



KB22 - Questions & Comments Arising from Community Consultation around the Ticketing Process Change

Revision date: 20 June 2021

Questions, Comments & Responses

Will there be a review of the process after KB22?

Yes we will review after KB22 and look to improve on the process.

How will you guarantee randomness and it being a lottery system?

Randomisation of the queue will be done electronically using a random function. It will be done by Quicket to remove this process from the Kiwiburn team and ensure no bias.

We are afraid of there being lots of new people at the Burn, as it will be too easy to pass through. The abundance of new-comers will erode the culture.

In our current system new Burners have the same chance as in a lottery system of getting a ticket. In fact, with the increase in reserve tickets we will be ensuring more committed and experienced Burners. We will also be increasing the number and difficulty of questions that Burners will need to complete in their Burner registration to promote active reading of the [Kiwiburn Survival Guide](#); one of the ways we are looking to help educate new Burners on the kaupapa of Kiwiburn.

If you are a member of a Theme Camp, but not receiving a reserve ticket, can we make it so that you have an increased chance of receiving a ticket?

This is going down the route of a weighted lottery which raises the complexity of the system, and consequently potential bias. It is not possible at this stage.

How will you prevent people from volunteering (only to get a reserve ticket) but then not turning up for their shift?

We have a new volunteer management system in place, meaning if you don't turn up for a shift it will be recorded and influence your ability to get reserve tickets in the future. Over time this will ensure reliable volunteers.

Reserved tickets are fundamentally discriminatory in favour of people with connections. We might pay lip-service to diversity, but we operate a system that actively maintains a monoculture of people who know each other, all of whom tend to be white and middle class. What will we be doing to fix this?

Kiwiburn recognises this as an ongoing point of concern. We are addressing this through the development of diversity and inclusion processes which will affect placement of Burners within volunteer roles. We will go into this in more detail on this shortly through Comms.

You should guarantee tickets for volunteers and crew who have participated the year before.

This would not be in line with the combined principles of immediacy and participation. We want to encourage an environment of ongoing participation and volunteering.

Give presale tickets for volunteers and Theme Camps.



KB22 - Questions & Comments Arising from Community Consultation around the Ticketing Process Change

Revision date: 20 June 2021

We intend on being able to advise as many volunteers, artists and Theme Camps as possible whether they have a guaranteed reserve ticket or not prior to the release of tickets. This is an ongoing challenge and the challenge comes in needing to get registration as early as possible, but many artists and Theme Camps don't yet know whether they can commit. We're working on it.

There needs to be some work done to understand what the barriers are to people wanting to volunteer.

We receive almost daily feedback from the community on these barriers. In particular the barriers we have identified are: job descriptions are intimidating, a perception that you need connections in order to get the role, and burnout. We're working on these.

It would be good to encourage people who no longer need their tickets to sell them back to STEP ASAP.

Agree, we will push this messaging out through Comms once STEP opens.

Reserve ticket holders should be removed from the general sale queue.

We agree there needs to be a way to do this. At this stage we are exploring allowing reserve ticket holders to only purchase one ticket (as opposed to two), so that - like other Burners - they have the opportunity to secure one for a partner or important person in their life.

Volunteers need discounted tickets to encourage committed participation.

We have reduced price tickets for year round crew who volunteer considerable amounts of time to ensure the Burn can occur (both onsite and offsite). This is not however an option for shift roles as would go against the principle of [Civic Responsibility](#).

I checked the Afterburn Report and Census to get realistic numbers for the proportion of crew and Theme Camps. I am strongly pro-Theme Camp. It's way more fun being in a Theme Camp.

YOU LEGEND! Well done on reading the Afterburn Report.

I am worried that the proposed new process will simply mean that people will make multiple profiles in order to game the system.

So are we. That is why we will be running algorithms through all registrations to identify potential duplicate profiles which we will investigate. Dishonest / fake profile creation may result in ticket cancellation or (in extreme circumstances) banning from Kiwiburn events for a period of time. In addition we will be requiring Burners to complete more complicated and in-depth Burner registration questions, making it harder to quickly register multiple profiles.

A lottery based system removes all ability to affect whether you can get a ticket. Being on time, being prepared, understanding the value of Kiwiburn; these things should be rewarded, shouldn't they?

When you consider the statistics of the general sale for KB21, where there were 3865 on the Quicket site attempting to purchase a ticket at 10am, but with only 836 orders (at 1.7 tickets per buyer, for a



KB22 - Questions & Comments Arising from Community Consultation around the Ticketing Process Change

Revision date: 20 June 2021

total of 1455 Adult tickets), there were a considerable number of prepared Burners attempting to, but not succeeding in, getting a ticket in KB21. A lottery based system evens the playing field.

Why not sell tickets with shifts attached?

This would commodify participation and volunteering and go against [Burner Guiding Principles](#).

