

Heidi Morton

From: [REDACTED]
Sent: Monday, April 3, 2017 3:59 PM
To: 'Justin Pule'
Subject: RE: Ticketing RFP from Wellington Regional Economic Development Agency
Attachments: WREDA Ticketing Tender Document 2017.doc

Hi Justin,

In response to your questions below;

We apologise for leaving reference to a draft agreement in the RFP – we have not included this and do not require you to review/accept a draft agreement at this stage.

The contract term is a five (5) year term – please refer to page 29.

Please find the word format of the RFT attached.

Kind regards,

[REDACTED]
[REDACTED]
Venues Wellington | Wellington Regional Economic Development Agency

P [REDACTED] | M [REDACTED]
E [REDACTED] | W www.pwv.co.nz
111 Wakefield St, Wellington 6011, New Zealand

The Venues team manage the Michael Fowler Centre, St James Theatre, Opera House, TSB Bank Arena, Shed 6 and the Academy Galleries function space at the New Zealand Academy of Fine Arts.

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From: [REDACTED]
Sent: Monday, 3 April 2017 12:33 p.m.
To: 'Justin Pule'
Subject: RE: Ticketing RFP from Wellington Regional Economic Development Agency

Hi Justin,

Thanks for that, I will respond to you shortly regarding the requests below.

Kind regards,

[Redacted]

Venues Wellington | Wellington Regional Economic Development Agency

P [Redacted] M [Redacted]
E [Redacted] / www.pvv.co.nz
111 Wakerfield St, Wellington 6011, New Zealand

The Venues team manage the Michael Fowler Centre, St James Theatre, Opera House, TSB Bank Arena, Shed 6 and the Academy Galleries function space at the New Zealand Academy of Fine Arts.

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From: Justin Pule [mailto:Justin.Pule@ticketmaster.co.nz]
Sent: Monday, 3 April 2017 12:28 p.m.
To: David Perks; [Redacted]
Cc: Adam Lynch; Jo Darby; Helen Glengarry; [Redacted]
Subject: RE: Ticketing RFP from Wellington Regional Economic Development Agency

Hi All (except for [Redacted])

Please disregard this email, I have copied in [Redacted] for response as per page 6 of the document.

Kind Regards

JUSTIN PULE

General Manager, New Zealand

Ticketmaster

tel: [Redacted]
mob: [Redacted]
justin.pule@ticketmaster.co.nz
Level 1, 23 Custom St East, Auckland, 1010, New Zealand

www.ticketmaster.co.nz
facebook.com/TicketmasterNZ
twitter.com/Ticketmaster_NZ

From: David Perks [mailto:David.Perks@wellingtonnz.com]
Sent: Friday, 31 March 2017 5:01 p.m.
To: David Perks <David.Perks@wellingtonnz.com>
Cc: Adam Lynch <adam.lynch@pwv.co.nz>; Jo Darby <jo.darby@pwv.co.nz>; Helen Glengarry <helen.glengarry@pwv.co.nz>
Subject: Ticketing RFP from Wellington Regional Economic Development Agency

Hi there

I'm pleased to be able to send you the request for proposal document that we have put together for the future ticketing service contract for the Wellington Regional Economic Development Agency – Venues Wellington.

This document of course deals with the very many small and large matters that will make a proposal work day by day. This information is important. Equally if not more important is how your organisation proposes it can support Wellington and our organisation in our goal of becoming Australasia's most prosperous, vibrant and liveable city-region. So whilst of course we are interested in the detail, we are just as interested in the content you thread through your proposal that through innovation and new thinking will help us arrive at our goals.

Wellington enjoys a very special place in the minds of New Zealanders. It is thought by many as the New Zealand city for creative, arts and events excellence. As the organisation responsible for venue management, the marketing of Wellington, major events and business growth and innovation we are fortunate to enjoy digital audiences that are passionate fans of our city. We want to know how together with the successful responder to this RFP we can use that fandom to grow audiences in the venues managed by our team for the benefit of our business, your business and Wellington.

