



Community engagement feedback: Have your say on the NEW WEBSITE and the GAZETTE

April/May 2016

The image shows a collage of Golden Plains Shire Gazette covers and a screenshot of the new website interface. The Gazette covers feature various headlines such as "Upgrades to childcare facilities a hit" and "Sorted, from 1 July". The website screenshot displays the Golden Plains Shire logo, navigation links (RESIDENTS, BUSINESS, VISITORS, CONTACT, MENU), a search bar, and a "QUICK LINKS" section with categories like My Family, My Community, My Council, and What's happening? A prominent call-to-action banner at the bottom of the website reads "HAVE YOUR SAY ON ISSUES IMPORTANT TO YOU" and "TELL US WHAT YOU THINK >".

Introduction

As a result of the website timing being pushed back, Council invited the community to give us their thoughts on the Gazette and new Website.

We invited residents thorough:

- Email invites
- Facebook invites and reminders
- Posters
- Latest News on Council's website

Who came?

- Bannockburn – 2 residents, 28 April
- Smythesdale - no respondents, cancelled 29 April
- Linton drop in – no attendees
- Farmers Market drop in session – we spoke with some residents about the Gazette, however there were no requests to see the website.



Have your say on the NEW WEBSITE and the GAZETTE

Residents are invited to attend one of four consultations across the Shire that will provide a sneak preview of the new website and its key features. Two of these consultations will also give you an opportunity to have your say about the Gazette.

WEBSITE SHOW & TELL AND GAZETTE WORKSHOP

Part 1: Overview of the new website, including an introduction to the new interface and key features with an opportunity to talk about what you like or would like changed via small group consultation.

Part 2: 'Round table' style discussion about the Golden Plains Shire Council Gazette – you can discuss things you like about it and things you'd like to see more of or changed.

1	2
Bannockburn Thursday 28 April 8.00am – 7.30pm Bannockburn Cultural Centre Barrow Room 27 High Street, Bannockburn Coffee, tea & biscuits available	Smythesdale Friday 29 April 8.00am – 7.30pm Smythesdale Hall Multipurpose room 19 Heales Street, Smythesdale Coffee, tea & biscuits available

RSVP:
Steph Chapman
Communications and Marketing Officer
E. schapman@gplains.vic.gov.au | P. 5220 7207

NEW WEBSITE – DROP IN 'ONE ON ONE' CHATS

Overview of the new website, including an introduction to the new interface and key features via an informal 15 minute chat with Council's Senior Communications and Marketing Officer.

3	4
Linton Monday 2 May 10am-3:00pm Linton Customer Services Centre Council Chambers 5 Sussex Street, Linton	Bannockburn Saturday 7 May 8.30am-22.30pm Bannockburn Cultural Centre Moorabool Room 27 High Street, Bannockburn

Appointment required – pop in when you can!

Any technical difficulties to the website development have delayed the community launch of the new website which was scheduled for the end of April. This is the place where residents can explore the new website and provide feedback. Council understands residents are looking forward to the opportunity to test the website and we are sorry for the delay.

LIMITED SEATS!
Get in quick to secure your place!

Community feedback: NEW WEBSITE

We took community members on a journey through our new site...

We showed residents the new website – the home page, news, events, consultations, and a normal page

