

## Moorabool Community Online – Newsletter December 2005

Welcome to the first MCOonline.com.au Newsletter. This newsletter has been designed to support you as you develop and grow your local community website.

First up we would like to congratulate you! Seven town websites have been launched through the Communities and Technology (CAT) project with lots of new connections, learning and interest generated (not just from participants but from Government, the project funding organisation and other communities).

The CECC Team want to support you in keeping things moving. Through this monthly newsletter we will share information on all the latest developments; let you know about upcoming training opportunities; highlight how your township websites are being used; and provide lots of hints and tips for keeping your website up-to-date and interesting.

Please let us know what you think of the Newsletter. Your suggestions and comments about what we should include in the next newsletter would also be welcome, e-mail CECC at [support@cecc.com.au](mailto:support@cecc.com.au).

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### Content of this Newsletter

1. Christmas celebration and official launch news
2. Recent developments
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### Christmas celebration and official launch news

Let's get together to celebrate our achievements during 2005. Members of the CAT Project Planning Committee invite you to join them at the Greendale Pub on the 14<sup>th</sup> of December from 5:30pm to 6:00pm for end of year drinks. RSVP to Sarah [s.springfield@bigpond.com](mailto:s.springfield@bigpond.com). An official project launch is being planned for February 2006. More details will follow once the venue and date has been finalised.

### Recent Developments

In response suggestions at recent training sessions we have made the following changes:

- **Neighbouring Community Websites** - A new feature has been included on each of the town sites. The 'Neighbouring Community Websites' feature provides a quick link to other town websites.
- **Enlarge text size** - A new text size feature has been added. Check out the 'Enlarge text size' link and you'll see how the text size across your website can be increased or decreased at the click of a button.
- **CECC Site Builder News** – Did you know that you can now create community group or business websites with an address based on your town website

domain? For more information, [click here to read more](#) or check out the following example created by Zack from the BlackwoodVictoria.com Working Group - [www.blackwoodvic.com/sites/sagecreek/](http://www.blackwoodvic.com/sites/sagecreek/)

### **Training Opportunities**

The CECC team will be running two Open House afternoons prior to the Christmas for those of you who are keen to learn more about using the CECC products to further enhance your website. You can come for a short time or stay for the full session. Bring along any content you wish to publish such as event information, news items, photos, content for community websites etc. and we'll assist you in learning how to put the content onto your website. The sessions will be held on Thursday 8 December and Thursday 15 December 2005 between 1pm to 4pm. If you are interested in attending please notify Craig Briody by telephone 5327 9319 or send an email to [training@cecc.com.au](mailto:training@cecc.com.au) two days prior.

**Local learning program in 2005** – Would you be interested in attending a series of six training workshops in Ballan in 2006? Would a day-time or evening program suit you best? Our TAFE colleagues are very keen to assist us in delivering a program which will assist you in the ongoing planning and development of your township websites. Please let Helen know if you are interested or would like further information by sending an email to [h.thompson@ballarat.edu.au](mailto:h.thompson@ballarat.edu.au).

### **Website Statistics**

You must be doing a great job getting the word out about your new websites because the utilisation statistics for the first few months have been terrific – on the 30<sup>th</sup> of November 2005 we recorded a combined total of 6,432 unique visitors, 36,301 page views and recorded 84,209 hits. [Click here](#) to see how your town website has contributed to these stats and to find out how you can review your utilisation statistics online.

To view the latest statistics for your website login into the CECC Webmanager using the login details provided at the training session - <http://www.cecc.com.au/wm/>. You'll be able to review comprehensive information about the utilisation of your website.

### **Domain Name News**

You might recall when we discussed possible domain names that town.com.au domains were being released but the cost was initially very high. CECC has recently been advised that **Greendale.com.au** and **Myrniong.com.au** are now available at the standard domain name cost (\$140 each). If the Greendale or Myrniong Working Groups are interested in registering either domain please contact Andrew Macleod via email [a.macleod@ballarat.edu.au](mailto:a.macleod@ballarat.edu.au) or telephone him on 5327 9315.

### **General Tips**

Making a good first impression is important – Make sure you regularly review news, add to your library of images, updated your featured business and community groups; report on local happenings. This will make sure your website always contains interesting, relevant and up-to-date community information.

What events are coming up in your town? – If your events information is comprehensive visitors will keep on coming back to your website. As you find out about local events make sure they are published on your website. Also start to show

others how easy this is. Tip: Future Events are only displayed on the front page if they are within 90 days of the current date.

Make use of the 'copy event' feature - It's a great way to quickly publish information but remember when you are changing the date to also modify your event title. This will keeps things interesting on your website and also on the McOnline website where all town events are promoted.

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You are receiving this email because you were involved in a CECC training session or your contact details are listed within one of the MCOonline.com.au town websites. If you do not wish to receive future newsletters, reply directly to this e-mail typing the word **unsubscribe** in the e-mail subject.

Please feel free to forward this newsletter to other people within your community.

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