

# Council website upgrade 2021

## Community engagement summary



July 2021

Bayside City Council  
Corporate Centre  
76 Royal Avenue  
SANDRINGHAM VIC 3191

T (03) 9899 4444  
F (03) 9598 4474

[www.bayside.vic.gov.au](http://www.bayside.vic.gov.au)



## 1 Background

Council's current website uses outdated technology so Council needs to upgrade the outdated Content Management System and supporting platform to allow for greater customisation; improved user experience; and enhancements in the future. We also saw opportunities to improve overall customer satisfaction through better user experiences and wanted to make it easier for our residents to find the information and services they need.

## 2 Consultation process

### 2.1 Consultation purpose

The purpose of the consultation was to understand community needs, wants and expectations when engaging with the Council website.

### 2.2 Consultation methodology

An online survey was performed on Councils' customer engagement platform ([Have Your Say](#)) to capture customer comments and sentiment in order to understand the voice of customer (VOC) when rebuilding the Bayside City Council website.

Questions were structured in free text rather than scales or multiple choice so that respondents could provide feedback on why they engage with the website, what makes our site great/challenging, and how we could improve the site to make it easier for them. This information has been then affinity mapped to create themes that are then represented in graphical format, as well as providing some valuable quotations that provide insight into our resident's thoughts on the website.

This feedback has consequently provided input to the changes made to the Homepage and mega navigation to correspond to the needs of our residents.

#### 2.2.1 Engagement activities

Details	Activity
22 December 202 – 7 February 2021 <b>59 respondents</b>	<b>Have your say online survey</b> All respondents advised that they currently visit the BCC website, and there was strong participation, often reaching 100% for most questions with the exception of "why don't you visit the website?".  A total of 435 people visited the project page and spent an average of 33 seconds on the page with 100% positive feedback.
November 2020 <b>6 x one-on-one interviews</b>	<b>One-on-one interviews with BHARG members</b> Six members of the Bayside Healthy Aging Reference Group (BHARG) were Interviewed for one hour either in person or over video chat. This age group was identified as

a critical cross section of the Bayside community that may not have opted to participate in the online survey. A full report of this consultation is attached as Appendix 1 – *Community Engagement Report, Bayside City Council website rebuild*.

## 2.2.2 Communication activities

Details	Activity
24 Dec 2020 and 4 Feb 2021  <b>Articles were opened/read by 141 people</b>	<b>This Week in Bayside e-newsletter</b>  This weekly newsletter is sent to approximately 8000 subscribers. 3209 people opened the 23 December newsletter and there were 42 clicks to the article about the website. 3408 people opened the 4 February newsletter and 99 people opened the article about the website.
11 Jan 2021 <b>Paid reach 7828</b> <b>Organic reach 1086</b>	<b>Facebook post – paid and organic</b>  The consultation was promoted on Council's Facebook page and also boosted as a paid advertisement.
5 Feb 2021 <b>Organic reach 1424</b>	<b>Facebook post – organic</b>  A second post was made on Council's Facebook page reminding people that the consultation was closing.

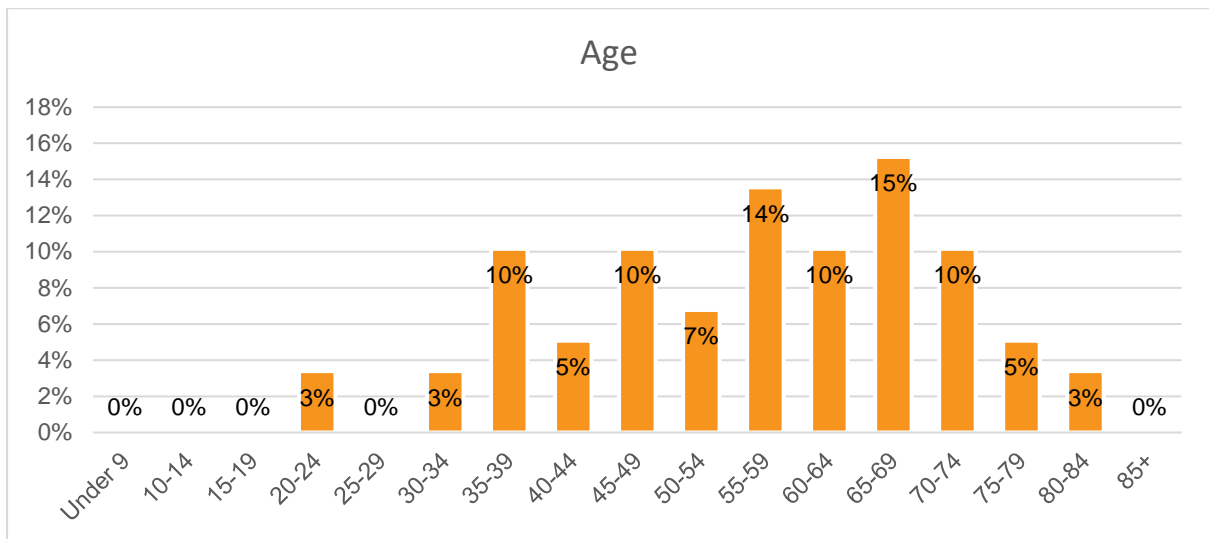
## 3 Participant profile

Results captured have been gathered from a broad range of respondents in terms of demographic; the majority being in the 55-59 age group (14.04%), and a higher number of females (51.72%) to males (44.83%). 1.69% identified as Aboriginal or Torres Strait Islanders and 15.25% confirmed they have a lived experience of disability.

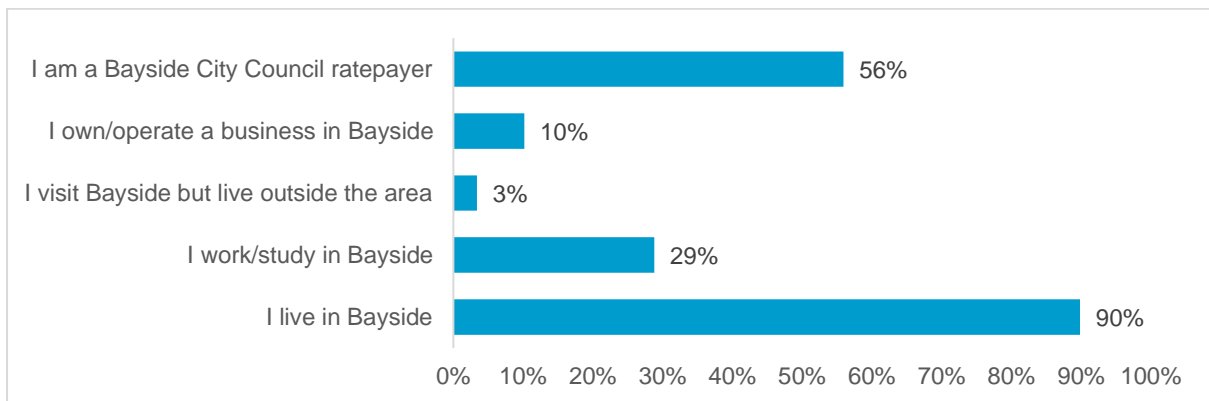
Respondents had a strong connection to Bayside, with 89.83% confirming that they live in Bayside. An additional 28.81% work/study in Bayside, with a slight majority being council ratepayers (55.93%) and some also owning & operating a business in Bayside (10.17%).

### 3.1.1.1 Age

Age of respondents ranged between 20-24 (3%), and 80-84 (5%), with the majority of responses coming from three age groups (45-49, 55-59, 70-74) with 15% each.



