or Registered Post
6. \$9.50 for Express Post
7. \$2
8. \$4
9. \$5

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



18. Do you allow bulk ticket printing?



19. How much do you charge for bulk ticket printing

**8 Responses**

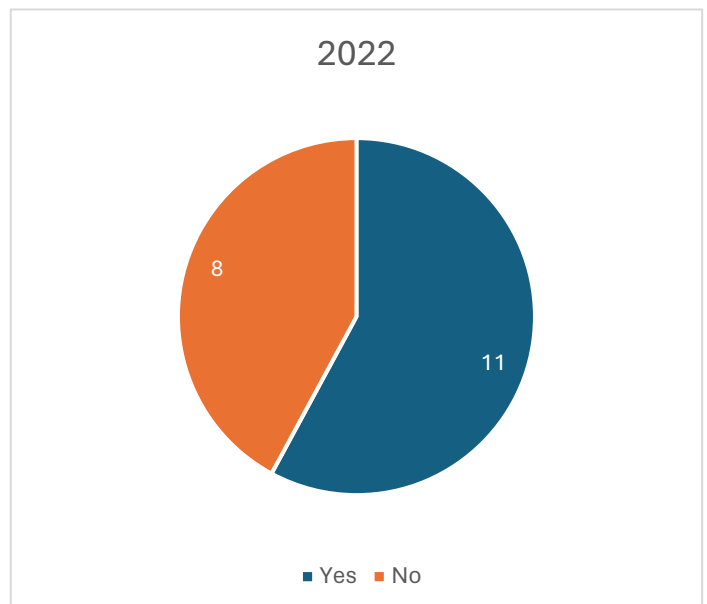
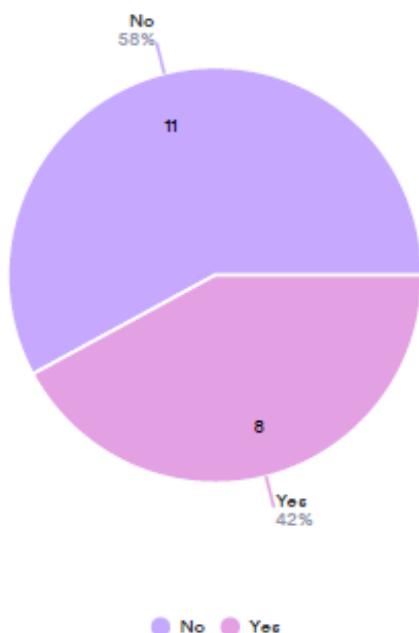
1. 75 cents per ticket
2. \$150, however, trying phase out.
3. Yes, for School Events only generally. We charge \$2.31 per ticket.
4. \$4.55 per ticket
5. \$0.70 per ticket
6. There are different prices for the different venues. Our main venue seats 750 - the cost for full set of tickets is \$350"
7. \$0
8. \$1.76 per ticket.

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

**11 Responses**

1. No
2. We only do it on rare occasions. There must be hard tickets, and the presenter must take full responsibility for tickets during the event.
3. N/A
4. N/A
5. No
6. N/A
7. N/A
8. We only allow bulk ticketing for schools
9. No
10. Nope
11. Only for free events that are not open to the 'general public': individually invited guests (e.g. award presentation), school events that have specific seating requirements/ticket limits that can't be facilitated via online booking. Requests assessed on an event-by-event basis.