Similarly Wellington is a city that prides itself on embracing the ongoing digital revolution. We want to know how you will use technology to set the very best standard of customer experience at events in Wellington.

We of course look forward to receiving your formal proposal; I also look forward to meeting with you to hear your proposal and the passion you have for sharing our journey in making our city the very best it can be for Wellingtonians.

We look forward to hearing from you. Don't hesitate to drop us a line if you have questions.

Best regards

David Perks

General Manager, Venues & Project Development
Wellington Regional Economic Development Agency

M +64 27 530 4947
E David.Perks@WellingtonNZ.com
PO Box 10 017, Wellington 6011, New Zealand

WellingtonNZ.com

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Heidi Morton

From: Justin Pule <Justin.Pule@ticketmaster.co.nz>
Sent: Wednesday, April 5, 2017 11:54 AM
To: [REDACTED]
Cc: [REDACTED]
Subject: FW: Ticketing RFP from Wellington Regional Economic Development Agency

Hi [REDACTED]

Just checking that you have received this email,

Also is it possible to organise a site visit for next Tuesday the 11th of April please.

Kind Regards

JUSTIN PULE

General Manager, New Zealand

Ticketmaster

tel: [REDACTED]
mob: [REDACTED]
justin.pule@ticketmaster.co.nz
Level 1, 23 Custom St East, Auckland, 1010, New Zealand

www.ticketmaster.co.nz
facebook.com/TicketmasterNZ
twitter.com/Ticketmaster_NZ
Getstarted.ticketmaster.co.nz

From: Justin Pule
Sent: Monday, 3 April 2017 12:28 p.m.
To: 'David Perks' <David.Perks@wellingtonnz.com>; [REDACTED]
Cc: 'Adam Lynch' <adam.lynch@pwv.co.nz>; 'Jo Darby' <jo.darby@pwv.co.nz>; 'Helen Glengarry' <helen.glengarry@pwv.co.nz>; [REDACTED]
Subject: RE: Ticketing RFP from Wellington Regional Economic Development Agency

Hi All (except for [REDACTED])

Please disregard this email, I have copied in [REDACTED] for response as per page 6 of the document.

Kind Regards

The information contained in this email is confidential and intended for the addressee only. If you are not the intended recipient, you are asked to respect that confidentiality by destroying this email and do not disclose, copy or make use of its contents. Your assistance is appreciated.

From: Justin Pule [<mailto:Justin.Pule@ticketmaster.co.nz>]
Sent: Wednesday, 5 April 2017 5:17 p.m.
To: [REDACTED]
Cc: [REDACTED]
Subject: RFT question

Afternoon [REDACTED]

We have a few more questions please.

What is the current CRM system/platform that WREDA currently uses?

Also the Wellington Opera House does not mention access control is this a requirement?

Kind Regards

JUSTIN PULE

General Manager, New Zealand

Ticketmaster

[REDACTED]
[REDACTED]
justin.pule@ticketmaster.co.nz

Level 1, 23 Custom St East, Auckland, 1010, New Zealand

www.ticketmaster.co.nz

facebook.com/TicketmasterNZ

twitter.com/Ticketmaster_NZ

Getstarted.ticketmaster.co.nz

Heidi Morton

From: [REDACTED]
Sent: Friday, April 7, 2017 10:23 AM
To: 'Brendon Bainbridge'
Cc: 'stevep@ticketek.co.nz'
Subject: RE: WREDA Ticketing Tender

Hi Brendon,

We apologise for leaving reference to a draft agreement in the RFP – we have not included this and do not require you to review/accept a draft agreement at this stage.

Kind regards,

[REDACTED]
[REDACTED]
Venues Wellington | Wellington Regional Economic Development Agency

[REDACTED]
[REDACTED] W www.pwv.co.nz
111 Wakefield St, Wellington 6011, New Zealand

The Venues team manage the Michael Fowler Centre, St James Theatre, Opera House, TSB Bank Arena, Shed 6 and the Academy Galleries function space at the New Zealand Academy of Fine Arts.

