



## TICKET SCHEME PROPOSAL

### PREAMBLE

Presidents Cup Event Management (PCEM), LLC, pursuant to license by PGA TOUR, INC., is the owner and promoter of The Presidents Cup 2011, which is a professional golf tournament to be staged at The Royal Melbourne Golf Club between 14 – 20 November 2011 (inclusive).

The Presidents Cup, a team match play competition featuring 24 of the world's top golfers – 12 from the United States and 12 from around the world, excluding Europe – is held every two years, and since 1996 has alternated between United States and international venues. At the most recent Presidents Cup, the U.S. Team retained the Cup from the Internationals in one of the most exciting and successful events to date at Harding Park Golf Course in San Francisco California USA, October of 2009.

The Presidents Cup was developed to give the world's best non-European players an opportunity to compete in international team match-play competition. The U.S. Team has won six of the eight previous Presidents Cups, and the only outright win by the International Team came at the 1998 event in Melbourne. The 2003 Presidents Cup ended in a tie. The Presidents Cup is a unique golf event in that there is no purse or prize money. Players are not personally paid for their participation, but each competitor allocates an equal portion of the funds generated to charities of his choice. Since the event's inception, nearly \$22 million (USD) has been raised for charities around the world, including a record-tying \$4.2 million (USD) in 2009.

In 2011, The Presidents Cup will return to The Royal Melbourne Golf Club in Victoria, Australia, for the first time since 1998 in what promises to be one of the most exciting chapters in the tournaments illustrious history. The Royal Melbourne Golf Club has existed continuously since 1891 on Melbourne's famed sandbelt golf region, and is one of the most highly regarded golf clubs in Australia. Royal Melbourne will be the first golf course outside of the United States to host the prestigious match-play competition more than once.

This Ticket Scheme for The Presidents Cup is proposed in accordance with the Major Sporting Events Act 2009 (the "Act").

PCEM has no liability under the Act for any failure to implement the Ticket Scheme including without limitation failure of ticket sellers and/or sponsors and the like to comply with the Ticket Scheme, where such failure arises in any way as a result of or in connection with the fact that ticket sales agreements for The Presidents Cup and/or sponsorship agreements for The Presidents Cup have been entered into or at least have been substantially completed prior to notification that The Presidents Cup would be a designated event according to the Act and as such PCEM is unable to impose new obligations on such parties retrospectively.

## **Principles of The Presidents Cup Ticket Allocation:**

1. Presidents Cup Event Management (PCEM) is the owner and promoter of The Presidents Cup in 2011.
2. In the allocation of ticketing for The Presidents Cup, PCEM has responsibility to a number of groups in addition to the general public including:
  - PGA TOUR Staff
  - Event Participants
  - Event Suppliers and Partners
  - Media
  - The Royal Melbourne Golf Club Members and Staff
  - Event Volunteers
  - Invited Dignitaries and Guests
  - Government Officials and Staff
3. PCEM will make public the number of tickets allocated to various parties for The Presidents Cup.
4. PCEM is committed to optimising the quantity of tickets made available to the general public.
5. PCEM is opposed to ticket scalping – that is, the direct re-selling of tickets by individuals and organisations for profit.
6. PCEM recognises that given the national significance of The Presidents Cup, it is appropriate for PCEM to enter into agreements with airlines and travel agents for travel packages for The Presidents Cup.

## THE PRESIDENTS CUP TICKET SCHEME PROPOSAL 2011

PCEM puts forward the following Ticket Scheme Proposal which is in accordance with Section 158 of the Major Sporting Events Act 2009.

### A. EVENT IDENTIFICATION

**What is the formal name of the event?**

The Presidents Cup 2011

**Under what other names is the event proposed to be promoted?**

No other name

**What is the date of the event?**

14- 20 November 2011 (inclusive)

**At what venue will the event be held?**

The Royal Melbourne Golf Club, Black Rock, Victoria; and Sandringham Golf Course, Black Rock, Victoria

### B. TICKET ALLOCATION

**What proportion of all seats in the venue is specified as being available for the sale or distribution of tickets to the general public?**

The capacity at The Royal Melbourne Golf Club will be approximately 35,000 on any one day including all spectators and accredited officials.