21. Do you allow external events to hire your ticketing services?



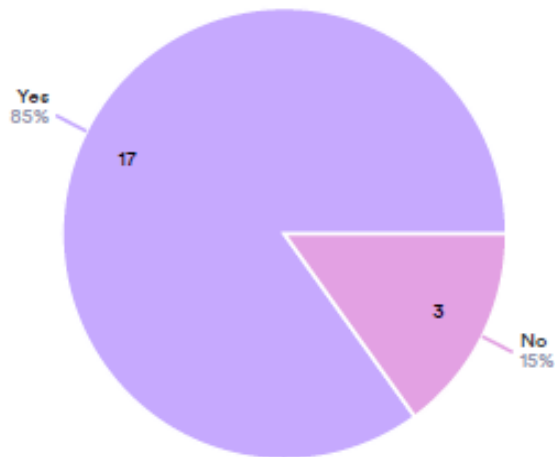


22. How much do you charge to ticket for external events?

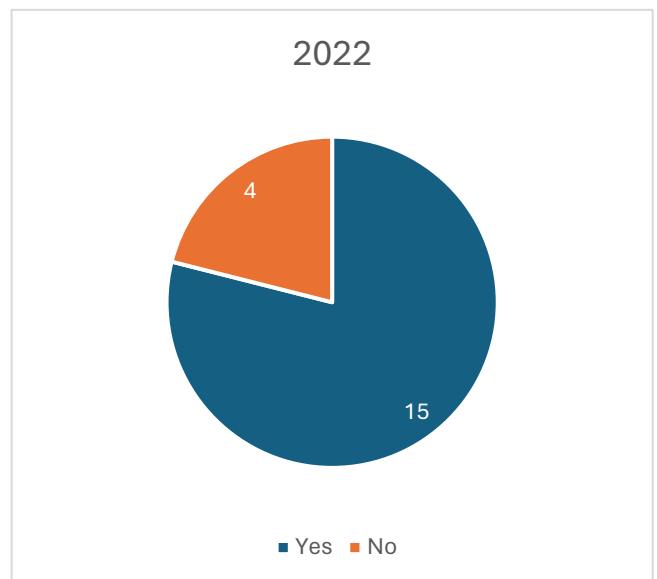
**10 Responses**

1. It is only offered to other departments in council and charged at cost recovery only.
2. Same
3. \$250
4. Event build - \$110  
Inside charge - \$4.65 full price  
\$2.35 comp  
Credit card - 1.6%
5. \$4.50 per ticket  
\$120 administration fee  
1% handling charge on all credit card payments
6. It depends if they are commercial or community events. The same inside charge would apply as if it was in our venues.
7. Price on application
8. 9% commercial; 7% non-profit + per hour staffing (min 3 hrs)

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



● Yes ● No



24. What areas of the venue do you allow hirers to ticket if they are using another ticketing provider?

**15 Responses**

1. The only exception when we would allow external ticketing would be for an expo and ONLY in our convention wing (not the theatre).
2. All
3. None

4. "In any other spaces at our venue other than the theatre for anything other than performance they can ticket via their own methods. We sometimes allow it in the Theatre for non-performance ie; guest speakers when we know numbers will be low and they just want to capture the data."
5. Only our function space
6. Tickets for all events are managed directly by the hiring body.
7. None
8. Only half tix
9. Some Function Centre events such as conferences may ticket for themselves.
10. Only for hirers who have subscription packages across multiple venues.