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From: Brendon Bainbridge [mailto:BrendonB@ticketek.co.nz]
Sent: Friday, 7 April 2017 9:50 a.m.
To: [REDACTED]
Subject: RE: WREDA Ticketing Tender

Hi Abby

I have a question on the RFP. On p. 30 section 4, there is reference to all the schedules. I cannot locate Schedule 7 (Acceptance of Draft Contract) within the document.

Can you please advise?

Regards,

Brendon Bainbridge

Managing Director

T [REDACTED] M [REDACTED]
E brendonb@ticketek.co.nz W ticketek.co.nz

From: [REDACTED] [<mailto:Abby.Eagle@pwv.co.nz>]

Sent: Thursday, 6 April 2017 8:59 AM

To: Brendon Bainbridge; Steve Prosser

Subject: WREDA Ticketing Tender

Hi Brendon and Steve,

I've attached a Word doc copy of the WREDA Ticketing Tender for you. Just in case you want a copy to notate amongst yourselves.

Kind regards,

[REDACTED]

Venues Wellington | Wellington Regional Economic Development Agency

P [REDACTED] M +[REDACTED]
E [REDACTED] W www.pwv.co.nz
111 Wakefield St, Wellington 6011, New Zealand

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Heidi Morton

From: [REDACTED]
Sent: Friday, April 7, 2017 9:16 AM
To: 'Justin Pule'
Subject: RE: RFT question

Hi Justin,

The site visit will take approximately 2 hours, from 10am-12pm, does this work for you and your team?

Kind regards,

[REDACTED]
[REDACTED]
Venues Wellington | Wellington Regional Economic Development Agency

P [REDACTED]
E [REDACTED] W www.pwv.co.nz
111 Wakefield St, Wellington 6011, New Zealand

The Venues team manage the Michael Fowler Centre, St James Theatre, Opera House, TSB Bank Arena, Shed 6 and the Academy Galleries function space at the New Zealand Academy of Fine Arts.

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From: Justin Pule [mailto:Justin.Pule@ticketmaster.co.nz]
Sent: Thursday, 6 April 2017 2:53 p.m.
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: RFT question

Great thank you [REDACTED]

Is it possible before we book flights to get an idea of the length of time allotted for the site visit, attendees at this time will be [REDACTED] (IT), [REDACTED] (Events Programming centre), and either myself or [REDACTED] (Client Manager)

Kind Regards

JUSTIN PULE

General Manager, New Zealand

Ticketmaster

tel: [REDACTED]

mob: [REDACTED]

justin.pule@ticketmaster.co.nz

Level 1, 23 Custom St East, Auckland, 1010, New Zealand

www.ticketmaster.co.nz

facebook.com/TicketmasterNZ

twitter.com/Ticketmaster_NZ

Getstarted.ticketmaster.co.nz

From: [REDACTED]

Sent: Thursday, 6 April 2017 12:20 p.m.

To: Justin Pule <Justin.Pule@ticketmaster.co.nz>

Subject: RE: RFT question

Hi Justin,

In response to your questions;

What is the current CRM system/platform that WREDA currently uses?

Event Business Management System (EBMS) provides our CRM system .

Also the Wellington Opera House does not mention access control is this a requirement?

We do not currently have a requirements for access control at the Opera House but should we require we will need the TA to be able to provide for this service including adequate internet infrastructure in the future.

In regards to a site visit, we are happy to assist with this next Tuesday April 11. What time works for you and who will be attending?

Kind regards,

[REDACTED]

Venues Wellington | Wellington Regional Economic Development Agency

P: [REDACTED]

E: [REDACTED] W www.pwv.co.nz

111 Wakefield St, Wellington 6011, New Zealand

The Venues team manage the Michael Fowler Centre, St James Theatre, Opera House, TSB Bank Arena, Shed 6 and the Academy Galleries function space at the New Zealand Academy of Fine Arts.

