LGA Squiz platform
&
My Local Services App

LGITSA Workshop

Friday 3 May 2019

Local Government Association of South Australia

The voice of local government.

Value & Respect | Optimism | Integrity | Connected | Excellence

Agenda

- Background
- Procurement process
- Evaluation
- Squiz Matrix + Funnelback platform
- Discovery process
- Engagement
- Demonstration
- My Local Services App

Background

- Roadmap planning
- Direct consultation visits
- Research into CMS trends
- ROM for proprietary solutions

Objectives

- Modern platform
- Sustainable and high value
- Ease of use for content editors
- Ongoing core system enhancements
- Greater agility for development
- Leverage custom modules to extend and customise

Major requirements

- Web Content Accessibility
- Standardised content types
- Easy creation of new content types
- Website search
- Shared state-wide content search and display

- Non hosted council state-wide data

Major requirements cont…

- Configurable search
- Public content submission into backend
- On-line forms engine
- Key word management
- Content grouping and display (mapping)
- In CMS analytics
- Integration with other software/APIs
- Customer experience management

Procurement process

- Run by LGA Procurement
- Consultation with councils
- Representatives from Adelaide City and Charles Sturt on evaluation panel
- Detailed consideration

Next generation CMS

- World class
- Highly flexible with deep functionality
- Integration built in and flexible
- ~~Enterprise search~~ capability
- Customer experience framework
- Excellent value for member councils

Squiz

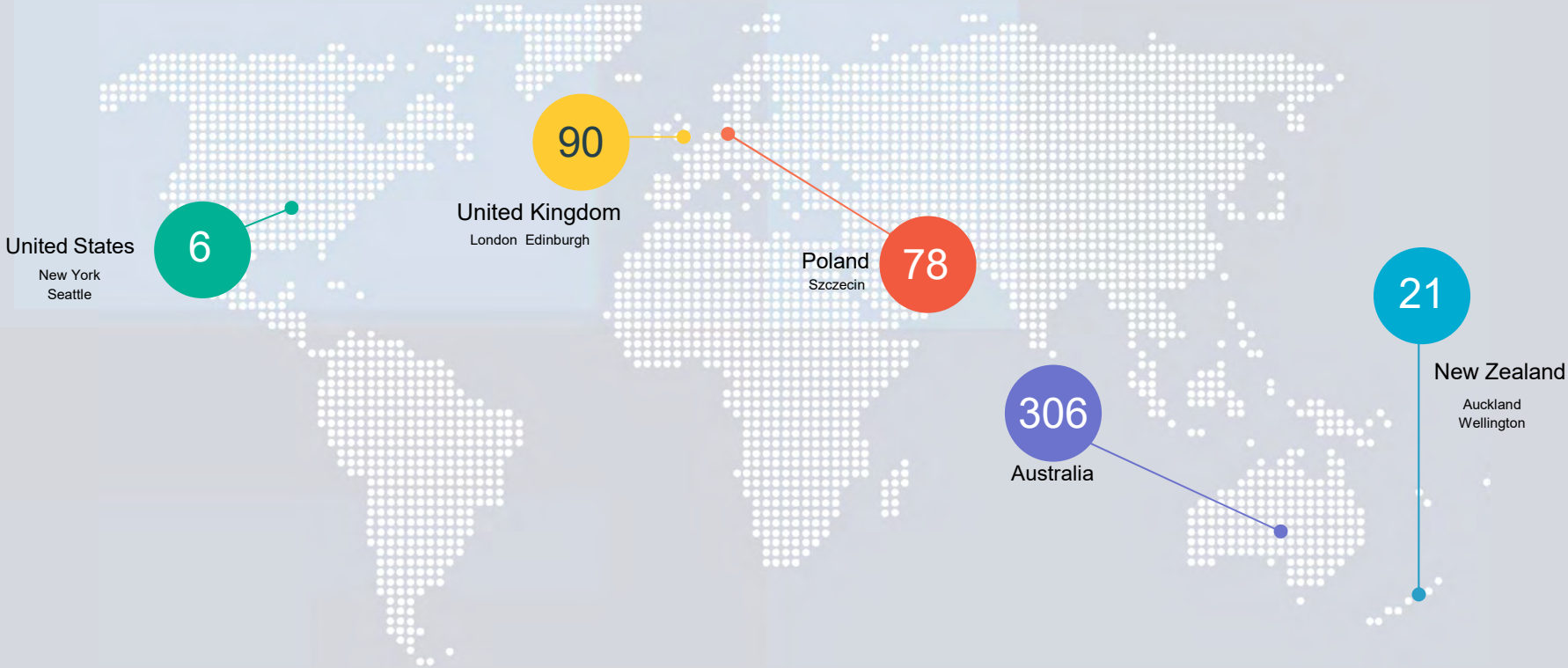
Squiz

Squiz Overview

We are an Australian-owned digital consultancy, technology and services provider with 20+ years experience helping enable our clients thrive in a world of digital transformation and rapid change.

Global thinking, local engagement

Business began in Sydney - now 15 offices globally, Squiz bring a wealth of global thinking and experience to each local engagement



Squiz partnership principals

Squiz's mission is to empower their customers by providing the platform, tools and confidence needed to thrive in a digital first world

Human

Every person - inside and out

Holistic

The whole, not just the parts

Co-Creative

Collaborative throughout

Orchestrated

Aligned to the business

Real

Pragmatic data driven solutions

What the analysts say

Gartner

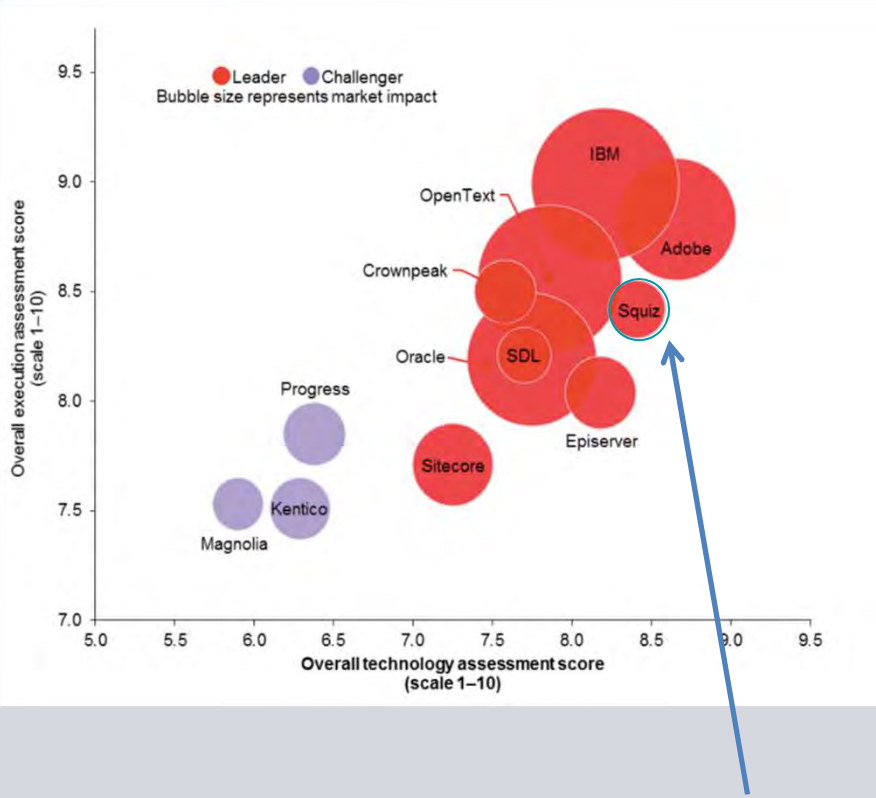
"Customer feedback is complimentary about the ease of use of Squiz's CXP, its low TCO, high extensibility and strong product qualities"

OVUM

"[Squiz's] portfolio provides the features required to help enterprises accelerate their digital transformation processes and reach their desired outcomes more quickly. Squiz has strong capabilities in most technology categories, and it has always competed effectively against much larger vendors."

