

**TICKETEK AUSTRALIA** is an online service which offers and sells tickets to events across Australia, including sports, musicals, concerts and other forms of entertainment ("Ticketek Australia", 2020). As the market leader of the Online Event Ticket Sales Industry, accounting for 61.9% of the industry as at February 2020, Ticketek is used by a range of Australians over the age of 15 (Youren, 2020). With over 16 million unique members, 30 million tickets issued annually, 70% of tickets issued online and maintaining over 42 million web impressions per month, Ticketek has harnessed the power of the internet to bring tickets straight to the user ("Ticketek – TEG", 2020). Despite this, Ticketek continues to maintain a physical presence at its 114 outlets located across Australia ("Ticketek – TEG", 2020).

However, Ticketek is not without its complications. Through online ethnography conducted on the community forums and online review platforms Google Reviews and Product Review from the last 12 months, it is evident that a wide range of issues are encountered by Ticketek customers through both its physical and online mediums. Multiple pain points have been identified through the process of locating, purchasing and accessing tickets, as depicted by the following visualisations.



## SERVICE ANALYSIS

117

REVIEWS  
ANALYSED



64

Product  
Review

39

Ticketek  
World Square

14

Ticketek  
Parramatta

### TOP 5 PAIN POINTS



1. (31.6%)  
Poor phone service



4. (77%)  
Unable to obtain  
refunds



2. (14.5%)  
Unable to  
purchase tickets



=5. (6.8%)  
Undelivered or  
inaccessible tickets

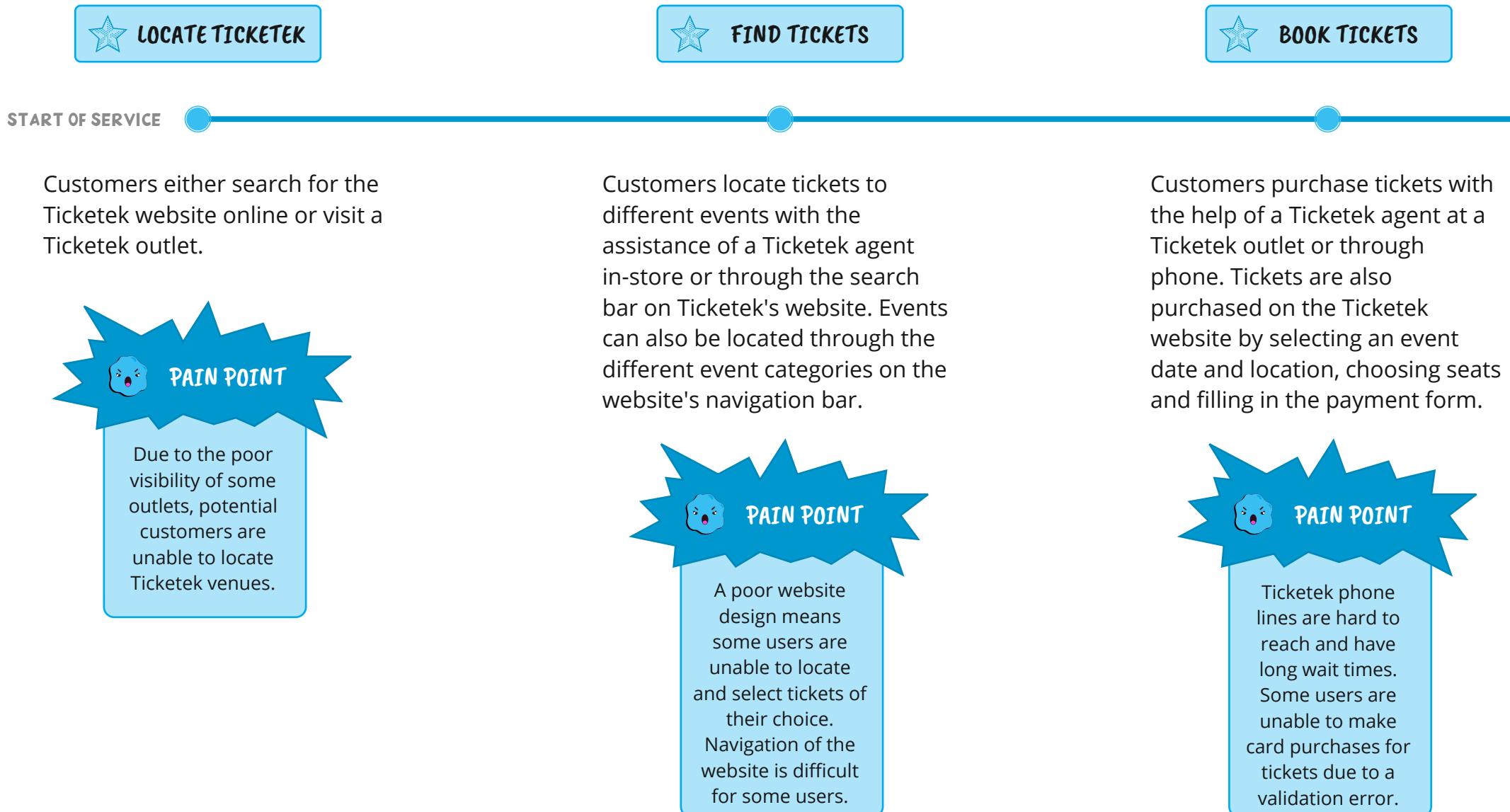


3. (9.4%)  
Poor web design  
and accessibility



=5. (6.8%)  
Lack of customer  
support

# TICKETEK SERVICE TIMELINE





## RECEIVE AFTER-SALES SUPPORT



## RECEIVE TICKETS



## ATTEND EVENT

END OF SERVICE

After purchasing tickets, customers generally reach out to Ticketek for more information about their tickets, the event or other general enquiries.



## PAIN POINT

Ticketek phone lines are difficult to reach and have long wait times. Information around events are limited and some staff cannot offer support. Several web, phone and email enquiries go unresolved.

Tickets are released closer to the event date and are delivered to customers via SMS, email, regular mail or through collection at a Ticketek venue.



## PAIN POINT

Several tickets have not been delivered close to the event and a lack of support is provided by Ticketek. Customers are unable to obtain refunds for cancelled events or changes in their personal situations.



## PAIN POINT

Customers are unable to obtain refunds for events they did not attend.

## APPENDIX: TABLE A

### ONLINE REVIEWS FROM PRODUCT REVIEW

A total of 64 reviews were analysed from the past 12 months. The following table contains the most relevant and insightful reviews.

KEY QUOTES	RECORDED OBSERVATION	INTERPRETATION	THEMES
