

**Submission  
No 6**

**INQUIRY INTO FAIR TRADING AMENDMENT (TICKET  
RESELLING) BILL 2014**

**Organisation:** Australian Rugby Union

**Date received:** 23/10/2014

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23 October 2014

The Director  
General Purpose Standing Committee No. 4  
Parliament House  
Macquarie St  
Sydney NSW 2000  
Fax: (02) 9230 2981

Dear Sir / Madam

**Fair Trading Amendment (Ticket Reselling) Bill 2014 (Inquiry)**

On behalf of Australian Rugby Union, I am pleased to write in support of the Fair Trading Amendment (Ticket Reselling) Bill 2014.

I note that this letter is provided in addition to the submission by the Coalition of Major Professional and Participation Sports (COMPPS) of which ARU is a member. For the avoidance of any doubt, ARU fully supports and endorses the position outlined in the COMPPS submission.

ARU is the body responsible for governing and administering Rugby Union in Australia. It is recognised by the Australian Sports Commission and Australian Olympic Committee as a National Sporting Organisation.

ARU is responsible for staging all major international Test Matches and Rugby events held in Australia. On occasion, demand will exceed supply to these events, giving scalpers the opportunity to enter the scalping and on-selling market.

We have provided an example of how this behavior impacted our organisation and Rugby fans during the 2013 British and Irish Lions Tour in the COMPPS submission. In short, the lack of practical and enforceable legislation meant that ARU was effectively powerless to prevent unauthorised third parties (who never had any intention of attending Lions Tour fixtures) profiteering from the on-sale of tickets at grossly inflated prices.

From a public policy perspective, ARU supports legislation that will protect our fans (and other consumers) from the unscrupulous behavior of those seeking to profit from our Rugby events.

In our view, legislation is needed to protect sports fans from price gouging and fraud that has unfortunately been witnessed in the secondary ticket marketplace. It is also important that sports are allowed to enforce the ticket terms and conditions, as we bear considerable risk in staging major events.

For this reason, we support the introduction of the Bill into the Legislative Council and the reforms set within, in particular:

- the requirement for anyone reselling tickets to a sporting event held in NSW to specify the ticket number, bay number, row number and seat number of the ticket if the ticket has been issued and includes such numbers.

- the requirement to contain a photograph of the ticket that clearly shows any ticket number, row number and seat number, but not show any barcode on the ticket. As per the COMPPS submission this delivers the additional proof that we consider necessary to prevent ticket-sellers from providing false information.

We support these reforms because they provide certainty and protection for Rugby fans and empower individual sports organisations to take action to stop ticket scalping.

For this reason, we urge the Legislative Council to support this Bill as a necessary reform to provide fairness for all sports fans across New South Wales. Indeed, we consider that these reforms represent a best practice model for other jurisdictions in Australia.

Yours faithfully

John Nicholl  
General Manager, Commercial and Marketing  
Australian Rugby Union