OVUM

Web Experience Management, 2018–19



Who Squiz work with

Utilities	Government	Financial Services	Media & Publishing	Higher Education	Not-for-Profit	Retail	Member-Based Communities
SA Water	Australian Government Department of Communications	Bendigo Bank	LexisNexis	Griffith University	Save the Children	Oxford University Press	ICAS
energex positive energy	Victoria State Government Environment, Land, Water and Planning	bcu	Elsevier	Monash University	Baptcare	William Hill	PGA Australia
CitiPower Powercor Australia	NSW Department of Industry		Oxford University Press	Macquarie University	unicef	dermalogica	Dial Before You Dig 1100.com.au
WaterNSW	Return to WorkSA	Maxxia	hachette Book Group	CQUniversity Australia	yooralla choosequality		aiia australian information industry association

Councils Squiz work with

Squiz Government clients

SQUIZ GOVERNMENT CLIENTS

Accident Compensation Conciliation Service
ACT Law Society
Ageing, Disability and Home Care SPP [SPP]
Albury City Council (ACC)
Alice Springs Desert Park
Anti-Discrimination Commission Queensland
Aonso Development
Arbanx
arstACT - Community Services Directorate
Auckland Council
Australian Institute of Aboriginal and Torres Strait Islander Studies
Australasian Fire and Emergency Service Authorities Council
Australia Council for the Arts
Australian Antarctic Division
Australian Clearinghouse for Youth Studies
Australian Communications and Media Authority
Australian Communications Network Pty Ltd
Australian Defence Force Academy
Australian Federal Police
Australian Film Television & Radio School
Australian Fisheries Management Authority
Australian Maritime Safety Authority
Australian Medicare Local Alliance
Australian Public Service Commission
Australian Quarantine and Inspection Service
Australian Sports Commission
Australian Strategic Policy Institute
Biosecurity Australia
Board of Studies NSW
Botanic Gardens Trust
Brimbank City Council
Bureau of Meteorology
Bureau of Rural Sciences
Business and Industry Franchise (Queensland Government)
Businessslinx Pty ltd
Cairns Regional Council
Camden Council
Canberra Connect
Capital Metro Agency
Centennial Park and Moore Park Trust
Charnwood Borough Council
Chief Minister's Department (ACT)
Child Protection Inquiry (UK)
City of Greater Bendigo
City of Melbourne
City of Newcastle
City of Palmerston
City of Parramatta Council
City of Sydney
City of Toronto
Civil Service Human Resourcing
Comcare
Commonwealth Grants Commission
Commonwealth Ombudsman
Construction and Infrastructure
Country Fire Authority (VIC)
Country Link (NSW)
Creative Scotland
Creative Victoria
Crown Law
Crown Office and Procurator Fiscal Services
Cubberla Witon Catchments Network
Defence
Defence Housing Australia
Department Economic Development, Jobs, Transport and Resources
Department for Communities and Social Inclusion
Department for Education and Child Development
Department of Agriculture (Fed)
Department of Agriculture & Fisheries- QLD (DAF)
Department of Attorney General and Justice - Corrective Services NSW
Department of Business
Department of Communications and the Arts
Department of Conservation
Department of Corrective Services (NSW)
Department of Culture and the Arts WA
Department of Defence
Department of Economic Development, Jobs, Transport and Resources
Department of Education (Tas)
Department of Education & Training (NT)
Department of Education and Training (Vic)
Department of Environment (ACT)
Department of Environment & Primary Industries (HIN)
Department of Environment and Heritage Protection - QLD
Department of Environment and Primary Industries Victoria
Department of Environment, Land, Water and Planning
Department of Environment, Water and Natural Resources
Department of Finance & Services - Metropolitan Water Directorate
Department of Further Education, Employment Science & Technology
Department of Health (VIC)
Department of Housing and Community Development (NT)
Department of Human Resources Victoria
Department of Human Services (Fed)
Department of Industry
Department of Justice
Department of Justice and Attorney General
Department of Lands
Department of Lands, Planning and the Environment
Department of Minerals - merged into
Department of National Parks, Sport and Racing
Department of Natural Resources and Mines - QLD
Department of Planning, Transport and Infrastructure
Department of Police & Emergency Management
Department of Premier and Cabinet - NSW [DPC]
Department of Premiers and Cabinet - DPAC - Tasmania
Department of Science, Information Technology, Innovation QLD
Department of Sport and Recreation NT
Department of State Development, Business & Innovation (Vic)
Department of Tourism Major Events, Small Business and Commonwealth Games - QLD
Department of Transport, Planning and Local Infrastructure
Department of Treasury - Revenue Management Division (ACT)
Department of Treasury and Finance (SA)
Department of Water WA
Department of Work and Pensions
Department of Immigration and Border Protection
Digital Transformation Office (DTO)
Digital UK
Director of Public Prosecutions (ACT)
Disability Council NSW
DSDBI - Export
Dunedin City Council
Economic Development Directorate (ACT)
Education & Training Directorate (ACT)
Elections ACT
Electoral Commission of Queensland
Energy & Water Ombudsman Victoria
Eurobodalla Shire Council
FACS - Department of Family and Community Services
Fairfield City Council
Family and Community Services (NSW)
Far North District Council
Federal Court of Australia
Film Victoria
Fire and Rescue NSW
Forestry corporation
Future Fund Management Agency
Gambling and Racing Commission (ACT)
Game Management Authority
General Practice Education and Training Limited
Georges River Council
Geoscience Australia
Glenorchy City Council - Tasmania
Gmina Wadowice Urzad Miejski
Gosford City Council
Government Digital Service, Cabinet Office
Government Employees Superannuation Board (WA)
Gran Tracs Australia
Greater Sydney Local Land Services
Hawkesbury City Council
Health Education and Training Institute (HETI) (formerly CETI and IRCST)
Health Infrastructure
HealthShare NSW (previously Health Support Services & Health Technology)
Heritage Council - NSW Department of Planning
Historic Environment Scotland
Historic Houses Trust
Holroyd City Council [HLR]
Hornsby Shire Council
Horsham District Council
Hunter Institute of Mental Health - Hunter New England Local Health District
Hunter New England Local Health District
iCare
Improvement Service
Independent Competition & Regulatory Commission (ACT)
Independent Liquor and Gaming Authority
Institute of Marine Research (MR)
InTACT
Integrity Commission (TAS)
Ipswich City Council
Jobs for NSW
Justice and Community Safety Directorate (ACT)
Kent County Council
Land and Property Information (LPI, previously LPMA, see SPA)
Land Development Agency (ACT)
Land Registry
Landcare Research
Landgate
Law Enforcement Conduct Commission
Legal Aid (ACT)
Legal Aid Commission of NSW
Legislative Assembly (Department of the)
LINC Tasmania
Linking Melbourne Authority
Liverpool City Council
Local Government Association Queensland
Logan City Council [LOGAN CC]
Long Service Corporation
MacDonnell Regional Council
Mackay Regional Council
Mid Kent Improvement Partnership
Ministerstwo Rozwoju, Pracy i Polityki Spolecznej
Ministry of Defence
Ministry of Education
Ministry of Justice
Moreland City Council
Multicultural NSW
National Advisory for Tertiary Education, Skills and Employment
National Childrens & Youth Law Centre
National Cyber Security Council
National Gallery Australia
National Gallery of Victoria
National Industrial Chemicals Notification and Assessment Scheme
National Institute of Water and Atmospheric Research
National Land Resource Centre
National Museum of Australia
National Offenders Management Services (NOMS)
National Patient Safety Authority
National Prescribing Service [NPS] (NPS)
National Water Commission
New Zealand Police
New Zealand Transport Agency
NHS Borders
NHS Forth Valley
North Lanarkshire Council (Venn)
Northern Beaches Council
Northern Territory Environment Protection Authority
NSW Agency for Clinical Innovation
NSW Communities - Art Gallery NSW
NSW Communities - Sydney Olympic Park Authority
NSW Department of Education
NSW Department of Family and Community Services
NSW Department of Industry
NSW Department of Planning
NSW Dept. of Industry - Corporate Strategy and Communications
NSW Electoral Commission
NSW Human Services - Aboriginal Housing Office
NSW Industry - Department of Primary Industries
NSW Industry and Investment - Food Authority
NSW Local Land Services
NSW Ministry of Health
NSW National Parks and Wildlife Service
NSW Office of Water
NSW Ombudsman
NSW Police Force
NSW Trains
NSW Treasury
NT Department of Business & Employment
NT Department of the Chief Minister
NZAID
Ofcom
Office for Ageing
Office for Digital Government (SA)
Office for Science and Medical Research
Office of ACT Legislative Assembly
Office of Communities
Office of Environment and Heritage - Greenhouse Office
Office of Environment and Heritage (NSW)
Office of Liquor and Gaming Regulation (Qld)
Office of Liquor, Gaming and Racing (NSW)
Office of Rail and Road
Office of the Childrens Commissioner (OCC)
Office of the Commissioner for Sustainability and the Environment (ACT)
Office of the Information Commissioner Queensland
Office of the National Rail Safety Regulator
Office of the Ombudsmen
Parks Victoria
Parliamentary and Health Service Ombudsman
Parliamentary Commissioner for the Environment
Polska Agencja Prasowa SA
Polska Wytwórnia Papierów Wartosciowych S.A.
Port Authority of New South Wales - Sydney
Port of Townsville Limited
Port Stephens Council
Power and Water Corporation
Primary Industries and Regions South Australia
Procurement and Capital Works (ACT)
Productivity Commission
Queensland Art Gallery
Queensland Corrective Services
Queensland Courts Service
Queensland Health
Queensland Health Payroll System Commission of Inquiry
Queensland Law Reform Commission
Queensland Nurses Union
Queensland Rural Adjustment Authority
Queensland Sentencing Advisory Council
Randwick City Council
RDV Department of Economic Development, Jobs, Transport and Resources
Regional Institute, the
Registers of Scotland
Reserve Bank of Australia
Return to Work SA
Revenue Office (ACT)
Revenue SA
Royal Botanic Gardens Melbourne (Vic)
Royal Parks
Royal Tasmanian Botanical Gardens
Rural Scope
SA Water
San Francisco 311
Scottish Borders Council
Selwyn District Council
Seniors Card - Department Of Family and Community Services
Service SA E-GOV
Shared Services
Skills Tasmania
Small Business Branch, Department of Tourism, Major Events, Small Business
South Australia Police
South Australian Tourism Commission
South Bank Business Association
State Council, Rural Lands Protection Boards
State Insurance Regulatory Authority (SIRA)
State Library of Queensland
State Library of Western Australia
State Property Authority (SPA) (previously LPMA, see LPI)
State Transit Authority
Stokes Yarra Valley
Stirling Council
Stratford District Council
Surrey County Council
Sydney Trains
Sydney Water
Department of Health and Human Services (Tas)
Department of Infrastructure Energy and Resources (Tas)
Department of State Growth (Tas)
Department of Treasury and Finance (Tas)
Tasmanian Audit Office
Tauranga City Council
Taxi Services Commission
Territory & Municipal Services Directorate (ACT)
The Electoral Commission
The Local Government Boundary Commission for England
The National Trust for Scotland
Timaru District Council
Torres Strait Regional Authority
Tourism Corporation Pty Ltd
Tourism Branch, Department of Tourism, Major Events, Small Business
Tourism Tasmania
Townsville City Council
TransLink Transit Authority
Transport Accident Commission
Treasury Corporation of Victoria
Urzad Zarzadzen Publicznych
Victorian Building Authority
Victorian Responsible Gambling Foundation
Victorian Trades Hall Council
Victorian WorkCover Authority (WorkSafe Victoria)
Wagga Wagga City Council
Wairarapa District Council
Waimate District Council
Waste Assets Management Corporation
WaterNSW
Waverley Council
Wellington City Council
Wirovate Pty Ltd
Women NSW
Woollahra Municipal Council
WorkCover Queensland
Workplace Health and Safety Queensland
WorkSafe Tasmania
WorkSafe Victoria
Zamek Królewski na Wawelu – Panstwowe Zbiory Sztuki