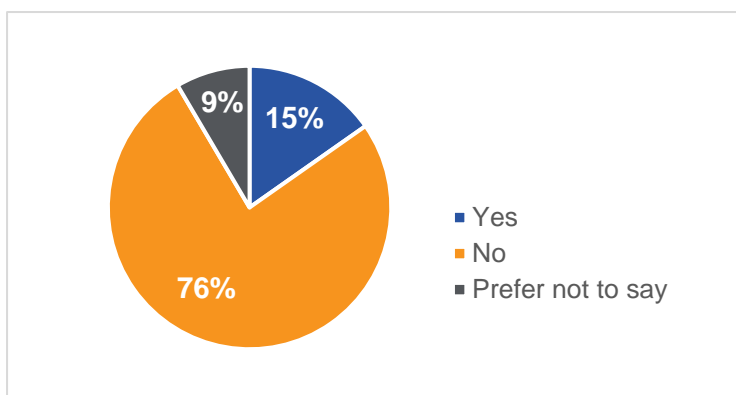
## 3.2 Connection to Bayside



## 3.3 Gender

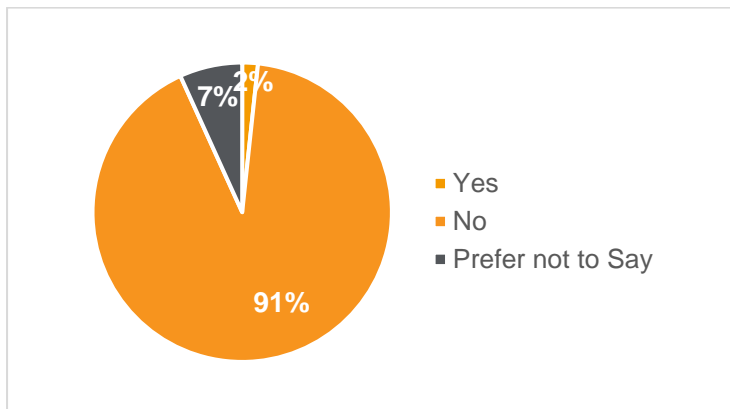
We received 58 (98.3%) responses for this question, with 44.83% male, 51.72% female respondents, and 3.45% preferring not to say.

## 3.4 Do You Have a Lived Experience of Disability?





### 3.5 Do you Identify as Aboriginal or Torres Strait Islander?



## 4 Consultation findings

The following section summarises the key themes which arose in community feedback on the Council Website upgrade project. In the interest of stakeholder and community privacy, individuals have not been identified or linked to their feedback within this public document.

### 4.1 Support for actions

Based on the feedback provided by our respondents, key observations derived from the survey were that there are great opportunities to:

- improve our visibility on google search results to help users with their FAQs
- improve the information, and access to information relating to major projects, council agenda items, planning applications, open spaces & local laws.
- improve navigation based on the most visited pages to address user's complaints
- improve the internal search function (which will be greatly enhanced by a new Content Management System).
- improve the look and feel with a revised design.

### 4.2 Item-specific feedback

Respondents were asked four questions. This is a summary of the feedback and sample comments for each of the four questions:

Topic	Community feedback
<b>Q1 – Reasons for visiting website</b>	<p>Reasons customers had for visiting the website were varied but were mainly in relation to ease of access to information about:</p> <ul style="list-style-type: none"><li>• Council projects (10%)</li><li>• Council meetings &amp; agendas, local events, and planning applications for nearby developments (9% each).</li><li>• News &amp; Council services (8% each)</li><li>• Hard rubbish/Waste info (7%)</li><li>• Rates (6%)</li><li>• Community &amp; local interest &amp; Report a problem /Contact us (5%).</li></ul>
<b>Sample comments</b>	<p><i>"To find out what is happening within the municipality and construction near my residence."</i></p> <p><i>"To view council meetings live and get info for meetings such as agendas, live video streams, post meeting recordings etc."</i></p> <p><i>"To show borrowers how to navigate from the Council webpage to the Library webpage."</i></p>

*“Find information about services and events in the local area.”*

**Q 2 – Is there anything particularly great about the website?**

Of the 55 responses (93%), only 44% of customers chose to respond positively to this question, with 49% choosing to provide negative responses, and 7% not providing a response.

Of the positive responses supplied, key themes identified as being great about the website were:

- Content (35%)
- Navigation (19%)
- User friendly (12%)
- Colours & themes (12%)
- As well as convenience.

**Sample comments**

*“The amount of things you can do online.”*

*“encourages a community spirit.”*

*“We have recently appreciated the live streaming of Council meetings.”*

**Q3 – Is there anything particularly challenging about the website?**

75% of respondents confirmed what they considered to be challenging about the website, whilst 20% did not consider there to be anything challenging and a further 5% chose not to respond to this question.

Again, respondents provided varied responses, indicating the wide interests and activities that the site must cater for. Key themes for what was considered challenging with the website were:

- Navigation—*this includes hard to find information* (32%)
- Search function (10%),
- Planning Information/registers (10%)
- Forms (9%)
- Look and feel (7%)
- Lack of information (7%).

Additional challenges included

- Lack of archive/history information (4%)
- Old content (i.e libraries, news items) (4%)
- Report a problem (3%)
- Slow performance, and access to council agendas & local laws info (each at 3%).

## Sample comments

*“Hard to navigate, especially finding older information or updates on Have Your Say issues”*

*“Sometimes it can feel a bit old school/“governmenty”*

*“It is dreadful. You can't search for anything (like Google) as you get nonsense results. Rarely can you navigate to the logical place for anything. There are no answers to many basic questions.”*

### Q4 – Key opportunity themes

90% of respondents chose to respond to the question “What valuable information or feature could we include on the website to make things easier for you?”

**Planning information** and enhanced **search** capability were the largest themes from research across all comments, demonstrating the growing interest of our respondents in the changes being undertaken within their community, along with easy access to the information they are looking for.

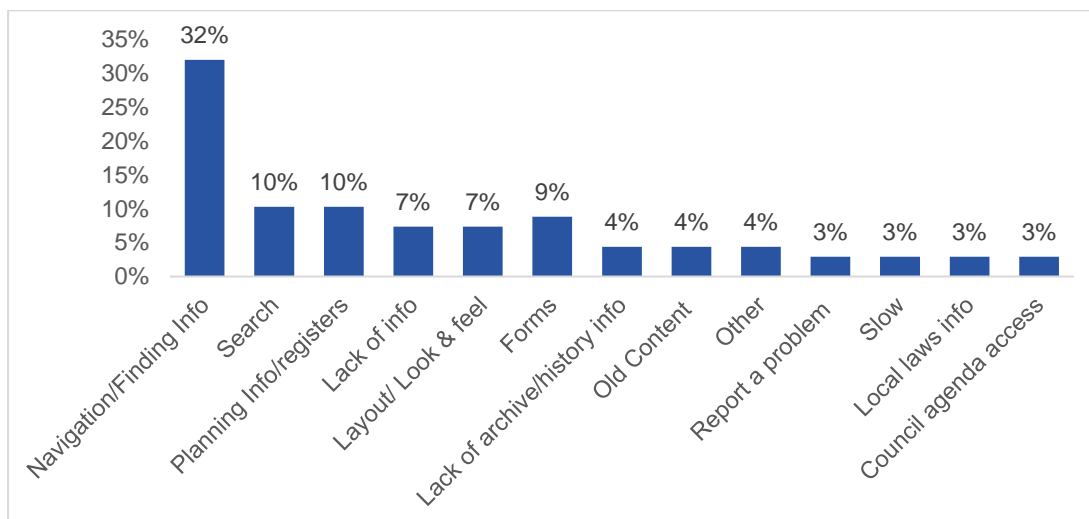
The following were some of the main valuable suggestions:

- Themed roadmaps of council agenda items, including live and upcoming projects (Linking Council agendas to projects)
- Local laws information in simple FAQ format
- Access to feedback from Have Your Say (Community consultation)
- A web page where common forms can be downloaded
- Making pages that are frequently accessed more prominent
- Information on playgrounds and locations
- Expanded history section (Leverage Kingston as an example for history information)
- Inclusion of images
- More responses to FAQ's
- Include profiles of staff members and departments.

## 4.3 Key comments relating to themes

Of the 78% responses to what is challenging about the website, many chose to list more than one thing. Key challenges identified were:

- Navigation -*this includes hard to find information* (32%)
- Search function (10%),
- Planning Information/registers (10%)
- Forms (9%)
- Look & feel (7%)
- Lack of information (7%).



