

# PRACC

PLENTY RANGES ARTS  
& CONVENTION CENTRE



## Ticketing Guide

Updated 06/08/2024

## Introduction

This ticketing guide aims to assist you to further understand the setup, configuration options and process behind ticketing your event at PRACC.

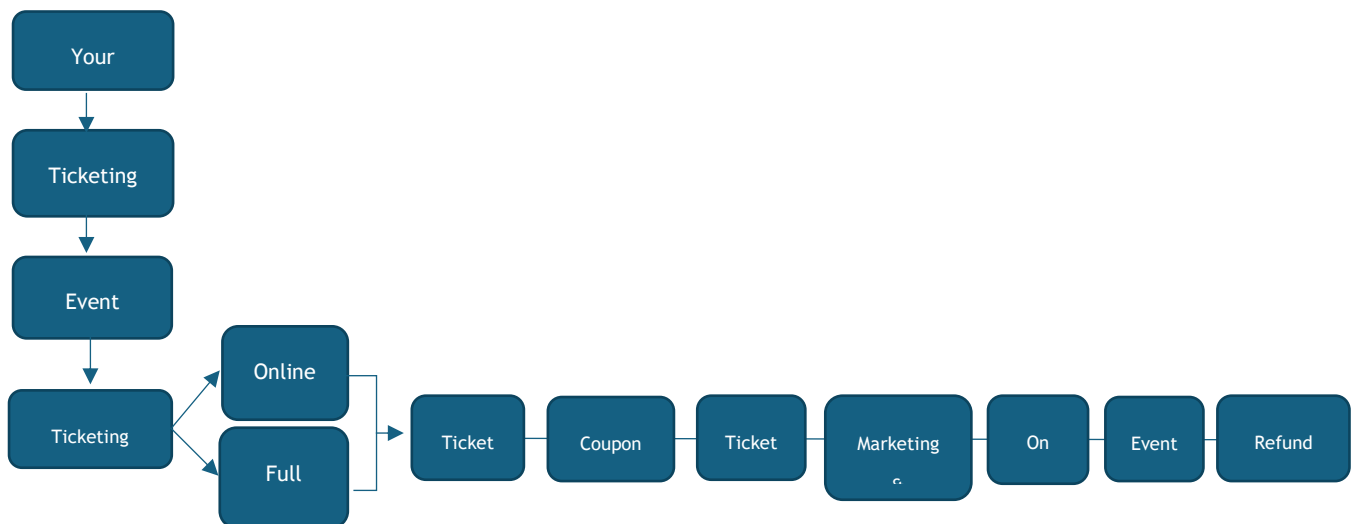
Each event is different and has unique requirements, and to capture this, our ticketing can be as simple or as complex as you require. We offer two types of service models:

Ticketing Option	Quick Summary
Online Only	Customers buy tickets on PRACC website and print them.
Full Service	Customers buy tickets on PRACC website or by calling PRACC

Each option is independently scalable to fit your event requirements and provides a varying method of ticket sales. Partnered with Ferve, PRACC is empowered to offer you and your guests the best ticketing experience available.

'Online only' is the most popular option due to comfort the public has with purchasing online tickets for all types of events.

Our ticketing process flow chart below and shows how we achieve success with every event.



## Ticketing Policy

### Your Details

We begin your ticketing journey by confirming your details. Ensuring we have the correct contacts and correlate between your PRACC event booking details to confirm accuracy before entering financial commitments with your guests. PRACC holds all ticketing revenue until all performances are complete to ensure all sales are final.

### Ticketing Policy

PRACC has a ticketing policy in place to assist making the ticket purchasing experience easy, efficient and equitable. Standardizing many of the unique situations that occur when selling tickets, from who is selling tickets, what pricing considerations are made and the requirements of the ticket holder, to name a few. It is essential to adhere to this policy, regardless of service model for all events held at PRACC. The policy can be found at: [www.pracc.com.au/policies/ticketing-policy/](http://www.pracc.com.au/policies/ticketing-policy/)

### Important notes:

- Changes to event after launch incur administration fees.
- Timeframe for builds - Please allow five business days between ticketing form submission and 'on sale' date.
- Payment terms of ticketing revenue.