Local Government Association of South Australia

Value & Respect · Optimism · Integrity · Connected · Excellence

The voice of local government.

Example sites

https://www.barwonwater.vic.gov.au/
https://www.arts.ac.uk/
https://www.hornsby.nsw.gov.au/
https://www.landservices.com.au/
https://www.schiavello.com/furniture
https://www.griffith.edu.au/
https://www2.delwp.vic.gov.au/
https://www.townsville.qld.gov.au/
https://www.timaru.govt.nz/home
https://www.towardszero.vic.gov.au/
https://www.randwick.nsw.gov.au/

https://www.dunedin.govt.nz/
https://www.ntu.ac.uk/
https://www.une.edu.au/
https://www.notredame.edu.au/
https://www.mq.edu.au/
https://www.safetystartswithyou.nsw.gov.au
https://www.cua.com.au/health-insurance
https://www.police.sa.gov.au/join-us
https://www.ncver.edu.au/
https://www.discovertasmania.com.au/
https://www.gesb.wa.gov.au/
https://www.cqu.edu.au/

Discovery

Discovery

Local Government Association of South Australia

Squiz

The platform: audiences / goals / success

Discovery

AUDIENCES

Local Government Association of South Australia

Squiz

Bill
Resident
"How do I apply for a solar panel rebate?"

Annie
Council comms officer
"What's the best way to promote this initiative?"

Kim
Business owner
"Do I need a permit for this?"

Jennifer
Community group leader
"What support could we get for our event?"

Michelle
Student
"What building used to be on that site?"

Nigel
Visitor
"Anything happening over Christmas?"

Phillipa
Ministerial advisor
"What is the council's policy on this?"

David
Senior Stakeholder
"What are we doing for developers?"

Discovery

Local Government Association
of South Australia
Squiz
COUNCIL ELECTIONS
From here...

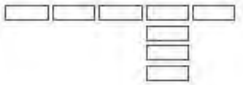
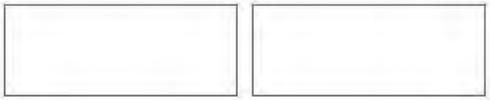
Discovery

Local Government Association of South Australia

Squiz

LIKELY COMPONENTS

Page structure and presentation components

01	Header with logo and search	• Primary navigation • Secondary navigation • Mobile menu • Social links • Search • Links to portals	
02	Navigation menus	• Horizontal and vertical menu options, mega menu	
03	Footer with links	• Column options, with links and logos	
04	Breadcrumbs	• Ability to enable/disable breadcrumbs at page level	Home > Breadcrumb 1 > Breadcrumb 2
05	Single column layout container	• Responsive, with defined content types	
06	Two-column layout container	• Responsive, with defined content types	

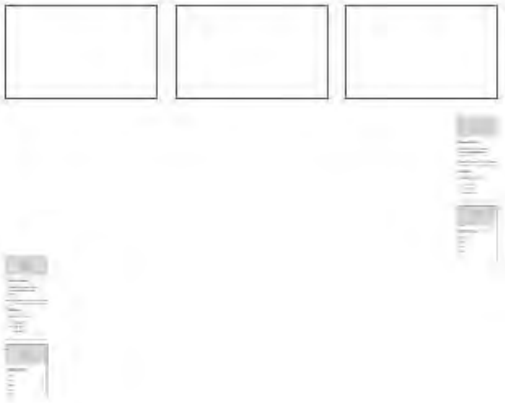
Discovery

Local Government Association of South Australia

Squiz

LIKELY COMPONENTS

07	Three-column layout container	• Responsive, with defined content types
08	Right-hand sidebar	• Spans the content area vertically
09	Left-hand sidebar	• Spans the content area vertically



Promotional components

10	Event listing / calendar	• Configurable to show calendar layout, event listing layout, or both
11	Image and card carousel	• Responsive, handling various image sizes • Primary and secondary caption areas • Caption box • Configurable as full-width images or carousel of content cards • Personalisation for returning and known visitors

Discovery outputs

- 60 people attended workshops overall (even more on-line)
- Input from councils is vital to success
- Detailed report
- Aligned with the high priority needs

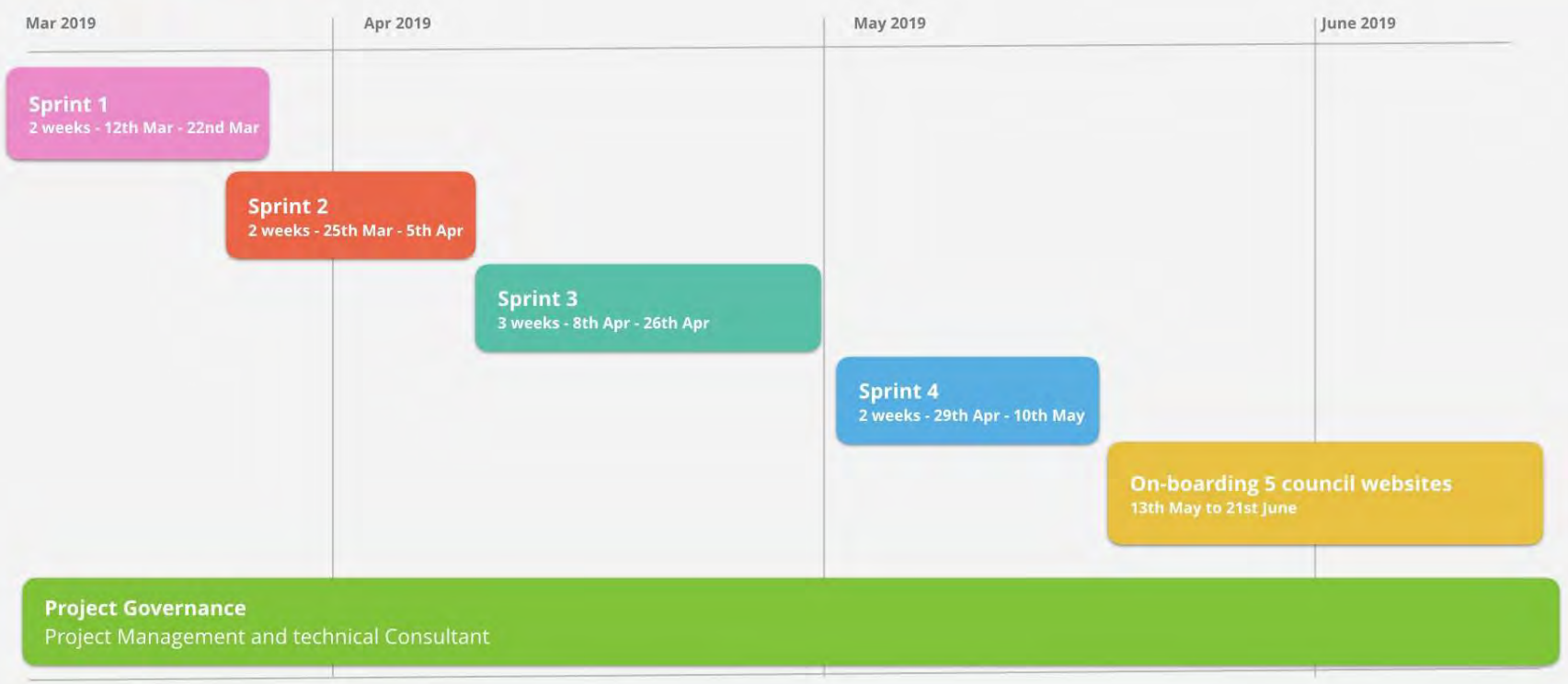
LGA Endorsement

- Audit and Risk Committee
  - Highly skilled committee members
  - Independent evaluation
  - Significant investment
  - Business case, risk report

