

Date: 8 March 2018

Memorandum

To:	Environment and Community Committee
Subject:	Programme update: Enterprise Booking System
From:	Mace Ward, General Manager Parks, Sports and Recreation Rod Sheridan, General Manager Community Facilities Graham Bodman, General Manager Arts, Community and Events Nigel King, General Manager Customer Services Wendy Beban, Head of Digital and Transformation

Purpose

1. To provide the Environment and Community Committee with an update on the next phase of the online bookings programme.

Key Messages

- From 30 April 2018
 - Aucklanders and visitors who want to stay at our regional parks will be able to search, book, pay, amend and cancel online
 - There will be a single bookings system for event locations across the wider Council Events teams including ACE (Arts, Community & Events), Panuku Development, ATEED and Screen Auckland.
- From 18 August 2018
 - Customers will be able to make a one off or casual booking online for selected sports fields.

Background

2. Driven by customer demand for online services, we are working to digitise 70% of our most common customer transactions. Digitisation is also a key enabler in decreasing our cost to serve and building transparency, consistency and accessibility around our services and customer's experience now and in the future. As an integral part of this work we delivered a digital bookings system in 2016 for online event permit applications, sport parks applications and community venue hire bookings across for over 150 council-run community venues and libraries.
3. On 1 March 2018¹ there was an increase of over 6000 venue hire bookings from this time last year, with just 14 customers sending in a paper application form out of 16,638 bookings made.
4. Since the introduction of the first phase of the programme, accumulatively 50% of our regular venue hire customers are now using our online bookings service; 98% of sports parks applications and 92% of event applications are now made online.
5. As anticipated from prior research, this indicates an increasing demand for people wanting to self-serve and puts them in charge of their own bookings, supporting our vision for "For Auckland to be a world-class city".

¹ annual venue bookings release

Discussion

6. Throughout the development of the online bookings service, we have involved customers and our people to help shape the new system to deliver a simple and easy bookings service.² We continue to seek feedback and adjust our approach based on what our customers tell us. We would welcome any insights that you or your constituents have to offer.

Feature: Regional Parks

7. 23 baches, 4 lodges, 24 campgrounds, 18 vehicle based campgrounds and 27 bookable sites can now be booked online, helping us to realise our goal to provide better value for ratepayers and residents.³
8. For those customers who *prefer to book online*, they will be able to:
 - Search, book, and pay online
 - Make multiple bookings in one transaction
 - Receive immediate confirmation of their booking
 - View and amend their bookings in their own time
 - And, if they need to cancel, they will receive an immediate refund (when paid online by credit card).
9. For those customers who *prefer to book in person* at our Customer Services Centres, they can continue to do so.
10. If customers are having trouble making their booking online, our customer services representatives and contact centre staff will be a phone call away to guide them through their booking, or even to reserve a tentative booking for up to two working days. Payment can then be made at our Customer Service Centres.

Important points to note:

- a. All bookings will be confirmed once payment is received. Through our research we found this is best practice in booking other types of accommodation online⁴, and will ensure our facilities are utilised.
 - b. Through our discovery work with customers, we found out that our Interactive Voice Response (IVR) payment system was the number 1 complaint about the telephone bookings service⁵. Taking on board this feedback, we will no longer be offering over the phone payment.
 - c. Customers will now be able to book 6-months in advance, from any point in the year. We are removing our seasonal booking windows for all accommodation bookings to manage peak volumes.
11. Feedback from customers throughout the development of the new bookings system has reinforced the need to offer a digital booking channel:

“Much clearer journey”

“Like being able to book multiple things at once”

Feature: Sports Parks

12. With over 98% of sports clubs and regional sports organisations continuing to apply for seasonal (winter and summer) sports fields online since 2016, from 18 August 2018 customers will be able to make one off or casual bookings online for selected sports fields (instead of having to go through a bookings facilitator).

² Auckland Council Strategy #3 Smart and easy for our customers

³ Auckland Council Strategy #5 Providing better value for our ratepayers and residents

⁴ Comparison with booking.com, expedia.co.nz, doc.govt.nz (Department of Conservation), AirBnB.co.nz and BookaBach.co.nz

⁵ Regional Parks Survey 2016 (1187 customers)

Feature: Event Permitting

13. In February 2016, event organisers were able to complete their event permit applications online. This digital option was so successful that on average, 92% of event organisers have continued to use this option. Subsequently, Auckland Council Events (ACE), Regional Parks, Sports Parks, ATEED, Screen Auckland, and Panuku Development will now use a single booking system for all events and filming locations across the Council family resulting in greater visibility of the same information across all these teams.

Next Steps

14. In order to enable our people and our customers to adopt the changes and increase online uptake, we will be engaging with them through our usual business channels.

Screenshots from our prototypes:

The screenshot shows a web browser window displaying a prototype for the Auckland Council website. The browser address bar shows the URL: `prototype.aucklandcouncil.govt.nz/AC/scenarios/parks-and-recreation/get-outdoors/find-a-park-or-beach/tawharanui-regional-park.html`. The page header includes the Auckland Council logo, a search bar, and a menu icon. The main content area is titled "Places to stay at Tāwharanui Regional Park" and is divided into three sections: "Baches in this park" and "Campsites in this park".

Places to stay at Tāwharanui Regional Park

Baches in this park

Tāwharanui Bach
Equipped with a kitchen/dining area, with a separate lounge, three bedrooms and a bathroom containing shower, toilet and sink.

Campsites in this park

Tāwharanui All Modes Campground
90 people maximum, 7 nights stay maximum, can be booked up to 6 months in advance, 1 toilet block and water available.

Tāwharanui Tents Only Campground
Located on the northern coast behind the sand dunes, between Phoenix Reef and Comet Rock.