**5 Responses were N/A**

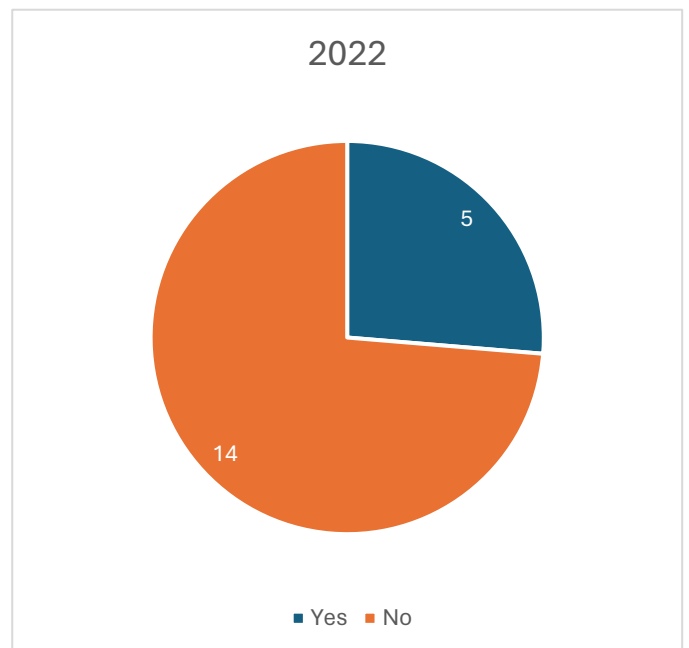
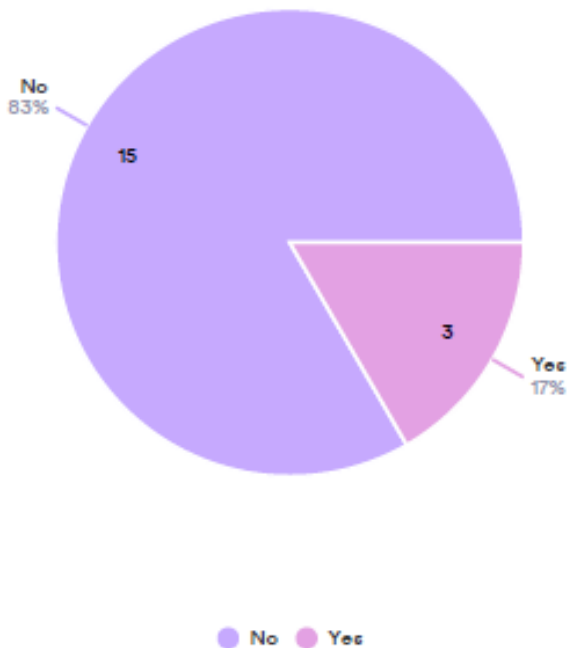
25. How much do you charge hirers if they are using an external ticketing company?

**14 Responses**

1. This will be the costs that are associated in hiring the venue. No extra charge if an expo users external ticketing company.
2. We don't charge
3. We don't charge hires if they are using external ticketing company for our function space.
4. No charge
5. 0.00
6. \$5.50 per ticket

**8 Responses were N/A**

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



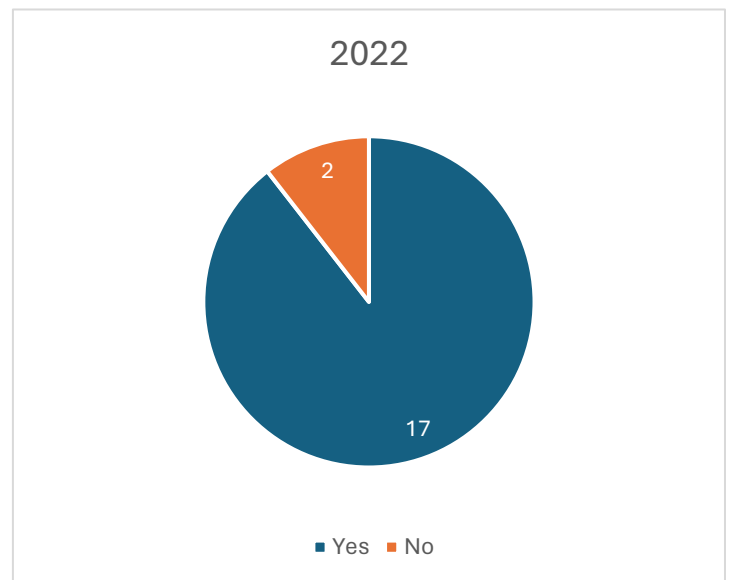
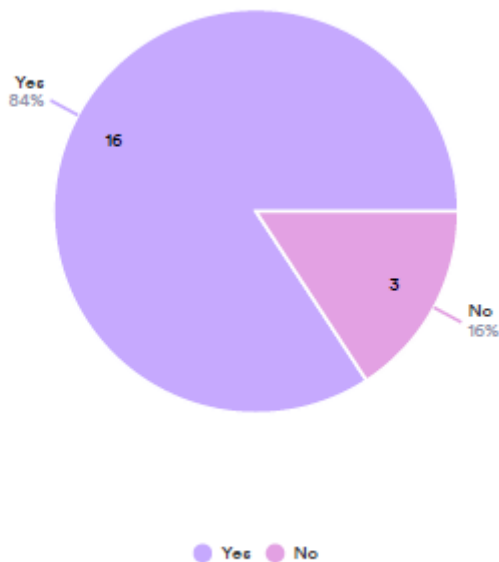
27. How much do you charge for joint allocations?