Heidi Morton

From: [REDACTED]
Sent: Wednesday, April 12, 2017 4:53 PM
To: 'Justin Pule'; 'Brendon Bainbridge'
Subject: WREDA Ticketing questions to date
Attachments: Fully seated Block 3 out - Small Stage - TSB Bank Arena.pdf; GA Flat Floor Upstairs seated - TSB Bank Arena.pdf; Standard Concert Large Stage MFC - Gallery TICKETING MAP 2016.pdf; Standard Concert Large Stage MFC - Stalls TICKETING MAP 2016.pdf; Partially Retracted Block 3 GA Floor - Large Stage - TSB Bank Arena.pdf

Hi Brendon and Justin,

Please find below the following questions that have been asked to date and their responses:

1. It has been noted in the Request for Tender (RFT) document that the following has been omitted – can you please advise:

- *Schedule 7 – Acceptance of Draft Agreement*
- *Draft Agreement*

We apologise for leaving reference to a draft agreement in the RFP – we have not included this and do not require you to review/accept a draft agreement at this stage.

2. Can you please advise the contract term.

The contract term is a five (5) year term – please refer to page 29.

3. What is the current CRM system/platform that WREDA currently uses?

Event Business Management System (EBMS) provides our CRM system .

4. The Wellington Opera House does not mention access control is this a requirement?

We do not currently have a requirements for access control at the Opera House but should we require we will need the TA to be able to provide for this service including adequate internet infrastructure in the future.

5. On page 49 of the RFP, you have stated [REDACTED] value tickets per annum. This number does not equal the total of value tickets from the average for each venue as listed through pages 10-15 (which was [REDACTED]) Can you please explain the difference in value tickets?

The ticket volumes include total subscribers [REDACTED] and outside venues.

6. We assume ticketing for [REDACTED] and the non TSB Arena capacity of [REDACTED] is excluded from this RFP. Can you please confirm?

[REDACTED] & [REDACTED] ticketing is not part of this contract.

7. *Under p. 12 you list [redacted] memberships. Are [redacted] membership tickets proposed to be included as part of a new contract or are they free to negotiate with any party for membership services (non-exclusive)?*

We would work with the [redacted] to use our ticketing agent for their membership.

However please note, page 11 3.2 TSB Bank Arena, under [redacted] refers to the TA not currently selling door tickets or membership tickets to [redacted] Games. This is incorrect and should refer to not selling membership tickets only.

8. *Is it possible to get a breakdown of number of events per venue per year please, last year or 2015?*

The number of events per venue in the 2016 financial year (July 2015 – June 2016) are as followed:

- Michael Fowler Center: 58
- The Opera House: 97
- Shed 6: 18
- TSB Bank Arena: 39
- St James Theatre: 99
- Other: 2
- Total: 313**

The number of events per venue in the 2015 financial year (July 2014 – June 2015) are as followed:

- Michael Fowler Center: 55
- The Opera House: 103
- Shed 6: 12
- TSB Bank Arena: 45
- St James Theatre: 111
- Total:326**

The number of events per venue in the 2014 financial year (July 2013 – June 2014) are as followed:

- Michael Fowler Center: 54
- The Opera House: 106
- Shed 6: 14
- TSB Bank Arena: 45
- St James Theatre: 95
- Wellington Town Hall: 13
- Total: 327**

An average of 222 events per year.

Finally, as per our site visit yesterday with [redacted] I've attached copies of the TSB Bank Arena and Michael Fowler Centre floorplans as requested.

Kind regards,

[redacted]