### Refunds and event cancellation

PRACC does not offer exchanges or refunds on ticket purchases. In exceptional circumstances, any refunds will require approval by the event organiser. In the event of the event's cancellation, all ticketing purchases will be refunded minus all booking fees.

## Event Details

It is important that we provide ticket buyers with accurate details of your event to avoid any confusion on what they're purchasing. Below are some explanations on the information PRACC requires.

### Performance Dates and Times

The time printed on the ticket is when the performance will begin.

Doors to the Auditorium will open 20 minutes before this (unless otherwise organised with your event planner.)

This time appears on all event ticketing and your web listing to ensure staffing and resource allocation are accurate.

### Presenting Company

The name of your organisation appears on all event ticketing and your web listing.

### Event Title

Title of your event, show or performance; appears on

all event ticketing and your web listing.

### Event category

Informs your patrons of what type of event to expect. This can be used for marketing purposes and listed on your webpage.

We can provide patrons of similar event categories, outside of your direct audience, with the opportunity to attend your performance. Providing us with the most accurate category(s), helps channel sales to those who would like to see your performance!

### Patron Alerts

To ensure patron wellbeing, please inform us if you plan to utilise strobe lighting effects, pyrotechnics or atmospherics such as haze or smoke machines during your event. Warning text should be printed on your tickets and noted on your online promotion of your event.

## Ticket Sales Method

You can choose from one of our two ticketing solutions:

- Full Service - our complete box office ticketing solution.
- Online Only - our modern technology provides 24/7 ticketing sales to your patrons.

With ticketing option, we would like to still list your event on our website, for this to happen we require a few simple things;

1. A link to your website.
2. An image or logo to promote your event.

The following image sizes will be used in the respective displays:

- Website Listing Image = 215x120px
- Website Poster Image = 842x1191px
- Ticketing set up Hero= 1242x388px
- Ticketing set up Thumbnail: 180x180px

## Ticketing Configuration

Using PRACC as your ticketing agent, we need to know some important information about how you would like us to act on your behalf. This includes;

1. On-sale date - The date you wish your performance to launch publicly for purchase. Our on-sale date can be any workday (excluding public holidays.) The on-sale time is always 10am to ensure PRACC Box Office support is ready and available to watch over your launch.
2. Pricing Options - You can offer one fixed price for all guests, or multiple pricing levels. Pricing Options are not fixed to our standard buyer types and can be completely modified as per your request. However, some of these may be governed by our Ticketing Policy;
  - All persons aged 2 Years or older require a valid ticket for entry and occupancy of the auditorium.
  - If child pricing is offered, all persons aged 2 years to 17 years old are eligible.
  - Persons aged 18 years or older require an
  - Adult ticket.
  - If Concession pricing is offered, holders of the following cards are considered eligible:

- Commonwealth senior's health card.
  - Health care card.
  - Pensioner concession card.
  - Seniors card.
  - Student concession card.
- Companion Cards are accepted. One complimentary ticket will be provided for the companion.

## Venue Configuration

- You have a choice to appoint dedicated seating or allow your patrons the choice of where they sit.
- “Reserved Seating” tickets mean guests are given a row and a seat number.
- “General Admission” tickets are not allocated seats and patrons choose their seats on a 'first-in best-dressed' basis at the event.

## Buyer Types

Buyer Types is the term used to describe the pricing points for patrons who may purchase tickets to your performance.

You may choose to create one buyer type for all in attendance or provide various buyer types based on the market segments of your performance. An example on this may be the individual age of a patron, or quantity of tickets purchased by a group.

For your convenience, PRACC has setup the most commonly used buyer types which can all be easily selected on the ticketing form. These include Adult, Child, Concession, Family (2 Adults + 2 Children), or Groups of 10+.

You can also request whatever Buyer Type you like and PRACC will set it up for you! Simply contact the box office with the following information:

- Name: The name of the Buyer Type (eg, Adult, Child, Family, Early Bird, etc)
- Min: The minimum number of tickets required for this Buyer Type per transaction (eg. Groups 10+; this discounted Buyer Type requires a minimum of 10 tickets)
- Max: The maximum number of tickets of this Buyer Type which can be purchased per transaction (For example, you may offer want to offer one discounted/complimentary ticket to staff.)
- Financial Amount per ticket: how much each individual ticket will cost for this buyer type (eg. \$30.00 for an Adult Ticket, \$25.00 for a Child Ticket.)

