

TEG's Ticketek Empowers Inclusion: Launches Enhanced Ticket Booking Platform - Sets New Standards for Accessibility

Melbourne Cricket Ground, Qudos Bank Arena, Suncorp Stadium, Marriner Group Theatre Network and Melbourne & Olympic Parks Trust Venues among first venues to incorporate new accessible booking capabilities.

AUSTRALIA, 22 November 2023 –TEG today announced that Ticketek, a global leader in live event ticketing, data and analytics, is rolling out an online accessible ticket booking platform, creating a simpler way for people with disability, and their companions, family and friends to purchase tickets online.

Around 1 in 6 (18%) people in Australia – about 4.4 million people – have a disability¹. This firmly underscores the importance of ensuring people with disability have the same opportunities as the rest of the community.

Ticketek has listened to customer feedback and consulted with government bodies, industry partners, and advocacy groups including Spinal Life Australia and the Physical Disability Council of NSW to improve the booking experience of people with disability.

Ticketek's bespoke digital solution enables customers to choose specific seats within a venue to match their needs and buy both accessible and non-accessible tickets within the same transaction. Accessible seating can now be booked online for selected events at the venues listed below, and the digital booking option will be gradually rolled-out to other venues where Ticketek is the authorised ticketing provider.

There are several types of accessible seating available through the new digital platform, including for customers who use wheelchairs, require easy access, have a vision impairment or use a hearing loop. Companion tickets can also be purchased – allowing fans with disabilities to

¹ <https://www.aihw.gov.au/reports/disability/people-with-disability-in-australia/contents/people-with-disability/prevalence-of-disability>

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redeem a complimentary companion ticket for any seat within a venue. Importantly, the new enhanced digital platform is an ‘always on’ experience for participating venues and events, which means fans can buy accessible seating tickets online and in real-time, including for high-demand events.

Cameron Hoy, Managing Director Ticketek says Ticketek is levelling the playing field for people with disabilities wishing to attend events where Ticketek is the authorised ticketing provider.

“At Ticketek we believe that all Australians should have equal opportunities to attend their favourite events. Offering an ideal purchasing experience for accessible seating is a project we hold close to our hearts. We are aware that the process has not been as easy as it should be to date, so we are delighted to be delivering this improved experience for fans and their companions.

“Our engineers have built a truly world-class and equitable experience and I could not be more proud of our work and dedication to date. In particular, I would like to thank industry partners, advocacy groups Spinal Life Australia and the Physical Disability Council of NSW and the many customers who have assisted us in designing this solution.

Like all technology, it will continue to evolve over time. Ticketek are committed to work with our partners, advocacy groups and industry stakeholders to ensure our solution continues to meet industry standards, and leverages the latest technology available to facilitate the best user experience for all consumers.

Ed Morris, CEO of the Physical Disability Council of NSW said: “While most people take for granted that they can book tickets to events online in a matter of seconds, bookings for accessible seating have usually been taken over the phone or by email. This adds delay and inconvenience, and for many people with disability means they ultimately miss out on attending concerts and events.

“These changes mean fans of music, sport and events who need accessible tickets can now purchase them from Ticketek like everybody else: online, in real time when tickets go on sale. We will be conducting a focus group with Ticketek and look forward to hearing what our community think of this new platform, and to continue working with Ticketek to achieve equal access to its services.

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Mark Townend, CEO of Spinal Life Australia, commends the new ticketing system, and calls on all event organisers and venue and facility managers to follow the example set by Ticketek.

“Attending concerts, festivals and sporting events is a favourite pastime for many Australians, including those who need more support in accessing venues. It’s so important that accessibility does not become a barrier for people living their life to the fullest. We are proud to have worked with Ticketek to introduce true equity to ticketing. The same customer experience whether people have a disability or not is a new benchmark in accessibility for all Australian companies to aspire to.

“A true customer-centric design process has led Ticketek to achieve a wonderful outcome. We look forward to continuing to support them to improve their products and services in the future. We call on all event organisers and venue and facility managers to follow this great example of improved access and inclusion.”

Accessible Seating options cover a vast array of choices among the thousands of events on offer from the hundreds of venue and sport partnerships that rely on Ticketek to transact tickets. Venues and promoters allocate seats at their events to cater to a wide variety of accessibility needs, including:

- Easy access seating;
- Vision impaired;
- Wheelchair accessible; and
- Wheelchair accessible accompanying guest.

