



Media Release – For immediate release

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SOCIAL VIDEO TO HELP ONLINE TICKET BUYERS AVOID SCAMS

A new social video has been launched as part of Live Performance Australia's ongoing consumer education campaign about the potential dangers of buying tickets online.

'Online ticketing scams are a scourge for our industry, and LPA wants to make sure consumers are aware of the risks,' said LPA Chief Executive Evelyn Richardson.

The video is a companion to the LPA ['Safe Tix Guide'](#) and [Consumer Guide: Buying and Selling Tickets in the Ticket Resale Market](#).

It includes some straightforward tips on how to avoid getting ripped off online.

'There are rogue operators including some big name outfits based overseas who are ripping off our consumers, performers and producers.

'Better consumer education is an important part of the campaign to combat the problem. It's also really important that anyone that buys fake tickets reports them to their local office of fair trading or consumer affairs. We also suggest they warn their friends and share our video on social media,' Ms Richardson said.

In addition to industry-led consumer awareness campaigns, LPA is also working with government at the state and federal level to improve regulations to protect consumers.

'Cracking down on the ticket resale scammers requires a comprehensive and coordinated approach from government and industry,' Ms Richardson said.

The video file can be accessed [here](#) or via Youtube [here](#).

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Join the conversation on LPA's [Facebook](#) and [Twitter](#) sites.

About LPA

LPA is the peak body for Australia's live performance industry. Established in 1917 and registered as an employers' organisation under the *Fair Work (Registered Organisations) Act 2009*, LPA has over 400 Members nationally. We represent commercial producers, music promoters, major performing arts companies, small to medium companies, independent producers, major performing arts centres, metropolitan and regional venues, commercial theatres, stadiums and arenas, arts festivals, music festivals, and service providers such as ticketing companies and technical suppliers. Our membership spans from small-medium and not-for-profit organisations to large commercial entities.

LPA has a clear mandate to advocate for and support policy decisions that benefit the sustainability and growth of the live performance industry in Australia.