"Their <b>UX</b> team must be a bunch of school kids. Good luck <b>navigating on mobile</b> to buy some footy tickets. It's <b>completely broken</b> . Got no idea where my basket is, how to delete and start again."	The user was frustrated by the inability to easily navigate elements on the Ticketek website through their smartphone and cannot locate key features on the screen, which should be emphasised for ease of use.	The Ticketek website is poorly designed and cannot be accessed easily via different devices. Poor design and accessibility result in issues when trying to purchase tickets.	- Poor website design - Poor accessibility across devices
"After <b>being on hold twice for over half an hour today</b> to resolve mistakes that Ticketek made while booking my tickets (even though the money was debited immediately) I have been told I need to go to the venue personally to fix their error - this Company wouldn't be in business if there was an alternative."	The user encountered pain points in the process of booking tickets and is angered that they must consume their own time and resources to fix concerns that Ticketek should be responsible for.	Ticketek are unwilling to resolve errors they create and do not provide adequate support to fix those errors. Customer concerns cannot be easily resolved over the phone but require a person to travel to Ticketek venues to resolve complaints, although Ticketek markets itself as a primarily online service.	- Poor phone service - Lack of customer support to resolve issues
" <b>Blocked my credit card twice</b> (two different cards). Then charged me extra \$4.95 to process payment using the same credit card when I called. Unbelievable, thought this was illegal! but they continue to do it"	The user encountered issues through the process of buying tickets as they were unable to purchase tickets using different types of credit cards.	Errors within the payment process prevent customers from using their credit card to purchase tickets and do not support different methods of payments.	- Lack of support for different payment options - Unable to purchase tickets
" <b>Blocked my credit cards</b> , all 3 tried no luck, closed my account and reopened a new account still blocked... how hard is it to purchase some Football tickets."	The user was unable to purchase tickets using different credit cards due to a processing error on Ticketek's end.	Credit card payments are not adequately supported by Ticketek.	- Unable to purchase tickets
"Site seems to be about <b>10 years out of date</b> . No interactive seat selection, just blind pricing based on sections that have a wide variety of possible qualities. Unfortunately I cannot find anything positive to comment on in the booking process."	The user did not enjoy using the Ticketek website as they were unable to select their desired seats.	The Ticketek website is neither user-intuitive nor user-friendly.	- Poor website design

