

SCORECARD - LIFTERS

Use this card to get an understanding of which of the Activation Lifters should be an area of priority for your venue. A LOW score indicates that this is an area for improvement.

	1	2	3	4	5
MARKETING & AWARENESS	We have basic signage	We have a Facebook page/ website	We promote our spaces locally e.g. local FB groups/ newsletters.	We promote our spaces online and get found through google. We have a database that we email regularly.	We're overwhelmed with enquiries from a diverse range of sources.
CASUAL HIRERS	Almost no casual bookings from the wider community	We get the occasional request for use from people who know about us.	A core base of people from our community use the hall for parties, but we're not attracting new people	A wide range of new and familiar people use the hall regularly	A diverse range of people from our local community use our hall frequently. We have to turn people away!
REGULAR HIRERS	There are no ongoing regular users of the hall.	We have 1 or 2 regular groups like Tai Chi, but it does fluctuate.	We have something on every day that brings a consistent group of people in.	We have a variety of groups and businesses operating out of the hall that bring regular and new people to the hall.	There is no room left in the calendar for new bookings!
PROGRAMMING & EVENTS	Our regular hirers are the only source of programs. We have less than 5 things on a week.	Our regular hirers are the only source of programs. We have 5-10 things a week on.	We have our regular hirers plus a couple of holiday programs and a big community event each year	We have popular programs happening every term, and we organise bigger community events quarterly	We have a diverse calendar of programs and events organised by us and our hirers. There's no room to do any more!

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COMMUNITY ENGAGEMENT	We have no regular dialogue or feedback from our community	We get feedback from our community	Our community come to us with ideas for us to execute	Our community volunteer to get things started and participate when we need support/fundraising.	Our community is growing. People dedicate their time because they believe in what we're doing.
STRATEGIC RELATIONSHIPS	We have no strategic relationships that are involved in running or using the hall.	A couple of personal connections mean we get help or occasional bookings	We have 1-2 collaborative relationships with local organisations that help us maintain and grow the hall.	We have quite a few strong relationships with groups who do stuff with us regularly and help others know about the hall.	We have an amazing local ecosystem like schools, businesses and community networks that help us with projects and other initiatives.
PLACEMAKING	Our place is unwelcoming to people who don't know about it. Strangers don't feel comfortable asking to use our spaces.	We're starting to learn about placemaking and tried out some ideas e.g. a photo wall	We've invested in making the space welcoming and vibrant e.g. a mural or community garden	Strangers regularly become part of our community because they feel welcome to interact with our venue.	Our venue is filled with stories and treasures that are unique to our community. It's a home away from home. New people feel a sense of belonging.

SCORECARD - DROPPERS

Use this card to get an understanding of which of the Activation Droppers should be an area of priority for your venue. A LOW score indicates that this is an area for improvement.

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INEFFICIENT PROCESSES	<p>Enquiries are by phone or email.</p> <p>We manage all payments manually.</p> <p>All data is in one person's head.</p>	<p>We have an enquiry form to standardise enquiries.</p> <p>We use a basic accounting process for payments e.g. excel.</p> <p>We track bookings on a calendar like Outlook</p>	<p>Customer can view availability and request a booking.</p> <p>We take payments over the phone or via bank transfer.</p> <p>We manually create invoices and track payments.</p>	<p>Customers can view availability and make bookings. We can accept them.</p> <p>We can take payment online.</p> <p>Most regular customer invoicing is automated, but exceptions are handled manually.</p>	<p>We use a comprehensive tool to manage and automate bookings and payments for regular and casual hire.</p> <p>We don't manually handle any payments, refunds etc.</p> <p>We can easily track and report on our bookings data.</p>
UNLOVED VENUE	<p>The venue has critical repairs and works needed before it can be regularly used by the community.</p>	<p>The venue is usable, but it's in need of some serious repair work to get it up to scratch.</p>	<p>The venue is in good basic shape.</p> <p>It could be improved by some accessibility work and there is a wish list of repairs.</p>	<p>The venue is in great shape, with maintenance planned.</p> <p>There are some bigger projects we want to do to improve it.</p>	<p>All the facilities are accessible, in fantastic condition and we have a clear plan for maintenance and capital improvements.</p>



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LACK OF RESOURCES/ CASH	Cash is dwindling and we have limited income.	We have cash, but it's finite and we will run out eventually if we can't generate new funding or income.	The money we have pays for what we need to keep the lights on.	We have regular income and good cash reserves to invest in a couple of things	We're super focused on increasing our funding and income so that we can grow what we do and make capital improvements to the venue.
DYSFUNCTIONAL TEAM	Attrition is high. There are a lot of internal politics. It isn't a nice place to work	We have a few people who make things happen. But they are a single point of failure. We don't always agree on things and we struggle to get started on new projects.	We have a competent team of people who keep things running. We could be better organised and would benefit from some extra help.	We have a strong team who continually improve how we work. We have good roles and responsibilities and get the job done.	Our team is representative of our wider community. We love working together and achieve our goals. It's easy to hire as people want to work with us.

SCORECARD

Write down your scores in the circles below each lifter/dropper heading

MARKETING & AWARENESS	CASUAL HIRERS	REGULAR HIRERS	PROGRAMMING & EVENTS	COMMUNITY ENGAGEMENT	STRATEGIC RELATIONSHIPS
PLACEMAKING	CASUAL HIRERS	INEFFICIENT PROCESSES	UNLOVED VENUE	LACK OF RESOURCES / CASH	DYSFUNCTIONAL TEAM

What are your three lowest categories? How can you improve these scores?

CATEGORIES	1.	2.	3.
IMPROVEMENTS			