**What proportion of all seats in the venue is specified as being available for the sale or distribution of tickets to the general public or to a particular class, or classes, of persons?**

PCEM have made available at minimum 70% of ticketing to the general public via general admission passes, hospitality passes and travel package passes. This percentage does not include the allocation of free entry passes that will be granted to children 4 yrs and under, when accompanied by a general admission ticket holder.

**(c) What is the breakdown of tickets allocated otherwise than by sale and distribution to the general public or to a particular class, or classes, of persons?**

Tuesday 15 November (Practice Day)

Sale

- |    |                       |                 |
|----|-----------------------|-----------------|
| a. | General Admission*    | 17,000 – 19,000 |
| b. | Corporate Hospitality | 2,500 – 3,700   |
| c. | Travel Packages       | 3,000 – 4,000   |

\*These numbers include season passes, Captains' Club passes and daily passes.

General Distribution (not for sale) 7,150 - 9,100

Wednesday 16 November (Practice Day / Opening Ceremony)

Sale

- |    |                       |                 |
|----|-----------------------|-----------------|
| a. | General Admission*    | 17,000 – 19,000 |
| b. | Corporate Hospitality | 2,500 – 3,700   |
| c. | Travel Packages       | 3,000 – 4,000   |

\*These numbers include season passes, Captains' Club passes and daily passes.

General Distribution (not for sale) 7,150 - 9,100

Thursday 17 November

Sale

- |    |                       |                 |
|----|-----------------------|-----------------|
| a. | General Admission*    | 17,000 – 19,000 |
| b. | Corporate Hospitality | 2,500 – 3,700   |
| c. | Travel Packages       | 3,000 – 4,000   |

\*These numbers include season passes, Captains' Club passes and daily passes.

General Distribution (not for sale) 7,150 - 9,100

Friday 18 November

Sale

- |    |                       |                 |
|----|-----------------------|-----------------|
| a. | General Admission*    | 17,000 – 19,000 |
| b. | Corporate Hospitality | 2,500 – 3,700   |
| c. | Travel Packages       | 3,000 – 4,000   |

\*These numbers include season passes, Captains' Club passes and daily passes.

General Distribution (not for sale) 7,150 - 9,100

Saturday 19 November

Sale

- |    |                       |                 |
|----|-----------------------|-----------------|
| a. | General Admission*    | 17,000 – 19,000 |
| b. | Corporate Hospitality | 2,500 – 3,700   |
| c. | Travel Packages       | 3,000 – 4,000   |

\*These numbers include season passes, Captains' Club passes and daily passes.

General Distribution (not for sale) 7,150 - 9,100

Sunday 20 November

Sale

- |    |                       |                 |
|----|-----------------------|-----------------|
| a. | General Admission*    | 17,000 – 19,000 |
| b. | Corporate Hospitality | 2,500 – 3,700   |
| c. | Travel Packages       | 3,000 – 4,000   |

\*These numbers include season passes, Captains' Club passes and daily passes.

General Distribution (not for sale) 7,150 - 9,100

However please note that:

- i). The uptake of sales may change which could affect the allocation of tickets.
- ii). The number of walk up children 4 years and under may vary.
- iii). 30% of the capacity is allocated to accredited officials, volunteers, vendors, members, media and sponsors.

The course and the policy of capped attendance will be configured to ensure ticket holders have access to view the event in a safe manner.

### **Publication of Allocations**

Any variation to the proposed allocation of tickets as set out above will be advised by PCEM to the Minister in writing.