## Topic

## Community feedback

### Hard to find information

In addition to generic complaints about finding information, our respondents found it hard to find information on major projects, council meetings and agendas, advertised planning permits and planning submissions, tree removal, as well as building regulations.

*"It's not very easy to see everything related to a particular project. For example, I have just been looking for information about the proposed Dendy St Pavilion and the information appears to be incomplete. I would like to see links to the Council meeting agendas and minutes that relate to that project. "*

*"..Important info and pages often hard to find. For example finding where to lodge a planning permit isn't simple, viewing advertised plans is difficult and not straightforward.*

*Finding the right planning information is not clear, some pages don't work*

*"poor with specific info...ie I need a new street tree...who do I actually call/email..."*

*"yes; often confusing to find info; sometimes when searching all sorts of things appear, some quite old"*

### Navigation and search

*"Some sort of browser, a better archive of Council documents (agendas and minutes along with*

Navigation speaks of improved information architecture, and the search indicates a more powerful search tool, along with more relevant content.

*associated documents), current Council policies - plus easier search facilities."*

*" some of the menus seem to be haphazard with no logical organisation. The "About Bayside" menu in particular. For example one menu item is "Meeting of Council" and another is "Council Meetings".*

*"A Web page where common forms can be downloaded."*

*"Better site map / directory."*

*"Making pages that are frequently accessed more prominent."*

*"Make common services ie rubbish collection, animal information, local bylaws more accessible"*

#### **Council projects**

*"Better linking to information relating to a project."*

*"Themed roadmaps of council agenda items, including live and upcoming projects"*

*Make sure that updates on community consultation issues based on the Have Your Say surveys are publicised and easy to find. Rate payers want to know what is going on with Council projects and this should be clear and transparent.*

#### **Council meetings**

*"every council meeting should be streamed live."*

*"Themed roadmaps of council agenda items, including live and upcoming projects"*

*"The ability to use Firefox on live streaming council meetings."*

#### **What's On**

*'Have a page for what's on for the month in community services.'*

*"Programs available - specific to age'*

#### **FAQs**

*"Search embedded with FAQs"*

*"FAQs for common questions instead of links to long local law documents - include them but give laymen's answers to faqs."*

*"Add information about how to report littering, information about how to fix issues residents come up with, information about initiatives and links to changes that might affect us."*

<b>Planning</b>	<p><i>“Greater search capability and longer time for keeping data to search. eg. planning permits.”</i></p> <p><i>“Make it easier to get to the planning permit area and fix the issue with the numbers of the permits.”</i></p>
<b>Staff details</b>	<p>Our respondents were interested in a more human element to our website, preferring to know the person they can get in contact with if they have a question or complaint.</p> <p><i>“Staff details so you can go direct to the correct person or department you need”</i></p> <p><i>“An email contact would be good.”</i></p> <p><i>“Profiles of staff members and Departments”</i></p>
<b>Other</b>	<p>This encompassed all suggestions raised only once and includes playgrounds, latest news, history, report a problem, regulations &amp; bylaws, and accessibility and inclusion considerations.</p> <p><i>“Clear sections for regulations, bylaws, etc. It seems to push projects as this no doubt is the more positive aspects to promote council.”</i></p> <p><i>“Information about services in Bayside ie/ playgrounds - location, pictures etc”</i></p> <p><i>“A section on the latest news”</i></p> <p><i>“Expanded history section on various suburbs, enterprises and artistic endeavours.”</i></p> <p><i>Link to Simple problem reporting app like ‘Snap Send Solve’ or similar</i></p>

#### 4.4 Project Evaluation

When contacting residents via Have Your Say we received a higher than expected number of respondents with 459 views, 351 visitors and 59 respondents. This exceeded targets of 20 surveys completed, reflecting the successful engagement activities; namely the push via EDMs and social media.

There was also a broad and balanced reach of residents in terms of age, gender, ratepayers, those who own and operate a business in Bayside, and over 15% confirming they had an experience of living with a disability.



Overall, the feedback was effective in providing insights as to what the needs of the community were with questions inciting strong feedback through comments, however a more targeted approach using multiple choice would have been easier to process and would have been more complementary to the initial interviews performed with the Bayside Healthy Ageing Reference Group (BHARG) held prior to this survey.

## 5 Appendix 1

Community Engagement Summary Report collating feedback from the interviews conducted with the Bayside Health Aging Reference Group.

# Community Engagement Report Bayside City Council website rebuild


Prepared by Keeley Warren, Digital

*16 December 2020*



# Contents

1. Executive Summary
2. Community Engagement Findings
3. How we can improve
4. Next Steps

A person wearing a dark suit and tie is holding a glowing incandescent lightbulb with both hands. Inside the lightbulb, a string of small, warm-white LED lights is visible, creating a warm, golden glow. The background is dark and out of focus.

# EXECUTIVE SUMMARY

## Overview

This document provides a report on the first phase of community engagement regarding the rebuild of the Bayside City Council website.

The feedback from phase 1 will be used, in combination with various other internal data sources, to develop the navigational requirements for the future Bayside City Council website, slated for release in mid-2021.

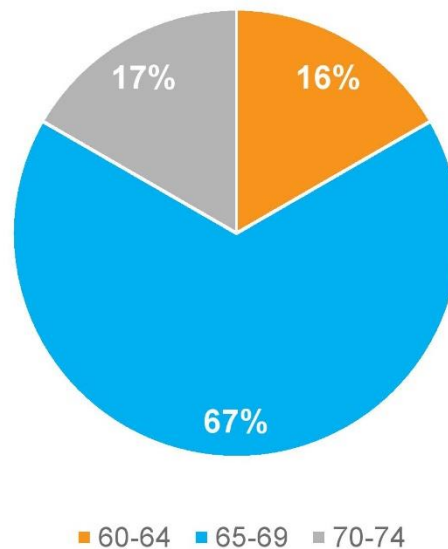


# Participant Profile

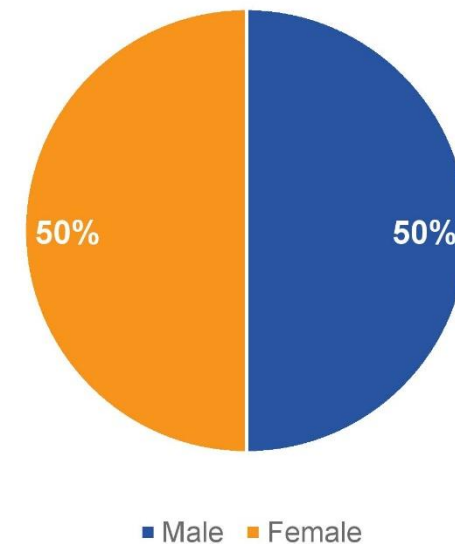
Members of the Bayside Healthy Aging Reference Group (BHARG) were identified as a critical cross section of the Bayside community for involvement in community engagement.

BHARG members were interviewed across a series of days and participant responses have been included in the interview summary.

