

ACELG Website requirements

Australian Centre of Excellence for Local Government

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ACELG Overview:

The ACELG consortium is a unique collaboration of universities and professional bodies that have a strong commitment to the advancement of local government.

The centre is focused on supporting “**World-class local government to meet the emerging challenges of 21st century Australia**”

It will achieve this by creating centres of excellence (programs) in specific or specialist areas to support local governments to help them stay across new developments, for example, new technology, research, innovation, best practice, rural or indigenous Australia.

They have a current placeholder site at <http://www.acelg.org.au>

The six specialist program areas are as follows:

- Research and policy foresight
- Innovation and best practice
- Governance and strategic leadership
- Organisation capacity building
- Rural, remote and Indigenous Australia
- Workforce development.

The Centre will:

- build on existing local government programs and networks;
- encourage innovation and best practice across local government;
- foster good governance and strategic leadership
- support action to improve local government workforce capability to address skill shortages and attract and retain skilled staff;
- promote new and improved training and development programs; and
- stimulate and inform debate on key issues for local government in coming decades.
- Be a facilitator for collaboration in areas of mutual interest
- Aims to position itself as an integral part of the local government network, with effective working links to key national bodies.

The guiding principles and consortium values include:

- The Centre must be grounded in and serve the local government system: it must not be seen as an ‘outsider’ organisation or one pursuing esoteric academic interests
- The Centre should be practice-oriented: whilst research is essential to promote innovation and inform policy, it should be designed to **lead to practical outcomes**

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- The Centre should focus on adding value, filling gaps and seeding new initiatives: as a general rule it should **not duplicate or compete with existing programs**
- The Centre should be **inclusive**: it should the active involvement of all those with expertise and ideas to contribute
- Given limited resources, the Centre must focus on a limited number of strategic interventions.

Project Overview:

The ACELG have contracted The Project Factory to provide the following:

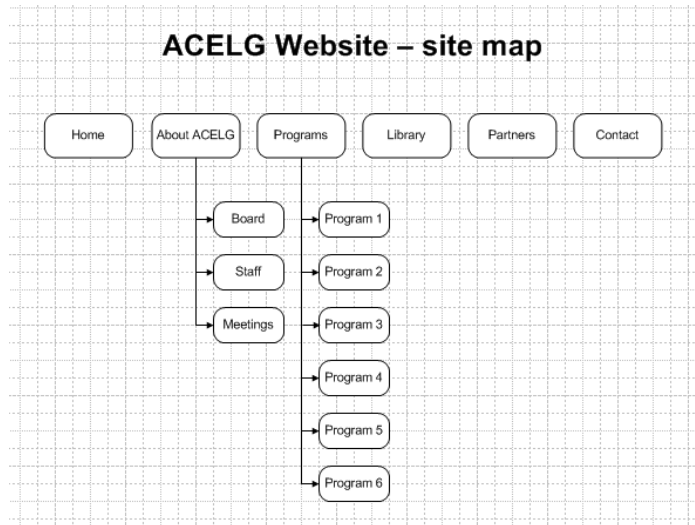
- A website following the structure of the site map provided (see below)
- Website design
- A CMS that allows both HTML and non HTML editing capability. The CMS will allow administrators to edit content and create new pages (within the prescribed page structure). The CMS will allow for a hierarchy of administrators with varying access rights (see CMS section below for additional details).

The website, design and CMS needs to be delivered by the end of February 2010.

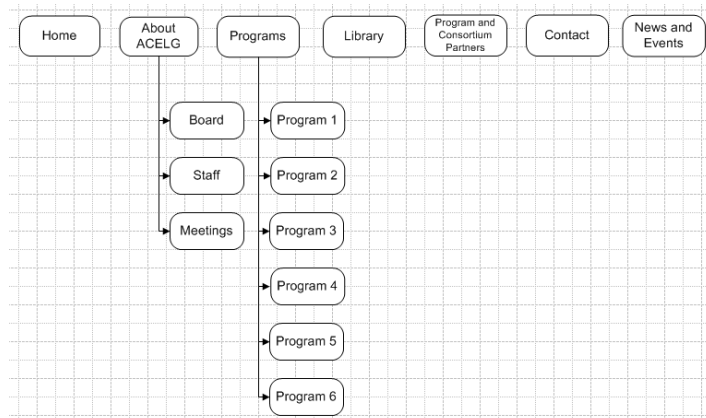
All content – images, copy, logos, articles, documents etc – will be provided by ACELG in the required format.

The site will be hosted by The Project Factory.

