Kentico

GEORGES RIVER
COUNCIL

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Introducing your Councillors for the 2017-2020 term.

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Background

On May 12, 2016, the Minister for Local Government, Paul Toole, announced the newly formed "Georges River" Council which included the following wards:

- Peakhurst Ward
- Mortdale Ward
- Blakehurst Ward
- Hurstville Ward
- Kogarah Bay Ward

The aim of the larger council areas was to create stronger, more efficient councils that will work harder for residents and deliver better services and infrastructures like roads, parks, playgrounds, and sports facilities.

The newly created council needed to be able to amalgamate sets of information from its constituent wards' previous websites and display the resulting information in a user-friendly system.

Goals

The two primary goals were, implement a new version of Kentico and develop a simple, clean, friendly website to act as a knowledge destination for the community. Georges River Council also wanted to:

- Create a modern and responsive front-end web experience
- Improve their editor's ability to manage content
- Provide relevant, up-to-date content including latest news, upcoming events, and information about their services.

Challenges

The project timeline was short due to the rapid creation of the merged council. In addition to this, there were business processes and brand collateral that needed to be updated, meaning that council resource was stretched thin during the cutover.

One of the most significant challenges was allowing the content to be rapidly merged and collated without holding up the system build. Specifically, this broke down into:

- Providing early access to the Kentico admin interface to allow the Georges River team to perform a significant content update without impacting timelines
- Providing the Georges River web teams with training and the ability to manage and edit the site easily
- Ensuring the site complied with W3C Web Content Accessibility Guidelines 2.0

Solution

By implementing the Kentico platform and providing Georges River Council with the ability to create a new site architecture and visual design, Georges River Council has been able to collate the vast amount of information and surface it in an easy-to-use fashion.

A new visual language was introduced to allow Georges River Council to highlight critical aspects of their content, provide easy access to up-to-date news, and support local event attendance from the site's homepage. In addition to this, the navigation allows users to find the information they are looking for quickly from any page on the site.

The website is hosted using Microsoft Azure and uses the Kentico Azure Cloud Support feature to help with the smooth delivery of new content and avoid some of the traditional CMS pain points such as upgrades, performance, and security. The site uses the Kentico Staging module to help synchronise changes across the development, authoring, and production environment.

These best practice, time, and money saving initiatives were implemented proactively by Interesting to ensure the Georges River Council website is set up for a successful life cycle.

Results

Georges River Council has successfully amalgamated all of their content and is currently servicing an average of 5,000 page views a day.
The content is being successfully managed through its workflows by a team of 40 content authors.

Key Criteria for Choosing Kentico

Kentico was selected because it offers a function-rich, easy-to-use CMS system at a competitive price. The Kentico framework provides a robust foundation on which to build a publishing platform that can handle Georges River's content and administration requirements.

The admin interface has also been set up with the User Interface Personalization to ensure that the Georges River content editors see a simplified and streamlined version of the admin area—this has been proven to drive faster adoption by end users, shorter training time and higher productivity.

Kentico provides the flexibility to allow for the creation of custom web parts for situations where the requirements were complex and required additional development. It is also an excellent platform for responsive web builds. The platform provides no constraints from a front-end perspective with the implementation of Zurb's Foundation responsive framework.

Interesting

We are an independent technology and design studio creating digital products and brand experiences for a connected world. Founded in 2004 out of a desire to have technology and design work in closer unison, we help organisations innovate, grow and bring new ideas to life by making the complex simple.

We combine human insights with new technologies, and smart thinking to create just about all that is possible within digital, including content managed web and mobile platforms, custom tailored desktop, touch-screen applications and integrated eCommerce solutions.

We have a proven track record of delivering technically demanding, future-proof and context-aware solutions. We work as a trusted partner to some of Australia's most famous brands including; Optus, NSW Business Chamber, UBank and Sanitarium, and brightest creative agencies, including Pusher, Tongue, Sputnik and Leo Burnetts. We have also created an evolved studio model to help and partner with progressive early stage start-ups.

Interesting believes in flexible, timely, user-centric working solutions that behave the way users expect and give brands the freedom to grow and adapt. We hope you do too.

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