



## Case Study

# Centennial Park and Moore Park Trust

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## About Centennial Parklands

Centennial Parklands, managed by the Centennial Park and Moore Park Trust (Trust), is of exceptional national, state and local heritage significance. Covering more than 360 hectares and situated less than five kilometres from Sydney's central business district, the Parklands encompass some of the worlds finest and most used urban open spaces.

The Parklands comprise Centennial Park, Moore Park, Queens Park, Moore Park Golf, Centennial Parklands Equestrian Centre, the Entertainment Quarter, Fox Professional Studios, Hordern Pavilion, Royal Hall of Industries, and Centennial Parklands Dining.

A grand, linked open space of largely nineteenth-century landscape design intended for social and physical activity, the Parklands has developed at the head of the Botany Bay catchment in an area originally part of the territory of the Gadi people, on lands designated in 1811 as the Sydney Common.

"Centennial Parklands is of singular recreational, historical, educational, cultural and environmental significance to the people of New South Wales. The area is no ordinary park and, therefore, like the Royal Botanic Gardens and Domain, should be the subject of specific legislation to ensure that it is protected for the enjoyment of future generations of this great State and, indeed, any person visiting it."

*- Hon. Neville Wran AC QC, Premier of NSW, 1976-1986 on the occasion of the establishment of the Centennial Park Trust (later re-named the Centennial Park and Moore Park Trust).*

## Requirements

In 2004 the Trust issued a tender document under the NSW State Contracts Control Board agreement ITS2305 (operating at the time) stating the requirements for a CMS driven Centennial Parklands website. The tender documentation focussed on the key areas of design, content creation, image / document library, standards support, accessibility, security, rollback / versioning, searching and extensibility.

A review of the tender documentation identified that the Squiz developed MySource Matrix enterprise class Content Management System (CMS) could meet all Trust requirements out-of-the-box. Squiz provided a fixed price quote to deliver the necessary software and services for the web site project and was subsequently engaged by the Trust after a thorough tender process.

Cost was a key priority for the Trust as it, while a State Government entity, is approximately 92 per cent self-funded. The delivery of a professional and engaging online solution at an affordable price was imperative.

## Solution

Delivery of the Squiz solution was based on an Implementation Package which supplied all of the services necessary to ensure a successful website implementation. These services included building the web server and installing the application software, full graphic design, CMS configuration, project management, training and processes around launching the new website.

Squiz supplied training to Trust staff on how to confidently use their new system going forward and featured the following courses:

- MATR 101 - MySource Matrix Fundamentals instructs participants how to use the MySource Matrix Administration Interface to perform fundamental day-to-day tasks such as creating pages and adding basic content. efficiently publish website content (no HTML required)
- MATR 201 - MySource Matrix System Administrator Concepts instructs participants the principles of using a MySource Matrix System Administrator account. system administrators learnt how to effectively structure content and manage users
- MATR 210 - MySource Matrix Packages (CMS) instructs participants how to use various assets in the MySource Matrix CMS package including how to set up member registration pages, image libraries, staff directories, etc.

Each Squiz scheduled training course provides notes, workshops / exercises and an assessment component to test participant knowledge and comprehension.

## 2007 Website Update

In 2007 Squiz was engaged to redesign the original 2004 Centennial Parklands website to ensure it complied with the NSW Style Directive and be AA accessible. The redesign also delivered an events calendar and latest news listing using out-of-the-box MySource Matrix functionality.

The redesign project also included the design and development of three new websites that were seen as discreet business units requiring unique branding. These were; Centennial Parklands Foundation (incorporating ecommerce functionality), *Friends of Centennial Parklands* and Centennial Parklands Equestrian Centre websites. Squiz built these four sites in their entirety (with the exception of the *Friends of Centennial Parklands* design which was supplied by a third party based on pre-existing artwork).

Squiz additionally designed and created a MySource Matrix Bulkmail template to regularly send personalised HTML emails to interested parties. In order to reduce cost Squiz developed a template that would work for three different audiences (based on three websites) by applying each site's individual design as an overlay - so the emails look different - but all structured in the same way. System administrators retain control over all aspects of the content, design and personalisation, and Bulkmail makes it straightforward to incorporate existing artwork, text and user attributes into emails. Bulkmail also provides server scheduling facilities to optimise resource requirements for large mailings, including the ability to configure multiple mail servers for large mail outs if required.