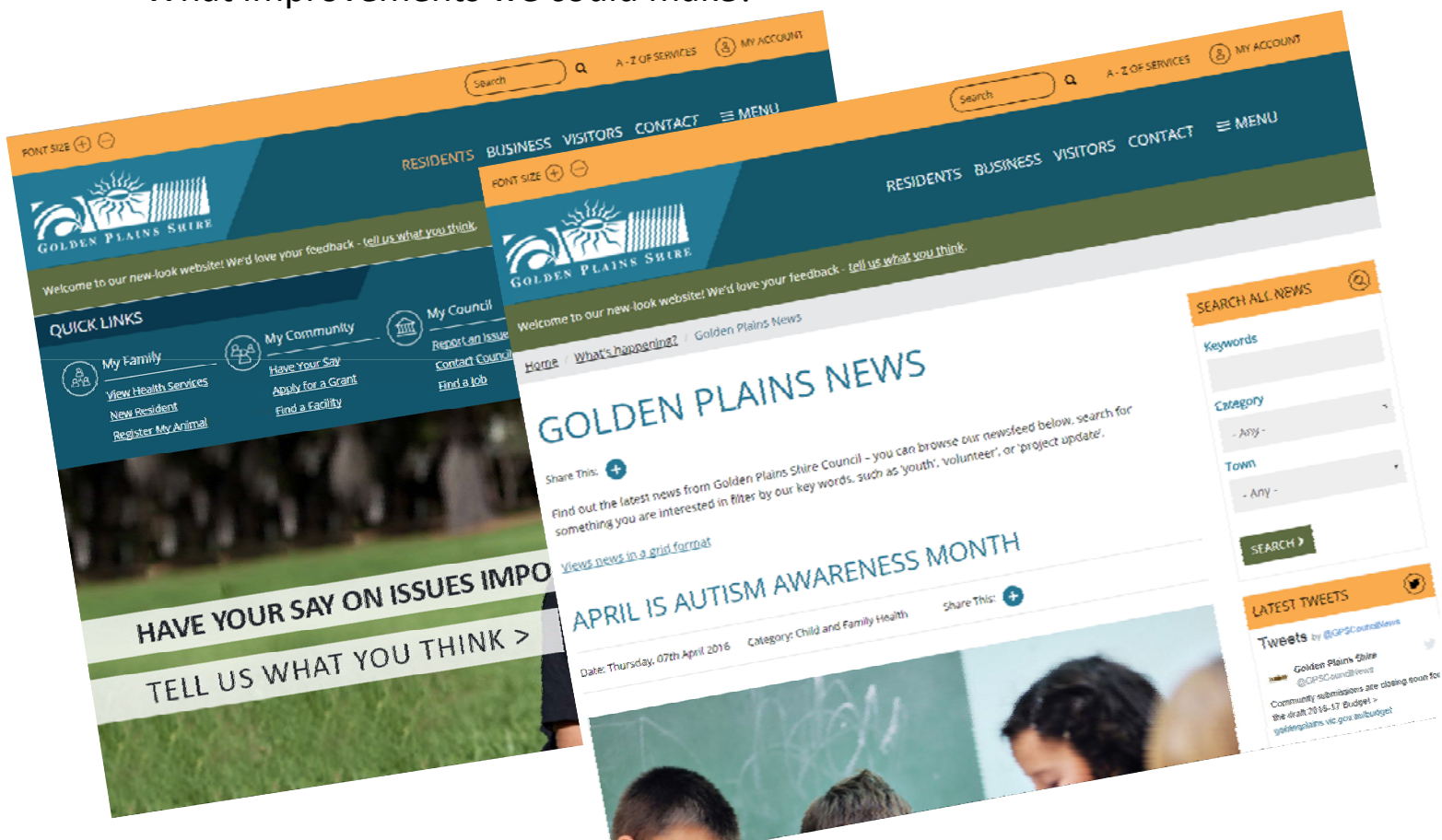
We took them through features that are currently in development – the ability to report an issue, payments, map and newsletters

The discussions included:



What they liked

What they didn't like

What improvements we could make?




What we heard: Bannockburn, 28 April

	COMMUNITY FEEDBACK	GOLDEN PLAINS SHIRE COUNCIL NOTES
 What they liked	<ul style="list-style-type: none"> Google Translate button – good to be able to offer the site to non-English speakers 	<ul style="list-style-type: none"> We aim to be inclusive of all abilities whenever possible
	<ul style="list-style-type: none"> Font size options are good 	<ul style="list-style-type: none"> We have taken several important measures to ensure we meet worldwide accessibility standards
	<ul style="list-style-type: none"> We like the colour scheme – the colours you’ve used work well 	<ul style="list-style-type: none"> We think they look good too.
	<ul style="list-style-type: none"> I like the menus - there are lots of options to find what you need. 	<ul style="list-style-type: none"> There are the following ways to find information: the search function, site map, A-Z of services, the menu and the quick links
 What they didn't like	<ul style="list-style-type: none"> Photos are not very diverse – why not invite Shire people to be part of a photo shoot? It would be good to see diversity and faces we know. 	<ul style="list-style-type: none"> The photos we’re using are the ones we have and we do try to portray diversity, but we will ensure we have a more active focus on diversity. We will ask residents if they would like to be involved in the next round of Shire-based photographs.
	<ul style="list-style-type: none"> Buttons on Youth page don't look good – why are they different to others? 	<ul style="list-style-type: none"> We will look at get this fixed in the next round of development.
	<ul style="list-style-type: none"> Broken links, information not available, advertising something and it's not there, removing comments from your posts and so on. May I suggest you fix this. 	<ul style="list-style-type: none"> We will do our utmost to ensure these issues do not arise, but we do expect some teething problems with the new site and we'd love the community to let us know if they see anything.