## APPENDIX: TABLE A

<p>"Like most of the other reviews on here the Ticketek system stated that my <b>card was blocked</b>. Knowing that it wasn't I called my bank to ascertain if it could be and they told me that everything was fine. Now being forced to contact the <b>woeful customer service</b> line I advised them that their system was not functioning."</p>	<p>The user was unable to make a payment due to their card being blocked in the Ticketek system.</p>	<p>Ticketek does not offer adequate support for making credit card payments.</p>	<ul style="list-style-type: none"> <li>- Unable to purchase tickets</li> </ul>
<p>"The online customer experience is <b>clunky</b> and your <b>mobile site is brutal</b>. It just took me 30 min to book tickets to the footy. Your business is ripe for disruption....this really should not be that hard"</p>	<p>The user was frustrated that a seemingly simple process of buying tickets took much longer than should be necessary.</p>	<p>Poor website design and accessibility makes the process of buying tickets complex for many users.</p>	<ul style="list-style-type: none"> <li>- Poor website design and accessibility</li> </ul>
<p>"Booking through Tiketek seemed <b>complex... Online ordering</b>, for many people in our community, is a stressful and difficult process. Especially the elderly, those who have not been raised with computers, or, for me increasingly, with mild cognitive decline."</p>	<p>The user found the process of buying tickets too complex as the online ordering process had not been made accessible for users of varying ages and disabilities.</p>	<p>The user interface of the Ticketek website has not been designed with accessibility in mind for a range of users.</p>	<ul style="list-style-type: none"> <li>- Poor website design and accessibility</li> </ul>
<p>"Bought tickets and then <b>event was cancelled</b> by the artist. Ticketek <b>promised refund</b>, nothing happened."</p>	<p>The user was frustrated that there was no refund offered by Ticketek when there was an event cancellation.</p>	<p>Ticketek does not provide refunds to its customers when events are cancelled.</p>	<ul style="list-style-type: none"> <li>- Unable to obtain refunds</li> </ul>
<p>"Simply cannot buy tickets for ALeague game. Will not let me go past the <b>credit card pay screen +</b> with no explanation."</p>	<p>The user was unable to purchase tickets to an event and could not resolve the issue themselves as there was no online feedback provided on why the error occurred.</p>	<p>Ticketek's payment system does not always allow customers to purchase tickets. There is also no feedback provided as to why payments fail.</p>	<ul style="list-style-type: none"> <li>- Unable to purchase tickets</li> <li>- Poor web design</li> </ul>
<p>"I tried for <b>2 days</b> to actually <b>talk to someone about a booking issue</b> I had, and could ever actually talk to someone. 1st problem was the phone call would just say we're busy and hang up, then the next day when I tried again, I got thru to their automated voice thing, and that was a nightmare too, and still didn't get through."</p>	<p>The user was frustrated that they were unable to contact Ticketek over the phone and had to call Ticketek on more than one occasion in order to resolve their booking issue.</p>	<p>Ticketek's phone service is unable to handle a large volume of calls and cannot always be used to resolve customer concerns.</p>	<ul style="list-style-type: none"> <li>- Poor phone service</li> <li>- Lack of customer support</li> </ul>
<p>"Whilst purchasing my tickets for the Marvel Universe Live, their online booking system had problems, and I was <b>unable to purchase the additional merchandise</b> for the event"</p>	<p>The user was unable to purchase additional items with their ticket for an event.</p>	<p>Ticketek's payment process is inefficient as customers are not always able to purchase add-ons to the ticket they have purchased.</p>	<ul style="list-style-type: none"> <li>- Unable to purchase ticket add-ons</li> </ul>