**9 Responses**

1. Nothing. Within exclusive contract rights
2. Established on contract basis.
3. \$5.50 per ticket

**6 Responses were N/A**

28. Do you offer any marketing services to hirers?



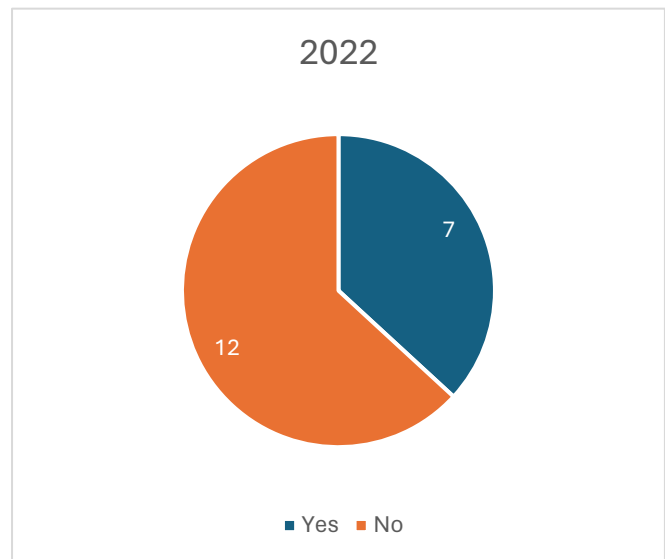
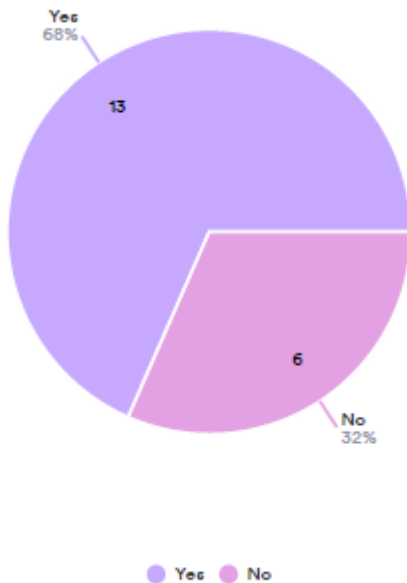
29. How much do you charge for EDMs you send on behalf of hirers?

**17 Responses**

1. \$198
2. We offer different marketing packages. Silver is \$360, and Gold is \$565. If a hirer does not have one of these packages and requests an EDM, this cost is \$285.00
3. \$55
4. Currently, EDM listings are included in venue hire.
5. \$60 each
6. \$50 per EDM
7. Currently this is free, but limited per event, depending on the event footprint. We are certainly looking at charging for this service (beyond a basic on sale EDM) in future, in line with our colleagues at Sydney Opera House
8. We do not offer EDMS. Will form part of our general advertising.