Auckland Council - Proto x
 prototype.aucklandcouncil.govt.nz/AC/scenarios/parks-and-recreation/get-outdoors/find-a-park-or-beach/all-mode-camp-ground.html
 Acks The Auckland Plan Auckland Council - P Auckland Council - P Auckland Council - P Auckland Council - P Inspections booking

Auckland Council
 Te Kaitiaki o Tamaki Makaurau

Search Auckland Council  



Check availability and select dates

Adults \$15 per person	Children (5-17 years) \$6 per person	Infants (under 5 years) free
<input type="text"/>	<input type="text"/>	<input type="text"/>

Select dates

Check in date  Check out date 

[Book online](#)

Other ways to book

- [+ In person](#)
- [+ By phone](#)

Auckland Council - Proto x
 prototype.aucklandcouncil.govt.nz/AC/hybris/book-a-campground/checkout.asp
 Acks The Auckland Plan Auckland Council - P Auckland Council - P Auckland Council - P Auckland Council - P Inspections booking

Auckland Council
 Te Kaitiaki o Tamaki Makaurau

Search Auckland Council  

[Home](#) > [Parks and recreation](#) > [Book a campground](#)



Check out

Booking type All Modes Campground at Tāwharanui regional park	Booking date Check in: Tuesday 19 January Check out: Friday 23 January	Amount \$532.00
Sub total (1 item)		\$532.00

Payment method

Account2Account (bank transfer)

Credit card

Sub total (1 item)	\$532.00
Total	\$532.00

[Previous Step 2](#) [Place order Confirm and book](#)

Auckland Council - Proto: X
 prototype.aucklandcouncil.govt.nz/AC/hybris/book-a-campground/confirm.asp
 Apps https://cms.aucklandcouncil.govt.nz/ The Auckland Plan Auckland Council - P Auckland Council - P Auckland Council - P Auckland Council - P Inspections booking

Auckland Council
 Te Kauriwhiri o Tamaki Makaurau

Search Auckland Council  

Home > Parks and recreation > Book a campground

Order successful

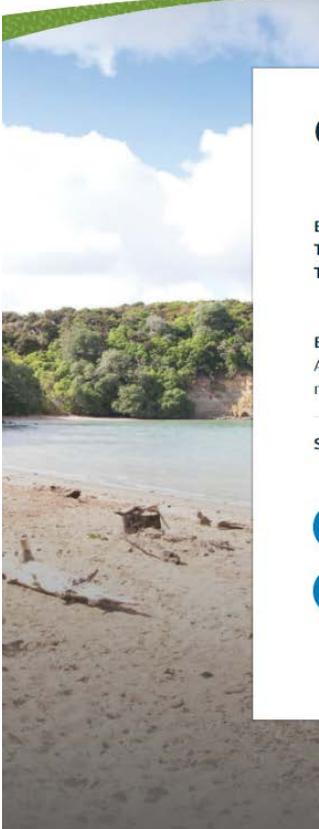
Booking reference	CG5678
Transactional reference	1111111
Transactional amount	\$532.00

Booking type	Booking date	Amount
All Modes Campground at Tāwharanui regional park	Check in: Tuesday 19 January Check out: Friday 23 January	\$532.00

Sub total (1 item)	\$532.00
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[Go to My Bookings](#)

[Parks and recreation](#)



Auckland Council - Proto: X
 prototype.aucklandcouncil.govt.nz/AC/scenarios/parks-and-recreation/get-outdoors/find-a-park-or-beach/cricket-pitch-3.html
 Apps https://cms.aucklandcouncil.govt.nz/ The Auckland Plan Auckland Council - P Auckland Council - P Auckland Council - P Auckland Council - P Inspections booking

Auckland Council
 Te Kauriwhiri o Tamaki Makaurau

Search Auckland Council  

Home > Parks and recreation > Get outdoors > Find a park or beach > Auckland Domain > Cricket pitch 3 at Auckland Domain

Cricket pitch 3 at Auckland Domain

Check availability and select dates

Select date



March 2018

su	mo	tu	we	th	fr	sa
25	26	27	28	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Other ways to book

- + Book in person
- + Book by phone



Auckland Council - Proto X
 prototype.aucklandcouncil.govt.nz/AC/hybris/book-a-sports-field/default.asp
 Apps https://cms.aucklandcouncil.govt.nz/ The Auckland Plan Auckland Council - P Auckland Council - P Auckland Council - P Auckland Council - P Inspections booking

Auckland Council
 Te Kaitiaki o Te ōhanga Kaitiaki

Search Auckland Council  

[Home](#) > [Parks and recreation](#) > Book a sports field

Form
Book a sports field
 Hetia maka pūrongo para

You should know

Before you start

You may need to apply for an event permit if you are planning to:

1. have food or alcohol
2. have structures such as gazebo or marquee
3. sell tickets/charging people
4. have more than 50 people attending.

[Terms and conditions apply](#)

 **Five minutes** estimated time to complete this form

Start 

Auckland Council - Proto X
 prototype.aucklandcouncil.govt.nz/AC/hybris/book-a-sports-field/step-2.asp
 Apps https://cms.aucklandcouncil.govt.nz/ The Auckland Plan Auckland Council - P Auckland Council - P Auckland Council - P Auckland Council - P Inspections booking

Auckland Council
 Te Kaitiaki o Te ōhanga Kaitiaki

Search Auckland Council  

[Home](#) > [Parks and recreation](#) > Book a sports field

Form
Book a sports field
 Step 2 of 3

[Back to start](#)

Do you want to add another item to your booking?

Yes
 No

Find and book a place to play sports

Find and book a campground, bach or lodge

 **Previous**
 Step 2

Next 
 Step 3