## APPENDIX: TABLE A

"Took more <b>than 8 attempts to book tickets</b> and all the time trying to get me to buy addons."	The user had to make multiple attempts to book tickets and was unhappy that they could not simply pay for the tickets but were persuaded to buy add-ons.	The design of the payment method on Ticketek is not efficient in that does not allow customers to achieve the task they are trying to complete, leaving them unable to purchase tickets.	- Unable to purchase tickets - Poor web design
"Simply <b>refuses to accept</b> any number of different visa <b>debit cards</b> from different issuers. Messages are completely obscure and all banks say nothing wrong with the card status."	The user was unable to purchase tickets despite using different debit cards that were fully functional.	Ticketek faces errors when processing payments and does not allow for payments to be effectively handled.	- Unable to purchase tickets
"Tried ringing Ticketek to sort out an issue with the tickets they issued. <b>Rang everyday for 10 days</b> , at different times, and could not get through. Website & email - no help"	The user was unable to contact Ticketek when they had an issue with their tickets through Ticketek's phone, web and email service.	Ticketek does not provide adequate customer support through its phone, web or email service for customers with concerns or complaints.	- Lack of customer support - Poor phone service
"I have been <b>rejected on multiple search engines</b> , two different credit cards, both with ample credit, two different computers."	The user was frustrated that they could not purchase tickets despite using different payment methods each time.	Ticketek's payment system is unable to support credit card payments.	- Unable to purchase tickets
"The most frustrating company to deal with when trying to speak to an actual person. Everything is <b>online</b> or they are <b>too busy to speak to us</b> so the call hangs up. The FAQ's online is way too broad and doesn't answer my question. Customers needs to speak to people on concert days for a reason, they should have a bigger call centre."	The user was frustrated that they were unable to speak to a real person over the phone and were unable to find the answers to their questions online.	Ticketek is ill-equipped to handle customer concerns and many customer issues may go unresolved due to the lack of customer support both online and via the phone.	- Lack of customer support - Poor phone service
"ZERO customer service, their website <b>can't seem to handle more than 50 people</b> on it at one time, they randomly <b>cut people off the website</b> , they shouldn't be allowed to sell tickets if this is how they handle their sales."	The user was not able to access Ticketek online during a period when there was a large number of users on the Ticketek website. The user also received zero customer support hereafter.	The Ticketek website cannot handle large amounts of traffic, resulting in a lack of support for people who are trying to access the website.	- Lack of customer support - Poor web design and accessibility
"We bought tickets in December for a show in late February... <b>no tickets</b> had arrived by mid January. Multiple emails have brought no effective response, initially the replied stated the tickets are in the mail, subsequent replies repeatedly asking how would we like the tickets reissued... still not resolved, no tickets and the show is next week."	The user was frustrated that their tickets had not been delivered despite being purchased months in advance. They were also unhappy with the response from the Ticketek team as they were not reissued with their tickets.	Ticketek encounters errors when distributing tickets and cannot readily resolve the issue of undelivered or inaccessible tickets through its email service.	- Lack of customer support - Undelivered or inaccessible tickets

## APPENDIX: TABLE B

### ONLINE REVIEWS FROM GOOGLE REVIEWS – TICKETEK WORLD SQUARE

A total of 39 reviews were analysed from the past 12 months. The following table contains the most relevant and insightful reviews.

