



Improving fundraising 2018

CentreSpace

The Issues



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Limiting Availability and categorizing campaigns

By limiting availability and rotating fundraising campaigns we believe this will resolve the issues related to over saturation . It will maximise the fundraisers opportunity in the centre which will eliminate their need for aggressive selling.



Each Centre will have a maximum number of fundraising bookings each quarter. This will vary from the size of the centre and the relationship the centre has with the fundraising industry.

A review system is in place

- To ensure that we can have the maximum number of fundraising bookings without over saturating the centre

This number will be reviewed every 3 months to adjust to the market (saturation) but also based on the number of complaints received.

If there hasn't been any complaints and the Centre can handle more fundraising bookings then we will be advocating for more. Alternatively if the centre hasn't had a good experience with fundraising activations this could result in a ban.



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Presentation

We will be increasing presentation standards for all activations so they are in line with our [promoter guidelines](#).

SET UP AND BREAKDOWN



The promoter must be set-up and on site before Trading hours commence. At the end of your promotion the space must be returned to it's original condition.

STAFF BEHAVIOUR



Staff must send a clear and concise message to customers and never utilise any sales tactics that may be considered abrasive or aggressive.

PROMOTIONAL EQUIPMENT



All casual mall leasing is approved based on your submission form. The promotional stands are required to be 360 degree branded with professional and accurate signage.

SIGNAGE



Staff are required to have high quality printed signage on your stand at all times. It is also a legal requirement to have all pricing information accessible to general member of the public.



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Benefits for the venue

We are offering a fixed fee turn key solution for all fundraising activations across your venue.



CentreSpace will appoint you with 1 dedicated account manager who will exclusively streamline all fundraising bookings for each venue.



This will include being given access to our booking platform so you can view all upcoming bookings and monitor all complaints.



All charities will be charged a fixed fee per booking and all payments will be made by CentreSpace prior to entry in the venue.



We will ensure that each charity is distinguished under the fundraising agency so we can monitor complaints by agency as well as charity.



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Managing Complaints



Any promoter that does not adhere to the guidelines will have a strike registered against their name. Three strikes will ban the individual from working in any of our venues.



Strikes will then go against the agency and towards a rating system that will give booking preference to the agencies with the least strikes.



We will be identifying staff that are repeat offenders and ensuring they are banned across the portfolio of venues



All promoters will need to report to us before 9am if they are going to be late/need to leave early so we can inform the venue before trade. If the staff don't turn up on time without informing us they will not be able to trade for the day



We will be using our booking platform system to monitor all complaints, which we will give the venues direct access to.



The venue has complete control over all bookings should they wish for the activation to be terminated immediately.





Having worked in both the fundraising and casual leasing industries for many years I have an extensive amount of knowledge that I'm confident I can use to regulate the industry across shopping centres.



“A clear path to fundraising”