
Project title: Web Assistant (Web Centre)

Strategy area: Governance

1. The Proposal:

The Web Centre requires a new staff member to cope with the growing workload to maintain and develop the Council's website www.Wellington.govt.nz.

Since the new site was launched public visits to the site have continued to grow steadily. As this climbs, so too do expectations by the public, for not only continued information and online services, but also new information and online services.

Visits:

2004 September	68,971
2005 September	137,769
2005 October	142,152

Council business units are realising the many benefits of using the website as an efficient and effective communication and service channel. Hence the workload of the Web Centre continues to grow.

The Council's new website has won two awards, and was finalist in a third award. This recognition, and the increasing popularity with both the public and Council business units, is in part based on the high standard and high quality of web design, architecture and writing. To maintain this level of quality and cope with additional demands the web team needs an additional person, who would especially assist in editing material for the web.

Strategic Fit

This initiative reinforces all 23 Council strategies at a communication level.

2. Relationship to Existing Activities

This position would support the existing Web Centre role in maintaining and developing the Council's public website.

3. Proposal Costs

Salary: **\$42,000** per annum

Project Component	06/07	07/08	08/09	09/10	10/11	11/12	12/13	13/14	14/15	15/16
	<i>ORG</i>	42	43	45	46	47	48	50	51	53
<i>Total</i>	42	43	45	46	47	48	50	51	53	54

NB: As the Opex required is for a salary, there will be increases of the amount as per approved inflation adjustments for wages and salary – shown here at the present rate of 3%.

5. Project Outline

N/A

6. Conclusion

The addition of a Web Assistant to the Web Centre team would help to ensure that the Web Centre was able to continue to offer a high level of web service for the Council and the public. Presently there can be delays in pushing and producing new web developments and content because of the existing workload.