Media Release

Two of Australia's iconic parklands and botanic gardens select Priava's cloud technology to manage events and bookings

Priava, the leading cloud-based venue management software company, has announced Sydney's iconic Royal Botanic Garden Sydney and Australian Botanic Garden Mount Annan have implemented its technology to manage the booking and hosting of events across a diverse range of parks, venues and facilities.

Established in 1816 the Royal Botanic Garden Sydney is Australia's oldest living botanic garden and scientific institution. Today the Garden is one of the country's top 10 international tourist destinations visited by over five million people annually.

Opened in 1988, the Australian Botanic Garden Mount Annan is home to over 2000 species of Australian native plants and the Australian PlantBank, a major scientific research and conservation centre for NSW flora.

Botanic Gardens & Centennial Parklands are responsible for the management of both the Royal Botanic Garden Sydney and the Australian Botanic Garden Mount Annan including Centennial Parklands, the Domain, and the Blue Mountains Botanic Garden Mount Tomah.

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Priava's technology has been implemented across the two sites to manage thousands of annual venue bookings and events, ranging from lawn reservations for wedding ceremonies through to large-scale festivals.

Kevin Noakes, Manager of Business Systems, Botanic Gardens & Centennial Parklands explains "The Gardens were dealing with ageing infrastructure and high cost of replacement to maintain the existing architecture and operational risk related to this key area of our business. Moving to Priava's cloud-based solution is a cost-effective approach to reduce risk, ensure business continuity and ensure we deliver and secure the thousands of bookings our team deals with annually."

Key Benefits Priava's technology delivers a range of benefits to parks and open spaces including:

- Support to manage a wide configuration and complexity of events

- Increase efficiencies and reduce time

- Enhanced client communication and relationship building

- Optimise number of new bookings and repeat business

- Easy creation of marketing/business intelligence to support events team e.g. Occupancy levels

- Simpler and faster management of recurring or repeat bookings

- Intuitive, simple and easy-to-use interface means less training is required

- Cloud-based system reduces IT support costs

- Future upgrades are quick, automatic and seamless with no disruption/downtime

- Management of a complex variety of bookable assets and booking types within one core system.

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About Priava's Technology

Priava is a cloud-based and centralised event management & booking system aimed at venues of all sizes – from meeting rooms through to large stadia. With its familiar and easy-to-use web interface, the software requires minimal training, yet its powerful functionality provides all the complexities involved with multi-venue availability, including event logistics, CRM, sales & marketing, catering, business intelligence, equipment and resource requirements. Unlike other systems, all Priava customers are always on the same version of the software, so venues can always access the latest features and enjoy the benefits of being part of a global community of users.

Offered in the cloud as a service, Priava enables venue managers to arrange and plan future venue availability and review both customer history and ongoing operational trends in real time. The results are to boost the customer experience whilst maximising the venue's overall efficiency, number of bookings and revenues.

Key modules that form part of Priava's software include; an easy-to-use CRM system that allows users to add & edit contact, organisation and opportunity records with ease, Events & Bookings which combines the ability to access a sophisticated venue chart together with the ability to find, add & edit event bookings, Online Calendar & Enquiries which has been developed to boost efficiency for organisations that manage venues that need to be booked on a self-service basis such as internal meeting rooms or external facilities that are in high demand (e.g. sporting facilities, community halls etc.) Catering & Inventory allow users to attach food, beverages, resources and equipment to quotes and event bookings with advanced reporting on profits and losses as well as the ability to link to accounting packages, Advanced Permissions which enables administrators to control the information that users have access to, and Priava's REST API which allows Priava to sync information with 3rd party systems.

Cloud software is being rapidly adopted by the venue and event management industry who demand fast, reliable and secure access to key information, at any time and from anywhere.

With minimal training, the Priava cloud platform enables venue managers to work on multiple events at the same time, rapidly locate any event, contact or account record, manage calendars, and review confirmed events. Using the standards-based REST API, Priava's system can also be easily and quickly integrated with other complementary third party systems such as accounts or marketing.

About Priava

Headquartered in Sydney, Australia, Priava is the World's leading cloud-based venue management software company that specialises in delivering venue and event management solutions using the SaaS (Software-as-a-Service) business model to a wide portfolio of niche markets in the venue and events sector. With additional presence in London, New York and Christchurch, the company supports a diverse range of venues across the globe from single venues through to 100+ multi-site operations.

For further information:

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