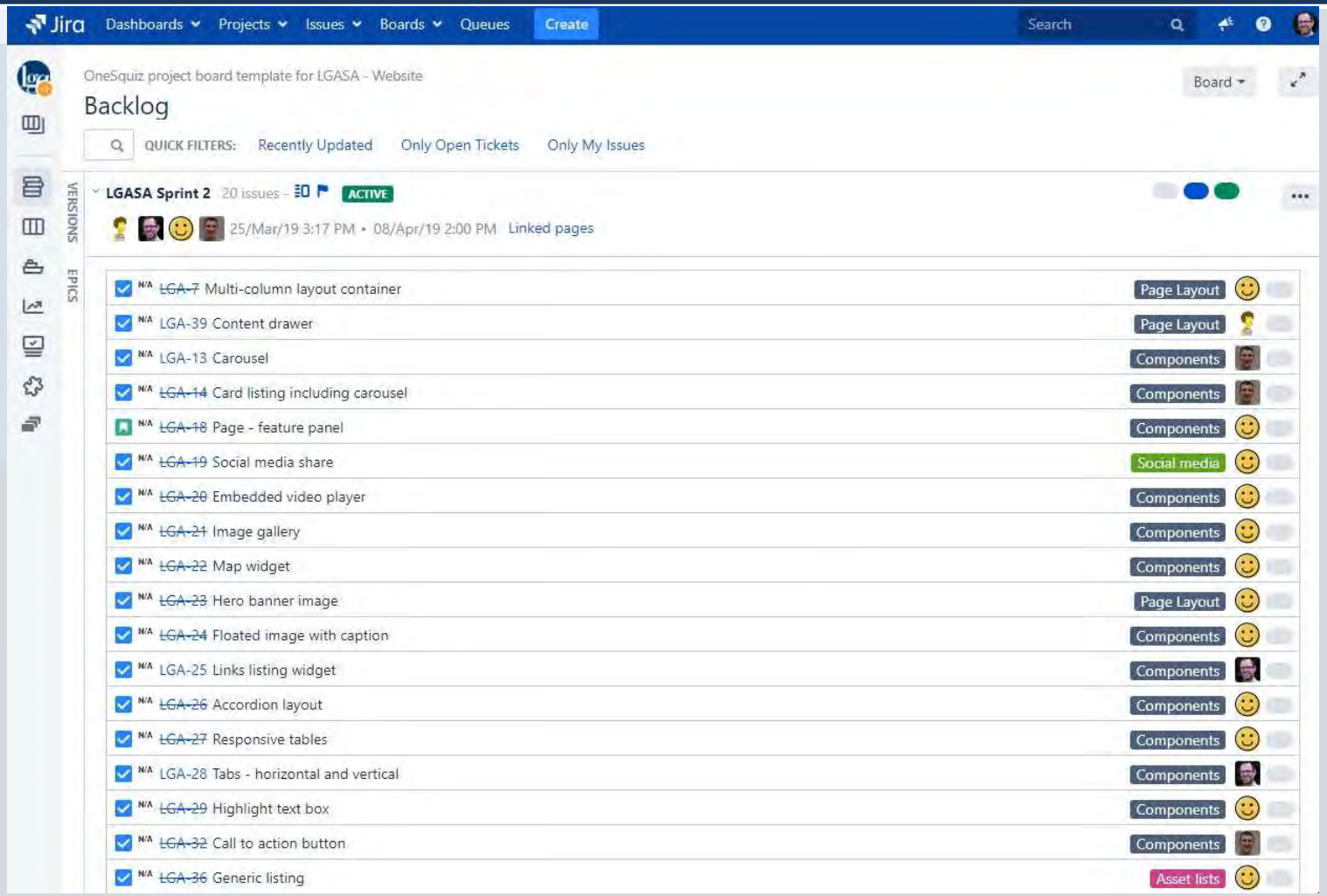
- LGA Board
  - Endorsement to contract with Squiz