Age Demographics

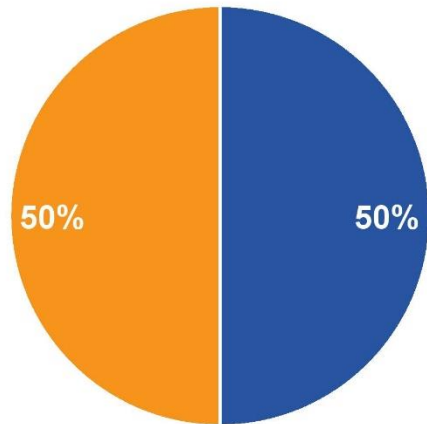


Gender



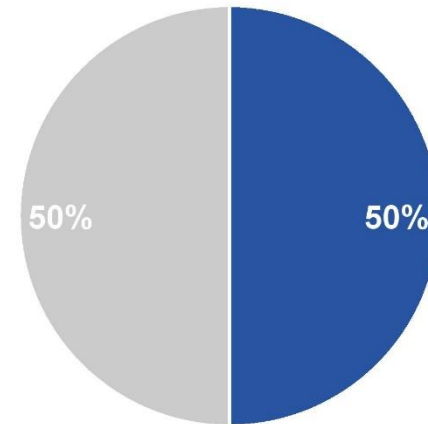
## Perceptions of the current Council website

Current Perception of Website



■ POSITIVE ■ NEGATIVE

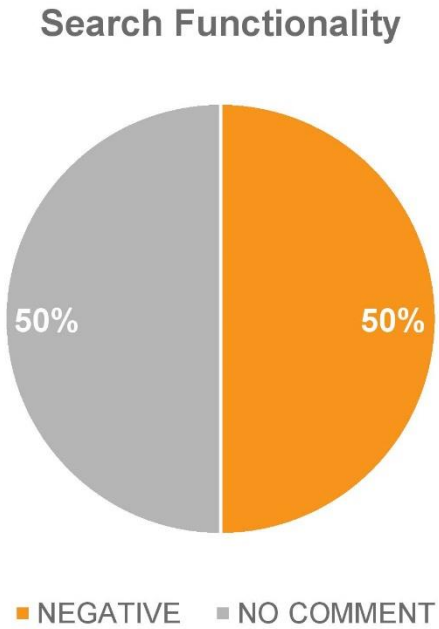
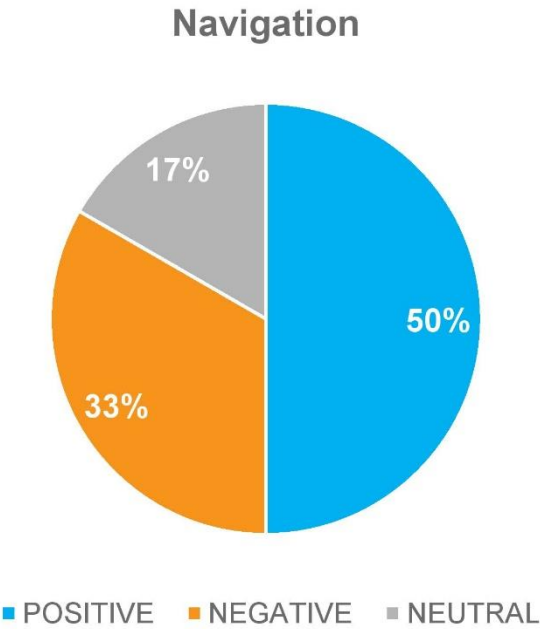
Does it meet your expectations?



■ YES ■ NEUTRAL

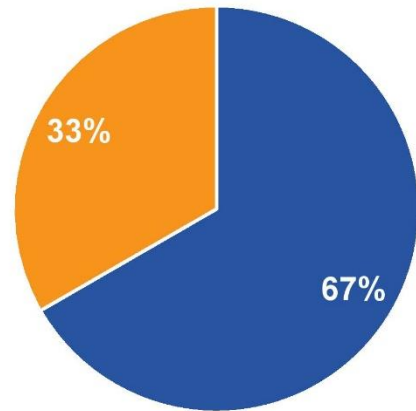


# Community feedback on navigation and search function



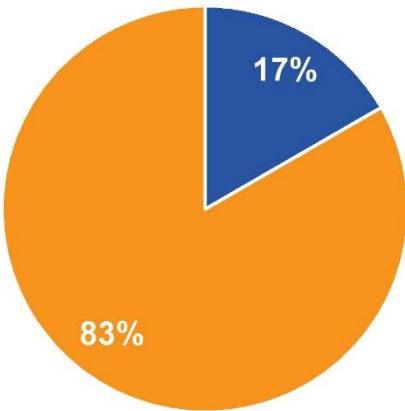
# Community feedback on website design and content

Website Design - Overall



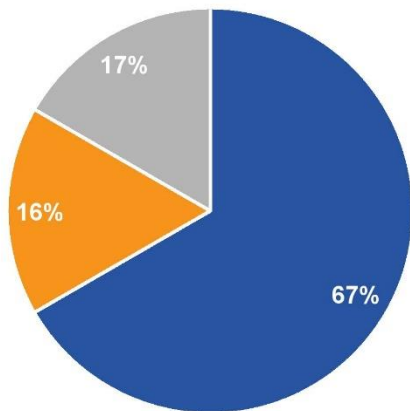
■ POSITIVE ■ NEGATIVE

Website Design - Imagery



■ POSITIVE ■ NEGATIVE

Website Content

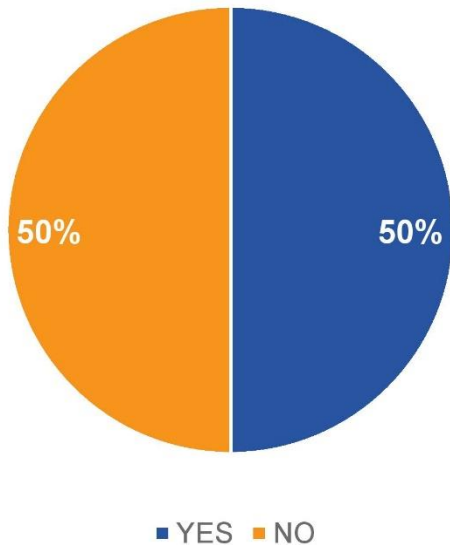


■ POSITIVE ■ NEGATIVE ■ NEUTRAL



## Existing positive attributes to retain

Is there anything that is particularly great about the website?



**50%** Easy to report emergencies & issues

**33%** Libraries EDM content & navigation between websites (Council & Spydus)

**16%** Advantage Road video content

## Existing challenges to address

**50%** Navigation and search functionality are an issue

**50%** Council needs to improve transparency of contact information, roles and responsibilities

**33%** Planning processes are challenging

**33%** Bayside is not good at collating events and activities online

**16%** Don't want information in a pdf

**16%** Outcomes of Council meetings aren't easy to find

**16%** My Have Your Say submissions don't submit

**16%** Can't attach a document for facility/venue hire requests



## Valuable information and features requested from the community

**83%** Include visual elements such as photographs & process maps

**50%** List local events and showcase what's on in Bayside

**50%** Add clear information about what Council is responsible for and what it isn't:  
Provide links to resources

**33%** Add new functionality such as immunization bookings & alerts

**16%** Don't want information in a pdf

**16%** Focus the website primarily on Services

**16%** Make the planning application numbers clearer

**16%** Provide more information about what the differences of opinion are for major projects and a status update



## Summary of Key Findings

### Engagement with Council



**100%** of participants commented that they engage with the **Council website** when they need to engage with Council



**5 out of 6** participants comment that they engage with Council via **telephone**

*TBD*









A top-down view of a dark wooden table. In the center is a white coffee cup with a latte art heart. To the left is a black digital clock showing '0:00'. Above the cup is a stack of newspapers; the top one features a photo of a man and some text. In the bottom right corner is a small green plant. A semi-transparent dark grey rectangle is overlaid across the middle of the image, containing the title text.