- Available dates: The dates you would like this Buyer Type to go on sale (and off sale if applicable.)

## Buyer Types Examples

### Codes

These are password protected events allowing a customer to quote a code in order to purchase tickets. This a good option when you would like to ensure tickets are distributed evenly. For example, a school group may distribute an individual code to each family with a limit of 2 tickets.

### Group Buying

Setting up special pricing to encourage the purchase of multiple tickets has never been easier. For example, you may want to offer special pricing to those purchasing 5 (or more) tickets. Here's how to submit this to the box office:

Name: Group 5+  
Min: 5  
Max: N/A  
Financial Amount Price per ticket: \$22.00  
Available dates: 02/03/24 - 06/07/24

### Early Bird Pricing

Do you want to offer discounted tickets to kick off your successful sales run? PRACC can set up Early Bird Buyer Types to be available for a period before all other Buyer types go on sale. This Early Bird buyer type becomes unavailable once these other buyer types become active. Here's how to submit this to the box office:

Name: Early Bird  
Min: 1  
Max: N/A  
Financial Amount per ticket: \$20.00  
Available dates: 17/02/24 - 28/02/24

### Promotional sale

Do you want to blitz ticket sales with a short-term promotional sale? Perhaps you want to offer special pricing over Easter weekend - PRACC can set this up for each Buyer Type you wish to offer special pricing for. Here's how to submit this to the box office:

Name: Adult Easter Special.  
Min: 1 Max: N/A.  
Financial Amount per ticket: \$25.00  
Available dates: 10/04/24 - 14/04/24

Name: Child Easter Special.  
Min: 1 Max: N/A.  
Financial Amount per ticket: \$25.00  
Available dates: 10/04/21 - 14/04/21

## Complementary Tickets

### Staff Discount

If you want to offer discounted tickets to your staff, PRACC has you covered. PRACC can setup a special Buyer Type which can only be accessed via discount code that you can distribute to your staff. We can even limit this Buyer Type to a single ticket per transaction, therefore any staff won't be sneaking any friends and family in at discounted prices! Here's how to submit this to our box office:

Coupon Code: DISCO20.

Name: Staff Discount.

Min: 1 Max: 1.

Financial Amount per ticket: \$25.00

Available dates: 06/04/24 - 18/07/24.

### Staff Complementary Tickets

Not sure how many staff will be attending? Do you also want to give them the freedom to select seats with their friends and family, rather than pre-selected tickets which have been withheld from sale? PRACC has you covered. A new Buyer Type can be created that can only be accessed via a discount code. We can also limit the number of complimentary tickets available per transaction, so you can allow your staff to claim a complimentary ticket, but their families will still need to purchase tickets. Here's how to submit this to your Event Planner:

Coupon Code: ST4FFCOMP

Name: Staff Complimentary Ticket.

Min: 1 Max: 1.

Financial Amount per ticket: \$0.00

Available dates: 13/04/24 - 25/07/24.

### Complimentary Tickets

PRACC's ticketing solutions give you the power to offer Complimentary Tickets to family, friends, staff, or anyone else you would like! Depending on your choice of ticketing solution we can offer the following:

- Full Service: Can be emailed directly to patron if you provide your Event Planner with the patrons' details (Name; Address; Email Address; Phone number) / Emailed to promoter for distribution.
- Online Only: - Emailed to promoter for distribution.



## Hold

### What is a technical hold?

Did you know you can block out tickets from sale for technical purposes, such as your Videographer or to have your audio mixed from the auditorium? These are Technical Holds and can be selected in the ticketing form.

### What is a promoter hold?

Promoter holds are tickets which are withheld from sale on behalf of the promoter. These can later be assigned as per the needs of the promoter (such as complimentary tickets) or released back to general sale if you no

longer require them. Promoter Holds and can be selected in the ticketing form, simply let us know the seat numbers you would like held! Eg. D1 - E20.