Proposed Site map:



Revised site maps based on feedback provided by Chris on the 13th Jan 2010 – to accommodate a “News and Events” page



Website functionality:

Home Page

- A feed of news and events with an introductory paragraph and image, and then a link to the whole story which is on its own webpage (News and Events). ANZSOG do something like this on their homepage – <http://www.anzsog.edu.au/> , another good reference website which

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has similar objectives to ACELG is www.idea.gov.uk. This website is a particularly good reference site for the library section

- The news and events articles can either be created as new or can be drawn from other articles created on the News and Events pages~~program pages~~. On the News and Events section of the CMS, an administrator with homepage publishing access rights will be able
- The homepage should also have hotlinks (whether an image or colour-coded boxes) to the program pages/sites.
- The programs should be colour-coded in line with the logo colours detailed below.
- ~~Consideration should be given to include a “Most Viewed” section of the page which displays the most clicked on sections of the site – this could be news articles, the contact page, program links etc~~
- ~~Consideration should be given to including the logos for the consortium partners on the homepage (possibly under the program section) – this is not mandatory~~
- The homepage will also include an “ACELG Board Members” box, an “ACELG Meetings” box and a “Mission Statement” box. All the content for these boxes will be pulled in from their respective pages (other than the mission statement box). For example the ACELG Board Members part of the CMS will allow an administrator to select which article is to appear on the homepage – only one article will be able to be selected and only an administrator with homepage access rights will be able to tick the box to allow an article to appear on the homepage.

About ACELG

- Some text, links to documents (pdfs) and links to the lower level pages

Board

- Profiles of people (pictures and text and links to their info pages – these info pages can either be discrete pages on other websites or can be internal pages created in the format specified below~~so will simply be links~~)

Board Details page (the same format as the Staff Details, Meetings Details, News and Events details pages)

- Image (carried through from the summary article), name, date and locations of meeting (pulled through from the summary article), text, links to documents, allow for upload of images (the CMS will indicate the ideal size for the image), a “Back” button which takes the user back to the page they came from.

Staff

- Same as board, including a “Read more” option to take the user to the Staff details page

Meetings

- Image, meeting heading, meeting date, a brief description of the meeting and a “Read More” button which will take the user to a Meetings Details page. The meetings details page

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will function in the same way as the Board details page. Pictures, minutes, and related documents from each meeting plus a bit of info on what the meeting was about

- An option in the CMS to select how many summary articles should be shown on the Meetings page.
- A heading under the summary articles titled "Previous Meetings". Under "Previous Meetings" the administrator will be able to add one line of detail on the meetings – Meeting title, Meeting date, first line of meeting detail, "Read More" option. The "Read More" option will take the user through to the meetings detail page for the selected meeting.

Programs

- The left hand navigation will display all the program options. The detail in the main body of the page will default to the top program as highlighted in the left hand navigation. The user will be able to select from the left hand navigation which program s/he wishes to view.
- Top header will include hot links to Program Description | News and Events | Useful Documents | Useful Links | Contact. Links to the lower level program pages
- First heading: Program Description. A program administrator can add text summarising their program aims
- Second Heading: News and Events. These News and Events can be added to the News and Events section of the CMS and then tagged as needing to appear on the "X" program page or they can be entered on the program CMS page and then duplicated in the News and Events section of the site. The program administrator will also be able to select where they want the article to appear in the News and Events section of the page – 1st, 2nd, 3rd, 4th etc
- Second heading, sub heading – Previous News and Events – this section will function as per the "Previous Meetings" section of the Meetings page i.e News and Event title, date of article, first line of article detail, Read More. The Read more link takes the user to the News and Event detail page.
- Third Heading: Useful Documents. This will appear as an embedded table as per the detail below. The information can either be entered into the library section of the CMS and tagged by the program administrator for the "X" program page or it can be entered on the program CMS page and then duplicated in the library. The information in this table will also be able to be searched for using a google search bar. The search result will appear at the top of the table. If no results are found then text needs to be displayed saying "No information found under <entered search term> :

| Date Published | Description | Google Search bar | |
|----------------------------|--|-------------------------------------|--|
| Date of article shown here | First line description of article shown here | Any related documents inserted here | A table scroll bar function will be here |

- Fourth heading: Useful links. This will display a description of the link and then the link.
- Fifth heading: Contact. This will display an image (the ideal dimensions for this image will be displayed in the CMS), some descriptive text and then an "Email Me" option. The page will allow the program to display up to 5 contacts.

Library

- Alphabetically ordered indexed links to documents

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- All documents published to the library need to be tagged with Date, Title and First line of detail, so they can be easily searched for when the search functionality is added (Search is not for phase 1)

Program and consortium partners

- Similar functionality to board page, just for organisations rather than people. The Read More link will take the user to the partner's respective website

News and Events

- The News and Events overview page will list all the News and Event items listed on the homepage and various program pages as well as any others that are created only for the News and Events page.
- The News and Events overview page will function in exactly the same way as the Meetings page
- The News and Events overview page will allow an administrator to upload an image, news item heading, news item date, a brief description of the news article. A "Read More" button will take the user to a News and Events Details page for that specific News item or event.
- An option in the CMS to select how many summary articles should be shown on the News and Events page.
- A heading under the summary articles titled "Previous News and Events". Under "Previous News and Events" the administrator will be able to add one line of detail on the news item – Article title, Article date, first line of article detail, "Read More" option. The "Read More" option will take the user through to the News and Event detail page for the selected news item.
- A "back" button at the end of the News and Event detail page will take the user back to the page they came from (either the homepage, program page or News and Event overview page).