Venues Wellington | Wellington Regional Economic Development Agency

WREDA Ticketing Tender Question Log

Date	Name	Organisation	Question	VM Response date	VM Response
03-04-17	Justin Pule	Ticketmaster	<p>It has been noted in the Request for Tender (RFT) document that the following has been omitted – can you please advise:</p> <ul style="list-style-type: none"> Schedule 7 – Acceptance of Draft Agreement Draft Agreement <p>Can you please advise the contract term. Can you please provide the RFT in a 'word' format.</p>	03-04-17	<p>In response to your questions below:</p> <p>We apologise for leaving reference to a draft agreement in the RFP – we have not included this and do not require you to review/accept a draft agreement at this stage.</p> <p>The contract term is a five (5) year term – please refer to page 29.</p> <p>Please find the word format of the RFT attached.</p>
05-04-17	Justin Pule	Ticketmaster	<p>What is the current CRM system/platform that WREDA currently uses? Also the Wellington Opera House does not mention access control is this a requirement?</p>	06-04-17	<p>What is the current CRM system/platform that WREDA currently uses? Event Business Management System (EBMS) provides our CRM system.</p> <p>Also the Wellington Opera House does not mention access control is this a requirement? We do not currently have a requirements for access control at the Opera House but should we require we will need the TA to be able to provide for this service including adequate internet infrastructure in the future.</p>
07-04-17	Brendon Bainbridge	Ticketek	<p>I have a question on the RFP. On p. 30 section 4, there is reference to all the schedules. I cannot locate Schedule 7 (Acceptance of Draft Contract) within the document. Can you please advise?</p>	07-04-17	<p>We apologise for leaving reference to a draft agreement in the RFP – we have not included this and do not require you to review/accept a draft agreement at this stage.</p>
10-04-17	Brendon Bainbridge	Ticketek	<p>On page 49 of the RFP, you have stated [redacted] value tickets per annum. This number does not equal the total of value tickets from the average for each venue as listed through pages 10-15 (which was [redacted]). Can you please explain the difference in value tickets?</p>	12-04-17	<p>The ticket volumes include total subscribers (as they pay an inside charge to the ticketing agent), and outside venues.</p>
10-04-17	Brendon Bainbridge	Ticketek	<p>We assume ticketing for [redacted] and the not [redacted] Arena capacity of [redacted] excluded from this RFP. Can you please confirm?</p>	12-04-17	<p>[redacted] & [redacted] ticketing is not part of this contract.</p>
10-04-17	Brendon Bainbridge	Ticketek	<p>Under p. 12 you list [redacted] memberships. Are [redacted] membership tickets proposed to be included as part of a new contract or are they free to negotiate with any party for membership services (non-exclusive)?</p>	12-04-17	<p>We would work with the [redacted] to use our ticketing agent for their membership. However please note, page 11 3.2 TSB Bank Arena, under [redacted] refers to the TA not currently selling door tickets or membership tickets to [redacted]. This is incorrect and should refer to not selling membership tickets only.</p>

11-04-17 Justin Pule	Ticketmaster	Is it possible to get a breakdown of number of events per venue per year please, last year or 2015?	12-04-17	<p>The number of events per venue in the 2016 financial year (July 2015 – June 2016) are as followed:</p> <ul style="list-style-type: none"> -Michael Fowler Center: 58 -The Opera House: 97 -Shed 6: 18 -TSB Bank Arena: 39 -St James Theatre: 99 -Other: 2 Total: 313 <p>The number of events per venue in the 2015 financial year (July 2014 – June 2015) are as followed:</p> <ul style="list-style-type: none"> -Michael Fowler Center: 55 -The Opera House: 103 -Shed 6: 12 -TSB Bank Arena: 45 -St James Theatre: 111 Total:326 <p>The number of events per venue in the 2014 financial year (July 2013 – June 2014) are as followed:</p> <ul style="list-style-type: none"> -Michael Fowler Center: 54 -The Opera House: 106 -Shed 6: 14 -TSB Bank Arena: 45 -St James Theatre: 95 -Wellington Town Hall: 13 Total: 327
19-04-17 Steve Prosser	Ticketek	<p>One further question: Page 36 - Ticketing Capability Requirements</p> <p>The first item states "At least 50 price categories" – should this be Price Types rather than Categories as categories is addressed with the third item.</p>	19-04-17	<p>Yes, this should read "Price Types".</p>

Heidi Morton

From: David Perks
Sent: Tuesday, April 25, 2017 9:23 PM
To: Heidi Morton
Subject: Ticketing tender
Attachments: Ticketek Response - Schedule 6 ONLY FINAL.PDF; TM_WREDA_Schedule 6_21042017.pdf; Commercial Assessment - Ticketmaster - 210513.xlsx; Commercial Assessment - Ticketek - Option 1 V2 280513.xlsx; Commercial Assessment - Ticketek - Option 2 V2 280513.xlsx

Hi there

Fortunately we asked the tenderers to put the commercial information in a separate document – Schedule 6 – so these are both attached here.

