

# Halls for Hire

## Supporting Corps Sustainability

### Pilot Proposal

September 2019



Australia

# Background

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Across the country it is estimated there are some 300 halls\* that are used for TSA church purposes within their local communities. Many of our front line officers also open their halls for short term hiring to community based groups for events ranging from indoor sports, craft classes, birthdays and other events that range from funerals and weddings.

Officers have the ability to book, plan and record activities through manual record keeping/spreadsheets and the like. Fees are charged depending on length of booking, frequency of booking and space required. The availability of the space is known by word of mouth and not broadly promoted. This results in consistently low occupancy.

Funds raised by these endeavours are used within the Corps to support other local mission expressions.

# Halls for Hire Initiative - Summary

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- In the original department design for property, a concept for Halls for Hire was presented to EMC in July 2018 to increase revenue at a Corps level by creating a web booking tool.
- The Business Case projected that in 3 years – by 2022, there would be \$1.0m being generated as Corps income through enhanced utilisation of our Halls
- This is a proposal to start a 3 month pilot of an online Halls for Hire system – a proof of concept
- The pilot would test an industry-leading web-based Hall booking and payment system across 10 sites in NSW, including associated set-up and operational processes
- The web-based system is designed for easy use by both Customers and Corps Personnel.
- The system will significantly reduce the current manual processing of Hall bookings, payments, cancellations and freeing up Corps Personnel time - all income going to Corps
- Cost of Pilot \$15K
- A key deliverable of the pilot is the development of a National implementation plan and viable business case

# Halls for Hire - Current State



Each hall locally managed – no visibility outside local area for customers or TSA

Bookings/cancellations/payments are manual which is time consuming and inefficient.

No visibility of space utilisation or profitability outside local area

Under utilisation of hall assets across TSA including Geelong Conference Centre and Eva Burrows.



