



## LINKAGES

### Recent Council Websites to go “Live”

The following Councils are the most recent to have their website developed as part of the LCC Program:

Collie – [www.collie.wa.gov.au](http://www.collie.wa.gov.au)

Pingelly – [www.pingelly.wa.gov.au](http://www.pingelly.wa.gov.au)

### W3C Priority 1 – Compliance

The World Wide Web Consortium (W3C) has developed accessibility standards which should be adopted and implemented on websites.

In simple terms, accessibility standards ensure that information and services included on websites is available in formats which are easily accessible, easy to use and appropriately targeted at the potential audience.

The guidelines are aimed at ensuring that website users who cannot see, cannot easily read print, cannot distinguish colours or cannot hear can still exchange information through the internet as readily as other users.

Web content developers should satisfy W3C's Priority 1 checkpoints. If these check points are not satisfied, then one or more groups will find it impossible to access information on the website.

For further information about the W3C Priority 1 compliance, please visit [www.W3C.org](http://www.W3C.org).

### Hints & Tips – Online Polls

Now that there are 34 Council websites ‘live’ as part of the LCC Program, and with a further 32 websites in the process of being developed, the LCC team will be providing regular tips on how to value add to new sites and make websites more interactive.

In this edition we will be focusing on Online Polls and how they can be used to add value and an interactive focus to your new website.

An online poll is a quick and simple way of obtaining feedback from users. The poll is a question with 3 to 6 responses that the website user can select or vote on. This is a very useful form of simple interaction and by changing the poll regularly Councils can keep new websites fresh and interesting for visitors.

The question can be as simple as *Are you happy with the information provided on the Shire's new website?* or *Are you happy with the Shire's current ward structure?* (or any other topical issue in your community).

Councils currently making use of online polls on their websites include; the Shires of Dandaragan, Carnamah and Derby-West Kimberley.

If you would like further information about how to add an online poll to your new website, please contact the LCC Helpdesk at [helpdesk@linkingcouncils.com](mailto:helpdesk@linkingcouncils.com).

### Update your website regularly

Always treat the Council's website as a living communication tool and keep it updated regularly.

One of the key reasons for having a website is to allow the Council to share up to date Council information with the community at any time of the day.

By keeping news, events and other information up to date at all times, people will form a habit of visiting Council's new website as one of the first points of call when they need Council information. If visitors to your website continually see out of date information (or no new information) they will be less likely to use the site regularly.

### In brief...

- Remember – visitors to your site are usually scanning for specific information and may not be interested in reading large blocks of text. It is best to make sure that information included on websites is clear and concise.
- The National Office for the Information Economy (NOIE) recently launched a project that has seen the development of a website, information booklet and other resources that will provide practical information, explanations, tools and resources about e-business relevant to small businesses in Australia. For further information about the *e-businessguide* project, please visit [www.e-businessguide.gov.au](http://www.e-businessguide.gov.au).
- The LCC team are currently in the consultation phase for the development of the whole of Local Government Portal / Extranet. A number of Councils have been involved to date, and the information gained will be used as the basis for a wider consultation process with Councils.
- A reminder that the LCC team will once again have a booth at Local Government Week this year (being held at the Burswood Convention Centre from August 1-5). If you will be attending the conference, be sure to drop in to see what the team has planned for the coming months and to enter the LCC competition which was a popular event last year.

