



LINKAGES – Edition 33

Merry Christmas 2005

The LCC team would like to wish everyone a safe and happy Christmas for 2005.

SMS Broadcast Service

The WA Local Government SMS Broadcast Service is a service that allows individuals within Local Government to send short text messages to the mobile phones (GSM or CDMA) of individuals, or pre-defined broadcast lists of individuals, in a controlled and traceable manner.

Outbound messages can be sent from a simple secure webpage, or may be initiated from third-party software such as library management systems. If the sending party is authorised to send SMS messages, the text message is then dispatched to the recipient(s), and an email is automatically sent to the originator, complete with details of the message, what time it was sent, the destination phone number it was sent to, and the calculated cost of sending the message.

Applications for this service include:

- Automatically advising patrons that their requested book is now available at the local library.
- Broadcasting the activation of a Harvest Ban to all farmers' mobiles during harvest season.
- Broadcasting a change of meeting time / cancellation, to all Councillors.
- Issuing an alert to all rangers.

To use the service, a council simply selects and agrees to one of two Service Plans, as follows:

SMS A - \$20 per month, including 40 SMS messages. Additional SMS messages are charged at 25c each.

SMS B - \$50 per month, including 250 SMS messages. Additional SMS messages are charged at 20c each.

Please note that there is a once-off configuration charge of \$180, and that amounts quoted are ex-GST. Accounts are billed quarterly in advance, or more frequently as usage requires.

For further information please call 1300 766 542 or email helpdesk@linkingcouncils.com

Handy Hints – Webpage Images

It is highly recommended that you resize and compress most images before uploading them to your website, due to HTML resize functionality offering less than desirable image quality and having no impact on file sizes. In other words, it will make browsing your website slower, and not optimal from a user experience perspective. An image editor such as Irfanview (www.irfanview.com) will do the job nicely. Here is a guide to how to do it in Irfanview.

1. Open the image in Irfanview (unless you've set up Irfanview as the default image viewer during the install process then just open the image as normal).
2. You may need to crop the image, perhaps to cut out a specific area in a larger view or obtain a portrait orientation for a photo of a person. Hold down the first mouse button and drag a selection box around the area of the image you want. Click on the *Edit* menu item and then choose *Crop selection*.
3. Go to the *Image* menu item and select *Resize/Resample*. Ensure the "Size Method" is set to "Resample" and the default "Lanczos filter".
4. For most situations, a width of 200 pixels is recommended, or 150 for portrait orientations. The height should automatically change to preserve the aspect ratio of the image.
5. Click OK, then go to the *File* menu item and select *Save as type* drop down menu.
6. Change the file name or save the image somewhere else, since it's always a good idea to keep the high resolution original for future edits.
7. There should be an extra window hanging off the right side of the save window where you can adjust a quality slider. Less quality means a smaller file size but a negative impact on the quality of the final image. 60-70% is a good setting for most webpage images (keeping the file size below 10Kb in most cases), although 80% and above is recommended for photos of people.
8. Click the *Save* button.

If the end result is too pixellated for your liking, then just save the image again with a higher quality setting (but still try to keep the end result below 10Kb, keeping dial-up internet users in mind).

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