

Squiz.net



## Case Study – Newcastle City Council

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## About Newcastle

Less than two hours drive north of Sydney is the City of Newcastle. Newcastle reaches out to the sea, creating Australia's only city centre bounded by pristine beaches and an active working harbour. Serving the 140,000 residents of the Local Government Area (LGA) of Newcastle is the responsibility of Newcastle City Council.

<http://www.newcastle.nsw.gov.au>

Newcastle City Council's website is the leading source of information for those living and doing business in the Newcastle LGA. The site offers helpful details on Council services & facilities, community news & events, the environment, building and development issues and the latest Council news. It provides facilities for ratepayers to pay their rates and lodge complaints online.

## Challenge

With an average of nearly 80,000 visitors a month, Newcastle City Council's website had grown to become a key information delivery and marketing tool for Council. An increase in user confidence and familiarity with Internet usage had raised community expectations with regard to the functions, interactive facilities and currency of the information they expect to find on the website.

In 2005 Council's Communications Unit and IT department co-ordinated a website review and feedback process which led to a comprehensive redesign and restructure the website. In order to go live with this new look and structure, Council identified a new Content Management System (CMS) would be required to manage content and provide enhanced functionality.

## Solution

Squiz were successful in winning the new website tender due to the user friendly MySource Matrix interface, holistic range of Squiz professional services (implementation, training and help desk support etc.) offered and the competitive price. Squiz delivered a number of services to Council including:

- Implementation of the Squiz 'Supported Open Source' CMS, MySource Matrix including server setup, graphic design, application of design, project management, implementation specialist services (for the customisation and configuration of templates), system testing, go-live, reporting and training.
- A project manager who co-ordinated deliverables from each of Squiz's business units and followed the project through to completion of the implementation process.
- MySource Matrix structured training which showed Council staff how to efficiently publish intranet and corporate website content (no HTML required) while system administrators learnt how to effectively structure content, create publishing workflows and manage users.
- The services of the Squiz Content Migration team to assist with the bulk upload of images and PDFs.
- Development of pages with unique functionality (events calendar, ClimateCam graphs etc.).
- Creation of a MySource Matrix bulk mail e-newsletter.

## Result

The citizens of Newcastle have a fantastic modern information portal that enables them to connect with the city and instantly provide help and assistance on a range of Council and Community topics. Users can currently contribute to events online, lodge issues or concerns via an online form and pay their rates. They can browse through a range of photo galleries and explore a comprehensive list of policies and plans. Because the enterprise class MySource Matrix does not have "per site" or "per user" licence fees, one instance provides a platform for a mirrored Councillor Intranet and for the future development of a Staff Intranet, and any micro sites that Council may wish to develop.

Over time the site will become increasingly interactive, with the introduction of more online forms and Web 2.0 functionality such as public forums, membership areas and RSS feeds. The website is hosted by Council onsite and runs on 1 MySource Matrix server and 1 database server, a configuration that can easily be scaled to meet future demand. Council has a Service Level Agreement with Squiz to provide ongoing maintenance services.

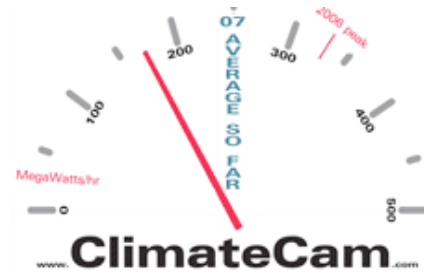
*"The creative and friendly team at Squiz are great to work with. The MySource Matrix International User Conferences have further enhanced our relationship and have been an excellent way to meet other MySource Matrix users while learning practical tips from the experts."*

Samantha Willcox - Media and Internet Content Coordinator

### Climate Cam

Squiz were also instrumental in upgrading the existing ClimateCam website to report the resources consumed and greenhouse gas emissions produced by the City of Newcastle. ClimateCam was created in response to the Newcastle community's request to track the greenhouse gas emissions of the City. It is the first measuring tool of its kind in Australia.

[http://www.newcastle.nsw.gov.au/environment/climate\\_cam](http://www.newcastle.nsw.gov.au/environment/climate_cam)



**NEWCASTLE CITY COUNCIL**  
NSW AUSTRALIA  
Great Place, Great Lifestyle, Great Future.

discover newcastle | my property | my community | for business | in council | news & events | environment | building and development

Welcome to Newcastle

Popular online services

- Pay My Rates
- Library catalogue
- Search local events
- Community Directory
- This week at Council
- City Snapshot**
- Newcastle statistics
- Councillor details
- Newcastle suburbs
- Community Plan
- Transport Guide
- Popular council pages
- The Newcastle LEP
- Development Control Plan
- Public exhibitions
- Council agendas & minutes
- Jobs at Council

**CONNECT WITH YOUR CITY**

**From the sky**

An exhibition of aerial photography from 1944 – 2008 highlights the fascinating changes to Newcastle's landscape. [more...](#)

**CITY NEWS HIGHLIGHTS**

- From Newcastle to New York!** - 19 Aug 2008 - Newcastle Region Art Gallery will officially announce the inaugural Newcastle Region Art Gallery Travelling Scholarship for Emerging Visual Artists tomorrow, Wednesday 20 August at 11am.
- Development remains steady for city** - 19 Aug 2008 - Despite recent trends indicating a decline in residential building activity in the Hunter, development approvals in the Newcastle Local Government Area have remained steady over the last financial year.
- Winter Heat! A warm winter wonderland** - 15 Aug 2008 - Newcastle Livesites once again proudly presents the splendour and spectacle of Winter Heat.
- Newcastle is a great place to live!** - 15 Aug 2008 - That's the verdict of the latest community survey of Newcastle households.
- Barking up the right tree** - 13 Aug 2008 - Newcastle City Council rangers are taking on a new look, new roles and new vehicles as part of a review of Council's regulatory services team. [more news »](#)

**connect with your city**  
public voice | your say | contact us | more... |

**your city, your say**  
Have your say on the future of our city and impacts on neighbours. [More](#)

**in council**  
meetings | public exhibitions | more... |

**working for you**  
Council is working to fix our city's roads, tend parks, and shape the future of our city. [More](#)

**open 6 days**  
FORT SCRATCHLEY

**VOTE 13 SEP 08**  
COUNCIL ELECTIONS

**park weddings**  
MAKE A BOOKING

**council e-news**  
SUBSCRIBE HERE...

This image shows how members of the community can easily create an event using out of the box MySource Matrix functionality.

The screenshot shows the Newcastle City Council website's 'Create Your Event!' form. The page header includes the council's name, logo, and navigation menu. The main content area is titled 'Create Your Event!' and contains several sections: 'Event Category' with checkboxes for various event types; 'Event Type' with a text input for the event name and a description box; 'Time Details' with date and time pickers; 'Event Information' with a rich text editor for the event description; and a section for selecting event interests with checkboxes for categories like 'Free Event', 'Over 18s', 'Youth', etc. At the bottom, there are input fields for contact name and phone number, and a 'Commit' button.