Project sprints

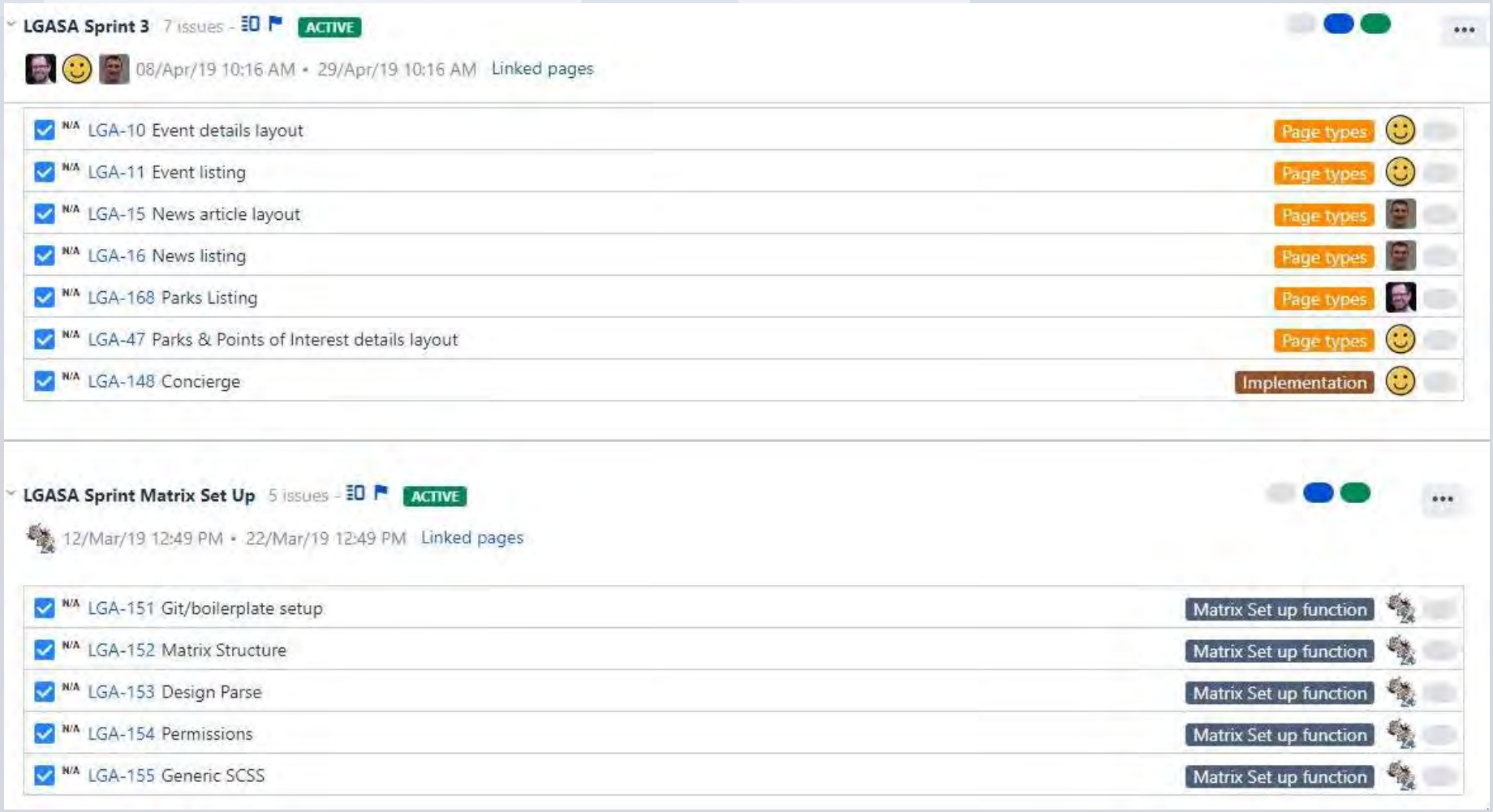
Schedule



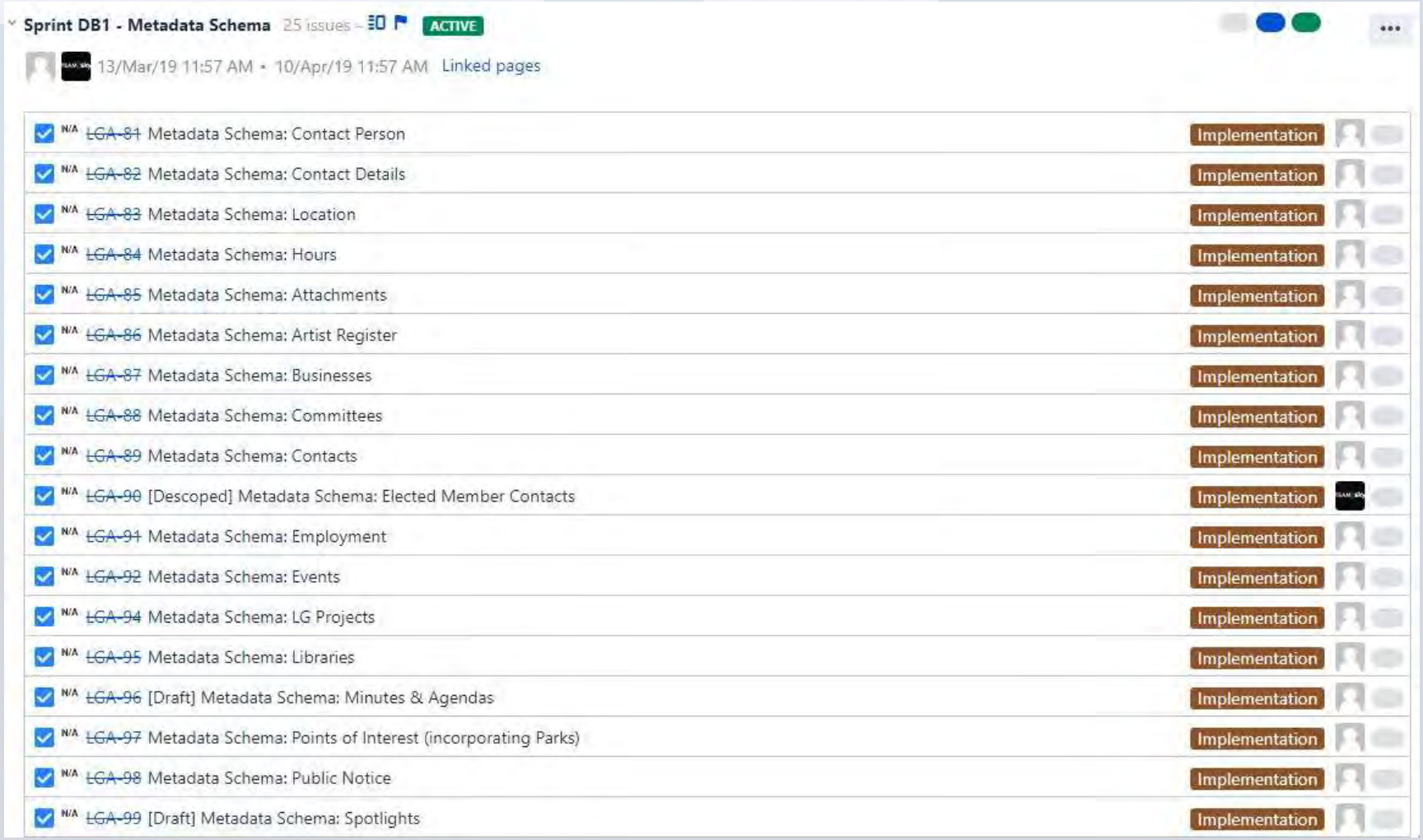
Detailed management



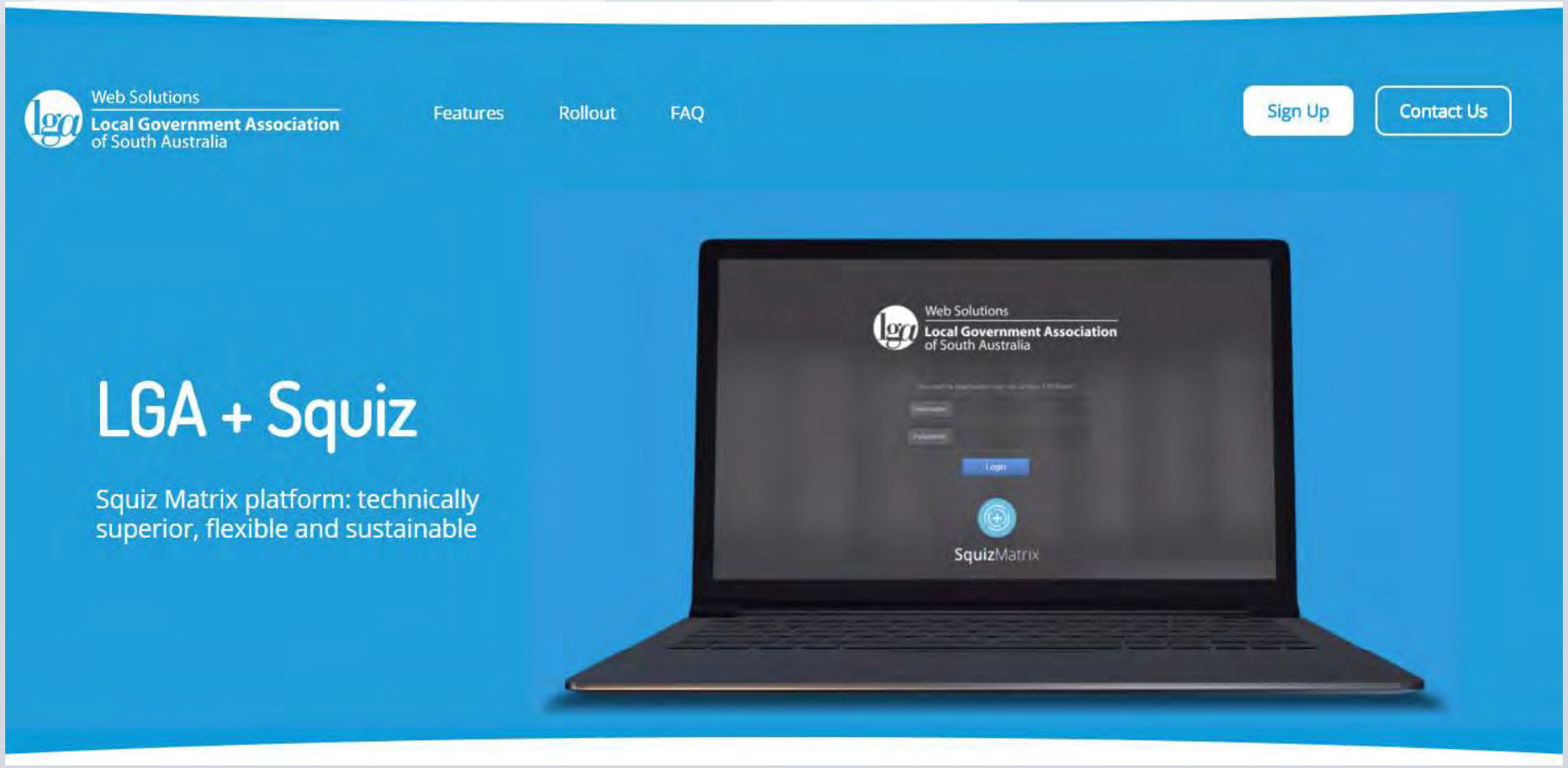
Detailed management



Detailed management



Engagement


Web Solutions
Local Government Association
of South Australia
Features
Rollout
FAQ
Sign Up
Contact Us
LGA + Squiz
Squiz Matrix platform: technically superior, flexible and sustainable
Web Solutions
Local Government Association
of South Australia
Login
SquizMatrix

Web Solutions Advisory Group

- Consult throughout the journey
- Streamline process
- Key staff providing high level guidance
- contributing feedback scaffold wireframes
- LGA Web solutions brand ambassadors
- Ensuring councils are kept informed