# Halls for Hire - Future State

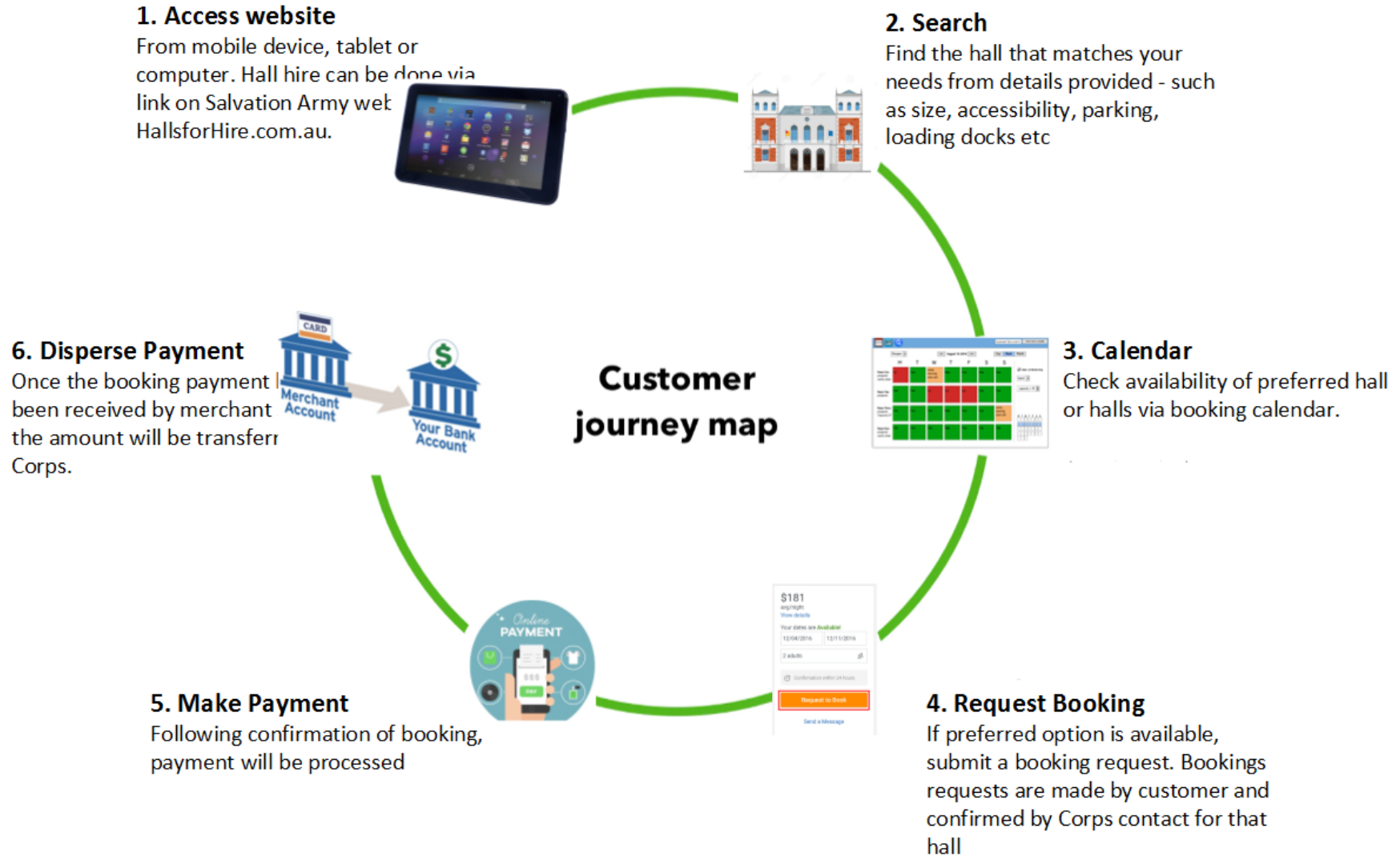


- Customer Benefits:**
- Online
  - Description/photos
  - Size of space
  - Booking calendar
  - Cost
  - Payment facility
  - Cancellation options



- TSA Benefits:**
- Much less manual work!
  - Visibility of utilisation of halls across one, some or all sites
  - All income back to local areas
  - Ability to advertise space availability to increase bookings

# Proposed Customer Journey



# Halls for Hire Initiative - Pilot Parameters

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1. Test end to end booking process through system
2. Select 10 sites within NSW/ACT
3. Train the Corps Personnel responsible for the 10 sites on use of the platform
4. Ensure all current bookings are included
5. Monitor and review performance over the 10 week trial to mid December
6. Fine tune and confirm viability of the platform and process
7. Formally evaluate Platform and process
8. Develop Business Case to proceed assuming success of Pilot
9. Deliver Business Case end December 2019



# Halls for Hire Pilot - Key Success Factors

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## People

- Acceptance by Corps as viable income stream
- Corps responsiveness to customer online booking requests
- Acceptance of system and processes by Customers and Corps

## Process

- Efficient accounting processes which enable distribution of funds back to Corps in a timely manner
- Insurance coverage is not compromised
- Charitable status is maintained
- Easy to use and efficient processes
- Payment process is appropriate for existing and future customer base