In order to ensure the general public is aware of the arrangements for the sale and distribution of tickets, PCEM will publish the intended distribution of tickets on the The Presidents Cup official website, [www.presidentscup.com](http://www.presidentscup.com)

So far as is reasonably possible, PCEM and its authorised on sellers will develop and maintain a register with respect to the proposed allocations of tickets and such register shall be used for any required post-event reporting.

### **C. CONTROL OF TICKETS**

#### **(a) & (b) What steps will be taken to ensure that a person authorised to sell or distribute tickets to the event is aware of the obligations imposed on the event organiser and the on-seller under the Act?**

PCEM will use reasonable endeavours to advise all entities authorised by PCEM to sell or distribute tickets to The Presidents Cup of:

- (a) The existence of the Act at the time that the Act becomes applicable to The Presidents Cup with the approval of the Ticket Scheme; and
- (b) Their obligations under the Act.

Irrespective of PCEM's reasonable endeavours to advise as set out above, it is acknowledged that PCEM will not have a direct contractual arrangement with all entities that sell or distribute tickets for The Presidents Cup and some arrangements with persons who distribute tickets have already been finalised. In these circumstances, PCEM will not be in breach of the Act for failing to enforce the obligation of the Ticketing Scheme.

In circumstances where PCEM does not have a direct contractual arrangement with a relevant entity, PCEM is not able to impose any or additional contractual obligations on the parties receiving Presidents Cup tickets. PCEM will however endeavour to advise those entities of their obligations under the Act once the Ticket Scheme is approved.

In circumstances where PCEM will have a direct contractual arrangement with a relevant entity and has not at the date of approval of the Ticket Scheme entered into an agreement with the relevant entity, PCEM will include reference to PCEM's statutory obligations under the Act and reference to their obligations under the Act in its contract once the Ticket Scheme is approved.

In circumstances where PCEM does have a direct contractual arrangement with a relevant entity and has at the date of approval of the Ticket Scheme entered into an agreement with the relevant entity, PCEM will not be able to impose any or additional contractual obligations on the parties receiving Presidents Cup tickets but will endeavour to advise those entities of their obligations under the Act once the Ticket Scheme is approved.

PCEM will also advise those entities that they should obtain independent legal advice in relation to their obligations under the Act.

PCEM will provide copies of the Ticket Scheme to all authorised entities once the Ticket Scheme is approved. Where an amendment to the Ticket Scheme impacts on an authorised entity, PCEM will provide that entity with an updated copy of the amended Ticket Scheme.

The on-selling of tickets at face-value for non-commercial purposes does not constitute a breach of this Ticket Scheme.

**(c) Who will be authorised to sell and or distribute tickets to the event?**

PCEM has authorised the following entities to sell and/or distribute tickets to the Presidents Cup:

(a) Ticketmaster will be the authorised ticket agency. Ticketmaster will sell tickets to:

(i) general public;

(b) Event Travel Office (ETO) is an official travel operator for The Presidents Cup 2011.

ETO will act as a wholesaler and retailer and assist to appoint the following third party agents who will work with the ETO.

**The Presidents Cup 2011 - LTO Status (International)**

Territory	Agent	Contact / Title	Address
Australia	General Travel Group Pty Ltd	Andrew Coplestone - General Manager	Level 7, 11 Queens Road, Melbourne Vic 3004
	GOLFSelect	Gary Lisbon - Owner	405 Waverley Road, Malvern East Vic 3145
	Travel & Sports Australia	Paul Ramsay - Director	Suite 6, 281 Hay Street, Subiaco, WA 6008
	Golf Tourism Australia	Simon Cummins - Director	Level 1, 50 Ranelagh Drive, Vic 3930
North America	Goway Travel	Barbara Norton - Groups Manager	3284 Yonge Street, Toronto
New Zealand	GO Holidays	Maja Fabijancic - Groups & Events	Level 4, 66 Wyndham Street, Auckland
	First Travel Group	Malcolm McLeod - General Manager	Level 5, 5-7 Kingdon Street, Newmarket, Auckland
India	Thomas Cook (India) Ltd	Vineet Raina - VP Leisure Travel	DR.D.N. Road, Fort, Muimbai
	Kuoni Travel India	Shashank.S.Mishra - Senior GM	4th Floor, RNA Corporate Park, Bandra (East), Mumbai