The most up to date information on accessible bookings is available at <https://help.ticketek.com.au/hc/en-us/articles/360001880427-How-do-I-book-an-Accessible-Ticket->. Customers who have questions, can contact Ticketek’s Accessible Seating Hotline on 1300 665 915 where a trained Ticketek staff member can discuss their accessible seating needs.

Ticketek’s new Accessible booking platform is available on selected events at the following venues:

- AAMI Park (VIC)
- Qudos Bank Arena (NSW)
- Riverside Theatre (PCEC) (NSW)
- Rod Laver Arena (VIC)
- Enmore (NSW)



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- Astor Theatre (VIC)
- Leichhardt Oval (NSW)
- Bluebet Stadium (NSW)
- Orange Civic Theatre (NSW)
- The Star Event Center (NSW)
- Suncorp Stadium (QLD)
- Sidney Myer Music Bowl (Arts Centre Melbourne) (VIC)
- Commbank Stadium (NSW)
- Melbourne Arena (John Cain Arena) (VIC)
- Brisbane Powerhouse (QLD)
- Dunstan Playhouse (Adelaide Festival Centre) (SA)
- Festival Theatre (Adelaide Festival Centre) (SA)
- Her Majesty's Theatre (Adelaide Festival Centre) (SA)
- Space Theatre (Adelaide Festival Centre) (SA)
- Comedy Theatre (Marriner Group) (VIC)
- The Forum (Marriner Group) (VIC)
- Hamer Hall (Arts Centre Melbourne) (VIC)
- Her Majesty's Theatre (VIC)
- Playhouse (Arts Centre Melbourne) (VIC)
- Princess Theatre (Marriner Group) (VIC)
- Regent Theatre (Marriner Group) (VIC)
- State Theatre (Arts Centre Melbourne) (VIC)
- Regal Theatre (VIC)
- Sydney Coliseum Theatre (NSW)
- ICC Darling Harbour Theatre (NSW)
- PAC Pavilion (NSW)
- Melbourne Cricket Ground (VIC)
- Allianz Stadium (NSW)

About Ticketek

Ticketek is a leading ticketing partner to the entertainment and sports industry and operates Australia's most advanced multi-channel ticket sales and distribution network. Ticketek is owned by TEG, a leading global live entertainment, ticketing and technology business which operates worldwide out of seven country offices and includes, Ticketek Marketplace, Ticketek UK, Ticketek New Zealand, Ticketek Malaysia and Ticketek Philippines, Eventopia, Softix, TEG Live, TEG Dainty, TEG Sport, TEG Van Egmond, Laneway Festival, Handsome Tours, SXSW Sydney, TEG Theatrical, MJR Presents, TEG Life Like Touring, TES Live, Brickman, TEG Rockefeller, Rugby Live, TEG Europe, Propaganda, TEG Live USA, Qudos Bank Arena, FAN+, VIP NOW, and Ovation.

With over 40 years' experience ticketing the biggest live events and venues in Australia. Ticketek sells over 23 million tickets to more than 20,000 events each year, including concerts, sports, theatre,

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musicals, festivals, exhibitions, experience and family events. A truly digital company, Ticketek is Australia's number one entertainment events website, and a global leader in ticketing solutions.

TEG website: www.teg.com.au

About Spinal Life Australia

For more than 60 years, Spinal Life Australia's mission has been to empower people with a disability to live the life they choose and create a more accessible and equitable Australia for all.

The organisation began when a group of people living with paraplegia and quadriplegia met and decided they would advocate, together, for what mattered most to them.

Since then, Spinal Life has grown to offer a range of support services to help people with spinal cord damage and other physical disabilities, including polio survivors, at every stage of their lives.

Spinal Life Australia website: www.spinal.com.au

About Physical Disability Council of NSW

The Physical Disability Council of NSW (PDCN) is the peak body representing people with physical disabilities across New South Wales. This includes people with a range of physical disability issues, from young children and their representatives to aged people, who are from a wide range of socio-economic circumstances and live in metropolitan, rural and regional areas of NSW.

Established over 40 years ago, PDCN seeks to influence and advocate for the achievement of systemic change to ensure the rights of all people with a physical disability are improved and upheld.

Today, PDCN also provides capacity building services to the disability community, including peer-to-peer support, mentoring and workshops, in addition to providing information about the range of support services available.

Physical Disability Council of NSW website: www.pdcnsw.org.au

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