KEY QUOTES	RECORDED OBSERVATION	INTERPRETATION	THEMES
"Must have 1 person in their call centre. Have been <b>trying to call all day</b> (9am to 6pm) & same answer, we are experiencing high volume of calls, try again later???"	The user was unable to contact Ticketek through its phone service, despite calling at different times of the day.	Ticketek's phone service cannot be easily accessed by users, regardless of the time.	- Poor phone service
"Can't even <b>find the place.</b> "	The user was unable to find the Ticketek outlet.	Ticketek's outlet is not easily visible to customers.	- Poor visibility
" <b>Disgraceful customer service.</b> After asking 5 times for a supervisor to speak to regarding a refund they didn't put me through to anyone."	The user was frustrated that they were not able to speak to someone who could offer a refund over the phone.	There is a lack of customer support offered by Ticketek and not all staff are equipped to handle customer concerns or offer refunds.	- Lack of customer support - Poor phone service
"AVOID purchasing tickets from this website, they are an absolute joke and <b>can't handle any kind of influx of people</b> wanting to purchase tickets and they also turn their phone lines off as well."	The user was irritated that they were not able to purchase tickets both online and over the phone during a busy period.	Ticketek's phone and web service cannot handle a large amount of traffic, leaving some customers without tickets.	- Poor web design and accessibility - Unable to purchase tickets - Poor phone service
"Absolutely <b>disgraceful customer service.</b> Just want to speak directly with a human instead of over 9 minutes answering a robot that does not recognise your answers."	The user was displeased that they were made to talk to an automated system rather than a real person over the phone.	Ticketek's phone service is not user friendly as most users are placed on hold and are greeted by a machine rather than a person.	- Poor phone service
"I bought my tickets in June and Ticketek <b>promised to deliver</b> me a month before the concert. So far I have <b>not received</b> and I am trying to contact someone because I spoke to the Australian Post and they also do not know the ticket."	The user was concerned that their tickets had not been delivered so close to the event and were unable to contact someone with more information on the status of their tickets.	Ticketek does not provide adequate updates about the status and delivery of tickets close to an event.	- Undelivered and inaccessible tickets
"Worst experience while booking online for Disney on Ice as there is a bug of <b>blocked card</b> even it wasn't as per the bank. Had to go to venue just to buy tickets as no phone no email response."	The user was unable to purchase tickets for an event and was displeased that they were unable to contact Ticketek via phone and email.	Ticketek lacks support for purchases made via a debit or credit card and there is a lack of customer support available for customer concerns.	- Unable to purchase tickets - Lack of customer support
"Tried <b>ordering online</b> and via the app, both were <b>broken</b> . Tried calling and was placed on hold forever. Bought in person at this store, perfect experience."	The user was unable to purchase tickets online and through the Ticketek app due to an error in Ticketek's system.	Ticketek's website and app are not user-intuitive or user-friendly and do not consistently allow users to make purchases.	- Poor web design and accessibility

## APPENDIX: TABLE C

ONLINE REVIEWS FROM GOOGLE REVIEWS – TICKETEK PARRAMATTA			
A total of 14 reviews were analysed from the past 12 months. The following table contains the most relevant and insightful reviews.			
KEY QUOTES	RECORDED OBSERVATION	INTERPRETATION	THEMES
"I rang a number of times over 2 days, they were toooo busy as per the message."	The user was unable to contact customer support via phone.	Ticketek does not provide adequate support for its phone service.	- Poor phone service
"Wasted hours trying to find the Parramatta store, It doesn't exist."	The user was unable to locate the Ticketek outlet.	The Ticketek outlet has poor visibility.	- Poor visibility
"I have been calling for the last 2 days. Got through this morning to the most ridiculous, confusing, and <b>user UNFRIENDLY automated phone system</b> I have ever encountered in my life. after 15 minutes on the phone already on hold was told that the call wait time was 16+ minutes. I need help with a purchase, I need to purchase more."	The user was displeased with the phone support provided by Ticketek due to the long wait times and was unable to efficiently purchase tickets.	Ticketek does not offer adequate support for its phone service, forcing customers to wait long periods of time to solve simple concerns.	- Lack of customer support - Poor phone service
"When you enquire about payments it can take up to 30 mins to get to speak to a customer service person who then passes you onto another person and another. I had contact with 4 people before somebody agreed to look at my enquiry and would email me within the next 2 days which turned out to be 5 days and then a further <b>5 days before my enquiry was resolved.</b> "	The user was unable to resolve their issue over the phone and was unhappy that it took a long time to hear back from Ticketek.	Ticketek is inefficient in handling its customer concerns and does not provide adequate support for customers through its phone service.	- Lack of customer support - Poor phone service
"Took a good <b>45mins of calling non stop</b> to hear an engaged signal...ticketek need to increase the staff levels for customer service or at the very least have an automated answer suggesting how long the queue is/call back service."	The user had to wait a long time to reach customer support through the phone and was frustrated that there was no feedback provided on what the best time to call Ticketek would be.	Ticketek's phone service is not user-friendly as it does not offer users feedback as to how long the phone queue is, leaving users to wait in the queue for long periods of time.	- Poor phone service
"This office <b>does not exist</b> "	The user was unable to find the Ticketek outlet.	The Ticketek outlet is not accessible.	- Poor visibility
"Business <b>doesn't exist</b> "	The user was unable to find the Ticketek outlet.	The Ticketek outlet is not clearly visible or accessible.	- Poor visibility