9. "For all Commercial Hirers we provide a 'NOW ON SALE' EDM to all out database 14K+ at no charge. After that the charges are as follows - \$250 to all our database or \$150 to a ""like"" audience"
10. \$171
11. EDM's- \$160
12. Currently complimentary- Marketing package in development
13. \$275 per EDM
14. \$300
15. Depends on EDM list starts from \$250
16. \$250
17. \$380 single segment; \$760 multiple segments.

30. Do you offer any graphic design options to hirers to size images to your required sizes?



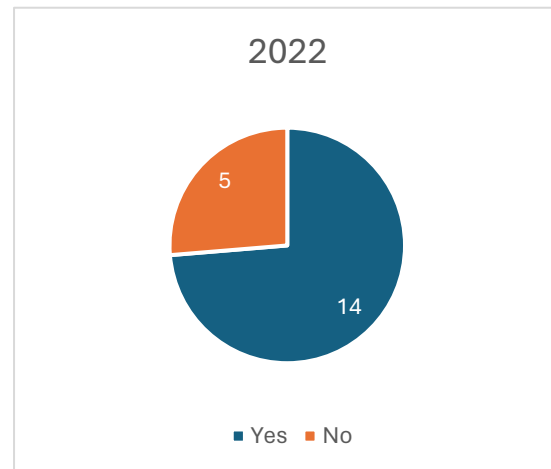
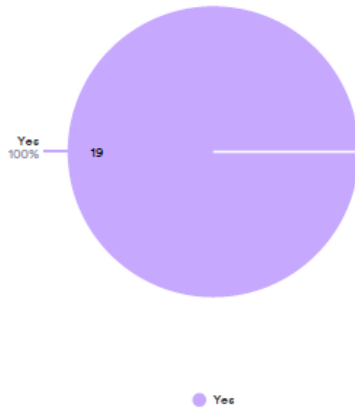
31. How much do you charge for resizing images?

#### 15 Responses

1. We at present do not charge but next financial year there will be a cost associated in resizing.
2. Free for small jobs, larger graphic design worked charged at \$48 per hour.
3. complimentary
4. We don't charge.
5. None
6. We don't charge the hirer. Most commercial hirers use a touring company who can do their images to our specifications for web & ticketing, however some do not have a touring manager or company so I will do through photoshop at no charge.
7. Currently complimentary- Marketing package in development
8. We do not currently charge for resizing images.
9. We don't, we send it back to the hirer to resize.
10. This will depend on the work involved and would be quoted.
11. No charge

4 Responses were N/A

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



33. How do you collect the opt-ins for the hirer?

**19 Responses**

1. Tick box when purchasing tickets to consent to passing contact information onto hirer.
2. Provided as a CSV file exported from our ticketing system.
3. It's imbedded in the ticketing system.
4. Additional opt-in through Ticketsearch platform.
5. An opt-in question during the ticket purchase process
6. Via a question at the end of the sales funnel - all channels - online/phone/counter
7. Web demographic question
8. Via Ticketsearch
9. There is an opt-in tick box in the purchase path
10. Managed through ENTA
11. via ticketing system (Ticket Search).
12. Via marketing opt-in
13. We have a question on through the ticketing process.
14. Include a custom question within the booking process. Produce report post event and provide in a excel document.
15. Pop up on the ticketing page
16. Extra question in the purchase path
17. Asking the patron if they would like to hear from producer.
18. as part of the ticket purchase path
19. Part of sales flow as an additional question.

34. Please add any further comments below.

**4 Responses**

1. Looking forward shared results.
2. "Refunds provided only where required by law or approved by presenter. No transaction fee in 2023, will the aim to reintroduce in 2024. Marketing services include: onsite signage, solus eDM and inclusion in weekly What's On. Hirers must provide images to spec for website and eDMs. Hirers receive an spreadsheet post-event with email addresses who have opted in".
3. "We are a direct venue for hire and do not manage ticketing for any events hosted here. We do make event listings on our website, but we do not charge for this service.
4. "We will be charging commercial hirers for a minimum 2-hour call for box office staff members from July 2024