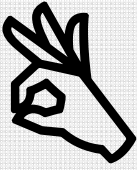
What we heard: Bannockburn, 28 April

(continued)

	COMMUNITY FEEDBACK	GOLDEN PLAINS SHIRE COUNCIL NOTES
 <p>Suggestions for improvements</p>	<ul style="list-style-type: none"> Events calendar could have a volunteer option so people can offer to volunteer for events. 	<ul style="list-style-type: none"> Great idea, has been added to 'future work' as there will be a cost attached to developing this functionality.
	<ul style="list-style-type: none"> Public notices should be shared via other methods 	<ul style="list-style-type: none"> All Public Notices will be shared on our News page, which will be like a 'News feed' of Council information.
	<ul style="list-style-type: none"> Use more videos – people want to see and listen to real people 	<ul style="list-style-type: none"> We will look for more opportunities to engage with residents through video
	<ul style="list-style-type: none"> Get content from the community – allow community to send information and pictures to be used on the website. 	<ul style="list-style-type: none"> We will look at a good process for this – both community-provided news stories, and use of front page for sharing community messages.
	<ul style="list-style-type: none"> Could we have a list of Council employees and their phone numbers to know who to contact? 	<ul style="list-style-type: none"> We have considered this but currently Council's process is to direct all enquiries through our Customer Service team – they are able to pinpoint the best contact to be helpful.
	<ul style="list-style-type: none"> Candidate information – could we see information on all those running for Council before the election? 	<ul style="list-style-type: none"> Council has strict caretaker policy to ensure preference is not given to anyone (including current Councillors) in the lead up to an election – the organisation needs to be impartial, so we will not put this information online this time.

What we heard: Bannockburn, 28 April

(continued)

	COMMUNITY FEEDBACK	GOLDEN PLAINS SHIRE COUNCIL NOTES
 <p>Suggestions for improvements</p>	<ul style="list-style-type: none"> • Include web pages for each particular town. 	<ul style="list-style-type: none"> • This is an action in the Events, Marketing and Communications Strategy and we'll ask the community to supply information for specific town pages. We could look at linking to existing information, for example if a town already has their own website or social media page.
	<ul style="list-style-type: none"> • Link to all previous Meredith Music Festival pages 	<ul style="list-style-type: none"> • We will do this.
	<ul style="list-style-type: none"> • Include 'Roads' under 'My Home' 	<ul style="list-style-type: none"> • We will do this.
	<ul style="list-style-type: none"> • Ensure accessible for blind people 	<ul style="list-style-type: none"> • We are National Relay Service-friendly and we will ensure the new site reflects this
	<ul style="list-style-type: none"> • No indigenous acknowledgement on home page 	<ul style="list-style-type: none"> • We will implement this after full community review. <i>Golden Plains Shire Council acknowledges that we are on the traditional land of the Wathaurong people and offer our respects to the elders past and present. We recognise and respect the cultural heritage of this land.</i>
	<ul style="list-style-type: none"> • Include links to support services 	<ul style="list-style-type: none"> • These can be found by searching '24 hour support services' on the new website
	<ul style="list-style-type: none"> • What about a brag page – positive from community members 	<ul style="list-style-type: none"> • We could look at doing this in the future – perhaps combine it with asking community to participate in photos.

Community feedback: THE GAZETTE

We showed examples of other publications and asked: What sort of things would you like to see? What don't you like?



What they liked

- **The content you currently have is good – keep doing it!**
- CEO article is good – gives people a chance to hear what they have to say
- **The current size (A4) and amount of pages is about right**
- I like that the colour changes – helps me tell the difference between editions
- **I like the Events section – I go straight there!**
- I like some of the designs with big photos of locals, like in the Port Phillip one.
- **Updates on family things like Playgroups – bring people into the community**
- I like to see what's going on
- **I'm new in town and I like the all-round inclusive content.**



What they didn't like

- **Overly busy/overwhelming layout of other newsletters**
- Gazette is often out of date – get the information out earlier
- **Farmers often don't get a stage – we are a rural Shire and we should cater to all audiences**
- Some newsletters are too busy and look 'homemade'

What we heard: Newsletter feedback

Some of these were used when residents were asked about the sort of things they would like to see