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Contact

- General contact page. Including the physical address, email address and phone number. Initially this will just be static contact details, eg:

Contact

To send us an email, click here

Phone
Sydney Office: +61 (0)2 9211 1000
UK office: +44 (0)20 7558 8641

Sydney Office
Level 2, 105 Reservoir Street,
Durrig Hill,
Australia,
NSW 2010

Twitter: @gsadney or @jenwilsonSydney

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- At a later stage the client may think about including The “submit form” will be placed below the static contact details offering the following fields: Name, Job Title, Local Council/Organisation, Email address, Comment. Mandatory fields will be name, email address and comment.
- Some captcha capability may need to be added to this form to prevent spam.
- A submit button will then forward the form details to acelg@acelg.org.au functionality whereby the visitor can select the area of ACELG they would like to contact.

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Program Pages:

The program pages will need to allow for the following content/functionality:

- **Program aim/Objective**
- **News and events** — This section will display relevant news articles and events. Each article will allow an administrator to upload an associated image (not mandatory). A program administrator will be able to create both new articles or tag news articles or events displayed on the News and Events page (that may also be displayed on the home page) that they wish to also display on their program pages. If a program administrator creates a new article for their program page that they would also like displayed on the home page they can tag it as such in the CMS and it will auto-send a message to the site administrator indicating that there is an article waiting for approval to be published to the news section of the homepage. Only the overall site administrator (or personnel with admin rights to the homepage) will be able to publish the news article to the homepage.
- **Useful Documents** — This section will allow program administrators to display links to downloadable documents/articles/white papers etc. Similar to the News section above, the library will be the central repository for all documents but a program administrator will be able to tag an article/document from the library that they wish to link to from their program page. When a visitor to the site selects to view a document the file will simply open — i.e it will not take the user to the library to open the document.
- **Useful links** — this section will display useful links relevant to the program
- **Contact** — this section will allow an administrator to display a thumbnail image of the program owner + a short biography, as well as an “email me” link that opens a user’s email client with the “to” field pre-populated with the relevant contact person’s email address. Up to 5 contact people’s details will be able to be displayed.

News and Events

- The News and Events home page will list all the News and Event items listed on the homepage and various program pages. The CMS for the News and Events page will allow an administrator to include not only current news items but also any news or event items that no longer appear on the homepage. If a user clicks the “Read more” link on a News or Event item either on the home page or on the News and Events homepage then the page will reload displaying the full details of the news or event item. See the ANZOG website for an example: <http://www.anzsg.edu.au/>
- A “back” button at the end of the detailed view of the item will take the user back to the News and Events homepage (where all News and Event items are listed).
- An administrator adding an article to the News and Events page will be able to tag the article with a date which will then be displayed against the article.

Website Design:

Reference sites:

<http://www.governanceinstitute.edu.au/home>

www.idea.gov.uk – clean, clear and uncluttered page design, good navigation (you always know where you are in the site)

<http://www.aplh.gov.au/library/pubs/index.htm> - The Aust Parliament Library and its research pages are a good model for this program. On the APL pages members can consult research briefs or digests on key topics under discussion.

<http://www.clg.uts.edu.au/consultancy/IPR/OnlineLibrary.html> - for library ideas

<http://www.clg.uts.edu.au/research/wlg/index.html> - for library ideas

http://www.ipaa.org.au/01_cms/details.asp?ID=66 – The Institute for Public Administration also has a comprehensive library, with keyword and menu search capacity

<http://www.idea.gov.uk/idk/forum/networking-gateway.do> - The Improvement and Development Agency have a great feature for networking, perhaps to be included into the ACELG site for stage 2

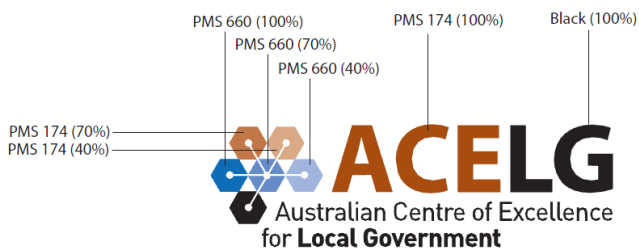
The Feel of the site:

RELEVANT, CLEAN, FRESH, DOWNTOWN EARTH, PROFESSIONAL, PROUD, NO BULLSHIT, PRACTICAL, REALISTIC, PROACTIVE, HONEST, INCLUSIVE, OPEN, SUPPORTIVE, INNOVATIVE, DELIVER PRACTICAL OUTCOMES, SOLUTION FOCUSED, DYNAMIC.