Example: You can use promoter hold tickets to hold a block of seats to make sure you have enough seats for any complimentary tickets you may wish to give away. Once you know exactly complimentary tickets you will need simply contact the box office and they will assign these as complimentary tickets for you (see the Complimentary Tickets section for distribution options, based on your Sales method). If you have any unused promoter holds, you can ask to have these released back to general sale!

### Standard holds

House Seats: Seats A1 - A2 in the Yan Yean Theatre Auditorium are not included in the hire, as these are always held by PRACC, and are not available for general sale. In the event of unexpected accessibility or ticketing issues, PRACC staff may utilise this seating for to ensure a satisfactory resolution for all parties.

## Marketing

### Free Web Listing

All ticketed events taking place at PRACC receive a FREE listing on PRACC.com.au This enables PRACC to ensure your patrons are receiving the correct information for your event, and most importantly, can purchase tickets!

If you wish to view an example, all of our web listings are listed at: <https://pracc.com.au/tickets/>

To create the web listing we just need the following:

### Event Description

This is your chance to let patrons know what your event is all about, and why they should buy lots of tickets!

### Event Rating

For client wellbeing, and to ensure patrons can make an informed decision PRACC utilises the standard ratings: [G] [PG] [M15+] [MA15+] [R18+] Rating descriptions are on the ticketing form.

### Images

PRACC will include images for your event's web listing, ticket sales and any EDM's used to promote your event. For your web listing, PRACC will include a listing image (215 x 120 pixels) and a poster image (842 x 1191 pixels.) The listing image is usually an organisational logo, or a show title, and is will be seen alongside all other listings.

#### The Music Groups BJORN AGAIN



**SATURDAY 13 FEBRUARY 2021**

**Yan Yean Theatre, PRACC**

Tickets for this event available via PRACC

[View Details](#)

## Free Online Listing - Poster Image

The poster image (842 x 1191 pixels) can be included within your free web listing on [pracc.com.au](http://pracc.com.au), below your event description. This is a great opportunity to show how exciting your event will be and convince your patrons to purchase tickets!

## On Sale

PRACC can offer a discreet presale link to each ticketed performance for your event. You can provide this link to family and friends, member or subscribers to purchase tickets before your ticketing is published for public availability.

Please note anyone with this link will be able to purchase tickets. If you would like to take up this option, please contact the box office.

## Reporting

PRACC offers automatic scheduled Ticketing Sales Report so you can track sales! These reports can cover each performance in your event, and include:

- Quantity of tickets sold split by buyer type.
- The number of complimentary tickets assigned.
- The number of tickets still available.
- Financial totals per buyer type, and overall.



The Music Groups BJORN AGAIN

[Recommend 0](#) [Share](#)

Dust off those platform shoes, flares and sequinned jumpsuits and get ready to sing, dance and have the time of your life when the World's Number One ABBA show BJORN AGAIN comes to town on their 'MAMMA MIA! HERE WE GO AGAIN! 2020 Australian Tour'. Internationally acclaimed Bjorn Again will play all of ABBA's biggest hits and more in an action-packed, highly-entertaining night of ABBA-SOLUTE fun for the whole family. You will be singing and dancing in the aisles before you can ring-ring Fernando and Chiquitita and send out an SOS. Bjorn Again have played in over 120 countries, are a household name world-wide and are openly endorsed by the members of ABBA. Their shows have been attended by JK Rowling, Tom Jones, Dave Grohl and Paul Kelly, Metallica and Nirvana just to name a few. 'If ABBA reformed they wouldn't be as much fun as Bjorn Again' Q Magazine UK 'One of the most entertaining live shows in the world today' Time Out New York TAKE A CHANCE ON WORLD FAMOUS BJORN AGAIN AND BOOK NOW!



