

ARTS & CULTURAL GRANT FUNDING PROGRAM (INDIVIDUALS & GROUPS)

ROUND 1

GRANT PROPOSAL

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FOR NSW GOVERNMENT IN THE DEPARTMENT AREA OF
CREATE NSW

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Halo Arm Tickets

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1 Grant Proposal

1.1 Summary

The aim of the grant proposal is to eliminate the imminent risk of insolvency of businesses operating across all the arts industry, directly impacted by the pandemic Covid-19. Affected are the areas such as the Music, Theatre, and Entertainment industry. The financial decline commenced in early (March) 2020 to present date. The economic downturn included the employment of workers, venues, and ticket sales.

Globally, the economic slowdown has diminished the quality of people's daily life, whether it's the 'normal way of life' doing things in routine to working from home or the feeling isolation from friends and family. Many businesses have experience loss of profit through goods and services. Small to large business operations found themselves in insolvency and many job losses throughout the past two years. Government has been working tirelessly to remediate some of these losses through monetary government assistance of stood down employees by their employers and the government subsidy for any business profit losses.

Today, restrictions are easing in the NSW communities. The roadmap plan to recovery are in motion to persuade the economy into pre-pandemic realities. The atmosphere of has returned to 'normalcy' with lesser chaos and any creeping of inflation commercially. The realness of economies thriving and productivity all around is high.

We are currently in the journey of reaching the destination of high rate achieving and successful economy in all the corners of the globe. Focused governments are targeting developments in all industries through investing in first their people, second to be the guidance and leadership required for this time (moving towards post-pandemic), and thirdly systems and processes within sub-government or agencies across the nations.

A path to recovery involves critical thinking, situational leadership, innovation and creativity. In the long-term investments of sustaining economies, starting now is pivotal to seeing the desired changes that would have an adverse effect of people in their communities and positive impact of the way of life and standard of living. Creating better economies is the goals of today's societies.

Enhancing experiences in life whilst accepting diversity and different cultures is the way in enriching peoples' lifestyle. The arts industry promotes acceptance of these cultural

differences in the way of telling stories, which in turn is history making. Especially how it is in Australian culture today, people from different walks of life.

1.2 Application For Covid19 Sustainability

Refer to **Attachment 1 for Application for grant funding Creative Arts and Cultural Funding Program (Individuals and Groups)**. under Create NSW Grant Fund.

1.3 Suitability

We are conceptualizing another channel to provide goods and services to the people of NSW. The proposal to be a re-seller of tickets sales to entertainment venues across Sydney NSW would enable people to enhance their cultural and life experiences.

This will churn the art industry by increasing profit through ticket sales in a more affordable way for the people. The aim is to increase audience participation for each venue and entertainment show across NSW. The cancellations of planned venues are no longer to eventuate as foot traffic is buzzing and moving back to normalcy – when venues are at capacity.

Business operations in the Arts industry will not be at a loss as we have been seeing through 2020 – 2021, when the fear of catching Covid-19 or falling ill is imminent due to this pandemic. The isolation of communities has impacted the entertainment industry tremendously.

Providing access to venues more economically will bring these audiences and return the increase of profit instead of feeling of abandonment, ghosting employees where they would usually be employed, and wasting time or business insolvency.

Re-selling tickets at a discounted price within the acceptable window of opportunity will increase the sale of tickets to the arts venues and across the industry.

2 Introduction of Organisation

2.1 Our Organisation

Halo Arms Ticketing organisation aim to provide life experiences to people through easier access to venues that provide these experiences and hopefully, one's life is touched, moved and enlarged by their experience.

Halo Arm Ticketing is a new build that plan to be in operations when capital is available to keep up the forecasted expectations of supply and demand. We will serve the community by providing good services with value added offers. We will ensure to take care of our people to train and develop staff in their chosen careers. Invest in our systems interface in able to meet in parallel with our joint ventures in partnership and working relationships. We would serve our communities through helping the local economy and focus our operations within Sydney NSW. There are two proposed locations within Sydney to set this operations into motion, which is 1) Pitt Street Mall, 2) Martin Place or near Circular Quay vicinity. Pitt Street Mall where all the retail shops in the CBD are located. To target the interconnection of Town Hall subway and the retail precinct. There is a new building precinct in the heart of the Martin Place that will be leasing kiosk spaces with 25 – 50 sqm.

2.2 Our Mission

“Provide memorable experiences to enhance people’s life and preference style of living standards. To hear and be included in the stories told by history makers.”

2.3 Our Vision – Success Story

Act with **INTEGRITY** through every customer and partner interactions

CARE about our organisation, our people, our customers, and partners

MAXIMIZE our goods and services offering through the value added and product offering to our Customers and Partners

Uphold the concept of **TRUTH** by our business internal and external operations (people, processes, and systems)

Reaching out to our **COMMUNITIES** and doing all we can to provide for them when there is a need

2.4 Proof-of-Concept

The design structure of our organisation is to be able to provide a better product offer at a discounted price to regular or the same venues by competitors (ticketing outlets) in the same industry.

This product offer is possible through partnerships of the local venues and obtaining e-commercial rights in being a re-seller for the institutions. Arts Institutions and venues such as the major theatres: Lyric Theatre, State Theatre, Capitol Theatre, Opera House, Royal Theatre. The minor theatres such as Enmore Theatre, Sydney Theatre Company, Hayes Theatre etc.

