ALGIM
2016 Web & Digital Symposium
DELEGATE INFORMATION

Monday, 23 May 2016

8:00 am - 8:45 am	REGISTRATION
	REGISTRATION OPEN
8:45 am - 9:00 am	OPENING - DAY ONE
	WELCOME TO THE WEB AND DIGITAL SYMPOSIUM
	ROOM 1
	Marion Dowd, Information Technology & Services Manager, Western Bay of Plenty District Council
9:00 am - 9:45 am	KEYNOTE PRESENTATION
	WHY SOCIAL MEDIA IS KEY TO HAPPY CITIZENSHIP

ROOM 1
Keren Flavell, CEO, TownHall App

Lack of engagement with government consultations should not be equated with a lack of opinion. In the past centuries, the growth in population and the evolution of media has slowly reduced the capacity for inclusive decision-making. The uptake in social media adoption changes this by creating a virtual town square that decreases the obstacles for participation. In the future we can enable many people to contribute ideas and make comment on the work of government, helping to grow an ecosystem of happy citizens.

9:45 am - 10:45 am	AWARD PRESENTATIONS
	2016 ALGIM WEB & DIGITAL AWARDS FINALISTS - PROJECT OF THE YEAR
	ROOM 1

Sponsored by

 9.45 am - Fight Against Mediterranean Fanworm | Northland Regional Council
10.00 am - My Time | Auckland Council
10.15 am - Kainga: Our Place, Where we Connect | Waikato Regional Council
10.30 am - Recruitment Online | Matamata-Piako District Council

10:45 am - 11:05 am	MORNING TEA & NETWORKING
	MORNING TEA
	EXHIBITION AREA
11:05 am - 11:50 am	KEYNOTE PRESENTATION
	BANG THE TABLE - DIGITAL ENGAGEMENT
	ROOM 1

Joe Waller, NZ Engagement Manager , Bang the Table

Get smart about digital community engagement - lessons learned:

- Holistic vs transactional approach to digital community engagement by councils.
- Providing that digital thread for your engagement.
- Introduction to the Design Thinking for the Engagement Process

11:55 am - 12:25 pm	CASE STUDIES	CASE STUDIES
	DIGITAL ADVENTURES: 18 MONTHS OF DELIVERY DEADLINES	**LET'S GET THIS SHOW ON THE ROAD – OUR MOBILE JOURNEY | NORTHLAND REGIONAL COUNCIL**
	ROOM 1	ROOM 2
	Dana Burnett, IT Service Manager - Digital Channels, Christchurch City Council	Carol Cottam, Information Services & Technology Manager , Northland Regional Council
		Tracey Morris, Online Services Manager, Northland Regional Council

In December of 2014, the CCC Digital Channels team was formed. Since then, they have been beavering away to deliver better customer experiences and more efficient services to the Christchurch public. In 18 months they attempted to change their digital landscape by redesigning and upgrading every online offering they could get their hands on from the external ccc.govt.nz website, to the 12 year old intranet, to 21 standalone separately branded websites, to online maps, mobile apps and more. They even found time to run their own team hackathon, embrace Agile, and eat far too many jaffas. This is their story to date.

Follow Northland Regional Council as they share their journey to move service delivery into the mobile space. Carol and Tracey will cover their strategic approach and a variety of practical case studies showing how they have implemented mobile solutions for staff and customers including:

- Mobile solutions for streamlining the data capture process for our monitoring officers in the field
- Incident reporting via mobile devices that integrates directly into our IRIS work management system
- Digitising complex spatial data in the field to support our water quality improvement projects
- Re-designing our council website for improved

usability on mobile devices
- Capitalising on mobile technology for linking events and social media management

12:25 pm - 1:20 pm	LUNCH & NETWORKING
	LUNCH
	EXHIBITION AREA
1:20 pm - 2:20 pm	AWARD PRESENTATIONS

12:25 pm - 1:20 pm   LUNCH & NETWORKING
LUNCH
EXHIBITION AREA

1:20 pm - 2:20 pm   AWARD PRESENTATIONS
2016 ALGIM WEB & DIGITAL AWARDS FINALISTS – PROJECT OF THE YEAR CONTINUED AND BEST USE OF SOCIAL MEDIA OR APP
ROOM 1

Project of the Year finalist cont.

1.20 pm - OurAuckland | Auckland Council

Best use of Social Media or App of the Year Award.

Sponsored by:

1.35 pm - Snap, Send, Solve | Christchurch City Council
1:50 pm - Biosecurity Month | Northland Regional Council

2:25 pm - 2:55 pm	2.05 pm - Porirua Outdoor Recreation Park Consultation	Porirua City Council	
	CASE STUDIES	CASE STUDIES
	OUR AUCKLAND - AUCKLANDERS HOME FOR AUCKLAND COUNCIL'S NEWS AND EVENTS	**HOW TO RESURRECT A ZOMBIE INTRANET**
	ROOM 1	ROOM 2
	Debbie Lowe, Auckland Council	Richard Liddicoat, Online Communications Officer, Tasman District Council

The Communications and Engagement division of Auckland Council believe there is a connection between a highly effective communications channel and trust and confidence in Auckland Council.

