



Community Services Manager's Report – May 2009

Information Centre

Visitor Statistics

As winter bites the number of visitors calling into the Information Centre slows down.

2008	February – 899	March – 904	April - 678
2009	February – 772	March – 804	April - 621

Tourism Get together

An invitation has been extended to tourism operators to attend an industry gathering at Te Kiteroa Lodge. As well as offering a networking opportunity we are facilitating an interactive discussion on 'reaching your customers'.

Marketing

Waimate 2010 Calendar

Work is underway on next year's Waimate calendar with the selecting of images and obtaining printing quotes. It is anticipated that we will get 600 printed with the aim of selling 450 and the balance to be placed in the new residents packs.

Waimate Visitor Guide

Winter is the time for updating our visitor publications and we are now working on the Waimate Visitor Guide containing information for visitors and potential residents. A sales prospectus will shortly be sent to businesses associated with attractions, accommodation, dining, schools, real estate and other related services.

Website www.waimatedc.govt.nz

Web Symposium

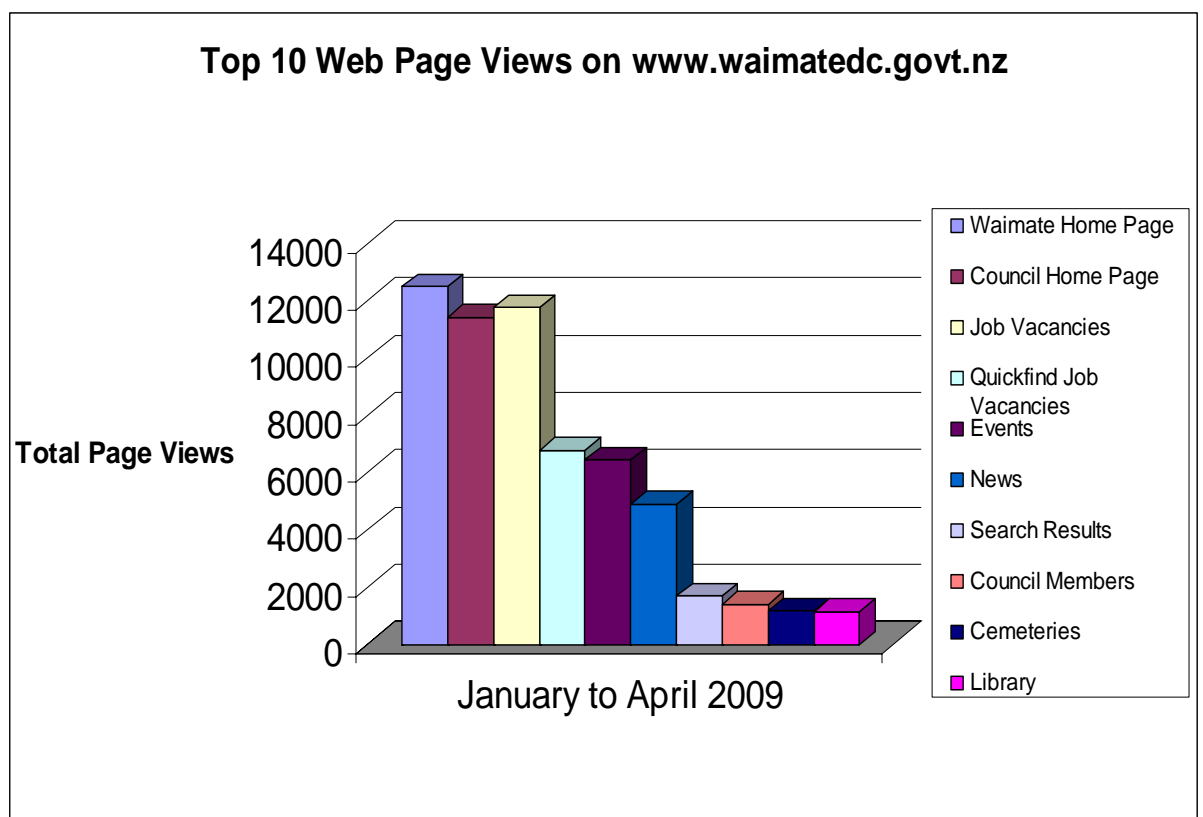
The annual ALGIM Web Symposium held on 4 & 5 May is the premier event for website, online services and communication teams in the public sector (local and central government). Keynote speakers were from Google, Nielsen Online, Intergen, Shift and Royal NZ Foundation for the Blind, case studies and workshops on e-democracy, website marketing, social media, and the annual web awards and evaluation results. As our society moves further into the electronic age I aim to introduce an interactive on-line submission process, starting with the Community Plan submissions. Other ideas in the future are video messaging as presented at the May Strategy portfolio meeting, and podcasts – broadcasting of Council meetings.

Website Survey

In early 2009, the Association of Local Government Information Management conducted its annual survey of council websites throughout New Zealand to assess sites from both a technical and content perspective. The report gives a snapshot of how councils manage their website, what software applications they use, reporting and search facilities, and functionality and online services provided. Waimate District Council was ranked 58 out of 85 slipping down nine points below last years results, however this is still an excellent position considering our size and budget. Most of the councils ranked below Waimate were also small with the exception of West Coast and Southland Regional Councils.

Website Statistics

One of the questions on the ALGIM survey asked councils for their most visited page of their website. Overall the top page was job vacancies, followed by rates, council services, contact the council, then maps and property. Below is a graph showing the top 10 pages visited on the Waimate website.



Website Feedback

An electronic feedback form is located on the front pages of both the Council and the Waimate home pages. The form is quick to complete and asks six simple questions. The comments from 20 recently received feedback forms have been collated and follows this report.

Meetings & Training

Training/Meetings

Donette Fargher attended the Information Centre southern regions meeting in Naseby

I attended the 2 day Web Symposium run by ALGIM (Association of Local Government Information Management)

Statistics NZ visited to discuss 2011 census questionnaire

Linda Halkett attended an assistant librarian's day in Oamaru

Tony Morton was invited as guest speaker at the opening of the Waimate art exhibition

Library

Visits & Displays

Classes from Main School, Centennial School visited the library in April. Waimate Child Care also visited for one of the story time sessions.

April Displays:

- Lillian Bailey's art work
- Floral art group
- New large print books
- Special display of children's artwork from the holiday programme.

Website

The library website has 690 page views in April. The peak showed a huge viewing at the beginning of the month. Feedback shows that people view the site to search the catalogue online and to see what programmes are scheduled for the month.

Month Statistics

April saw a rise over March's figures. April 2009 is the highest number of issues in April of the past 5 years. Income has slowly increased over the past 2 years; however we are tracking much higher than 2005-2007.

Easter Holiday Activities

The holiday programme was a great success with four story time sessions enjoyed by children and parents.



Librarian Bronwyn Fleming reading



Councillor Matt Henderson reading

Carolyn Johns
Community Services Manager