



Bendigo Art Gallery

Ticketing and Event Management System for Bendigo

> THE CONTEXT

The City of Greater Bendigo is owner of a wide range of entertainment, cultural and tourism facilities, including the new 1000-seat Ulumbarra Theatre, The Capital Theatre, The Engine Room, the City Art Gallery, the Town Hall, Exhibition Centre and Visitor Centre. There has been correspondingly a wide range of separate venue, ticketing and event management systems. The City saw an exciting opportunity to consolidate some of these systems and to achieve integration which would facilitate accommodation packages and cross-promotions.

> THE BRIEF

Positive Solutions was engaged to identify current and future ticketing and venue management system requirements across the City as a whole, and to prepare specification documents which would be used to support a subsequent procurement process. The future system would be required to be as closely integrated as possible with the existing Finance and other management systems.

> OUR APPROACH

Positive Solutions undertook face to face consultation with nominated stakeholders, leading into a detailed listing of essential and desirable functionalities of a new system. This was refined following feedback from all stakeholders. Interviews were undertaken with a selection of Australian venue managers who had recently procured ticketing or venue management systems. An overview of the principle current system suppliers and the functionality of their products was also provided. Industry data on the take-up of different systems was also reviewed.

> THE RESULTS

Our Report was accompanied by an outline specification to be used in the system procurement process, to which competing suppliers would be expected to respond. A list of technical questions was provided, following consultation with Council's IT and Finance sections.

SEE ALSO:

- > [Ticketing and Event Management System for City of Greater Bendigo](#)
- > [Shoalhaven Entertainment Centre Governance Review](#)
- > [Burrinja Master Development Plan, Yarra Ranges, Victoria](#)
- > [Carriageworks, Arts New South Wales, Operational and Cost Analysis](#)