

Queensland Department of Natural Resources, Mines and Energy Leverages Web Content Management to Help Protect Natural Resources



The Queensland Department of Natural Resources and Mines (NR&M) works closely with other government agencies, industry and the general community to develop and implement programs to achieve common goals for the management and maintenance of Queensland's natural resources.

Industry

Government

Geography

Queensland, Australia



As access to information is vital for the successful management of natural resources, the Department of Natural Resources, Mines and Energy (NRM&E) has turned to Web Content Management to better inform the public about natural resources by managing its huge store of online information.

As its name suggests, the department's responsibilities include managing and maintaining land, water, vegetation, mineral and energy resources throughout the state, and administering land and other titles. To do this, it works closely with stakeholders, other government agencies, industry and the general community to develop and implement the programs necessary for achieving these common goals.

To date, one of the department's biggest challenges has been managing the vast amount of information it produces, and ensuring its fast and accurate delivery to users throughout Queensland. A brief snapshot of the state will serve to put this task in context.

Queensland, the second largest of the Australian states, has the largest habitable area. Encompassing 1 727 200 square kilometres, it is equivalent in size to the British Isles plus the whole of Western Europe. The capital, Brisbane, and the surrounding urban areas account for over half the entire state population of about four million residents, while 90 percent of the remainder live in a further eight towns. Vast fertile areas include huge agricultural and farming stations, mine sites and remote aboriginal settlements.

In association with other state and federal departments, industry bodies and community groups, NRM&E produces hundreds of thousands of documents, forms and media copy. These include astronomical data, land sales data, court certificates, maps for mining and land use, digital data from titles and surveys, aerial photographs, explosives licences, vegetation and weed control information, and water supply applications. All the information supplied must be accurate, timely, and readily accessible to the community.

While research undertaken in 2002 demonstrated that phone and written correspondence were still the preferred means of stakeholder communication with the department, it also highlighted the emerging importance of electronic communication in stakeholder dealings and, in particular, the importance of the departmental Website. The study revealed that 88 per cent of all stakeholders had Internet access, four per cent were planning access in the next 12 months, and 62 percent had accessed the NRM&E Website in the previous 12 months.

It was evident that the time had come to move from a culture of using the Web as a repository for information produced, to one of providing customers with the information they were looking for, in the way they were looking for it. This would encourage community self-service and save time and money for the state. The department realized that to manage this enormous volume of information effectively and deliver it in a

timely way to the community, it needed a powerful, enterprise-wide Website capable of doing this 24 hours a day, seven days a week. Hence the need for a powerful Web Content Management solution. An important part of the strategy was to enable business areas to be able to update their content quickly and easily without the need for technical Web development skills, or the necessity of passing their work on to others with those skills.

When the department started looking at Web Content Management solutions in 2002, these issues were uppermost in the Web team's mind. After carefully evaluating the market in a whole-of-government tender process, they recommended Interwoven TeamSite Web Content Management software. A pilot test program was started in 2002 with 50 content contributors. This was very successful, and another 250 licences are now being rolled out.

The first priority was to use TeamSite to develop a standard 'look and feel' template to make the NRM&E Website consistent with those of other Queensland government departments by having the same logos, search buttons and navigation mechanisms. The workflow process created enables licensed users to create standard content that goes through an approval and quality assurance process before publication. By freeing authors from responsibility for the technical processes prerequisite to online publication, this has enabled them to focus on the quality of their content.

Many business groups are now responsible for updating their own content. The workflow tools have streamlined the approval process, and contributors can be confident that their material is standards compliant. Accurate and relevant material is being delivered to users more quickly. Previously, content could easily take two weeks to work to the top of the Web team's job queue—now same day publication is the norm.

NRM&E is committed to the Queensland Government's 'Access Queensland' initiative to ensure the availability of government products and services anywhere, any time, through a variety of channels. To achieve this, it is shifting its focus toward creating accurate material that can be inexpensively delivered online, taking account of the fact that many of its users have older computers and dial-up connections.

Since the department's site was redeveloped within Interwoven TeamSite in 2002, Web traffic has increased by approximately 50% suggesting that users of the site are seeing it as an increasingly valuable resource.

With phase one of its roll-out complete, NRM&E has entered the second stage of the project making the system more widely available throughout the department. Migration of the departmental intranet to the TeamSite is also well underway. This is a huge boon for regional infrastructure, freeing these areas from the many technical and business tasks involved in maintaining their separate intranets on local servers, and keeping these sites up-to-date. They can now easily publish their own content on the department's main intranet site—while still keeping it relevant and accessible.

Having an effective Web Content Management solution has been critical for the department in managing its information resources more effectively, and making these resources more accessible to the public. With the mechanics of implementing and rolling out such a system almost complete the department is focusing more on the quality of its content to make sure that the full potential of its Website is realized.

Technology

Solution Summary

Interwoven TeamSite® content management software powers all NRM&E sites. TeamSite provides the foundation for distributed content contribution and central management of visual design through its templating and parallel development capabilities.

Interwoven OpenDeploy® content distribution software allows NRM&E to distribute and replicate all types of content from development to QA to multiple production servers.

Interwoven, Inc.
803 11th Avenue
Sunnyvale, CA 94089 USA
(408) 774-2000

Interwoven, TeamSite, Content Networks, OpenDeploy, MetaTagger, DataDeploy, DeskSite, iManage, FileSite, MediaBin, MetaCode, MetaFinder, MetaSource, OpenTransform, Primera, TeamPortal, TeamXML, TeamXpress, VisualAnnotate, WorkKnowledge, WorkSite, WorkDocs, WorkPortal, WorkRoute, WorkTeam, the respective taglines, logos and service marks are trademarks of Interwoven, Inc., which may be registered in certain jurisdictions. All other trademarks are owned by their respective owners. Copyright 1996-2005 Interwoven, Inc. All rights reserved. csnmme_1—
March 2005.