Helen has also attached three copies of the spreadsheet that they used to assess tenders when they did that last in May 2013. These still have the contents from 2013 in them. I've had a bit of a look at the spreadsheets and they look as though the integrity is good. Of course 2013 is prior to [REDACTED] so they are not too complicated!

Have a look, shout out, let me know who you need to fill in the gaps.

We're having a first review of the tenders from a technical and functional compliance view on Thursday, a second session on marketing on Friday. The tenderers are coming to present to us next Thursday (4th). So if there are questions that need asking we'll need to know by then; if they're big questions you might want to join us!

Cheers

Heidi Morton

From: Helen Glengarry <Helen.Glengarry@pwv.co.nz>
Sent: Thursday, May 4, 2017 8:38 AM
To: Heidi Morton; David Perks; Jo Darby; Adam Lynch
Subject: Fwd: Venues Wellington Ticketing Tender Questions
Attachments: TM_WrittenResponse_WREDA_4May2017.pdf; ATT00001.htm; TM_WREDA_Schedule 6_21042017_Revised_04052017.pdf; ATT00002.htm

Morning

Just received Helen

Sent from my iPhone

Begin forwarded message:

From: "Lisa Nolan" <Lisa.Nolan@Ticketmaster.com.au<mailto:Lisa.Nolan@Ticketmaster.com.au>>
To: "Helen Glengarry" <Helen.Glengarry@pwv.co.nz<mailto:Helen.Glengarry@pwv.co.nz>>
Cc: "Justin Pule" <Justin.Pule@ticketmaster.co.nz<mailto:Justin.Pule@ticketmaster.co.nz>>
Subject: Venues Wellington Ticketing Tender Questions

Good morning Helen

Please find attached Ticketmaster's responses to the questions to the addressed in writing. To support the commercial responses please also find attached Ticketmaster's revised Schedule 6 – Fees, Commercial Offer & Assumptions.

Please confirm receipt of this email.

Regards

Lisa Nolan
Bid & Sales Support Manager

Ticketmaster Australia and New Zealand

tel: + [REDACTED]
mob: + [REDACTED]

lisa.nolan@ticketmaster.com.au<mailto:lisa.nolan@ticketmaster.com.au>
Level 5, 364 Lonsdale Street, Melbourne, Vic 3000, Australia

www.ticketmaster.com.au<http://www.ticketmaster.com.au/>
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twitter.com/Ticketmaster_AU<http://twitter.com/Ticketmaster_AU>
Getstarted.ticketmaster.com.au<http://Getstarted.ticketmaster.com.au>

Heidi Morton

From: Adam Lynch <Adam.Lynch@pwv.co.nz>
Sent: Friday, May 5, 2017 9:54 AM
To: Heidi Morton; David Perks; Helen Glengarry; Jo Darby
Subject: Commercials
Attachments: Commercial Assessment - Ticketek - Option 1 020517.xlsx; Commercial Assessment - Ticketmaster- Option 1 020517 - Copy.xlsx

Hi,

My cut of the commercials, needs checking.

A

Adam Lynch

Head of Operations

Venues Wellington | Wellington Regional Economic Development Agency

P +64 4 803 8546 | **M** +64 21 227 8546

E Adam.Lynch@pwv.co.nz | **W** www.pwv.co.nz

111 Wakefield St, Wellington 6011, New Zealand

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Heidi Morton

From: Adam Lynch <Adam.Lynch@pwv.co.nz>
Sent: Friday, May 12, 2017 5:44 PM
To: David Perks; Heidi Morton; Helen Glengarry; Jo Darby
Subject: RE: Draft HOA
Attachments: Heads of Agreement Ticketmaster - WREDA 12 May FINAL VERSION.docx

Hi,

To speed things up, final version ready for signing for final review attached. Please let me know ASAP if ok to send for TM to sign

A

Adam Lynch

Head of Operations
Venues Wellington | Wellington Regional Economic Development Agency

P +64 4 803 8546 | M +64 21 227 8546

From: Adam Lynch
Sent: Friday, 12 May 2017 5:32 p.m.
To: David Perks; 'Heidi Morton'; Helen Glengarry; Jo Darby
Subject: FW: Draft HOA

Please find attached TMs markups. V minor changes.