# LIFESTYLE & INFORMATION SOURCES



# What do you enjoy most about living in Bayside?

## Location & Lifestyle

- Proximity to the bay
- Activities all close
- Green spaces
- Being close to the beach
- Proximity to city but not too close
- The location: Its part of Great Melbourne, Australia
- Open spaces and recreation
- Familiarity
- The vibe and feeling in the place, especially in summer
- Partner owns a business in bayside
- Suits my lifestyle

## Activities & Things to do

- Shops local, eats local
- Bushwalking
- Walk by the beach most days
- Go to all the parks
- Enjoy the village atmosphere
- Not much in the way of arts & culture in Bayside here, but that's ok
- Swimming
- Waking
- The beach
- Shops

## Community

- It's unpretentious nature
- The general tolerance
- The people are like-minded
- The people who are here. They share the same values that my family has.
- The council is interested in the environment (State of Climate Emergency declared)

## Transport

- Accessibility to the train station
- Stations



# What type of local information/news do you follow?

## Council Channels

- Gallery newsletter
- Council newsletters (general)
- This week in Bayside x 2
- the Bayside news (?) for major project updates
- The friendly librarian x 2
- Lets talk Bayside (very informative)
- Member of BHARG
- Council applications & communications
- Have Your Say

## Community Groups

- Organisations like sandy yacht club (I'm a Rotarian club member)
- I'm on the U3A committee so we are tapped into a lot of social things that are happening there
- Member of the tourism network
- Member of the U3A and a couple of singing groups.
- I'm a member of a number of community groups that meet once a week

## Traditional Media

- ABC, SBS viewers
- Listen constantly to abc radio
- Subscribe to the age - read on the iPad
- (clickbait - apple news)
- Read the Australian
- The Age
- Local shopping brochures





# What type of local information/news do you follow?

## Websites

- I follow up what I read on Facebook on websites (not the council website)
- I trust the information I'm able to get on the internet
- Was the Leader but all these things can be found on the internet now

## Social Media

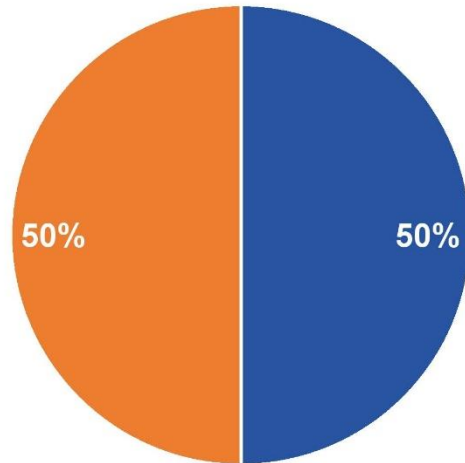
- Facebook and social media
- Sandy Facebook group
- Bayside Facebook group
- The Sandringham Facebook group

## Other

- News alerts on the iPhone
- Used to get something from leader - though that was rubbish.
- I'm reasonably connected so I get it informally to a large extent

## Provision of local information to the community

Do you think that Council has a role to play in delivering local information/news to you?



■ YES ■ NEUTRAL

What information should Council be responsible for delivering?

- Council has an obligation to tell people their services
- Council needs to give info about their services
- Council needs to give info about the local area
- Anything in the municipality
- Recreation; make it clearer to us what we can do and what we can't do
- I need to know things that will affect me and the municipality indirectly
- People are very confused about traffic control and they complain a lot

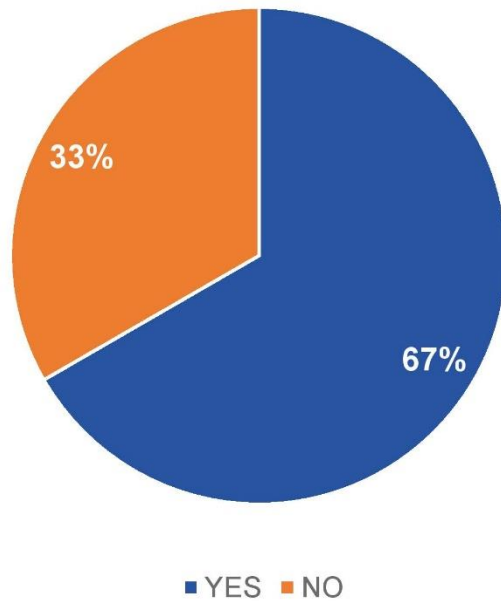


# ENGAGEMENT WITH COUNCIL

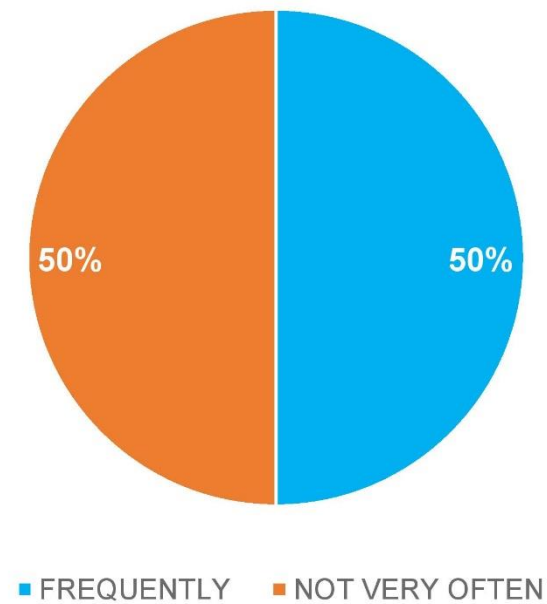


## Interactions with Council

Do you interact with Council very often?



How often do you engage with Council?





# Frequency of engaging with Council

## General Browsing

- Council website; once every few weeks
- 30-40 times a year; very time I get the newsletter (This Week in Bayide & The Funny Librarian)
- Because I'm involved in a lot of things, I visit (the website) quite a lot

## Libraries' Content

- Including the Library, once a week at least
- I look at the Library website quite a bit

## Bayside Healthy Aging Reference Group

- On a 6-weekly basis via BHARG
- BHARG once a month on zoom
- Usually 4 x per year in person

## Community Engagement

- Im always having a say
- Just to have a contribution



# What are you interacting with Council about?

## Waste & Planning Services

- Targeted info such as waste collection days
- More interested in services (e.g. rubbish bin collection)
- Hard rubbish bookings
- My garbage bin
- Missed bin collection
- Building permit requirements
- Planning objections

## Arts & Events

- Gallery information
- Art gallery
- Whats On in Bayside, Events

## Transactional Purposes

- Hard rubbish bookings
- Planning objections
- Parking (fines & permits)
- Report a problem/issue

## Information

- To find emergency information
- Election results
- Council meetings
- What's going on in the community
- To find the dog beaches, schools & kindergartens
- Banksia Spring
- Find community services appropriate to my age



# How do you engage with Council on these matters?

## Council website

- If I needed to make a request I would tend to do that online
- Website first (via Google)
- Website, then telephone if not there
- If there's something I want to know I'd go to the website, like garbage collection or pet registration
- Internet as a 1<sup>st</sup> step and then phone second.
- I interact through the website

## Telephone

- If there's something I think the council needs to know, like my neighbour has let their grass grow to a fire hazard, then I'd phone up.
- I find the service desk (phone) enormously helpful.
- Most things I would do would be urgent and I would probably call
- I call the age and disability people about things to do
- I always call the library about picking up a book

## How do you engage with Council on these matters? (cont.)

### EDMs

- I usually scan What's On in Bayside
- (*This Week in Bayside*).

### Email

- All my interactions about the oval have been via email.

### Community Groups

- I go to the BHARG
- I'm on the community of UCA

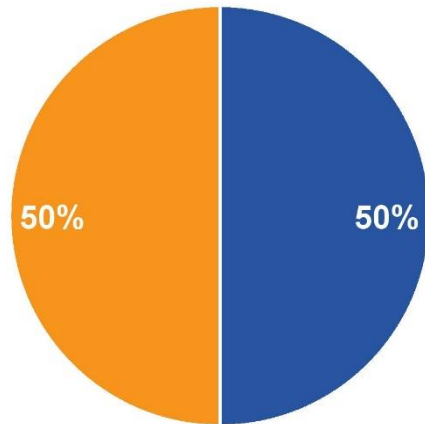




# PERCEPTIONS OF EXISTING WEBSITE

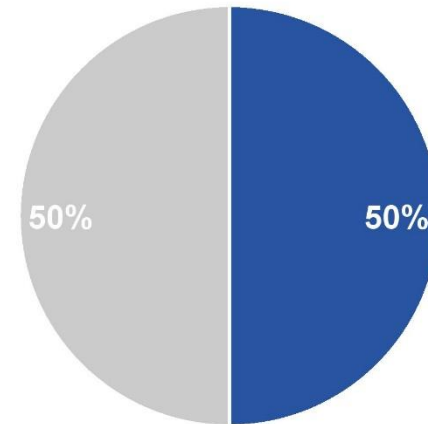
## What are your perceptions of the Council website?