EVENT DURATION: 2.5 hours  
EVENT CATERGORY: Music  
EVENT RATING: (PG) Parental Guidance Recommended  
EVENT WARNING: None

# PRACC

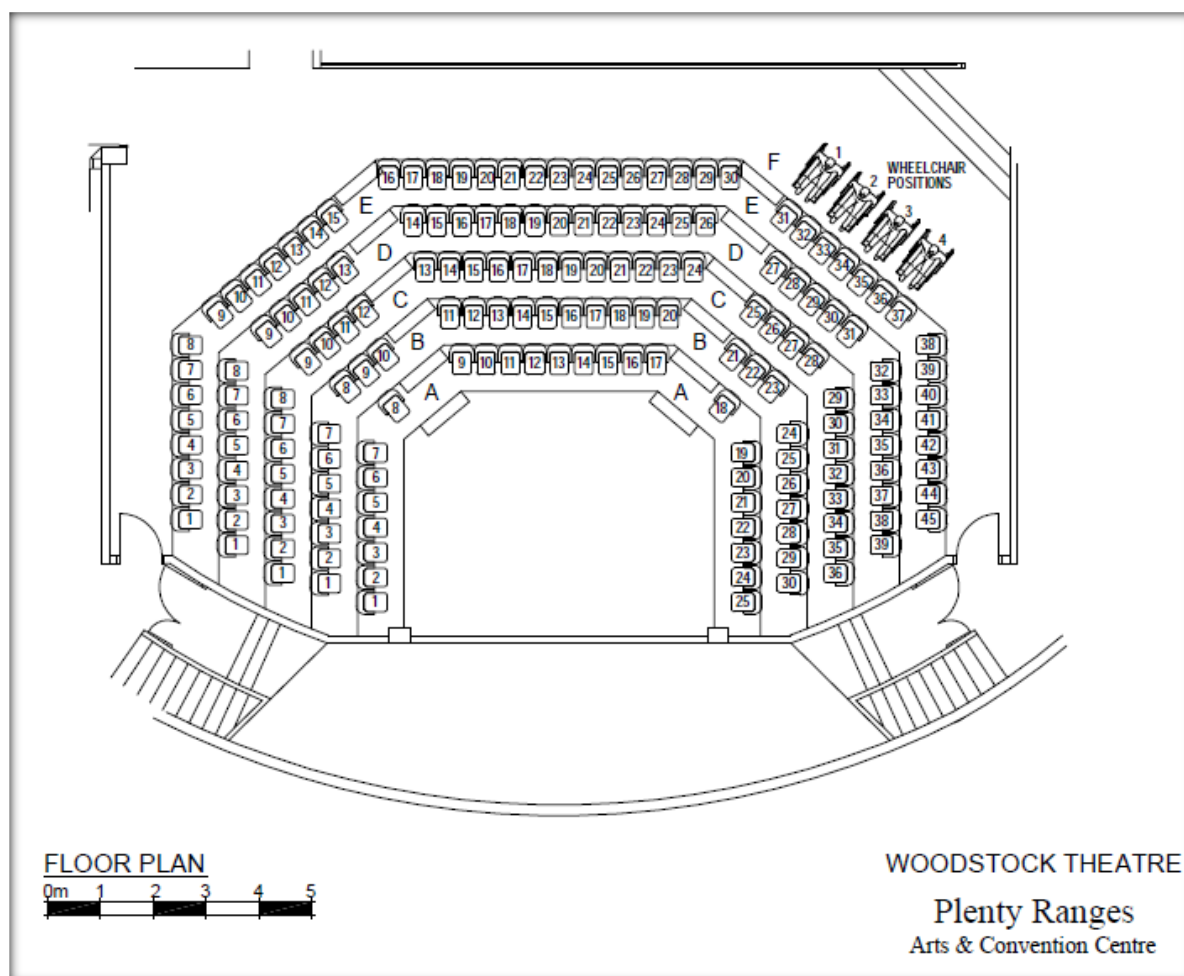
PLENTY RANGES ARTS  
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To start running scheduled reports, all that is required is an email address for each person you would like to receive the report.

Finally, we just need to know how often you would like to receive your report. You can receive a report weekly or daily.