Ultimately, the website needs to say to the sector that ACELG is a resource, tool and important support for the sector.

Website colour palette:

The colour palette should re-use the logo colours – see below



Font:

The sentence text in the logo is ff DINS. Please try and find a similar font for the website copy.

Other inclusions:

In line with the Commonwealth requirements, the ACELG website must include an Australian government logo on all pages of the site. This can be part of the footer. One of the two designs below must be used:



An Australian Government Initiative



An Australian Government Initiative

Metatags:

Where possible, the following metatags should be included in the HTML code:

General:

“local government”, “centre of excellence”, “excellence”, “Australian local government”
local-government-research, women-local-government, local-governance, local-government-strategic-leadership, local-community-consultation-engagement, local-government-excellence, local-government-business-excellence, local-government-climate-change, local-government-training, local-government-professional-development

ANZSOG:

Local Government Leadership Program, Strategic leadership, Mark Evans, Monica Pfeffer, Allan Fels, ANZSOG, ANZSOG Institute for Governance

Innovation and best practice:

Innovation, ‘best practice’, ‘local government’, ‘solution’, awards.

Workforce Development:

Local Government, Workforce development, Workforce planning, Practice Unit, Skills, Skills shortage, Workforce Development Strategy, Workforce Development Blueprint, Workforce Development, Blueprint Action Plan, Workforce Development Steering Committee, Peak bodies, Professional associations, Industry associations, National Skills Forum, National Workforce Development Forum, human resources, Organisational development, Employer of Choice, National LG Data Set, New ways of working, New workplace practices, Green skills, Regional Group Employment Training Enterprises, Demand and supply side solutions, Job and workplace redesign, Recruitment and retention, Workforce best practice, Workforce participation and social inclusion, Indigenous employment program, Indigenous employment program green paper, Aboriginal employment, Ageing workforce, Mature age workers., Mature age training and employment, Training and education

Rural, Remote and Indigenous Australia program:

Rural, regional, indigenous, governance, policy, management, institutional dynamics, research, communities, services, Australia, WA, NT, Edith Cowan University, ECU, Charles Darwin University, CDU, Australian National University, capacity building, small rural-remote, Aboriginal community councils, indigenous community councils, sustainability, financial, regional collaboration, resource allocation and sharing, staff attraction, staff retention, education and training in rural and remote councils.

Research and policy foresight:

(local government) research and (local government) policy

Capacity Building:

Asset management, infrastructure management, financial management, long term financial management, infrastructure

CMS:

The CMS will allow administrators to edit page content –images, text, headings. The basic design for each page will be set , but all content will be editable.

The CMS will also allow users to create new pages (except a new homepage and within the set structure), however the structure/design of the page will be set so that only content can be edited. For example, all programs will be able to create additional pages that will sit within their respective program. The page structure for the additional program pages will be set (and will not be changeable without additional development). The navigation structure for this will need to be discussed and agreed by both parties but potentially each new page could be allocated an additional heading in the left hand navigation.

The CMS will allow both HTML and non-HTML editing capability.

A hierarchy of administrators will need to be built into the CMS to ensure that program leads can only edit their respective program pages. For example:

Administrator 1: Access to edit and create all pages

Administrator 2: Access to edit and add pages only to program 1 (includes ability to tag articles to display from the library or the news and events pages and submit new articles to be displayed on the homepage)

Administrator 3: Access to edit and add pages only to program 2 (includes ability to tag articles to display from the library or the news and events pages and submit new articles to be displayed on the homepage)

Administrator 4: Access to edit and add pages only to program 3 (includes ability to tag articles to display from the library or the news and events pages and submit new articles to be displayed on the homepage)

Administrator 5: Access to edit and add pages only to program 4 (includes ability to tag articles to display from the library or the news and events pages and submit new articles to be displayed on the homepage)

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Administrator 6: Access to edit and add pages only to program 5 (includes ability to tag articles to display from the library or the news and events pages and submit new articles to be displayed on the homepage)

Administrator 7: Access to edit and add pages only to program 6 (includes ability to tag articles to display from the library or the news and events pages and submit new articles to be displayed on the homepage)

Accessibility:

All aspects of the website must be W3C compliant

The site must be SEO friendly - e.g English language urls

Future Scope:

It is likely that each program will develop their pages/microsites further and add functionality such as discussion boards or a community of practice section, registration capability, polls, podcasts, videos, live video streaming, integration with social media sites, subscription to email alerts, a password protected library etc. While this will mean a phase 2 for the project, the design must bear this future scoping in mind.