Current Perception of Website



■ POSITIVE ■ NEGATIVE

Does it meet your expectations?



■ YES ■ NEUTRAL



## Does the current website meet your expectations?

### Yes (50%)

- If anything it exceeds them.
- I found you can actually watch the council meetings live. I thought that was terrific.
- Mostly yes, I just have to think about where I want to navigate towards.

### Neutral (50%)

- I haven't visited other council sites so can't compare.
- I don't really have expectations of the website.

# What are your perceptions of the Council website?

## Positive (50%)

- It's very functional when I need something resolved
- I think it works ok
- I think it's quite effective
- The website works well on the laptop and desktop which is good
- When I go through it, I don't have too many difficulties
- Usually I find the thing I'm looking for

- Council is trying to encourage people to engage via the website rather than force them to which is the right approach
- What I do like about it at the moment is that at the top of the screen I can see information instead of a gigantic image. They are pretty but they don't provide any information.

## Negative (50%)

- I don't like the current website
- I prefer something to show me what I need to see
- At the moment it just says search, and common information
- Not as comprehensive as people say it is though not sure where it's lacking





# Can you remember the last time you went on the Council website?

## **This week (50%)**

- Yesterday for Banksia Spring to download it so I can read it later
- Yesterday for building permit requirements - Thought it was pretty good
- A few days ago and I wanted to find out information about my property (Resident Information). I tried twice and the first time I couldn't find it but the second time I found the resident information section
  - It tells me what day my rubbish collection is, nearby schools and kindergartens
  - I like what it does

## **This year (33%)**

- Mainly this year due to Planning objection process
  - Difficult process
- If there's something I'd need to know then I'd use it. Not very often, maybe yearly.

## **Last year (16%)**

- Last year to look for the community directory of services: I was more interested in finding out which healthy aging appropriate associations/services were suitable for me based on my age



# What are all the reasons you have had to use the council website in the past?

## Waste & Recycling

- Booking a hard waste collection is the only necessary use
- The occasional (twice) rubbish bin collection – when I forget
- Booking a hard rubbish collection
- Logging in to say my rubbish hadn't been collected. Terrific because it's so simple. I really have no complaints about it. You find the answer in 30 seconds rather than phoning up to find out.

## Governance

- Follow up council meetings: matters that are coming up, what's been said, what's been presented to council
- Interested in who the other candidates were
- Election results to see the photo of the new major
- I read the website and I knew when the Council meeting was



# What are all the reasons you have had to use the council website in the past?

## **Events & What's on in Bayside**

- Finding out what's on
- Interested in the coverage that certain events might get from tourism a perspective (local events) and I like to see what's available
- When What's on in Bayside might pop up (This Week in Bayside) and I might see something of interest, and I'll click through

## **Community Project Updates & Community Engagement**

- Find out what going on with the Dendy Street redevelopment
- What going on with the library - Wilson Street town hall
- Have your say, background of being able to assist with these areas.

## **Payments**

- Make payments for age & disability services
- Pay my rates

## **Planning Services**

- Building permits
- Planning objections

## **General**

- 'Who lives in Bayside' info



# What is the most common reason you would use the council website?

## General Information

- To find a specific question, or something I am specifically looking for
- I just use it to find out about information I want to know at the time
- It might be because I see something in the newsletter
- I usually click on the newsletter each time I get one

## Emergencies

- When I have an emergency
- People come to you when something is urgent

## Planning

- Probably would not have at all if not for planning

## Waste Services

- If I need to get a new rubbish bin

## Library

- Possibly use the library most of all; At times use frequently, depending on what doing at that time

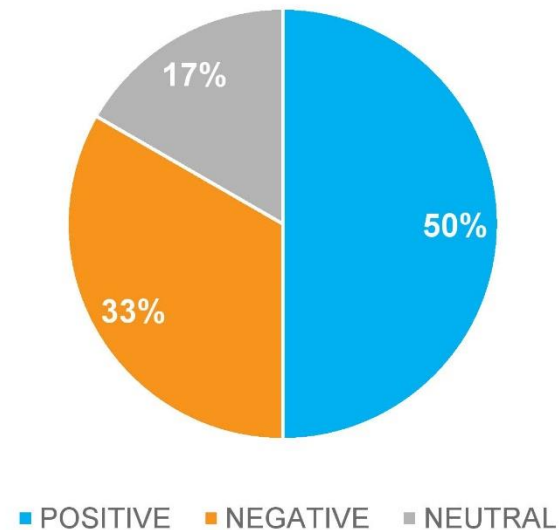
## Other

- No one thing in particular

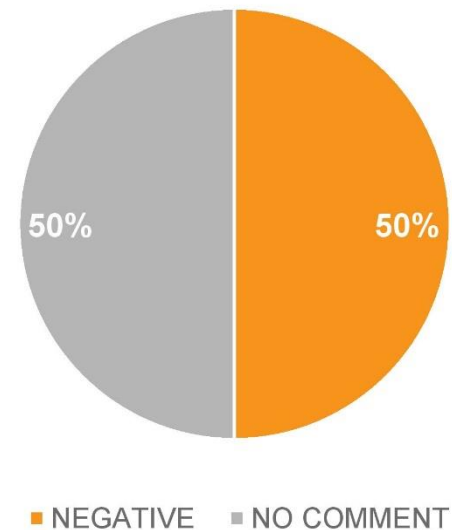


## What are your thoughts on finding the information you need/figuring out where to go?

Navigation



Search Functionality



# What are your thoughts on finding the information you need/figuring out where to go?

## NAVIGATION (Positive)

- I always find what I want & need
- You can usually find what you need
- Good dropdowns in the main navigation
- Pretty straightforward, easy to use
- Navigation seems to work quite well across and to the side
- When you go to the home page and have the list of functional links; visually it looks boring but if you want to get to the bins immediately, it's good you don't have to drill down too far
- Shows the most frequently used so you can get to it relatively quickly
- Its got the breadcrumbs which is good, I've been using them to switch between pages easily
- You don't want to take more than 3 clicks to find something and that's what happens on your website. To me that says the information has been designed to be retrievable
- Being able to find information quickly is one of the strengths  
The two things I would look for are a Service or under About.  
Except if paying rates, then I go to payments



# What are your thoughts on finding the information you need/figuring out where to go?

## NAVIGATION (Negative)

- The navigation is terrible
- The waterfall navigation - it's too hard to find anything
- I know what the structure is trying to do but...
- There is too much of a drill down in the menu structure.
- If it's not logical I'll persevere and drill down
- Need to categorise info into what people might want to do and design it that way.
- If you don't know it exists then you would never find it
- It took me so long to realise that the 'most requested services' aren't the only ones because there isn't a 'plus' button. People don't understand that there is more.
- Older people need a "mud map"
- The person most likely to find information is the person most likely to find it
- The header isn't on every page and when I get stuck I default to look at the top, the bottom and the sides because that's the old fashioned way I try to find things

# What are your thoughts on finding the information you need/figuring out where to go?

## NAVIGATION (Negative)

- I'm not sure that the corporate information is important but usually that information sits at the bottom of a website
- I went on age and disability services a while ago and I couldn't find what I needed there because it has moved to the Older Resident section

- It might make sense to younger people but it doesn't make sense for older people. Younger people know what they are looking for and they can find it easily but older people don't have a clue
- I'd rather have a bigger page listing all the pages than have to keep drilling down page by page to find something

## NAVIGATION (Neutral)

- When I go into the website I really want to engage with you – I want to do something
- If it's well structured I should be able to find what I want
- I do a Google search for something and then I find what I need
- On my phone no problems but I wouldn't fill out a form on my phone?