We are worried that we will miss the email from STEP and miss our ticket, or it will land up in our junk mail. This would also increase the period of stress time for getting a ticket.

We are looking to tackle this issue in a number of ways:

- Explore text notifications alongside ticket emails, so that you get informed on your mobile that there is an email from STEP with a ticket for you.
- Make it easier to see your place in the queue
- Automated updates emailed to you with your place in the STEP queue.
- Increased communication around when tickets will be being released through STEP.

A small reserve of tickets held for tangata whenua

ExCom are in deeper conversations with the local iwi, Ngati Hauiti, around their continued and increased involvement in Kiwiburn, as well as strengthening our collaboration.

Mandatory volunteer shift with every general ticket sale.

While it would definitely solve our volunteering problems, it would go against the gift economy basis and erode [Civic Responsibility](#) (as being something that is each of our responsibility).

I think burner bios should be open for a month or 2 before the sales. I see no reason why it should be so short and kind of goes against the idea of giving people the time to sign up etc. I believe bios have previously been open much longer than 9 days before the sale previously.

We agree with this, and will now be looking to open registration as early as possible. We will also be increasing the difficulty of registration questions to ensure new Burners are versed in Burner principles and create a barrier to abusing the ticketing system by registering multiple profiles.

STEP is problematic.

A pretty broad statement! We acknowledge there are some challenges with STEP, we are aware of what these are and are addressing these directly with Quicket.

When STEP goes online, I assume that everyone gets an email with their position, not just the ones that are allowed to purchase a ticket? This makes sure that friends can check in on each other what position they are in. That minimises the chance that someone might be missing their opportunity to buy tickets.

We are talking to Quicket about implementing more email notifications, as well as exploring text messages to people who have been offered a ticket purchase. We will also be making it clear through communication how you go about checking your position within the queue.



KB22 - Questions & Comments Arising from Community Consultation around the Ticketing Process Change

Revision date: 20 June 2021

Only one ticket per person not two unless you have a significant disability and need a caregiver. This will prevent people purchasing multiple tickets and sitting on them. Everybody should buy their own ticket.

While we acknowledge that people hoarding tickets is less than ideal, it would cause bigger problems reducing tickets to an individual purchase only as it would split up friends & partners. One of the things we are looking at is tougher controls around the allocation of the second ticket (eg, requiring that it be allocated at time of purchase to a registered profile). For now, we will be keeping it to 2x ticket purchases per person, unless you already hold a reserve ticket in which case you will only be eligible to purchase 1 ticket, to bring it up to 2 maximum per purchaser.

Perhaps a tiered lottery system, whereby there are primary, secondary, and subsequent lottery tiers running for periods within the nine day registration period.

Tiered lottery systems are complex and inevitably lead to bias. At this stage they are beyond our capabilities as an organisation.

A set allocation of tickets to first time burners, that, if unclaimed would go back into the general step queue; this would help to keep interest and diversity of ideas flowing. Likewise ensure at least 20% of the general non-reserve tickets go to people who have attended before, to ensure experience and culture maintained.

We are increasing the reserve tickets which will ensure experienced Burners at the Burn to retain culture. In regards to a set allocation for first time Burners - we find year on year that there is a consistent number of first time Burners and this has not historically been an issue (around 30%).

An increase of reserves for Theme Camps may lead to an increase in the number of Theme Camps that aren't really Theme Camps - groups of people who want to camp together and whose offering is limited.

Yes we are aware of this and are exploring ways of encouraging Theme Camps to contribute fairly, including implementing reviews on whether camps have implemented what they have said they would, and establishing minimum criteria which Theme Camps need to meet in order to be deemed eligible for reserve tickets.

I would rather reserve tickets go to crew and volunteers than Theme Camps. Having Theme Camps receive higher ticket numbers creates a kind of privilege in bigger Theme Camps of getting a potential automatic in when people are 'part of the club'.

The contributions that Theme Camps bring to the Burn should not be underestimated. At the moment most Theme Camps are not receiving the number of reserve tickets they need to ensure their camp is able to run effectively (approximately 60% of their indicated requirements). Increasing reserves for Theme Camps will give them certainty that in an uncertain, lottery based system they will have enough people to operate by providing them with access to tickets for theme camp members that are essential in the establishment of their infrastructure and operations.



KB22 - Questions & Comments Arising from Community Consultation around the Ticketing Process Change

Revision date: 20 June 2021

Lottery system could work but has risk and reward and giving people only 48 hours to buy a ticket can seriously disadvantage the lower income earners of community that may not have the money right there in 48 hours of being notified - as where one big sale gives a firm date and allows people to save and have an opportunity to get a ticket on the first go.