	Tiger Sports Marketing	Brandon Cecil deSouza - MD & CEO	E-135/136, II Floor, Amar Colony, Lajpat Nagar, New Delhi
China	Grand Tour (Beijing Zhong Qiao Int'l Tvl)	Zhang Xin (Alex) - Marketing Director	No.6 Ding Cheng Road, Chao Yang District, Beijing
	GZL International Travel Service	Ms Maj Zhi Xian - Sales Manager	1 Lejia Road, Tichang, Guanzhou
Japan	World Bridge Inc	Masaya Oyama - Assistant Manager	Ginza Swallow Bldg. 5F 1-14-9 Ginza, Chuo-Ku, Tokyo
	Travel Partners Co. Ltd	Yasushu Hirandi - President	25-6 Nihobashihakozaki-Cho, Chuo-Ku, Tokyo
Korea	Hanatour Service Inc.	Young-Mim Seo - Deputy General Manager	1 Gongpyeomg-Dong, Jongmo-Ltv, Seoul
Malaysia	Sunway Travel SDN DHD	Jeremiah Lim - Chief Operating Officer	The Link, Sunway Resort Hotel & Spa, Persiaran Lagoon, Bandar, Sunway 46150, Jaya, Malaysia
Singapore	Safe2Travel Pte Ltd	Brendan Leong	10 Funds Road 8# 08-40 Singapore Post Centre

PCEM approves ETO and the Corporate Hospitality on-sellers to sell tickets for The Presidents Cup at a premium because they provide other benefits that accompany The Presidents Cup tickets. PCEM's written approval of the other benefits must be obtained prior to entities offering such premium packages for sale.

PCEM will provide Sport and Recreation Victoria with an updated list of retailers on 1 March 2011, and an up to date posting of registered travel retailers can be found at [www.presidentscup.com](http://www.presidentscup.com) and [www.thepresidentscuptravel.com](http://www.thepresidentscuptravel.com)

(c) Corporate Hospitality On-sellers - PCEM will approve the following corporate hospitality on-sellers:

PCEM will advise Sport and Recreation Victoria with an updated list of 3<sup>rd</sup> party Corporate Hospitality on-sellers on 30 March 2011, and an up to date posting of registered corporate hospitality on-sellers can be found at [www.presidentscup.com](http://www.presidentscup.com)

For the purposes of this Ticketing Scheme proposal, the **authorised entities** are ETO, Ticketmaster and the individual Corporate Hospitality on-sellers listed above where applicable.

**(d) What arrangements are in place to monitor the sub contracting of sale and distribution of tickets?**

Subject to the circumstances detailed above in the 'Control of Ticket' Section of this document, PCEM, through its terms and conditions on tickets and so far as is possible, will ask all authorised entities to report back to PCEM as to the manner in which they sell and/or distribute tickets to The Presidents Cup 2011. This will enable PCEM to monitor the sale and/or distribution of tickets (see attached the letters in Schedule 1 and Schedule 2 which will be advised to all approved on-sellers).

Subject to the circumstances detailed above in the 'Control of Ticket' Section of this document, PCEM will provide authorisation to entities for the sale and/or distribution of tickets for the Presidents Cup by means of written notice to the relevant entity.

**(e) What specific measures are proposed or implemented to ensure that the above breakdowns will result in achieving the objective of a fair process, maximising public access to the event?**

PCEM will record the allocations of tickets that go to the groups listed as per pages 3-6 of this document.