Faces we know

Connect to local environment

Information we want to know

Draw people into the community

Clean, modern look

	COMMUNITY FEEDBACK	GOLDEN PLAINS SHIRE COUNCIL NOTES
 <p>Suggestions for improvements</p>	<ul style="list-style-type: none"> Have the Events calendar cover 3 months – this will help the Gazette not go out of date. 	<ul style="list-style-type: none"> Great idea – this will start from the August edition
	<ul style="list-style-type: none"> Celebrate our towns and communities – have a regular ‘Get to know your Shire’ section, with a different town each edition. This will reduce the number of people who feel their towns are being ignored. Could include information about sporting events, what to do, see, be. 	<ul style="list-style-type: none"> We will do this – the August edition will ask for community members to create and send in town profiles, which we would then roll out each edition and online.
	<ul style="list-style-type: none"> Article idea – tell people how to connect into their community – how to volunteer, what is happening. 	<ul style="list-style-type: none"> Great idea – this could inform the website also.
	<ul style="list-style-type: none"> We want to see faces of local achievements, to strengthen the feeling of community. Faces and stories to make you feel proud. 	<ul style="list-style-type: none"> We will do this in a ‘We love GP people’ feature where we highlight ‘people’ stories we hear.
	<ul style="list-style-type: none"> Tell people more about what’s happening – ‘Here’s what we’re doing about roads’. 	<ul style="list-style-type: none"> We agree and have taken steps to demonstrate this as a result of other community feedback! The front cover of the June edition shows what we’re doing. This will continue.

What we heard: Gazette article ideas



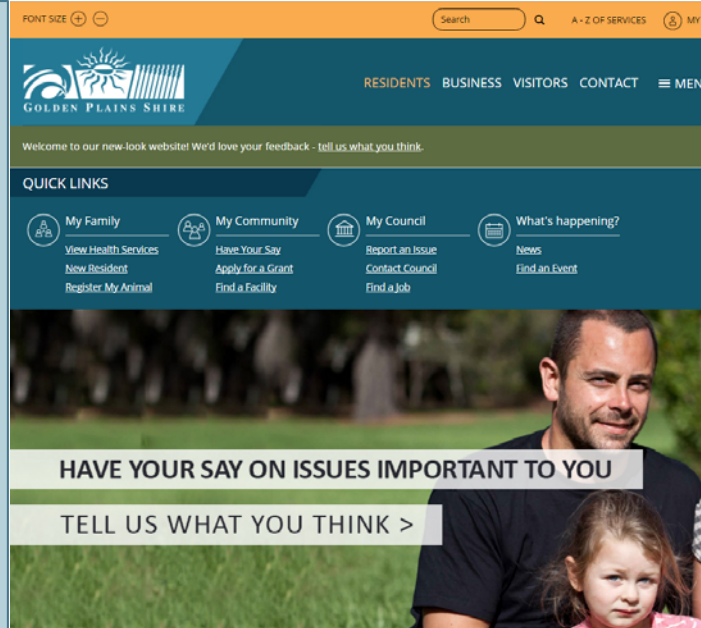
Suggestions for improvements

- A youth driven page – not just Council, but done by young people, for young people
- A feature celebrating volunteers would be good
- What about including a map?
- A story on a local producer – a regular profile
- What about including 'Park notes' from the environmental team or rangers?
- Highlight men's health
- Article idea – community grants – how to apply and perhaps link to new web page?
- Article idea – local roads vs VicRoads
- Article idea – what has GPS got organised?
- Library promotions
- Where the playspaces are for all towns, and feature particularly good ones
- How to be more sustainable
- Highlight planning resources available from Council – such as Guides, web pages etc
- Fires – being prepared and staying safe

These will be added to our content ideas for the Gazette and other news items.

WHAT'S NEXT FOR THE NEW WEBSITE?

- Staff are now working to finalise the new website.
- The new site should be available for community testing in early July.
- We have set up a feedback form so we can capture all your ideas, thoughts and feedback. We may not be able to do everything straight away, but your input is important and will help make the site as good as it can be.



WHAT'S NEXT FOR THE GAZETTE?

- We will now take this great feedback and work on updating the Gazette design.
- We anticipate the new design will be first seen in the August edition, so keep an eye out for new sections, visuals and some of the new article ideas.
- We will welcome your feedback on the new design in August!

THANK YOU

to all those who took the time to share their thoughts, likes, dislikes and fantastic ideas to improve our communications.