Historically burners would need to be saving for the general sale - if you did not have the cash at the moment of sale then you would not be able to purchase the ticket. With the new process we are increasing the period to purchase at the initial release to 2 weeks. This means it will actually be a better system for people looking to attend Kiwiburn. Release of tickets on STEP should be treated by any purchaser no differently to previous general sales - saving up ahead of time for the on-sale date.

I understand the reluctance to give tickets for volunteering but maybe we can implement a system like Burning Man where volunteers obtain points per shift and the highest x percent of volunteers are guaranteed a ticket next year.

Yes, this is one future option currently being investigated. There are challenges with implementing this system which would need to be overcome before it can be implemented.

There are other lottery systems at international Burns which operate well, are you looking into these?

Yes, we are working with the regional Burning Man representatives to explore these. However every Burn is different and has its own unique set of challenges and circumstances.

Feels like there could be a sort of double dipping for tickets by those with a line on reserve tickets - should all or some of the reserve tickets be allocated to names before the lottery to avoid this?

We will be working with Quicket to prevent double dipping.

You set quotas for tickets for different regions to make sure you get a nice balance of people able to purchase tickets?

This would involve complex algorithms and in depth, accurate data on Burner geographic locations around the country (and Burners can be horrifically nomadic!). As a result it is not something we will be exploring.

Volunteering for a role isn't accessible for everyone (not everyone can afford time off work to crew, not everyone has capacity or is physically able to do a Ranger shift, etc) but this can be mitigated by having an accessibility liaison.

Yes we are aware of this. We have this year a focus on improving accessibility (among other things) so will be looking to address this moving forward. In terms of time off work - there are multiple on-site roles that can be filled that do not require any more time off work than one would take anyway to attend the Burn... Perimeter for example which is barely filled each year.

I know expanding is a problem in many ways, but the event has clearly hit the point where capacity is far exceeded by demand. So any ways that capacity can be increased should be aggressively pursued.



KB22 - Questions & Comments Arising from Community Consultation around the Ticketing Process Change

Revision date: 20 June 2021

There are a lot of considerations that need to be taken before increasing the capacity of an event. Apart from the pure logistics of it and volunteer aspects, an increase in population will also change the event atmosphere and dynamics i.e. it would become a different Kiwiburn which may be detrimental to our culture.

It can split groups who would go together. The lottery system used by Fusion festival was to have cliques of up to a certain size, that if one member of the clique got accepted, all would. This makes for a more complicated algorithm to ensure fairness (weighting by group size for example), but it solve this issue.

We are looking into what Fusion does, however as pointed out - this does result in highly complex algorithms which need to be transparent. It might also result in bias towards groups of people that know each other, meaning less new people or single people. On the basis of radical inclusion anybody who wants to attend should have an equal chance of attending.

Registration must include photo ID otherwise people will make multiple accounts.

We're looking into ways to limit people's ability to abuse the system, but are not pursuing photo ID for account registration at this stage as it opens up other challenges.

People quitting after one year because they are upset with the culture and their treatment is not sustainable to our people, or our volunteer-run event.

It is recognised that in the past some volunteers have burnt out. We have a massive focus on improving the volunteer experience including new volunteer care initiatives, teams, and improved system policies and procedures. Big things are coming!

I really enjoyed what Ignition crew did. Call in all the volunteers and make sure that ALL shifts are covered BEFORE the general sale.

We agree that would be amazing and as much as possible we are wanting to fill volunteer roles before the general sale. Delaying the general sale until all shifts are filled however has not historically been possible with many shifts still being filled super close to the event and people confirming their availability.

The other problem this year was that Art Grant and Theme Camp people didn't know whether they had tickets through reserved tickets until after general sale.

This is not accurate as all Theme Camps and Art Grant recipients were all advised of the number of tickets they had reserved before the general sale this year. We will be taking the same approach again, however this does require Theme Camps and Art Grant recipients to complete the registration process in a timely manner.

How do we monitor those who come into the community that have violence/sexual/abusive backgrounds and have been convicted?



KB22 - Questions & Comments Arising from Community Consultation around the Ticketing Process Change

Revision date: 20 June 2021

The Kiwiburn Conduct Committee checks all registrations against the confidential Kiwiburn list of banned individuals. The Conduct Committee can however only respond to and investigate incidents/info passed on to them by members of the Community so it is up to the Community to raise their concerns if they feel a person's attendance at a Kiwiburn event is not appropriate.

Internationals are buying all tickets, leaving none for locals. There should be an upper limit quota on non-NZ resident participants.

Internationals form a small percentage of Kiwiburn. Please refer to previous years' Afterburn reports for the official figures. Many internationals attending in the past were gifting their services in critical volunteer roles. Both the increase in reserves as well as moving to a lottery based system also make it harder for internationals who are not volunteering in critical roles, not easier. From a logistical perspective, it is also very difficult to determine who is an international ticket purchaser, rather than say a Kiwi currently abroad, or an international now living here as a permanent resident.