"The team at Squiz worked hard to ensure the Centennial Parklands site design complied with the NSW Style Directive and was AA accessible. The MySource Matrix enterprise class Content Management System (CMS) continues to meet all Centennial Park and Moore Park Trust website requirements and provides a scalable solution for the future."

Craig Easdown - Manager Marketing & Communications

## Ongoing Relationship

Squiz has a long-standing relationship (since 2004) with the Trust who is one of the earliest MySource Matrix clients. A single MySource Matrix implementation, hosted on a single dedicated server, is used to deliver the four websites. Because MySource Matrix does not have per-site or per-user license fees the Trust did not have to pay any additional software costs for the new sites.

## Centennial Park and Moore Park Trust Websites

### Centennial Parklands

Centennial Park is a 189-hectare grand Park in the Victorian period tradition featuring formal gardens, ponds, grand avenues, statues, historic buildings and sporting fields. Works started on the park in 1887, following the Centenary Celebrations Act 1887, with the official opening being held on 26 January 1888. On 1 January 1901, Centennial Park became the focus of the nation as the site of the inauguration of Australian Federation. More than 100 years later, Centennial Park remains a people's park – a beautiful recreation area in the middle of Sydney's densely populated eastern suburbs.

[www.centennialparklands.com.au](http://www.centennialparklands.com.au)

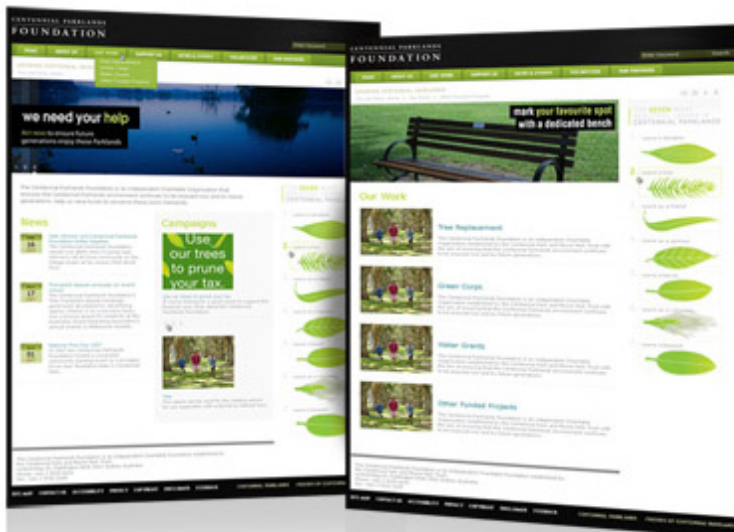


**Centennial Parklands Foundation**

The Centennial Parklands Foundation is a charitable organisation, established by the Centennial Park and Moore Park Trust, to ensure the Centennial Parklands environment continues to be enjoyed now and by future generations.

This website features an eCommerce facility utilising SecurePay for making donations to the Centennial Parklands Foundation (leaving a bequest, leaving a bench, animal sponsorship, becoming a friend, tree replacement etc.).

[www.yourparklands.org.au](http://www.yourparklands.org.au)



**Centennial Parklands Equestrian Centre**

Horse riding in Centennial Parklands is one of Sydney's truly unique experiences. The Centennial Parklands Equestrian Centre is a world class venue providing horse riding experiences for everyone, as well as stabling and facilities for privately owned horses.

Horse riding in Centennial Parklands has always been part of the Parklands' history and this special association can be enjoyed by all.

[www.cpequestrian.com.au](http://www.cpequestrian.com.au)



**Friends of Centennial Parklands**

*Friends of Centennial Parklands* are people who love the Parklands - and want to see them enjoyed by generations to come. Since 1996, *Friends* have constantly demonstrated their commitment to the ongoing preservation of this precious public space, and have been rewarded by parklands more vibrant and full of life than at any time in its history. *Friends* (members) also enjoy a range of benefits and discounts on events and activities in the Parklands.

[www.friends.net.au](http://www.friends.net.au)