Our intranet was dishevelled, brain dead, shuffling around the offices on a platform more than 10 years old. Thousands of documents hung in ragged folders off its weary bones. Every time you tried to interact with it, all it could say was it needed brains.

The OurAuckland monthly publication meets Auckland Council's obligation under the Local Government Act 2002 (LGA 2002). But more importantly, it generates greater awareness and understanding of the council and the value it delivers. This in turn improves the reputation of the council and supports the growth and quality of community engagement, enabling good decision-making.

Consultants said we'd need six figures to fix it. We had one figure ... $0.

Come and find out how we did it, and view some of the tools we've built in the process.

In October 2015, OurAuckland took the next progressive step in its evolution with the launch of the OurAuckland website. The site is vibrant and dynamic with customer-focussed and community-led content. And importantly, it provides the opportunity for Auckland Council to break our own news and respond to reputational risk in the media with our side of the story.

2:55 pm - 3:15 pm	AFTERNOON TEA & NETWORKING
	AFTERNOON TEA
	EXHIBITION AREA
3:15 pm - 3:45 pm	SPEAKER PRESENTATION
	STRATEGIES FOR MANAGING SOCIAL MEDIA INFORMATION
	ROOM 1
	Sarah Heal, Director , Information Leadership

Increasingly Councils are using social media to share information and engage with their communities.

But what about information management? How should social media information be treated, used, stored and managed?

In this paper, Information Leadership Director, Sarah Heal will use worked examples to illustrate the key dimensions of managing your social media presence including:

- Social media as a business instrument

- Social media and your recordkeeping requirements

- Integrating social media into workstreams and search

- Metadata stewardship for social media content

- Public domain (what we are aware of) versus council domain (we create or respond to and must manage)

- Tools and techniques to help you manage social media

- Reporting and measuring

3:50 pm - 4:20 pm	CASE STUDIES ***WEBSITE HOSTING AND DEVELOPMENT SUPPORT SHARED SERVICE*** ROOM 1 Lee Tong, Web and Online Services Specialist, Napier City Council	CASE STUDIES ***TOWNHALL APP - A LOCAL GOVERNMENT CASE STUDY*** ROOM 2 Keren Flavell, CEO, TownHall App
	Napier City Council is providing a shared service in our region for website hosting and web development services. Basically what we do normally for our council we are now providing for other councils. We are taking our website knowledge, best practices, and council specific built solutions and helping other councils to provide the same level of service. As a region our rate payers are been delivered a better service and the ability to provide for capacity for new services. By creating a regional web team we can share modules that we	In late 2014, Taupō District Council wanted to undertake some pre-consultation with the community before developing their 10-Year Plan. With a growing social media presence, they decided to use Townhall Social to see if their community engagement could leverage social networks to increase reach and participation. With over 1000 votes and 500 shares, the consultation captured broad community awareness and demonstrated how words and actions can spread on social media. This case study discussion uncovers how they did it.

build and share cost savings. We are also starting to create
come integration between our websites providing information
to customers once than them having to search multiple
websites.

4:25 pm - 5:10 pm	KEYNOTE PRESENTATION

LEAN SPRINTING EVERYTHING FROM APPS TO PUBLIC POLICY
ROOM 1
Kris Nygren, Partner, PwC
Lean is a well established project methodology and design approach. Books have been written about Lean Startup, UX, Data, Enterprise and leading companies like Google have developed their own design sprint approach. PwC digital adoped Lean three years ago and has since shaped and refined its own human-centreed design sprint methodology. We find ourselved applying it to a wide range of design and organisational challenges, spanning everything from new product and business design to spacial experiences and even public policy development. PwC digital will literally run hundreds of Lean sprints with client this year. Kris Nygren will give an overview of PwC's Lean sprint philospohy and methodology, illustrated with a wide range of project examples from clients in private and public sector, and how PwC helps clients apply Lean sprint methods to large scale transformation programmes.

5:10 pm - 5:15 pm	WRAP-UP & EVALUATION PRIZE DRAW

CONCLUSION OF DAY ONE & ALGIM PRIZE DRAWS
ROOM 1
Marion Dowd, Information Technology & Services Manager, Western Bay of Plenty District Council

5:15 pm - 6:30 pm	ATTENDEE FREE TIME

FREE TIME
No location

6:30 pm - 7:00 pm	PRE-DINNER NETWORKING DRINKS

In the Exhibition Area
EXHIBITION AREA

7:00 pm - 7:15 pm	AWARD PRESENTATION

The Winners of the 2016 ALGIM Web & Digital Awards are announced
ROOM 1

7:15 pm - 8:30 pm	DINNER

ROOM 1

8:30 pm - 11:59 pm	NETWORKING

NETWORKING AND LIVE BAND

ROOM 1