## APPENDIX: TABLE D

**TICKETEK THEMATIC ANALYSIS**

Total number of interviews: 117

Theme	Quotes	Theme Expression	References	Comments
Poor phone service	"Tried ringing Ticketek to sort out an issue with the tickets they issued. Rang everyday for 10 days, at different times, and could not get through. Website & email - no help"	37 individuals- approximately 31.6% of reviewers	37 references to the difficulty of contacting Ticketek via phone and long wait times.	The lack of phone support provided by Ticketek may be addressed by providing more phone operators and announcing the estimated wait time when customers call.
Unable to purchase tickets	"Simply refuses to accept any number of different visa debit cards from different issuers. Messages are completely obscure."	17 individuals- approximately 14.5% of reviewers	17 references to being unable to pay for tickets with debit or credit cards,	The error of not being able to purchase tickets through credit or debit cards is an issue that can be resolved by updating Ticketek's payment validation and processing system. Feedback can also be provided to customers as to why some transactions are rejected.
Poor web design and accessibility	"The online customer experience is clunky and your mobile site is brutal. It just took me 30 min to book tickets to the footy... this really should not be that hard."	11 individuals- approximately 9.4% of reviewers	11 references to the poor usability of the app and being unable to locate or purchase tickets through the Ticketek website.	The poor visual design and layout of the Ticketek website, due to which customers are unable to complete the task they wish to accomplish, can be improved by updating the user interface and affordances of the website.
Unable to obtain refunds	"Bought tickets and then event was cancelled by the artist. Ticketek promised refund, nothing happened."	9 individuals- approximately 7.7% of reviewers	9 references to being unable to purchase tickets due to changes in personal situations or cancelled events.	The issue of customers who are unable to obtain refunds to cancelled events or events they can no longer attend can be amended by Ticketek by providing a refund or ticket resale form online.
Undelivered or inaccessible tickets	"I bought my tickets in June and Ticketek promised to deliver me a month before the concert. So far I have not received."	8 individuals- approximately 6.8% of reviewers	8 references to undelivered or hard-to-access tickets (both physical and online) close to the date of the event.	The issue of tickets not being delivered to customers close to the event and the inability of some customers to access their tickets through a range of mediums may indicate that Ticketek needs to review its ticket distribution system to deliver tickets faster.
Lack of customer support	"Disgraceful customer service. After asking 5 times for a supervisor to speak to regarding a refund they didn't put me through to anyone."	8 individuals- approximately 6.8% of reviewers	8 references to poor customer support, unhelpful staff and unresolved concerns.	The lack of customer support, which includes but is not limited to rude and unhelpful staff, may indicate that Ticketek needs to provide ongoing training to staff to ensure they are aware of their product features and can effectively assist customers.
Poor visibility (location)	"Wasted hours trying to find the Parramatta store. It doesn't exist."	5 individuals- approximately 4.3% of reviewers	5 references to being unable to locate the physical business.	The lack of visibility for Ticketek's physical outlets is a barrier for people attempting to reach the company. Ticketek may need clearer signage and directions to ensure people are able to locate the outlet.

