We begin by answering four focussing questions about our website. The answers to these four questions provide a frame into which all of our online material must fit.

1. Who are our customers?
2. Why are they coming to the website?
3. What do they expect to find on the website?
4. How do they expect to find what they want on our website?

It is important to remember that the website is there as a means of communicating to the customer and that your business is serving the customer. So, with these reasons in mind, if we author and publish information that is not sympathetic to the four focussing questions and the business objectives of the website, then we are simply missing the point.

Identifying What Information to Provide Online

There are a number of internal business drivers that must be considered when selecting what information to deliver online. Information for online delivery must:

- Satisfy customer demands
- Reduce in-person queries
- Improve functional visibility
- Educate customers
- Aid communication
- Enhance customer relationships.

So, information that is valuable in an online context is information that satisfies our internal business drivers within the frame of the website’s purpose.

Consumer Driven

There are two dichotomous consumer drivers that we must satisfy when authoring information for delivery on a local government website. These are:

1. Precision, and
2. Concision

The precision aspect is essential in our area of authorship due to our duty of care to the consumers of our information. If we are imprecise or worse, vague, then the information has little or no value to the consumer and we risk losing the consumers trust. The concision aspect is equally important, as online consumers wish to be able to rapidly consume the information and move on.

Making your content Precise

Put simply, this is making sure that the content that you author is unambiguous. Try to avoid making assumptions about what your intended readers already know, or should know about the subject matter. The published information needs to accurately and unambiguously give the customer what they need.

Making your content Concise

This is making the information that you provide as brief as it can be whilst still satisfying the precision dimension. Brevity is one of the most difficult skills to master for online authorship. There are some rules of thumb that can be employed to make this aspect of your web authorship easier:

- If the information is long and complex, provide a précis and point to the full document (hypertext link, information about acquiring the full document, etc.);
- If the information runs over multiple “screens” consider breaking the document up into chapters or pages; and
- If all else fails, reconsider!

Don’t condense the incondensable!

Despite advice to the contrary, there are some documents that you will need to provide online that cannot be condensed. Your mission is to manage the readers’ expectations about the document. Let them know that the document is dense and complex and they’ll thank you for it. The chances are that if the information is so complex and so dense then it probably won’t satisfy the internal business driver to “reduce in-person queries” and will probably fail to “educate customers”, so the best that you can hope for with these kinds of documents is to provide a précis/abstract on the website and give the customer information on how they can acquire it from the council.

◊◊ More information on writing for the web can be found in a paper prepared by Brian Oliver and LGAT communications manager, Iris Goetzki, on the LGAT website www.lgat.tas.gov.au. Go to ‘For Council Employees’ and then ‘Communications Toolkit’.
Consumers Encouraged to ICE their Mobile Phones

The millions of Australians who are mobile phone users are being encouraged to store the name and number of a family member or friend in their handsets to be contacted In Case Of Emergencies (ICE).

The ICE campaign, developed by the East Anglian Ambulance Trust in the UK, has gained international attention since the London bombings and Telstra has commenced a campaign at home so Australians may benefit from faster contact and advice in times of crisis.

ICE is simple and could make a positive difference in difficult times. Mobile phone users simply enter the acronym ICE, for In Case of Emergency, into their mobile’s address book and list the name and number of the person they want to be contacted in an emergency. Having ICE in a mobile phone may make it quicker and easier for emergency services workers or passers by to make contact with someone who could help with vital information.

Ideally, an ICE contact should know or have quick access to information such as blood type and allergies to assist emergency services make decisions if needed.

In Tasmania, the Deputy Premier the Hon David Llewellyn has endorsed the initiative saying; “When every second counts, knowing who to call and getting information from a patient’s ICE contact may make the vital difference in a life or death situation. We encourage everyone with mobile phones to make this easy addition.”

Big Button Phones Set to Help Visually Impaired

Telstra Country Wide has launched two new home phones with giant buttons designed especially for older people and people with a vision impairment.

The big button phone is available as a traditional or a cordless version, and features buttons that are double the size of those on standard home phones to make dialling numbers less of a challenge. There is an estimated half million Australians with a vision impairment. The big button home phones join the range of products and services available through Telstra’s Disability Equipment Program.

To find out more, visit www.telstra.com.au/disability or telephone 1800 068 424.

L-R. David Mitchell president of Linking Tasmanian Seniors, Rowena MacKean, Seniors Action Group Eastern Shore coordinator and Margaret O’Rourke Area General Manager, Telstra Country Wide Hobart and Southern Tasmania at the launch of the new big button telephone.
New Tourism Protocol Agreement

The Tasmanian Government and the tourism industry have renewed their commitment to a sustainable industry with the re-signing of the Tourism Protocol Agreement. The Tourism Protocol Agreement is the joint commitment between the two parties that led to the development and success of the joint strategic plan, *Tourism 21*, which has shaped the tourism industry in Tasmania. Tourism is now one of Tasmania’s biggest industries with more than 780,000 visitors a year, generating spending of more than $1.5 billion and employing some 40,000 people. *Tourism 21* commits the industry and government to strategies to increase tourism to a $2.5 billion a year industry employing more than 54,000 people by 2014.