It will be great that Theme Camps can have a solid number of allocated tickets.

Yes. We are increasing Theme Camp reserve tickets drastically.

Buddy system, where first-years are introduced to a veteran from another camp.

We love this. Promoting each-one-teach-one is something that ExCom is exploring, as well as recommending Theme Camps to adopt first-time participants.

I would just add that it could be made clearer how to get involved as a volunteer and potentially secure a reserve ticket in that way. To date it hasn't been very clear where the shortages are, unless you know the people involved.

All shortages are advertised weekly through the [Electric Fencepost](#), on the [Kiwiburn website Volunteers page](#), and on Kiwiburn Facebook pages. You can apply and register interest in a team or role at any stage and this information is clearly available.

Some means of a weighted lottery opting in - ie people who can actually tick "less passionate" or "not sure if I will be able to come".

This would not work as anyone ticking this box would be guaranteed to not receive a ticket considering the incredible demand vs supply that we have for general sale tickets; there would be no point in registering at all.

Give info about how the random generation happens, this should be transparent to avoid anyone calling foul.

Randomisation will be done by Quicket, independent of any Kiwiburn involvement.

Include as part of the registration process which departments people are willing to volunteer in. That way when there is a shortage of volunteers/crew in any given dept there's a database of people who've expressed willingness to contribute, rather than asking the void each year.

Yes, we are implementing this.



KB22 - Questions & Comments Arising from Community Consultation around the Ticketing Process Change

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I believe there needs to be WAY more info/induction on the burner principles.

We agree and are looking at ways to promote them and educate new Burners during the year, during the ticket application process, and once on the Paddock.

Maybe an allocation going to burners who are long standing burners? A database be kept and those who have attended the most get tickets first.

We will not be doing this as it promotes a culture of elitism and exclusion, rather than [Radical Inclusion](#).

Would burner profiles need to be updated prior to ticket release or would STEP positions be allocated to all burner profiles?

Burner registration would be both registration as a Burner profile and indication of interest in ticket. You would only need to register once and that would ensure both entry into the general lottery sale and the STEP queue.

Suggestion for ticket sponsorship process

We are exploring this as there are a number of people who have indicated that they would be willing to sponsor a ticket to another Burner.

Can the new system cope with the load?

Yes, it will actually cope better as there won't be 4000 people trying to purchase a ticket at the same time.

Theme Camps should also encourage their members to volunteer

We agree! We are aware that many Theme Camp members already volunteer in KB roles.

People who want tickets will make the effort to get them early (current system). Lottery seems like it would result in more randomness and less deserving people getting tickets.

We are increasing reserve ticket numbers to ensure people who are practicing Burner values of participation and civic responsibility get tickets. For everyone else a general lottery sale is fair under the principle of radical inclusion.

What about people who want to volunteer on site?

These shifts are being filled now! Get onto the volunteer application form and register your interest in a team.

What about people who want to volunteer, but don't get contacted or make it into a team?

We are working on improving the volunteer process and communication with potential volunteers. We would also like to remind Burners that volunteering does not automatically entitle access to a reserve ticket. We are working on making this process more transparent through the implementation of our new volunteer management system this year.



KB22 - Questions & Comments Arising from Community Consultation around the Ticketing Process Change

Revision date: 20 June 2021

It would probably be good to provide art tickets for art that isn't funded.

Yes, Arts will be holding back an allocation of Arts tickets to specifically look at accommodating non-funded art brought to the paddock. This will be a small pool of tickets which will be addressed on registration of an Art piece.

What about including space for musicians/DJs as part of artists reserved ticketing?

DJs and musicians are part of Theme Camp offerings (they offer the venue and space) and therefore fall under their reserve ticket allotments currently.

Some people are very involved in the community and give workshops without being part of a camp.

What about those people?

It would take a lot of workshops to be contributing to the same level (in terms of time spent) as someone receiving a reserve ticket through other means. People contributing to that level will normally be connected with a Theme Camp and therefore could explore gaining a reserve ticket through that camp.

Although maybe the lottery based system sorts it out, but last year I was thinking about the possibility of reserved tickets for disabled folks who rushing to get a ticket when they went live is a large barrier to getting tickets.

We believe the new system will make it far more accessible for people with disabilities to purchase a ticket. This is due to the extended period of time to register interest (from time of registration opening to time of registration close is likely to be approximately 2 months), and then an extended period of time to purchase (2 weeks initially). In terms of physical site accessibility over the course of the event for people with disabilities - this is something we are taking seriously and looking into.

The main issue I see is it becoming increasingly harder to come to Kiwiburn for new burners who may not know Theme Camp members if it becomes more Theme Camp tickets.

We are not sure what the makeup of KB22 will be in terms of new vs experienced Burners and will need to address this following a review of the process. We are also suggesting to Theme Camps that they actively take on new / first time Burners.