



MidCoast Council, NSW

One Voice, Greater Impact: How MidCoast Council Amplified Its Reach Through Unified Communications

OVERVIEW

MidCoast Council serves a geographically vast region, spanning more than 10,000 square kilometres. For years, each business unit managed its own email systems – resulting in siloed databases, inconsistent branding, duplicate subscribers, and a lack of visibility into who the council was actually reaching. Moving from Mailchimp to Granicus Communications (govDelivery), MidCoast Council centralised its communications, to say the least. The new and improved message consistency reaches the right people with the right information – delivering substantial improvements in email deliverability and engagement.

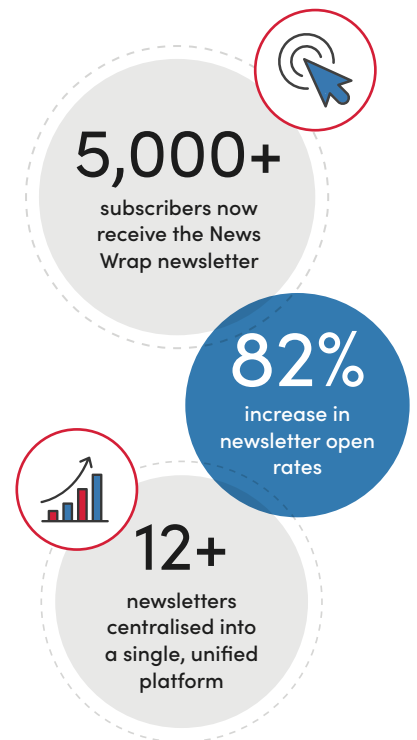
SITUATION | STUCK IN A SILOED SYSTEM

Before adopting Granicus, MidCoast Council relied on multiple Mailchimp accounts across business groups – like the library, entertainment centre, art gallery, tourism newsletter, and corporate and local channels.

“Each department had distinct needs, but no unified infrastructure to support them,” explained Communications Coordinator Leah Curtis. “This fragmentation made it difficult to deliver consistent messaging to residents across the region. We found that trying to bring them into a central MailChimp database was becoming exponentially harder.”

MUST HAVE SOLUTIONS

Communications



“

Centralising our communications through Granicus has completely transformed our consistency. We now have a unified tone, look, and feel that clearly reflects our brand across every service – including libraries, which the community loves but hasn’t always associated with council.”

Jack Biddles | Digital Engagement Officer | MidCoast Council



MIDCOAST
council

Shared Vision, Shared Responsibility



Each team managed its own tags, templates, and subscriber lists, which made consolidation nearly impossible, creating significant inefficiencies, like:

- ✔ **Duplicate subscribers** across multiple Mailchimp accounts.
- ✔ **Thousands of tags** to maintain segmentation.
- ✔ **No single view of a customer** across services.
- ✔ **Limited ability to customise signup forms** or embed them across the website.
- ✔ **Inconsistent branding, tone, and fact-checking** across newsletters.

The overarching goal was a consolidated approach to the way the council communicates with who it serves. “We want it to be clear that you’re getting all of these great resources, events, and opportunities because the council is providing them,” said Curtis. MidCoast Council needed government technology that could help create a consistent tone of voice, look, and feel that could be adopted as a cohesive brand across channels.

SOLUTION | RELIABLY REACHING RESIDENTS

MidCoast Council adopted Granicus Communications to equip its team with a single, organisation-wide view of each email subscriber list – something impossible under their former collection of independent accounts. Although departments still supply content, the MidCoast Council communications team now manages template compliance, fact-checking, and quality assurance – reducing errors and ensuring accurate, consistent information is sent across the departments.

The onboarding and design support from Granicus played a critical role, helping the team migrate more than 12 newsletters. With Communication’s whitelisted servers, the council saw immediate improvements in deliverability, ensuring informational updates reliably reached residents’ inboxes.



Residents can now manage newsletter preferences in one place, subscribe to new updates more easily, and enjoy an intuitive overall experience. **“More direct communication with our entire community ensures our message is as relevant to those people as possible,”** said Curtis.

RESULTS | “EVERYTHING FEELS MORE OFFICIAL”

MidCoast Council saw a major uplift in engagement immediately after migrating its News Wrap newsletter to Granicus. News Wrap is now sent to more than 5,000 subscribers, and its open rates jumped from 28% to 51%, and 82% increase. Total opens increased as residents returned to the content more than once – reflecting improved trust and reliability driven by stronger deliverability.



Internally, the shift created far better alignment across the organization. “Subscribers now know what to expect from our communications, receive reliable updates, and benefit from a smoother, more professional experience every time we reach out,” said Curtis.

Design workshops and hands-on onboarding with Granicus experts significantly reduced friction and built confidence among staff during the transition. The functionality of the service opened opportunities for staff to look ahead; next, MidCoast Council aims to deepen engagement through:

- **Automated welcome journeys** introducing residents to additional newsletter topics.
- **Website-embedded signup forms** for higher, more contextual engagement.
- **Better segmentation** informed by 12 months of unified engagement data.

“My advice for other councils is simply to trust the process,” said Digital Engagement Officer Jack Biddles. “Change always brings resistance but using a platform purpose-built for government – and aligned with our other systems – definitely benefits us.”

Begin the journey!

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