

Media Release

The Hon Steve Dimopoulos MP
Minister for Tourism, Sport and Major Events
Minister for Creative Industries



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CONCERT TICKETS BELONG WITH SWIFTIES

Taylor Swift's recently announced third concert in Melbourne will also be protected under the Andrews Labor Government's tough anti-scalping laws as all of the pop star's Melbourne legs of her *The Eras Tour* have been declared a major event.

By making a major event ticketing declaration for the concerts, fans are protected from being ripped off by ticket scalpers, ensuring that tickets are available at a fair price.

Under the *Major Events Act 2009*, tickets to a declared major event can't be advertised for resale or resold for more than 10 per cent above their original value.

Ticket package sellers are also required to be authorised by the event organiser, and individual ticket advertisements must also include ticket and seating details.

Any ticket seller who does not comply with the above are subjected to penalties that can range from \$925 up to \$554,760 depending on the nature of the offence.

With the announcement of an additional show, crowds are expected to reach 270,000 over three nights, with fans travelling from interstate and across the Tasman Sea to see the pop star perform.

Taylor Swift's Melbourne performances will now be held on 16, 17 and 18 February 2024.

The Grammy award-winning star will become the first artist since Madonna to perform three consecutive concerts at the Melbourne Cricket Ground when she takes the stage in February next year.

This announcement builds Victoria's international reputation as the major events capital of Australia as Swift will join a bumper line-up of headline acts in February including Blink-182 and Pink.

To learn more about declared events, visit vic.gov.au/ticketscalping.

Quotes attributable to Minister for Tourism, Sport and Major Events Steve Dimopoulos

"We don't want Taylor Swift fans to get Bad Blood after being ripped off from unscrupulous ticket resellers – that's why we have declared these concerts as major events."

"We know that the biggest concerts in the world hit different when they are held at the G and we're expecting tens of thousands of people to visit Melbourne to see one of Taylor Swift's three shows here."

"We are very clear on our stance on ticket scalping. Do not resell tickets to her performances at inflated prices because you will be fined."