## Technology

- Proposed “Halls for Hire” platform can demonstrate performance and ease of use



# Proposed Solution

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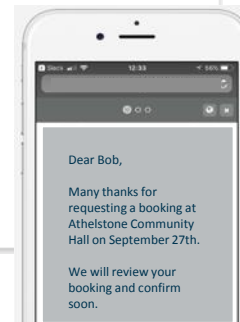
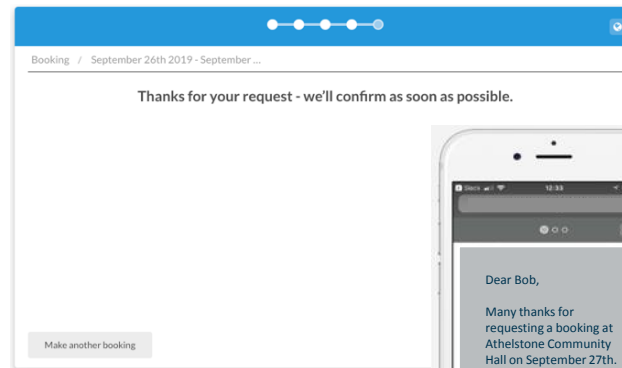
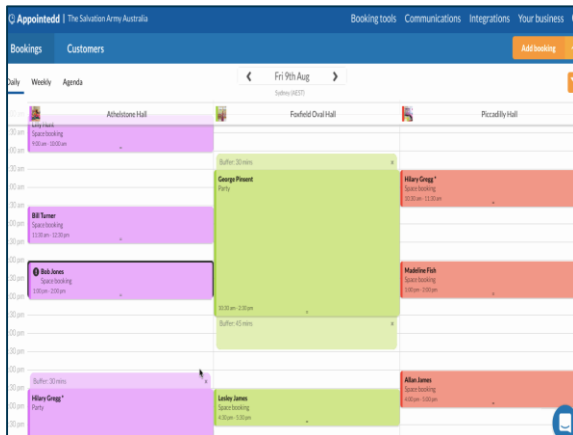
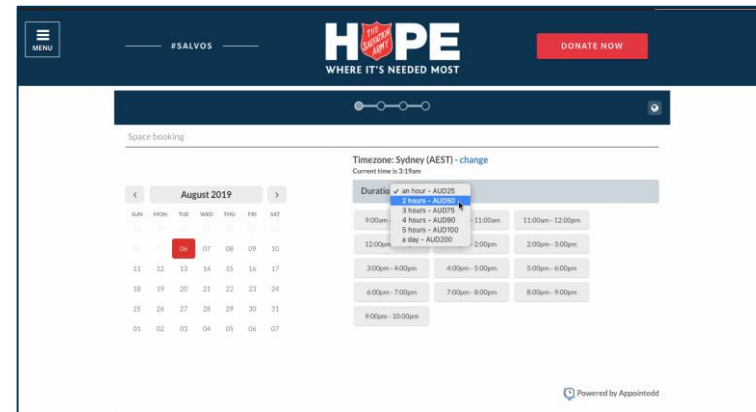
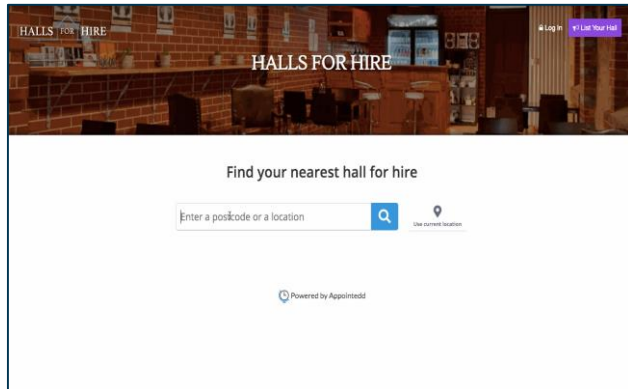
## Appointedd and HallsforHire.com.au

TSA Property Group has conducted a comprehensive review of market available systems and determined that a combination of two systems will best fulfil TSA Hall booking requirements from both customers and Corps perspective.

- **Appointedd** offers a retail industry-leading booking, payment and appointment scheduling platform focussed on customers need for ease of use, availability and flexibility of bookings.
- **HallsforHire.com.au** has been designed to connect local communities with Halls to match their needs - within and outside of their communities. It is low cost and very aligned to community and TSA values.

Both platform owners have shown keen interest in joint exploratory meetings with TSA with strong indications of cultural and product fit.

# Platform – Screen shots



Once a request is made, automated, branded confirmations via email or SMS are then sent to users, to the business and/or staff.

Once confirmed, reminder and follow-up notifications can also be created with customised messaging.