Accommodation Survey Reinforces Value of Tourism

Tasmania’s tourism industry continues to perform well with figures showing growth in the accommodation industry outperforming other states. The latest Accommodation Services publication released by the Australian Bureau of Statistics reveals the strong performance and value of tourism to the State’s economy and social wellbeing. The ABS shows that in 2003-2004 total income from the Tasmanian accommodation industry was $248 million. This represents Tasmanian growth of 61 per cent - nationally it was down by two per cent. Wages and salaries totalled $65 million - a growth of 38 per cent in Tasmania compared to a national decline of seven per cent. The ABS data showed 3,000 people were employed directly in Tasmania’s accommodation industry - up 12 per cent compared with a national decline of 14 per cent.

Tasmania’s Temptations Holidays Wins National Award

Tourism Tasmania’s travel wholesale arm, Tasmania’s Temptations Holidays, has been named winner of the ‘Best Wholesaler National Category’ at the National Travel Industry Awards for Excellence 2005. The award, presented by the Australian Federation of Travel Agents (AFTA), recognises excellence in staff development and training, sales and marketing, and customer service. This is the third consecutive year that Tasmania’s Temptations Holidays has been a finalist for the Best Wholesaler National Category. Tasmania’s Temptations Holidays finished equal first with Qantas Holidays in 2003. Tasmania’s Temptations Holidays works with a network of more than 4,500 agencies, packaging and promoting Tasmanian holiday products.

Australian Tourism Alluring To Backpacker Market

According to the latest International Visitor Survey for March 2005 backpacker visitor numbers increased by 4 per cent to 492,200 in the twelve months to March 2005. Of all international visitors to Australia, 10 per cent were classified as backpackers. The Australian Government’s new visa arrangements allows backpackers from Europe and the UK to stay in Australia for two years instead of the previous one year cap. In addition, Tourism Australia is using innovative and youth oriented communications to target this market. Backpackers are a key high yield market, with their high dispersal and length of stay delivering immediate economic benefit to regional, rural and remote communities around Australia. The average expenditure of a backpacker whilst in Australia was over $4,900.

Tourism Earning - Breaks Into World Top Ten

Australia is now positioned as a world top ten tourism earner. Figures from the World Tourism Organisation’s (WTO) World Tourism Barometer show there were 763 million visitor arrivals recorded worldwide in 2004. According to the WTO report, Australia accounted for 5.2 million of these arrivals and came in at number 10 for tourist expenditure, with $US13 billion ($AUS 17.7 billion) in expenditure recorded in 2004. The $73 billion tourism industry is now one of Australia’s largest industries, sitting alongside mining, agriculture and manufacturing.

Figures Show Continued Growth

The Overseas Arrivals and Departures for July 2005 showed a 6.4 per cent increase in the number of international tourists to Australia in July compared with the same time last year. China grew by 17.6 per cent in the first seven months on the same figures last year. Other emerging Asian markets have experienced strong growth with Taiwan increasing by 11.2 per cent, Singapore by 14.3 per cent and Korea by 22.8 per cent.

Traditional markets experienced growth with New Zealand up 10.2 per cent, the UK increasing by 7.7 per cent and arrivals from Germany growing by 5.1 per cent.

Brand Australia Best

Australia has been named the world’s number one nation brand according to an international survey of 18,000 consumers around the world. The Anholt-GMI Nation Brands Index has found that Australia is the most powerful tourism brand in the world. Australia came out on top in the areas of tourism, investment and immigration. According to the Anholt-GMI Nation Brands Index, the Australian Government is seen internationally as trustworthy and this greatly enhances Australia’s reputation and further reinforces the predisposition towards travelling to Australia.

in brief…

Changes for HGC Launceston

Refurbishment has commenced on the 6th floor at the Hotel Grand Chancellor Launceston to create a new Superior Room category. The Hotel Grand Chancellor Launceston is a 4.5 star hotel and offers Standard Rooms, Superior Rooms, Executive Suites, a State Suite and a Royal Suite.

The hotel features an extensive convention venue, comprising 11 attractive and functional rooms including the Elm Convention Centre which can host conferences of over 500 delegates. For further details and bookings please call 03 6334 3434.
Lenna of Hobart provides a welcome contrast to larger venues. Inquire now to celebrate your Christmas Lunch, Dinner or Departmental Cocktail Party. Renowned for their personal attention to detail, Lenna is ideally suited for small and medium-sized conferences, meetings and functions. We look after all of your catering and audio/visual needs and offer break out rooms with adjoining balconies, natural light, and complimentary off street car parking.

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What is the name of Lenna's lounge bar, where you can meet for pre-dinner drink prior to dining in Alexanders Restaurant?

__________________________________________________________________________________________

Your answer ______________________________________________________________________________

Name ____________________________________________________________________________________

Address __________________________________________________________________________________

Phone ____________________________________________________________________________________

Email _____________________________________________________________________________________

To qualify for the prize draw just answer this simple question:

What is the name of Lenna’s lounge bar, where you can meet for pre-dinner drink prior to dining in Alexanders Restaurant?

__________________________________________________________________________________________

Your answer ______________________________________________________________________________

Name ________________________________________________________________

Address ______________________________________________________________

Phone _________________________________________________________________

Email _________________________________________________________________

Address entries to:
Competition
LGAT NEWS
Box 1521 Hobart, 7001

Entries close Monday November 1st 2005. Prize will be drawn at the LGAT office.
The first correct entry will be declared the winner. Announcement will be published in the December issue of LGAT News.
Winner will be notified by phone, fax or email. Prize will be valid for six months from date of draw.

LGAT employees and the employees and their families of any company directly involved with the design and production of LGAT News are ineligible to enter this competition.
730 days of freedom for just six dollars

AT PORT ARTHUR

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