Web Solutions Advisory Group

Irene Scales - City of Charles Sturt

Julie Lamond - City of Mitcham

Tommy Kovacev - City of Port Adelaide Enfield

Mandy Bowyer - City of Port Lincoln

Andrew Cole – DC of Barunga West

Sama Reid - LGA

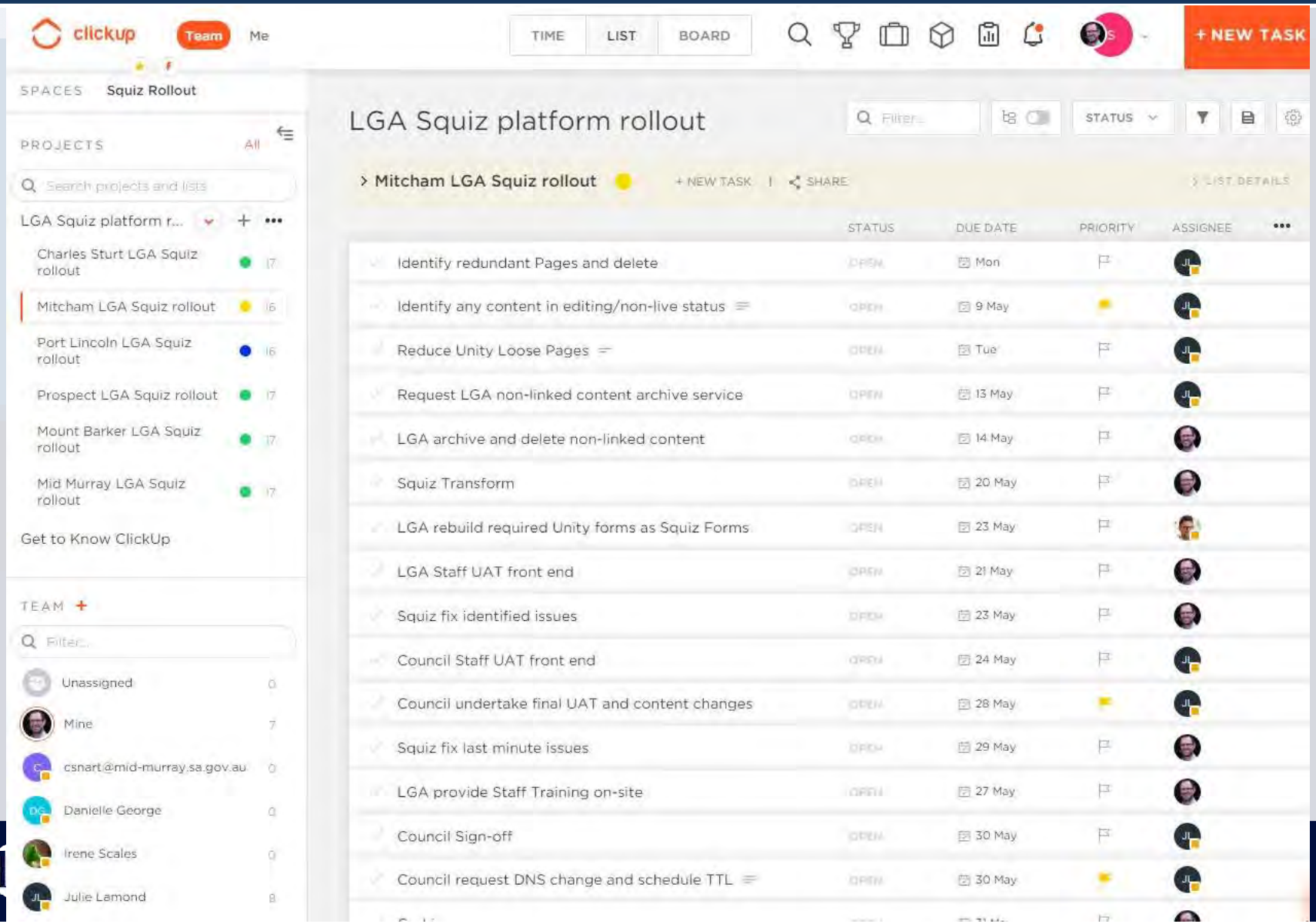
Kirsty Hage - The Barossa Council

Megan Tilley - Wattle Range Council

Early Adopter councils

- City of Charles Sturt
- City of Mitcham
- City of Port Lincoln
- City of Prospect
- Mount Barker District Council

Preparation

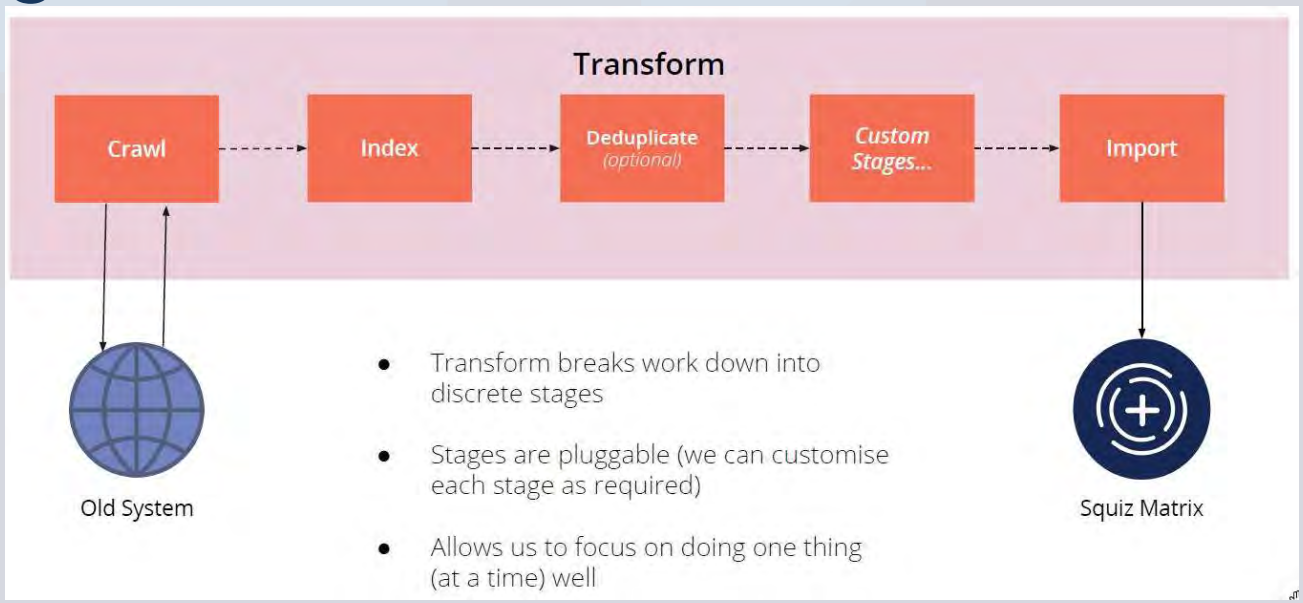


Tasks for website managers

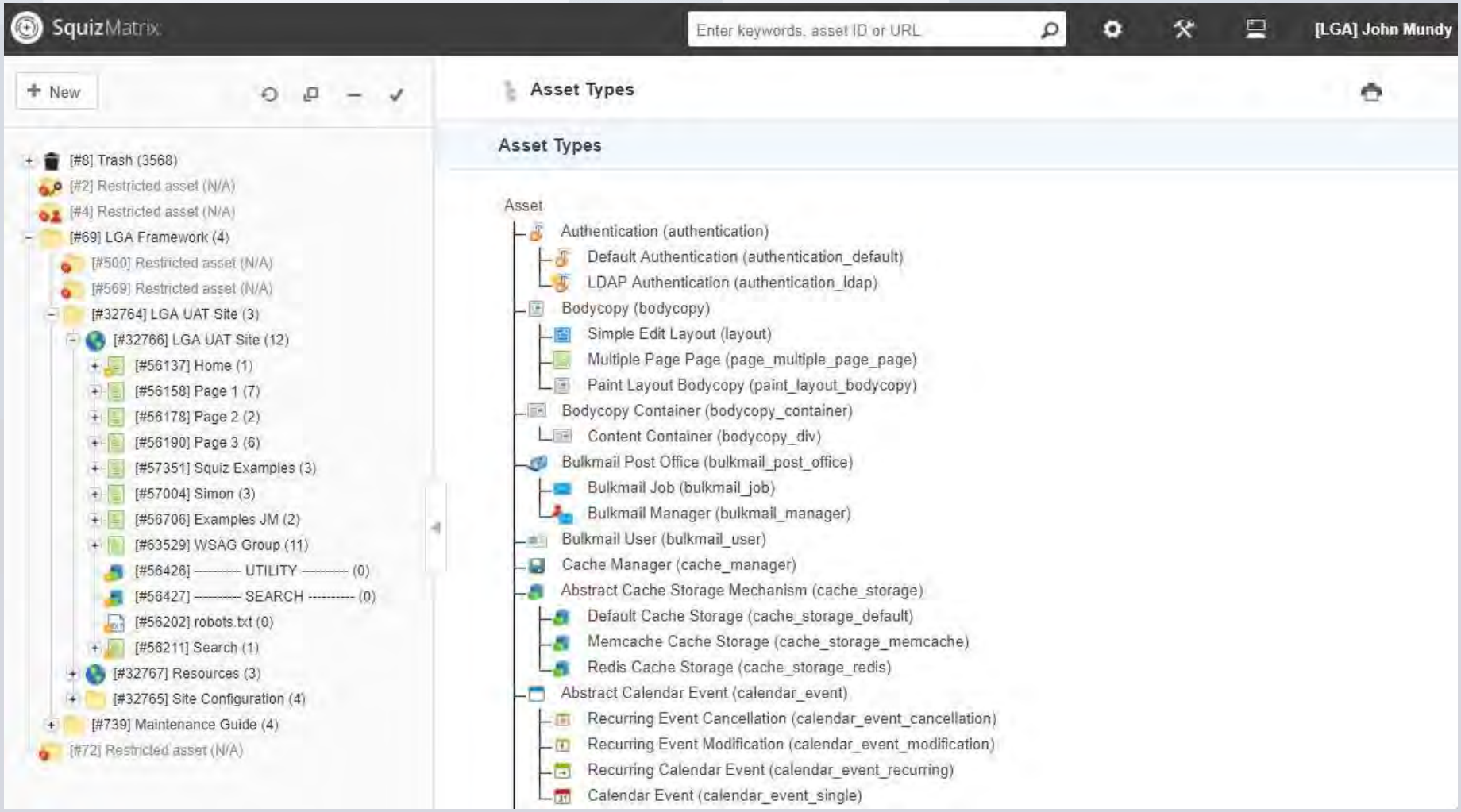
- Identify redundant Pages and delete
- Reduce Unity Loose Pages
- Identify redundant Unity Forms and delete
- Identify any content in editing/non-live status
- Request LGA **non-linked content** archive service