As detailed earlier in this ticket proposal, PCEM may grant approval for an on-seller to sell tickets for The Presidents Cup 2011. One restriction that PCEM would place on the approval of an on seller would be that if PCEM was aware of previous breaches of a Ticket Scheme for a third party event by the proposed on-seller, PCEM would not automatically grant authorisation for that particular entity to be an on-seller for The Presidents Cup 2011. PCEM, as the Event promoter, reserves the right to approve or withhold its consent to authorise any on-seller at its absolute discretion.

**(f) What arrangements are proposed for recording allocation of individual tickets?**

Ticketmaster will be asked to record the purchaser's details for each ticket that they sell, where possible. The records to be kept by Ticketmaster will record the identity of the recipient of the ticket and the actual seat number, where applicable.

Subject to the circumstances detailed above in the 'Control of Ticket' Section of this document, PCEM will:

1. Ask authorised entities and any approved on sellers to record their allocation of tickets; and
2. seek to have accounting for ticket distribution as a condition of appointing any authorised entity and any approved on-seller (so far as is possible).

**(g) What arrangements are proposed for the return of unwanted tickets?**

It is PCEM's policy that any tickets that are unwanted or unsold from any of the above ticket allocations may be distributed by PCEM to another allocation at its discretion.

As per Ticketmaster's and PCEM's policy, tickets are not refundable or subject to exchange unless the Event is cancelled in its entirety or as required by law. The purchaser is responsible for their tickets and lost, stolen or damaged tickets are not the responsibility of the Ticketmaster or PCEM. However, the purchaser may seek replacement of a lost, stolen or damaged ticket at the Venue Box Office. In the event that the Venue Box Office issues a Lost Ticket Voucher in its discretion, an administration fee may be charged. If the Event gates have opened, and thereafter, a day's play is cancelled for any reason (e.g., bad weather, etc.) at anytime (prior to or after the commencement of play), PCEM shall not be required to refund or exchange any ticket. Additionally, if the description of, or participants in, The Presidents Cup change, the purchaser cannot exchange the ticket and the purchaser cannot obtain a refund. PCEM is not liable to the purchaser for any claims, damages, compensation, losses or expenses as a result of The Presidents Cup 2011 or days of The Presidents Cup 2011 being cancelled, postponed or changed.

The policy/guidelines to be followed by PCEM will be:

- \* General policy – tickets are not refundable except if Event is wholly cancelled and the gates have not been opened.
- \* Any returned or unsold tickets shall be reissued for distribution.

A maximum purchase of (8) tickets per transaction is allowable with Ticketmaster via a phone, outlet or internet booking. Group purchases can be made through the groups

department at Ticketmaster. For any group purchases of between (9) and (40) tickets, in consultation with PCEM, the groups department can facilitate this booking.

The condition which appears on the reverse of all Presidents Cup tickets or tickets sold via approved Ticketmaster Retail Outlets will read as follows:

Ticketmaster sells tickets as an agent for and on behalf of the "Presenter" (promoter, presenter or venue as the case may be). This sale is subject to the general terms and conditions which are available by contacting Ticketmaster at the place of purchase.

Condition: This ticket is sold or distributed on the condition that it not be resold or offered for resale at a premium or be used for advertising, promotions, competitions or other commercial purposes without the Presenter's prior written authorisation. Any breach of these conditions allows your ticket to be cancelled and for a Declared Event may be an indictable offence under the Sports Event Ticketing (Fair Access) Act 2002 (Vic).

This Ticket is a Tax Invoice. The total price of this ticket includes GST. An asterisk(\*) on the ticket indicates the event may be GST exempt. For a tax invoice contact 136 100.

See [www.presidentscup.com](http://www.presidentscup.com) for additional terms and conditions, including a list of prohibited items.

