



## 2025 Ticketing Services Policy

### Event Build

You are required to fill out an event build form for your event. The information you supply will be used to build your event in our ticketing system and website. **We require a minimum of seven working days from receipt of the completed form to build your event.**

---

### Ticket Prices

Gross ticket prices must be full dollar amounts (e.g. \$20.00, not \$19.99).

---

### Points of Sale

We will sell tickets on your behalf via our website, over the phone, and at the Box Office counter.

---

### Ticketing Fees

We charge two main fees for ticketing events:

- **Inside fee:** This is a *per ticket* fee charged to you, to recover some of our ticketing maintenance costs. This fee is listed in your contract and/ or event build. There are no inside fees for free events. Additional inside fees will apply to complimentary ticket allocations of more than 10% of the sellable capacity per performance.
- **Transaction fee (or outside fee):** This is a *per transaction* fee charged to the customer, to recover some of our ticketing maintenance and customer service costs. Our transaction fee for website and phone sales, for the majority of our events, is \$7.00. Counter sales do not incur a transaction fee. In addition, there are no transaction fees for education events, University of Sydney Union (USU) events, and free events.

---

### Additional Fees

The following additional fees will apply:

- **Credit card merchant fees:** Charged by our bank for processing your credit card transactions. Passed on to you at cost.
- **Ticketing printing fees:** Apply when we allocate printed complimentary tickets for you. This fee is \$0.60 (+ GST) per ticket.
- **Discount codes:** Each code costs \$100 (+GST) to be built.
- **Alterations post sign-off of the event build:** Charged when requests are made to an event post sign-off. These include, but are not limited to, the alteration of price reserves, and additional complimentary ticket management. This fee is \$62p/h (+ GST).
- **Fast tracking ticketing build:** This is by strict negotiation only and is highly dependent on staff availability and capacity. In the event that this takes place, you will be charged \$400 (+GST) per build.

Approval to place the event on-sale is considered authorised sign-off.

---

### Advertised Ticket Prices

It is essential that any ticket prices advertised on your marketing material are correct and include inside fees. Any advertised ticket prices must also include the disclaimer: *Transaction fees may apply.*

---



### Third Party/ Agency Allocations

We have relationships with several external ticketing agencies (e.g. Ticketmaster). If you would like an agency to sell an allocation of tickets for your event, please contact our Ticketing Manager. Additional fees will apply.

---

### Hold Procedures

Your event build offers an opportunity to have seats held for complimentary guests (these seats are referred to as promoter holds), and for camera operators. If you wish to assign specific seats to these holds, or change the number or location of held seats, please contact our Ticketing Manager. Promoter hold allocations above 10% of sellable capacity may incur fees and must be agreed to by our Ticketing Manager.

---

### Complimentary Ticket Procedures

- In advance of your event, we will send you a link to distribute to your complimentary guests. Using the link, your guests will be able to book their tickets themselves, via our website.
- Alternatively, we may send you a form to complete with the names and contact details of your guests. Your guests' tickets will then be emailed to them or made available for collection at our Box Office prior to the event. Our Ticketing Manager will advise further.
- You must nominate one person from your organisation to manage complimentary ticket requests, and ad hoc complimentary ticket requests will not be accepted.
- Larger volumes of complimentary tickets (for opening nights, competition winners etc.) must be separately negotiated with our Ticketing Manager.

---

### Companion Cards

All events at our venue must accept Companion Cards. Companion Cards are government-issued concessions for companions of people with a disability. The Box Office will issue a complimentary ticket to any cardholder attending with an access patron.

---

### Ticket Exchanges

We allow ticket exchanges for alternate performances of the same show, and if an exchange is requested, the relevant patron will be charged a \$5.50 exchange fee per ticket, plus GST. We will retain these fees. Where an exchange causes a 'ticket downgrade' because a patron has exchanged to a cheaper performance of the same show, we will refund the patron the difference in ticket price.

---

### Reporting

We will provide you with event sales reports, sent to the email address/es you provide in your event build. Our reports show sales for a set period, sales to date, holds and reservations.

---

### Customer Data

On request, we can supply you with the names and email addresses of customers who opted in to receive marketing communications from your company at point of purchase. You may use this data for its intended purpose only. We can also supply basic de-identified data (e.g. postcodes only) about customers who attended your event.

---



## Customer Terms and Conditions

Our customer terms and conditions for ticketing and event attendance can be found [here](#).

---

### Ticketing Contact

Shannon Ryan, Ticketing Manager

[shannon.ryan@seymour.sydney.edu.au](mailto:shannon.ryan@seymour.sydney.edu.au)