# What are your thoughts on finding the information you need/figuring out where to go?

## **SEARCH FUNCTION (Negative)**

- The only thing I find frustrating is the search function – it shows no results and its really annoying at times
- I tried to find Banksia bulletin using search and it wasn't in there, so I went to Trees, Parks and Recreation and it wasn't there, so I searched for

Bank and then I found it

- I just have to work out which section I want because the search doesn't work for me
- You try a few times and then you give up so you never use it again
- I'm assuming it should work like a Google search but it doesn't

- My keyword isn't going to be the page title and people are going to have trouble finding it unless the titles are really good

# What are your thoughts on the content?

## CONTENT (Positive)

- Pretty happy with what I find because I'm looking for something specific
- Good, professional, well laid out
- I think it's quite good, not overwhelming
- There is nothing wrong with your website in terms of content
- Over time, its improved
- I just hit the Pay your rates link and it doesn't take me to three screens to get there
- Its fairly simple and you have to make it technically and legally correct but still easy for people to understand
- A lot of comprehensive information
- Everything the resident needs to know is there
- It would be good if you could retain the accessibility of the information. (Ease of access to information, intuitive flow without any great effort). The website is good in that sense.

# What are your thoughts on the content?

## CONTENT (Negative)

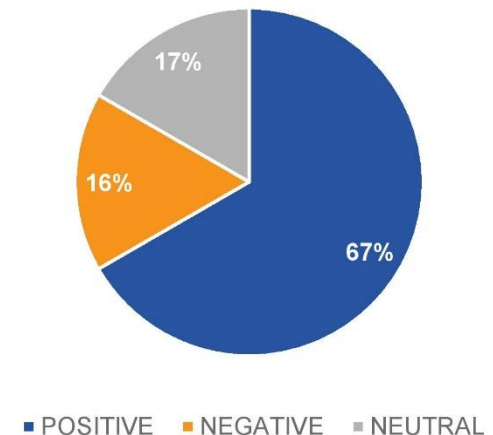
- Not rich enough but understand that we cater to a broad mandate, so have to keep it simple.
- Amount of content is low. Content important, happy to have it simple.
- Also if you're expecting to print, need to be able to cut out pictures for printing.
- I tell my older friends what big words mean because sometimes they don't understand what a service means
- Be clear that this is what you do
- Use the words 'Community Services' instead of Services
- You need to click on the 'plus' to find the extra information – but its better than it used to be
- The way that they have changed what's on it now has activities under 4-5 of the headings and some get their own headings but they don't all get one
- Things like hard waste are really important and you need to put all the information on there

# What are your thoughts on the content?

## CONTENT (Neutral)

- I'm not interested in sways of text, that's not the purpose of what the website is for, they can refer me to a book somewhere else.
- The content is very rich but the focus is Services
- The language is good but make it clearer what you do and what you don't
- Help people to get the information they want if you don't offer it point people in the right direction
- I assume you are trying to avoid too much jargon
- Its not too bad, but I assume it goes through a formal approval process
- Its about summarizing something and then getting to the legal stuff

Perception of web content



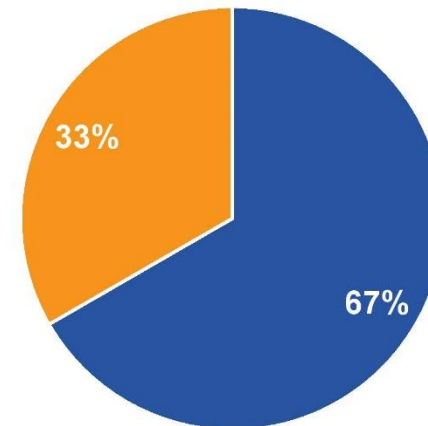


# What are your thoughts on the overall design?

## DESIGN (Positive)

- Nothing about layout is a problem
- Layout is good
- It's quite attractive
- Site presents quite well, quite professional
- Very clean (not messy, laid out quite well)
- The website is innocuous
- It's nice, efficient, clean. Aesthetically pleasing and attractive
- It's functional, clean, not unattractive
- Not daggy or old fashioned - simple and clean
- Clean & simple & innocuous
- Much improved on from what it was

## Perception of Current Website Design



■ POSITIVE ■ NEGATIVE

# What are your thoughts on the overall design?

## LAYOUT (Positive)

- It's certainly clear, from the perspective of an older person whose vision isn't that flash. The layout is fine.
- It's not particularly pretty but that's not what I'm looking for.
- I'm often looking for something specific so simple design is best for me. You'll click on a service, find a list and then you're done.
- There's nothing more annoying than a pretty website and you can't find what you're looking for.
- It is information centered and I like that: There's no point it being beautiful if you cant do anything.
- I think it's quite good.
- The contrast is fine and things are clear.
- Its clear and its not cluttered.
- Significant amount of white space, not too much.
- The corporate colours translate well, it's a good colour on the website.
- The colour is ok for me.



# What are your thoughts on the overall design?

## LAYOUT (Negative)

- Maybe have something more attractive when you arrive on home page and links that are easy to get to.
- Really bureaucratic. These days you're better off focusing on personal engagement - more colourful and friendly.
- It's a bit boring.

- Needs to be more personable than stodgy.
- You need images.
- Its very boring now and anyone will tell you that.
- It's not the most artistic of website.

## LAYOUT (Neutral)

- Don't think it's a remarkable website but good for council.
- Definitely looks like a local govt site.
- Graphic design looks conservative but then that fit the values of council.
- Probably conservative, but then it fits with the values of the council.



# What are your thoughts on the overall design?

## FONTS (Positive)

- Like the font and colours
- I like the blue and the fonts are easy to read – they are really clear
- Easy to read overall

## FONTS (Negative)

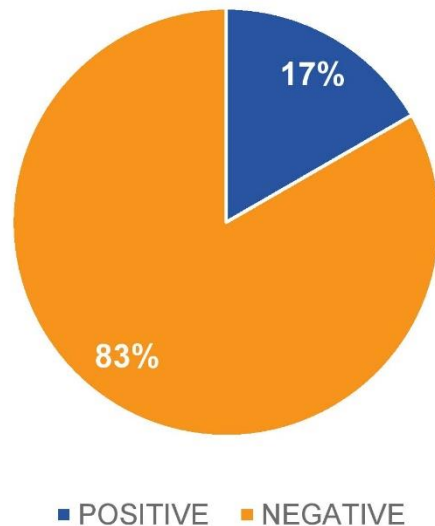
- Older people like larger, simpler fonts

- Its not one of those websites you can increase and decrease the font if you want to.
- Its not suitable for older people - fonts are very light - size ok but they don't show up very well for older people
- Font & sizing biggest issue - changing the size is good as long it's clearly displayed that

they can use that (*functionality*). If not available (*accessibility features*) on the front page, then you lose the customer in two pages.

# What are your thoughts on the overall design?

Perception of Website Design - Imagery



## IMAGERY

- Add a photograph, change them, rotate them when you have new events or changes to services to get them in your face.
- Given we're bayside, loving proximity to the Bay, maybe could be more inspirational.
- Reinforce some of the positives about living in Bayside
- Good imagery is really important, at the end of the day it's a visual medium
- No pictures, but not too fussed about this
- The images we have seem good quality, they work well with the content

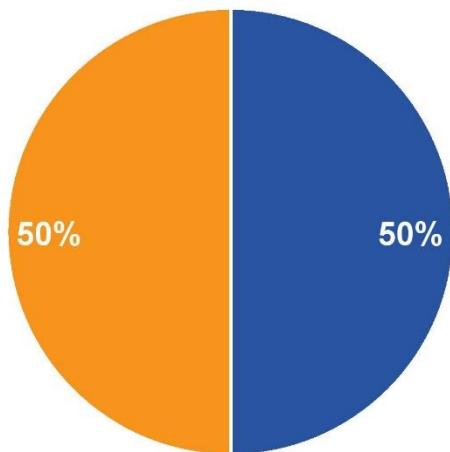






## Is there anything that is particularly great about the website?

Is there anything that is particularly great about the website?