The foregoing webpage sets forth the following additional terms and conditions to which the tickets are subject:

This ticket is a revocable license allowing access to The Presidents Cup (hereinafter called the "Tournament"), a professional golf tournament being conducted at Royal Melbourne Golf Club by PCEM, LLC ("PCEM") pursuant to a license from PGA TOUR, Inc ("PGA TOUR"). Certain fees for shipping and processing of ticket purchases may apply and questions regarding same may be directed to the authorized ticketing agent or the Tournament office. Players depicted in promotional material related to the Tournament are either players from prior Tournaments or are qualified to compete although the Tournament reserves the right to substitute any player. Lost, stolen or damaged tickets are not the responsibility of the Tournament and will not be replaced. If the Tournament is canceled in its entirety prior to PCEM opening the gates to the Tournament, the ticket purchasers shall be entitled to a refund of the ticket purchase. No ticket purchaser shall be entitled to a refund of any portion of the ticket purchase if the Tournament is postponed, delayed or rescheduled due to weather, an act of God, state of war, union strike or any other condition beyond the reasonable control of PCEM, in which case, PCEM may determine that the ticket holder is entitled to utilize the ticket at the rescheduled Tournament at no additional charge. Such determination shall be made by PCEM in its sole discretion based on a variety of factors (e.g., capacity, etc.) By utilizing this ticket or entering onto the grounds of the Tournament, you voluntarily assume all risk and danger incidental to the game of golf, whether occurring prior to, during or subsequent to the actual event, including the risk of being injured by a golf shot or by other spectators or players, and you release PCEM and its affiliated entities and subsidiaries, the Tournament, television broadcasters, Tournament sponsors, vendors and

volunteers, participating players and all agents thereof from any and all liabilities arising out of such cases. You grant permission to PCEM and PGA TOUR to utilize your image or likeness incidental to any live or recorded television or other transmission or reproduction in whole or in part of the Tournament. You agree not to transmit or facilitate transmission of any account, description, picture, or reproduction of the Tournament, including, without limitation, scoring-related data, without the specific advance written permission of PGA TOUR. Soliciting autographs from Tournament players with intent to sell is prohibited. You agree that you shall not seek autographs of players in order to sell such autographs, and you shall not pay another person to obtain an autograph for you. For security purposes, no bags larger than six inches will be permitted onto the golf course, including purses, chair bags, and camera cases. It is a condition of use of this ticket that you consent to the reasonable inspection of your person and property before entering the Tournament ground, which inspection may include, without limitation, metal detection. No food, coolers, ladders, signs banners, mobile phones, PDA's, radios, televisions, firearms, explosive devices, or weapons of any kind, etc. will be permitted on the grounds. All pagers must be on vibrate. NO cameras or camcorders are allowed during Tournament rounds. No alcoholic beverages may be brought onto or taken from the grounds of the Tournament. You agree to abide by all rules and regulations established by the PGA TOUR and the Tournament, and a violation of such rules and regulations can be a cause for termination of the license granted herein, forfeiture of this ticket and your removal from the Tournament. This ticket cannot be used in a promotion or offered as a prize without permission from PGA TOUR. This ticket may not be sold, used in lotteries, advertising or promotions, included in travel or hospitality packages, or used to enhance the demand for other goods and services by any person not so authorized in writing by PCEM. Distribution of a ticket (without compensation therefore) is permitted provided that the ticket was purchased from or provided by a person authorized in writing by PCEM to so sell or distribute the ticket. Any ticket sold or distributed in violation of the foregoing restrictions will be made null and void and the bearer thereof will be denied admission to the Tournament. It is unlawful to reproduce this ticket. PCEM reserves the right to revoke this ticket and cancel all privileges connected therein. For information regarding ticket complaints, please ask an authorized ticketing agent, the Tournament facility or Tournament office for a copy of the Code of Practice for the Ticketing of Live Entertainment in Australia.

PCEM will keep a register of the details of all entities that are authorised to sell/distribute tickets to The Presidents Cup 2011. PCEM will provide a copy of the register that is current to Sport and Recreation Victoria on 30 September 2011 so far as this is reasonably possible.