Transfrom

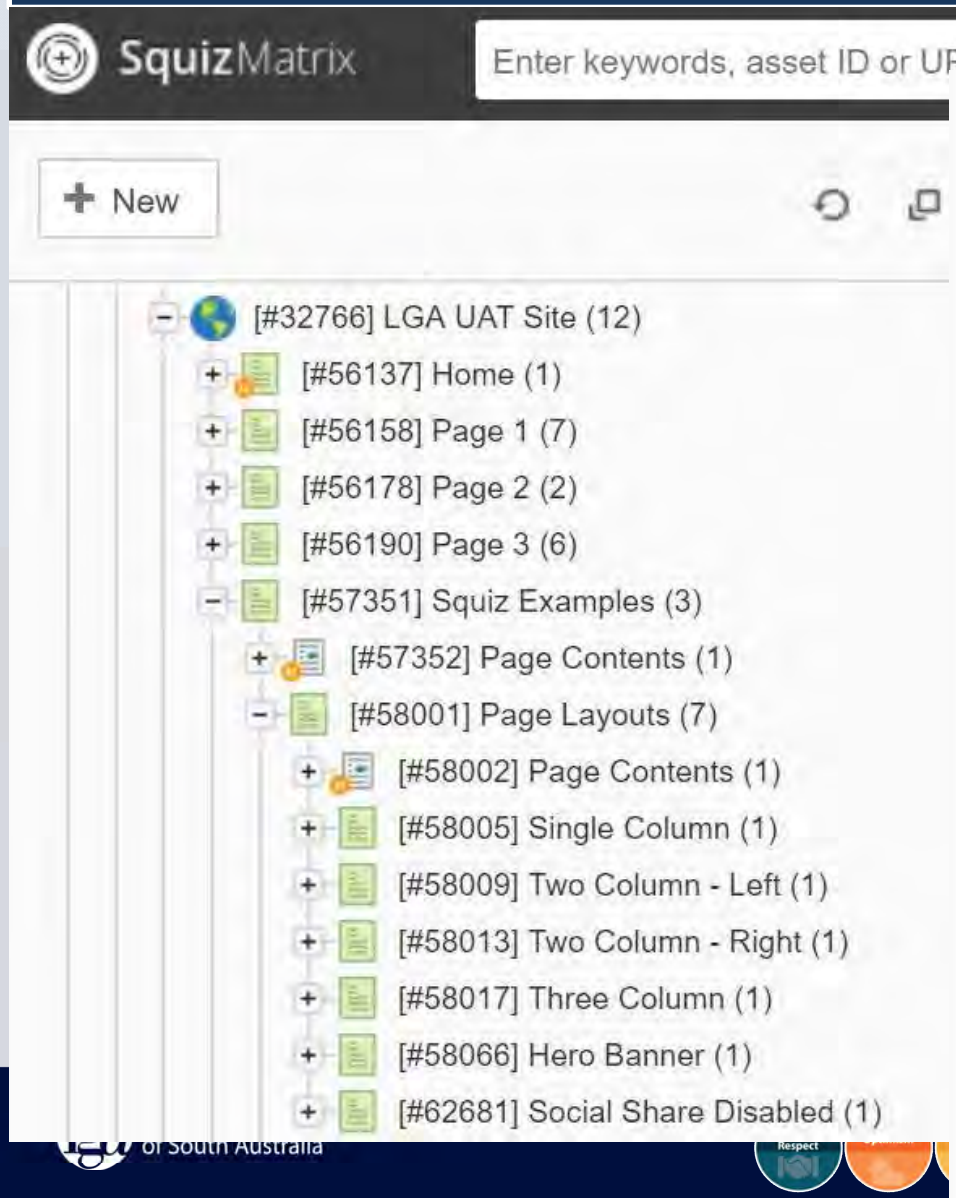
- Squiz Transform frontend crawler
- Recreate site hierarchy
- Combine XML from Unity Objects
- Reorganise site IA in Matrix

