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TICKET BROKERS ASSOCIATION OF AUSTRALIA INC.

CODE OF ETHICS

1. Recitals

- 1.1 The Ticket Brokers Association of Australia Inc ("TBA") is a national organisation representing individuals and entities engaged in the reselling of tickets to entertainment and sporting events;
- 1.2 The TBA requires its Members to maintain the highest level of ethics in the marketplace;
- 1.3 The TBA has adopted a set of standards and procedures that govern the conduct of Members; and
- 1.4 The TBA has enshrined those standards in this Code of Ethics.
- 1.5 This Code of Ethics has been adopted to promote and maintain the highest standards of conduct among its Members. Adherence to the standards cited herein is required for Membership in the TBA and serves to assure public confidence in the integrity and service of ticket brokers.

2. Obligations of TBA's Members

Each member of the TBA shall:

- 2.1 Maintain regular business hours from a permanent business address, excluding a post office box or similar address, within Australia, at which site the resale of tickets will be a principal business activity;
- 2.2 Maintain a business telephone, with a published number, at such location;
- 2.3 Maintain good character and reputation in the community;
- 2.4 Disclose to the purchaser, prior to purchase, the location of the seats represented by the tickets, either orally or by reference to a seating chart; and, if the tickets are not available for immediate access to the purchaser, disclose when the tickets will ship or be available for pick up;
- 2.5 Not deceive, mislead, misinform or otherwise misrepresent any information related to the location of the seats represented; including offering or listing for sale any ticket by exact section and row that the member does not have guaranteed assurance of obtaining and delivering of that precise section and row unless the customer agrees at the time of sale, after full disclosure, that he or she will accept comparable or better seats;

- 2.6 Not alter tickets sold in any detrimental way;
- 2.7 To the best of its ability, ensure the tickets with obstructed or limited view are marked as such, and that purchasers are advised of this fact prior to purchase;
- 2.8 Maintain complete and accurate records of all purchases, sales and refunds;
- 2.9 At the time an order is taken, the customer must be informed if the order is not guaranteed;
- 2.10 If a ticket is guaranteed, and the ticket is not delivered, the Member shall provide a refund equal to the contracted price for each guaranteed ticket not delivered, unless non-delivery is due to causes beyond the reasonable control of the Member including a shipping error, natural disaster, Act of God, labour controversy, civil disturbance, or armed conflict. If a problem occurs and delivery of an exact ticket location becomes impossible, no penalty shall apply if the Member offers the buyer a comparable ticket at the same or lower price as the contracted ticket. In the rare instance that a ticket purchased by a Member for a client is later found to have been stolen, counterfeited or reported lost by the original purchaser, and the Member purchased these tickets in good faith, then the Member shall be responsible only to refund the full contracted price;
- 2.11 Maintain a refund, rescheduling and cancellation policy which shall be conspicuously posted at each location where the Member does business;
- 2.12 Advise all purchasers of its refund, rescheduling and cancellation policy upon request;
- 2.14 Conduct business professionally and ethically with customers in compliance with the policies set out above;
- 2.15 Act honestly with all other members of the industry, and not deceive, mislead, misinform or otherwise misrepresent to another broker information concerning the availability of tickets or the location of seats;
- 2.16 Refrain from acting in a manner that is detrimental to the ticket brokerage industry or the TBA including the use of automated devices/programs for the purchase of tickets or creating the false perception of an affiliation with any promoter, team, theater, venue or box office;
- 2.17 Display the logo of the TBA, if permitted, on all forms of advertisements, including stationery, business cards, flyers, whether buying or selling tickets;
- 2.19 Disclose to the purchaser that the tickets are being purchased in the secondary market and, unless accurate, the broker is not affiliated with any authorised ticketing agent, promoter, team, theater, venue or box office.