2.5 Organisation Goals and Targets

Our goal is to make sure the Arts culture in NSW is sustainable even through phasing into un-surpassing world crisis like a global pandemic. Our organisation needs to contribute to the arts industry by supporting its' artists and the cultural diversity it offers the state of NSW. Our goal is to keep the performance venues to not just in the mode of surviving, in all shapes and forms - thriving.

In line with the NSW public sector, we are to keep the government agency Cerate's core values reflected in ours, which are: 1) Integrity, 2) Trust, 3) Service, 4) Accountability, 5) Respect.

The proposed project for a new build of Halo Arms Ticketing upon its operations will fulfill the identified Creative Capital objectives in their dealings of fairness, work ethics with transparency of the above values in our project activities.

3 Assessment of Requirements

3.1 The Problem to Solve

At the beginning of Covid 19 and due to the restrictions and rules put in place by the State and Federal government agencies. No one was buying ticket sales and almost all the entertainment industry was put on hold or a stand still. The ticket sales to venues across the state was at a loss. We propose that we will be able to boost ticket sales by offering tickets at a discounted rate nearer to the event time and date, one or two days prior to event and dependency on the promoters requirements for specific showings. This strategy will increase tickets sales to access all shows across the state.

The plan is to resell tickets by face-to-face counter in proposed two locations 1) Sydney City Centre and 2) Circular Quay or Martin Place area. Another avenue is to set up ecommerce through online sales with IP address website to increase internet presence.

The aim is to have people seats occupied to almost full capacity or majority of seating arrangements at different levels and variations of pricing. Available seats are shown through the partner websites to be fully sold through Halo Arms Ticketing as a reseller Merchant.

3.2 Current Covid19 Situation Impact Assessment

To this present date, situation is still on its way to recovery. Due to the fact that people are still being cautious to maintain their health as a priority. Therefore, the venues have a lot of vacant seats in everyday scheduled shows. Although now these restrictions measure are easing in NSW. We plan in our daily operations, we will be sure to comply and be up to date with Governmental Health warnings and to follow Covid-19 regulations, including requesting proof of vaccination checks by attendees and ticket holders when required and mask wearing when it's mandatory.

3.3 Resellers Rules and Legislation

3.3.1.1 Fair Trading & Australian Consumer Law

Per the resellers trading act under Fair Trading website, there are policies to govern event industry and ticket reselling in NSW. Consumers rights are protected. Australian Consumer Law guarantees these rights for consumers. All purchases are guaranteed to do exactly what was described and bought for. All the financial transactions will have proof of purchase through receipts. There is a viable refund and return policy in place for goods and services not rendered especially for cancelled shows. There must be a refund process in place to make remedy of unused tickets especially for unexpected reasons. As stated in Fair Trading website a major problem occurring considered for refunds are:

- Would have stopped someone from purchasing the service had they known about it
- Is substantially unfit for purpose and can't be fixed in a reasonable timeframe
- Creates an unsafe situation
- Doesn't meet the specific purpose or achieve the specific result that the consumer requested.

There are also chargeback options for tickets sold under credit card that a purchaser is covered under.

Not at any given time that Halo Arms Ticketing will make a false or misleading representation about products and services offered to customers. Includes promoting social media exposure and on the internet websites.

3.3.1.2 Reseller Rules

The government has introduced a new standard under Fair Trading, which states:

Businesses providing the service must display the following information continuously on their website, in a legible, prominent and unambiguous way:

- a statement in the form of "This is a ticket resale service. You are not buying from a primary ticket provider"; and
- the total price, excluding a charge that is payable in relation to sending the ticket to a person, that the consumer would reasonably be expected to pay to purchase the ticket from a person who is authorised to provide the first supply of tickets for the event.

3.3.1.3 Resale advertisements requirements

Per the Fair Trading website from 1 June 2018, the law stipulates any advertisement to resell a ticket must include:

- the original ticket cost
- an asking price that is no more than 10 per cent above the original ticket cost
- the location of the bay, row or seat number attached to the ticket (tickets to events without allocated seating must specify general admission or similar).

Any advertisements that do not comply with these requirements are prohibited advertisements.

3.3.1.4 Federal Register of Legislation

States that buying a ticket from a reseller, whether in person or online, carries two main risks:

- the ticket may not be genuine, or may not be provided at all
- a ticket bought from a scalper may be cancelled by the event organiser if it was resold for more than 10 per cent above the original cost.

For example; Original cost = \$100

Booking and delivery fees + credit card surcharges (transaction costs) = \$5

Maximum legal resale price = \$105

It is an offence to sell your ticket for a higher price than the law allows, even if the buyer offers to pay more. The buyer of your ticket is also at risk as their ticket could be cancelled by the venue.

3.3.1.5 Buying Resellers Tickets Delays (NSW Buy.com)

Under the NSW Buy.com website concerning delays buying from resellers websites, it states that;

You must protect your business from delays. Issues may arise if your manufacturer does not deliver your products when they are due, because of delays in their production schedule.

You need to ensure that your business is not responsible if these delays affect the delivery of products to your resellers. You can achieve this by stating that your delivery time frame is an estimate only, so that you will not be accountable for any delays that occur.

3.3.1.6 Laws

- Australian Competition and Consumer Commission (ACCC)
- NSW Fair Trading
- NSW State (Buy.com) consumer protection related regulations

Refer to Attachment Competition and Consumer (Australian Consumer Law – Electronic Ticket Resale Service) Information Standard 2022 for a more concise applicable laws for reseller to abide by.