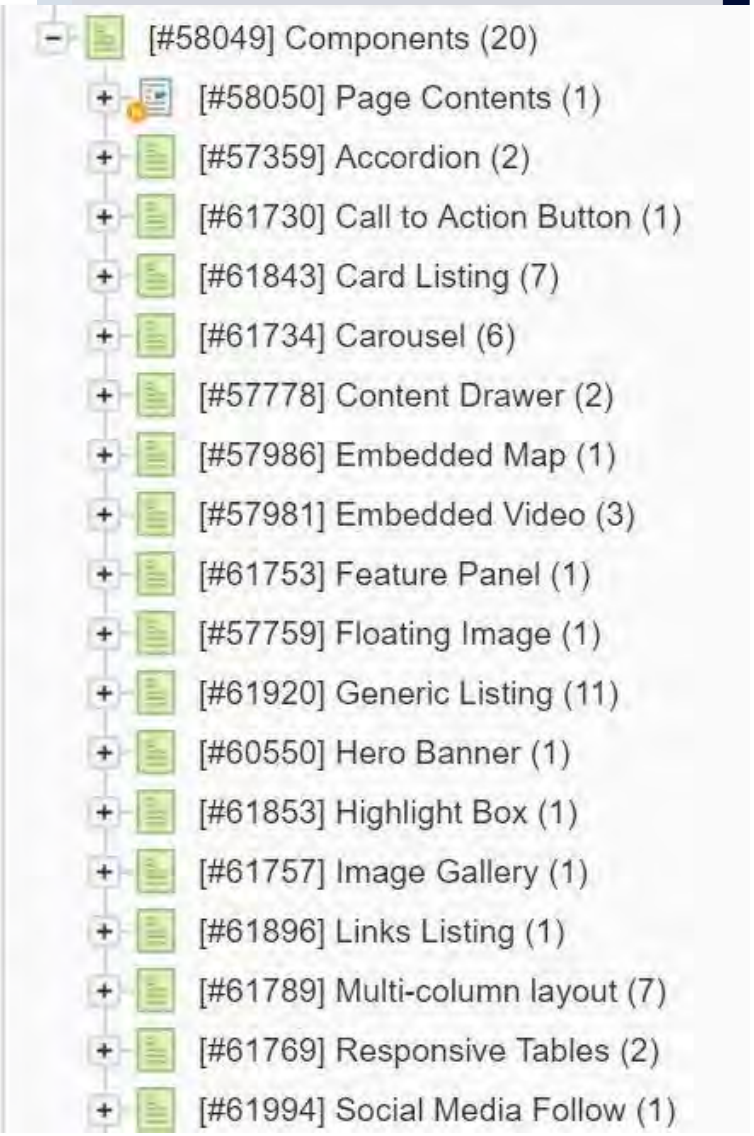


Demo


SquizMatrix
Enter keywords, asset ID or URL
[LGA] John Mundy
+ New
[#8] Trash (3568)
[#2] Restricted asset (N/A)
[#4] Restricted asset (N/A)
[#69] LGA Framework (4)
[#500] Restricted asset (N/A)
[#569] Restricted asset (N/A)
[#32764] LGA UAT Site (3)
[#32766] LGA UAT Site (12)
[#56137] Home (1)
[#56158] Page 1 (7)
[#56178] Page 2 (2)
[#56190] Page 3 (6)
[#57351] Squiz Examples (3)
[#57004] Simon (3)
[#56706] Examples JM (2)
[#63529] WSAG Group (11)
[#56426] -------- UTILITY -------- (0)
[#56427] -------- SEARCH --------- (0)
[#56202] robots.txt (0)
[#56211] Search (1)
[#32767] Resources (3)
[#32765] Site Configuration (4)
[#739] Maintenance Guide (4)
[#72] Restricted asset (N/A)
Asset Types
Asset Types
Asset
Authentication (authentication)
Default Authentication (authentication_default)
LDAP Authentication (authentication_ldap)
Bodycopy (bodycopy)
Simple Edit Layout (layout)
Multiple Page Page (page_multiple_page_page)
Paint Layout Bodycopy (paint_layout_bodycopy)
Bodycopy Container (bodycopy_container)
Content Container (bodycopy_div)
Bulkmail Post Office (bulkmail_post_office)
Bulkmail Job (bulkmail_job)
Bulkmail Manager (bulkmail_manager)
Bulkmail User (bulkmail_user)
Cache Manager (cache_manager)
Abstract Cache Storage Mechanism (cache_storage)
Default Cache Storage (cache_storage_default)
Memcache Cache Storage (cache_storage_memcache)
Redis Cache Storage (cache_storage_redis)
Abstract Calendar Event (calendar_event)
Recurring Event Cancellation (calendar_event_cancellation)
Recurring Event Modification (calendar_event_modification)
Recurring Calendar Event (calendar_event_recurring)
Calendar Event (calendar_event_single)

MVP Components





Collaboration

- **LGA Squiz platform**
- Framework to share functionality
- Building blocks for websites

Marketplace

Accordion

Component

Australian Government starter website template

Template

Blog website template

Template

Cards

Component

Coloured feature box

Component

Commenting

App

Digital NSW starter website template

Template

Facebook feed

Component

Feedback

App

Marketplace

HTML Codesniffer

Extension

Instagram feed

Component

Matrix Keyword Helper

Extension

Page listing

Component

Personalisation extension

Extension

Polls

App

Site map

Component

Starter website template

Template

Tabs

Component

Questions

My Local Services
My Local Services works across the state to deliver information about local services to local communities
Available for Free
Download on the App Store
GET IT ON Google play
My Council
Near Me
Events
Report It
Waste
Settings

Vision

The My Local Services App will deliver information and interactivity with a local authority making it simpler and easier for a community member to access services

History

- Shaped by councils involved in SA Council Maps
- 2014 Version 1 launched

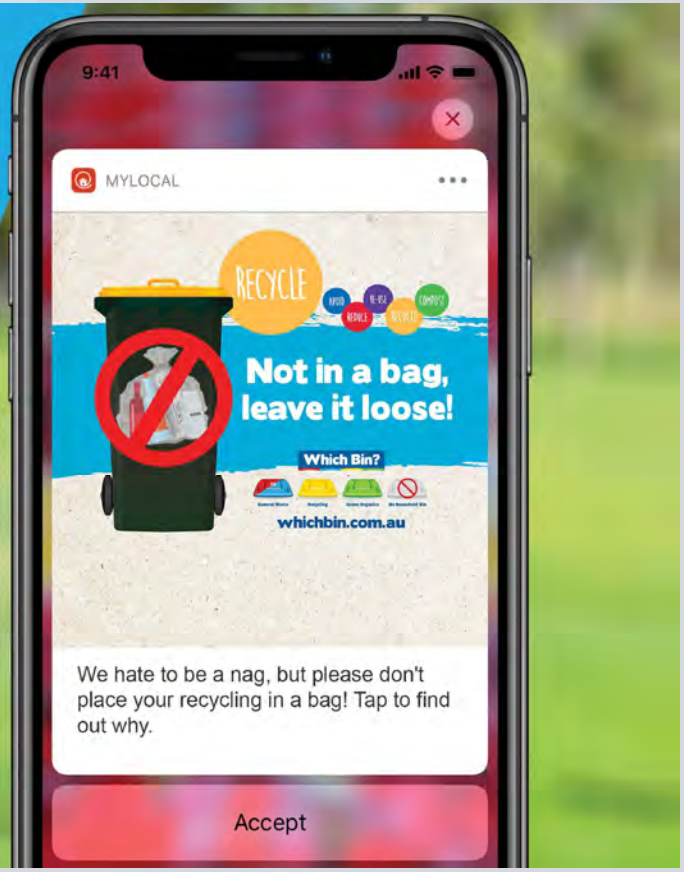
Point of interest data, spotlights integration, waste information, nearby waste facilities, social media integration, API web services, report it map interface, waste collection calendar, spotlight on waste, Android permissions compliance, UI improvements (iPhone X)

Smart Parking POC

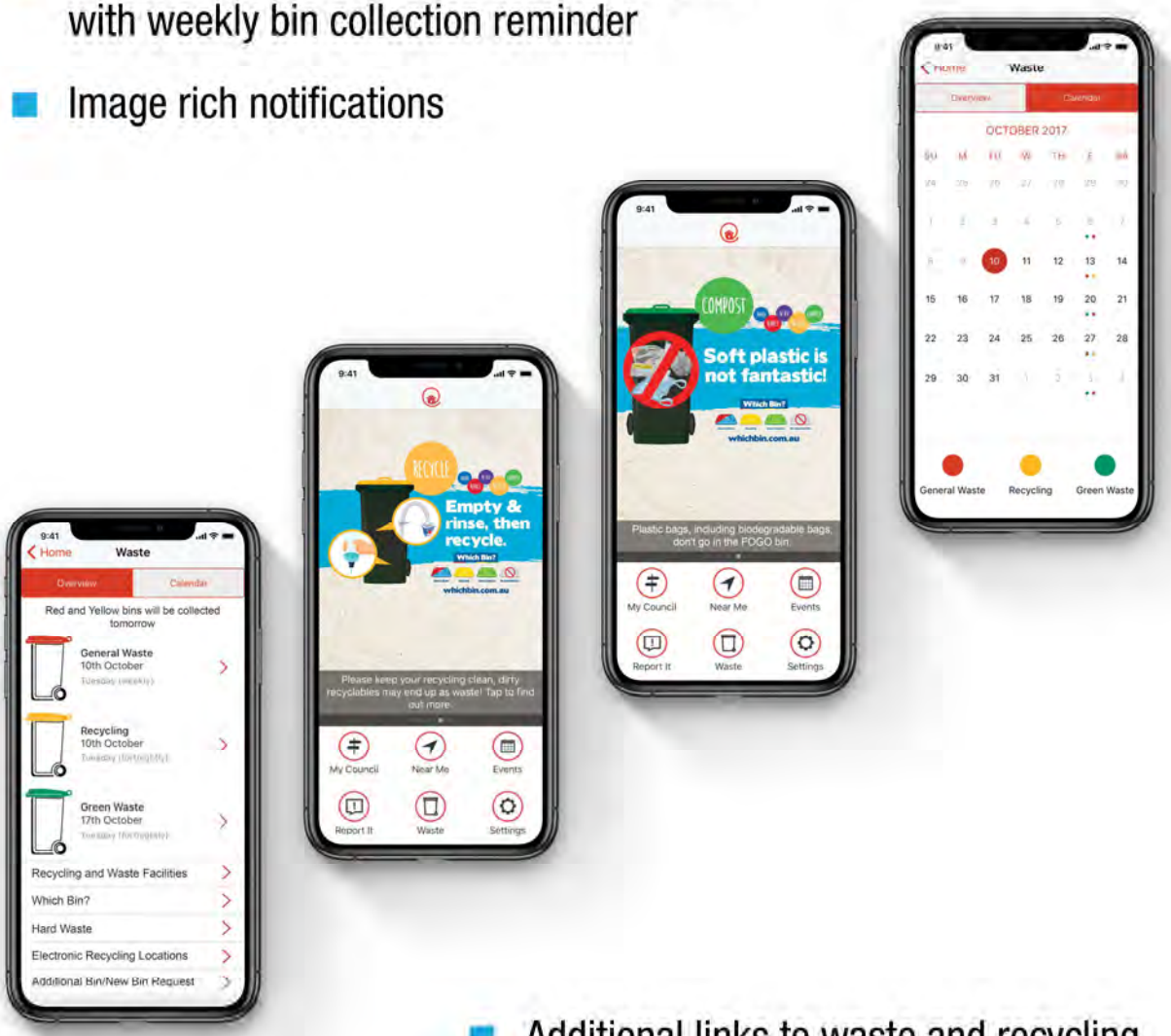
MLS App Updates

- Recent updates to the App - aligned waste and recycling tips to notifications
- More waste links and information
- UI Improvements

Recycling and waste information at your fingertips



- Kerbside Collection Calendar
- Waste reduction and recycling tips aligned with weekly bin collection reminder
- Image rich notifications



- Additional links to waste and recycling information
- Improved interface and usability

Coming enhancements

- Report it refactor
- Changed report delivery
- Enhanced API
- Embedded analytics