## TICKETEK THEMATIC ANALYSIS

### KEY THEMES



Poor phone service



Unable to purchase tickets



Poor website design and accessibility



Unable to obtain refunds



Lack of customer support



Undelivered/inaccessible tickets



Poor visibility

### OVERALL SENTIMENT



#### NEGATIVE EXPERIENCE

Many customers were dissatisfied with their Ticketek experience



#### 87% +

Over 87% of reviews were rated either one or two stars



#### 15 REVIEWS

Only 15 of 117 reviews were rated 2 stars or higher (out of 5)

### QUOTES

"The online customer experience is clunky and your mobile site is brutal."

*Product Review*

"Tried ordering online and via the app, both were broken."

*Ticketek World Square*

"Wasted hours trying to find the Parramatta store, it doesn't exist."

*Ticketek Sydney*

## APPENDIX: FIGURE B

# SCREENSHOTS

[See all Services](#)

[Reviews \(948\)](#)   [Q&A \(18\)](#)   [Details](#)   [Compare](#)

 **Steven**  
2 reviews 1 like

**Torture by Website**  
★ ★ ★ ★ ★ published 7 months ago

In this day and age why is it so difficult to buy event tickets at Ticketek! They just could not take my good money. Their error checking (validation) of the payment page and subsequent steps for allowing the clients to correct the input is just abysmal; why lock the input fields when you are asking for input!

Looks like they are a monopoly and behave like it.

Really, why can't I give zero start.

 1 like    Share   

Similar opinion? Write a review on [ProductReview.com.au!](#)

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 **Pat** Greater Melbourne (Inner), VIC  
4 reviews

**Take care ordering online**  
★ ★ ★ ★ ★ published 7 months ago

*Ticketek Australia  
Product Review*

[Ticketek](#)

[OVERVIEW](#)   [REVIEWS](#)   [PHOTOS](#)

 **Matt Osborne**  
Local Guide · 109 reviews · 908 photos

★ ★ ★ ★ ★ a month ago  
Absolutely terrible and inconsistent service. -5 stars, I'd go so far to say if Ticketek are the ticket seller we won't attend future concerts. Tickets were purchased under an account of an ex but on my credit card for Elton John at Hope ... [More](#)

 **Simon Jasper**  
1 review

★ ★ ★ ★ ★ a month ago  
Disgraceful customer service. After asking 5 times for a supervisor to speak to regarding a refund they didn't put me through to anyone. The service consultant put me one hold and then picked the line back up and told me he was the supervisor. Absolutely disgraceful service.

 **Leisa McPherson**  
Local Guide · 60 reviews

★ ★ ★ ★ ★ 3 weeks ago  
I called numerous times over a couple of days, just

*Ticketek World Square  
Google Reviews*

[Ticketek](#)

[OVERVIEW](#)   [REVIEWS](#)   [PHOTOS](#)   [ABOUT](#)

 **Robert Goodwin**  
1 review

★ ★ ★ ★ ★ 3 weeks ago  
Been trying to ring ticketek for a number of days to see about tickets ordered on line and paid back 10/2019. Show due on 6 March but have not received yet... 3 weeks to go... will not use them again.. useless.. will not answer the 132849 number.. cuts off without ringing... supposedly busy...

 **Leisa McPherson**  
Local Guide · 60 reviews

★ ★ ★ ★ ★ 3 weeks ago  
I rang a number of times over 2 days, they were toooo busy as per the message and the line automatically disconnected once the message finished. Sooooooooooooo very unhelpful.

 **BambiSaurusrex**  
1 review

★ ★ ★ ★ ★ 3 weeks ago  
Wasted hours trying to find the Parramatta store, It doesn't exist. Beyond annoyed and frustrated.

*Ticketek Parramatta  
Google Reviews*

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