■ YES ■ NO

**50%** Easy to report emergencies & issues

**33%** Libraries EDM content & navigation between websites (Council & Spydus)

**16%** Advantage Road video content



# Is there anything that is particularly great about the website?

## **EMERGENCIES & REPORT A PROBLEM (50% Positive)**

- I like that you can report things. I don't know if Snap Send Solve app is working these days
- The last time I used the report a problem form was when my bin didn't get collected. I never heard back but the next day someone came to empty my bin
- When the lid fell off the bin I had a response to say that someone will come to fix it after 24 hours if I leave the bin out. I was really happy with that.
- We had a big tree fall down outside of hours and I can fill out a form
- I can bring up the phone number and still call Council after hours
- When it was an emergency the number is right there on the Contact Us page and I got hold of someone right away



# Is there anything that is particularly great about the website?

## **LIBRARIES (33% Positive)**

- The library operates very well in its newsletters and referral back to the website. That works quite well.
- I use the library site directly, but then on occasion come via the Council site and then to the library area

## **OTHER (16% Positive)**

- Advantage Road, I found the 2.5min clip and know it's there and think it's a good thing to have.

## **NEGATIVE (50%)**

- No standout experience
- Nothing comes to mind
- I don't think there is anything great about it: Its just something that's functional

## Is there anything particularly challenging about the website?

**50%** Navigation and search functionality are an issue

**50%** Council needs to improve transparency of contact information, roles and responsibilities

**33%** Planning processes are challenging

**33%** Bayside is not good at collating events and activities online

**16%** Don't want information in a pdf

**16%** Outcomes of Council meetings aren't easy to find

**16%** My Have Your Say submissions don't process

**16%** Can't attach a document for facility/venue hire requests

# Is there anything particularly challenging about the website?

## NAVIGATION & SEARCH (50%)

- It used to be very easy to find the information I need but now its not easy, that's how I know your website changed. It used to be easy.
- I have to navigate through – Its very difficult to find what I want.
- You cant assume people know what they are looking for.
- Navigation, make it easier to help people to find what they need.
- Cant find what you're looking for.
- The navigation is terrible.
- The search isn't challenging, its just frustrating because I know I've used the right words and nothing comes up!
- Its too simple and too page oriented in the results.



# Is there anything particularly challenging about the website?

## **TRANSPARENCY OF CONTACT INFORMATION (50%)**

- Lack of an organisation chart - reduces credibility of council if its not clearly demonstrated how things work
- Need to know who to talk to; perhaps the role rather than the individual
- Finding out about the councillors was quite easy. Everyone knows what Laurie looks like. But finding out who the CEO and or CFO is wasn't easy. If you go to most company websites you'll find out about the CEO, ideally a picture and contact details. I thought that was sort of odd.
- Contact details are outdated
- Heathy aging, it doesn't matter who is the president but we do need a contact number for any service. Even if there isn't a name, need to be able to ask for a role.



# Is there anything particularly challenging about the website?

## EVENTS/ WHAT'S ON (33%)

- Bayside council is not good at collating events and activities like other councils
- There used to be a 'What's on' but now its difficult to find anything
- There isn't one place to look for events and activities

## PLANNING (33%)

- Planning was a negative process
- The planning numbers are very confusing - make them easier and highlight what the status is
- The whole planning process (objections)
- No notification from council - no updates

- Planning process (not good) - for understanding the liquor licences
- I went down a rabbit hole about liquor licencing - so confusing
- Process on the website was a bit long and convoluted
- Planning process, Planning numbers very confusing.

# Is there anything particularly challenging about the website?

## **COUNCIL MEETINGS (16%)**

- Follow up council meetings; I find that frustrating. The worst part of the website is being able to locate matters that are coming up, what's been said, what's been presented to council.
- Huge amounts of info from Council meetings, you spend half a day to locate specifics.

## **FACILITY HIRE (16%)**

- I fill out a form to hire a room or facility. I complete the form and then upload it but it fails.
- I press send and it doesn't work to send my documents on Safari, Chrome or Edge.
- I have told the person from the hiring place and in the end I just email the documents through and I give up.

## **HAVE YOUR SAY (16%)**

- Once I've contributed (and submitted a form), it disappears (unsure if the submission has processed).
- I become disenchanted since I spend an hour working on these things so I would like a response.



# Is there anything particularly challenging about the website?

## PDFs (16%)

- I'm not a big PDF fan.
- I don't want information in a pdf because they aren't designed for reading on a screen and the content isn't written for reading like this.
- We can't read them on a mobile phone.

## OTHER (16%)

I thought it was odd that there's a section for older people that was about under 55s.



HOW COULD WE IMPROVE?



## What valuable information or feature could the council develop on their website to make things easier for you?



# What valuable information or feature could the council develop on their website to make things easier for you?

## VISUAL ELEMENTS (83%)

- Make it more visual
- Mud maps - how the place works. If you're interested in this, go to this space.
- More diagrams / boxes with arrows (processes) to show where to go next
- Explain how the council meeting process works – e.g. to get into

council, you need to give input here, then this, then this etc.

- Know how to navigate the council (and this website)
- Need more pictures and diagrams
- From a design sense an opportunity to make that all the more beautiful.
- Nice photographs to show

bayside is a nice place to be

- Put some nice photos of Bayside to show that we are Bayside!





# What valuable information or feature could the council develop on their website to make things easier for you?

## WHAT'S ON & EVENTS (50%)

- Add more local news happening in the area from different Facebook groups like a 'what's on in Bayside' to show what's happening in the area?
- Festivals, markets, etc on the Homepage. Then I would probably use the website more
- Add somewhere that community groups can update themselves to list events and activities
- I want better promotion of the event and the suitable age groups, how much it costs etc
- List the events - It used to be in the rotating banner
- Add a What's On section which has been consumed within all of the sections, there is nowhere just to look down and see everything
- One place for all reasonably significant events is needed
- I want better promotion of the events and the suitable age groups, how much it costs etc
- More info about what's on in Bayside could be in the internet and it could be on the Bayside site
- Markets here for day trippers or family & friends visiting
- What's to do, so what can I do/show things that are coming up/on



# What valuable information or feature could the council develop on their website to make things easier for you?

## INFORMATIONAL CONTENT

(50%)

- In might be worth having an FAQ section
- One thing good for older residents living on their own is what to do in an emergency and I couldn't find anything about that on the website.
- One thing I thought that could be useful is a page, on the page you've got for older people, is groups to stay connected as loneliness is a big problem.
- What services belong to council and which ones are not – you need to make it very clear to people who they go to
- Why should I worry about your master plan? Its not important to most people
- You need to make it very clear that you provide this and that and how you do
- Clear information provided by council about responsibility

# What valuable information or feature could the council develop on their website to make things easier for you?

## FUNCTIONALITY (33%)

- Notifications about specific things that are important to me.
- Need to be able to book in a schedule for immunizations easily

## PLANNING (16%)

- The planning process - it's really about the application ID numbers (with the 'I's)

## MAJOR PROJECTS (16%)

- More information about what that differences of opinion are and progress on these initiatives

## NAVIGATION/OTHER (16%)

- Clarity around what it is I'm looking for
- I would like to see the website focused primarily on services everything else can sit underneath





# NEXT STEPS

## Next Steps

- ✓ Circulate with relevant stakeholders
- ✓ Proceed with online survey hosted on Have Your Say to collect additional data
- ✓ Update community engagement participants with the key themes that emerged
- ✓ Apply key learnings to wireframes, information architecture and content direction
- ✓ Invite participants to participate in phase two of community engagement upon release of the new website
- ✓ Continue to iterate and improve based on research findings and community feedback



A photograph of two people from behind, standing on a hill and looking out over a city at sunset. Both individuals have their arms raised in celebration, with their index fingers pointing towards the sky. The person on the left is wearing a striped shirt and jeans, while the person on the right is wearing a blue shirt and dark pants. The sky is a mix of orange, yellow, and light blue, with the sun low on the horizon. A semi-transparent grey band across the middle of the image contains the text "THANK YOU".

**THANK YOU**