## Accessible Seating - Woodstock

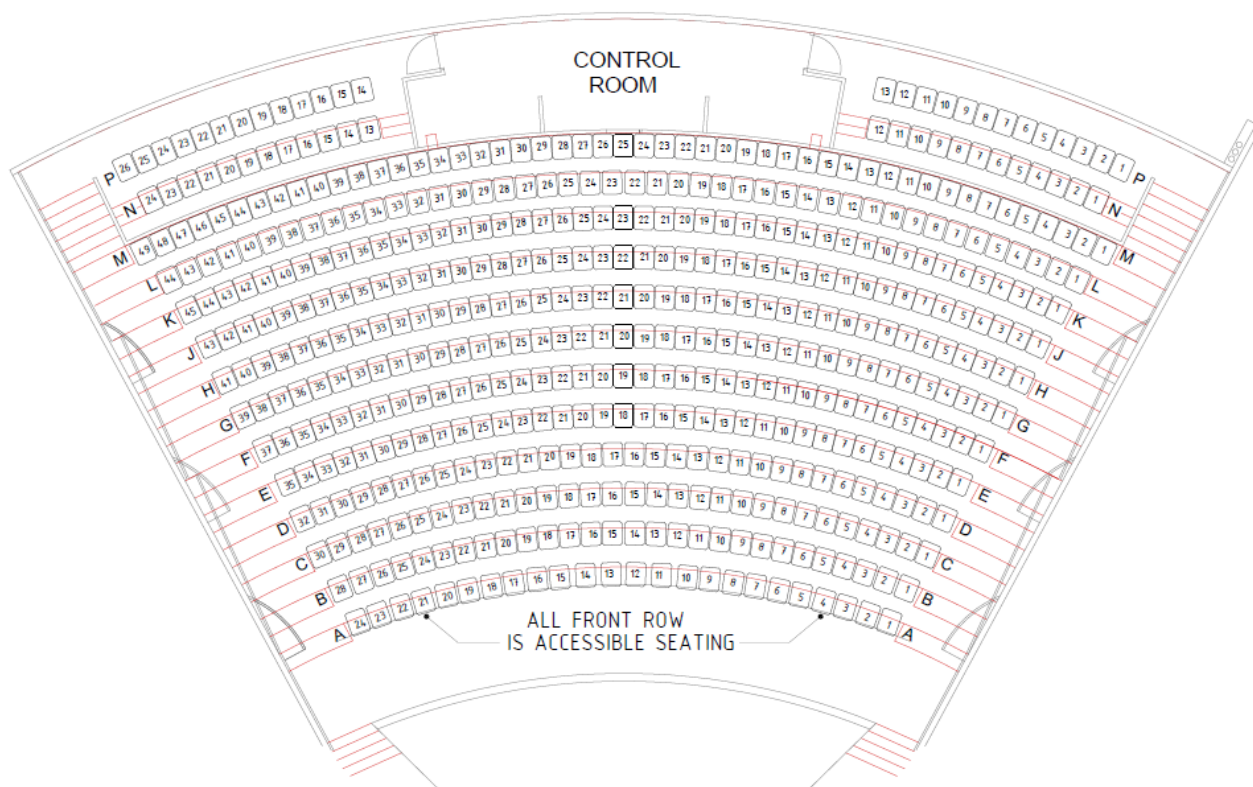
Accessible seating is available in both of PRACC's Auditoriums. In the Woodstock Theatre four Wheelchair positions are available at the rear of the auditorium. These seats are accessible via Lift from the Foyer.



## Accessible Seating - Yan Yean

Row A is located at ground level and features seating which can be removed in pairs to allow for wheelchairs.

Seats A3 - A6 display accessibility logos on our online seating map to encourage patrons to leave these seats available for those who require accessible seating. Any seat available for purchase (not being held) may be purchased by anyone however, therefore all seats can still be sold even if there are no accessibility requirements.



## Security

### Data Security

We take the safety of patron data very seriously. We require account creation to connect patrons to tickets. Patrons may opt in or out of marketing from third parties. We do not hand over information without patron approval.

Our ticketing partner - Ferve is Australian based. All data is hosted inside Australia, using only private cloud-making it easy to comply with the Australian Privacy Principles and keep data secure.

### Security of ticket and venue access

Tickets have security protocol that includes unique ID's and barcodes, which are scanned upon entry to the venue. This ticket is a license of entry to the venue, subject to condition of entry policy.

This policy is located at:

[www.pracc.com.au/policies/ticketing-policy/](http://www.pracc.com.au/policies/ticketing-policy/)