In addition PCEM will publish on its website the details of the authorised outlets and agents for all tickets available for purchase. This detail is to be updated on The Presidents Cup website on date listed above.

## **D. SALE AND DISTRIBUTION OF TICKETS**

Information pertaining to the sale and distribution of tickets to the Presidents Cup is set out below under the following allocations.

### **a. What is the method for purchasing tickets?**

- Season, Captains' Club, and daily passes may be purchased from the appointed Ticket Agent, Ticketmaster.

The method for purchasing tickets will vary dependent on the services offered by Ticketmaster.

Tickets will also be available for purchase through ETO and their respective approved authorised on sellers with accompanying travel packages.

Tickets will be sold on site if not sold out prior to the event.

### **b. Can tickets be purchased in person?**

- Yes. At any Ticketmaster outlet.

### **c. Can tickets be purchased as a group?**

- Yes, group bookings can be made through Ticketmaster. A group booking constitutes a Group ticket purchase of between (9) and (40) tickets.
- PCEM has some contractual obligations that will also allow group bookings, including venue, sponsors and partners.

### **d. Can tickets be purchased by order made by telephone?**

- Yes. Tickets can be purchased by telephone by phoning Ticketmaster on 136 100

### **e. What arrangements are there to order tickets online?**

- Tickets can be purchased on-line via the Ticketmaster website, [www.ticketmaster.com.au](http://www.ticketmaster.com.au), [www.ticketmaster.com](http://www.ticketmaster.com) or via [www.presidentscup.com](http://www.presidentscup.com) (redirected then to Ticketmaster)

### **f. Will decentralised arrangements be made for purchase of tickets?**

- To ensure control, tickets may only be sold via a limited number of centralised locations plus over the phone and internet. PCEM, in conjunction with Ticketmaster, may nominate specific outlets and in doing so PCEM will endeavour to ensure that adequate access to outlets is provided for country and regional members and that the locations of the outlets is adequately communicated.

### **g. What is the timeframe for release of tickets for sale at all outlets and purchase modes?**

- 15 November 2010 – Travel Package Release
- 28 - 31 March 2011 – Global Partner Presale (CITI and Rolex)
- 31 March – 3 April 2011 – Other categories as designated to include, but not limited to, the PGA of Australia and Ticketmaster memberships.
- 4 April 2011– General Public On-sale

**h. What arrangements are proposed for tickets with special seating for disabled patrons?**

An allocation of disabled seating will be available at various vantage points. These will be publicised on The Presidents Cup website once finalised.

**i. Who should a purchaser contact with questions about access to tickets?**

- Purchasers may contact PCEM should they have any questions 03 9094 0700. Contact information will be also be publicised on The Presidents Cup website.

**j. What arrangements are proposed for dealing with complaints?**

- Complaints will be dealt with by PCEM and Ticketmaster as required and in compliance with the code of practice for the ticketing of live entertainment in Australia.

**k. Are measures proposed to prevent ticket fraud (e.g. ticket forgery, internet ticket scams)?**

- Tickets will be sold via Ticketmaster with a barcode program, where rules and criteria are set to determine the eligibility for the purchase of tickets and the validity of tickets.

## **E INDUSTRY CODES AND STANDARDS**

There are no industry codes or standards that directly apply to event ticketing for an event such as The Presidents Cup. PCEM believes that the ticketing process set out in this Ticket Scheme is world's best practice for an event of the scale of the Presidents Cup.

PCEM is advised by Ticketmaster that all ticketing undertaken by Ticketmaster is subject to the Australian Entertainment Industry Association Ticketing Guidelines and complies with the Victorian Government Companion Card Scheme.

## **F APPROVAL**

The Minister will formally notify PCEM in writing at the time that the Ticketing Scheme is approved and as such when the Act becomes applicable to the Presidents Cup.

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**Signed as evidence of approval by  
Hugh Delahunty MP  
Minister for Sport and Recreation**

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Approval Date