Can you let me know if any issues or changes from last version and if not will bake into final version for signing

A

Adam Lynch

Head of Operations
Venues Wellington | Wellington Regional Economic Development Agency

P +64 4 803 8546 | M +64 21 227 8546

From: Justin Pule [<mailto:Justin.Pule@ticketmaster.co.nz>]
Sent: Friday, 12 May 2017 5:21 p.m.
To: Adam Lynch
Cc: David Perks; Jim Kotsonis
Subject: RE: Draft HOA

Hi Adam

Please find attached the HOA with the changes tracked for your review.

Kind Regards

JUSTIN PULE

General Manager, New Zealand

Ticketmaster

tel: + [REDACTED]

mob: + [REDACTED]

justin.pule@ticketmaster.co.nz

Level 1, 23 Custom St East, Auckland, 1010, New Zealand

www.ticketmaster.co.nz

facebook.com/TicketmasterNZ

twitter.com/Ticketmaster_NZ

Getstarted.ticketmaster.co.nz

From: Adam Lynch [<mailto:Adam.Lynch@pwv.co.nz>]

Sent: Friday, 12 May 2017 4:21 p.m.

To: Justin Pule <Justin.Pule@ticketmaster.co.nz>

Cc: David Perks <david.perks@wellingtonnz.com>

Subject: Draft HOA

Importance: High

Hi mate,

In the interests of motoring on, here is the current draft of the HOA, with the final points from our legal team to confirm its intended as a binding agreement between the parties. Main focus is on the commercial details from the tender and negotiations.

I have also sent for a final review internally, but if you can come back with any points of concerns I will prepare a final version for Maria and Peter (our board chair) to sign this evening. If we pick up any the points internally will call to discuss

Cheers

A

Adam Lynch

Head of Operations

Venues Wellington | Wellington Regional Economic Development Agency

P +64 4 803 8546 | M +64 21 227 8546

E Adam.Lynch@wellingtonNZ.com | W www.venueswellington.com

111 Wakefield St, Wellington 6011, New Zealand

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Heidi Morton

From: Helen Glengarry <Helen.Glengarry@pwv.co.nz>
Sent: Monday, May 8, 2017 3:06 PM
To: David Perks; Jo Darby; Adam Lynch; Heidi Morton
Subject: Draft HOA
Attachments: TM Inclusions for Heads of Agreement.docx

Hi

In preparation for our meeting please find a draft HOA for Ticketmaster, with discussion points.

David, we committed to a decision today, shall we push this out until Wednesday, and request face to face meetings? This also provided time to get legal advice for terminating the Ticketek contract.

Thanks Helen

Helen Glengarry

Head of Performances

Venues Wellington | Events and Partnerships | Wellington Regional Economic Development Agency

P +64 (04) 803 8211 | **M**+64 (0)21 227 8211 |

E Helen.Glengarry@pwv.co.nz | **W** www.pwv.co.nz |

The Venues team manage the Michael Fowler Centre, St James Theatre, Opera House, TSB Bank Arena, Shed 6 and the Academy Galleries function space at the New Zealand Academy of Fine Arts.

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Heidi Morton

From: David Perks
Sent: Tuesday, May 9, 2017 10:08 AM
To: Adam Lynch; Helen Glengarry; Heidi Morton; Jo Darby
Subject: Fwd: Ticketing proposal

Progress. See below

Cheers

David Perks
Wellington Regional Economic Development Agency
0275 304 947

----- Original message -----

From: Danny McComb <Danny.McComb@wcc.govt.nz>
Date: 9/05/17 9:10 AM (GMT+12:00)
To: David Perks <David.Perks@wellingtonnz.com>
Subject: RE: Ticketing proposal

Hi David

You crack on and I'll just make sure Kevin is informed about the change.

Cheers
Danny

Danny McComb

Mgr Ccos& City Growth Projects | | Wellington City Council
P 04 803 8745 | M 021 247 8745 | F
E Danny.McComb@wcc.govt.nz | W Wellington.govt.nz |  

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Absolutely Positively Wellington City Council

Me Heke Ki Pōneke

From: David Perks [<mailto:David.Perks@wellingtonnz.com>]
Sent: Monday, 8 May 2017 10:52 p.m.
To: Danny McComb
Subject: FW: Ticketing proposal

Just a bit concerned the original email may not have got thru due to the size of the attachments – her it is without them.

Cheers

David Perks

General Manager - Venues, Marketing and Destination Development
Wellington Regional Economic Development Agency

M +64 27 530 4947
E David.Perks@WellingtonNZ.com
PO Box 10 017, Wellington 6143, New Zealand

WellingtonNZ.com

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From: David Perks
Sent: Monday, 8 May 2017 10:40 p.m.
To: 'Danny McComb' <Danny.McComb@wcc.govt.nz>
Subject: Ticketing proposal

Hi Danny

(If it were possible to get this turned round ASAP (by lunchtime?) that would be great – I'm in Auckland tomorrow/Wednesday and would like to sit down with Ticketmaster to confirm some of the fine detail.

As discussed we are getting very close to the point of appointing a new agency – TicketMaster – to provide ticketing services to assist WREDA in the delivery of venue management services for Venues Project.

Having completed a desktop market scan of available ticketing partners it was highly evident to the team and I that there were only two players in the market that had the capability and capacity to meet the goals in regards to hosting performance events in Wellington that we have set ourselves. These capabilities include:

- A commercial offering which enables WREDA to operate Venues Wellington to a surplus position
- A ticketing experience for customers which utilises the latest technology and does not cost the ticket purchaser any more than current charges
- Ticketing charges to Venue hirers which are appropriate and do not cause them to incur expense beyond current levels
- Marketing activities that WREDA's marketing team and Venue Hirers can leverage to deliver a better result for Wellington, Venues and individual hirers
- Software which reduces the time spent by WREDA personnel on managing the system and allows effort to be concentrated on delivering better events

- Increased utilisation of the Venues WREDA operates
- An increase in the number of events in our Venues
- An increase in the different types of content available to patrons of our Venues.

The companies with that capability were identified as Ticketek (the incumbent) and Ticketmaster. Ticketmaster are the ticketing provider to Auckland Live / Regional Facilities Auckland, the Spark Arena and Forsyth Barr Stadium in Dunedin. Ticketmaster is a division of Live Nation the world's biggest performance and artist management company.

You will appreciate from the RFP responses I have attached that the level of detail we asked the two companies to provide was highly detailed and as such provides us with confidence that both have the capability to help us meet our goals. Each respondent was also invited to present to our team last Friday. The team here included Heidi Morton to oversee review of the commercial proposition and Helen Player, WREDA's Digital Marketing Manager, to overview the marketing proposal, ensuring we were able to interrogate their digital marketing offers.

The team then have filled in a response form to each proposal that scored them on the various elements of their offer – we had previously agreed the weighting we should give to various factors in the proposal. From these scoring Ticketmaster came out on top for all team members. Also there was no individual area of proposal on which Ticketek out-scored Ticketmaster.

The Commercial offer from both parties looked to provide a shared positive outcome. However Ticketmaster's proposal will provide:

- Greater return to Venues on anticipated ticket volumes
- Greater fiscal support in securing increased product and more diverse product
- Reduced costs for resident hirers who utilise subscriber databases

Indeed Ticketmaster's proposal delivers to all the goals in my bullet points earlier in this email, whereas Ticketek's proposal offered little more than business as usual and their commercial offer included changing the outside charges (those paid by punters) to being per ticket rather than per transaction. We believe that this would be unacceptable to the buying public in Wellington.

I look forward to hearing from you such that we can proceed with confirming a new agreement with Ticketmaster for a June changeover. This date is very important as the NZ Festival ticketing planning needs to occur in June/July.

