



# Cessnock Council

Connected Their Engagement and Revitalised Their Analytics

10min

down from hours to promote engagement projects on council website

3x

average community engagement rate

1000's

of dollars saved by consolidating technology vendors

## OVERVIEW

Cessnock Council found themselves juggling numerous systems to connect their engagement programs, creating inconsistent experiences and, as a result, getting an incomplete picture of their outcomes and analytics. With the help of the OpenCities x EngagementHQ Connector, Cessnock staff were able to bridge those gaps and get a better picture of their engagement efforts.

## SITUATION | LOSING AUDIENCES WITH INCONSISTENT EXPERIENCES

With over 60,000 residents with a diversity spanning from young families to older populations and an Aboriginal and Torres Strait Islander population double the national average, Cessnock, New South Wales placed a high priority on engaging in positive relationships with their community. But inconsistent digital experiences integrating disparate third-party tools drove users away and created gaps in analytics.

## SOLUTION | CONNECTING TWO POWERFUL TOOLS

The new OpenCities x EngagementHQ Connector was the answer to Griffith's plans for Cessnock's digital engagement. Aimed at helping residents discover engagement products within OpenCities websites, this tool syncs EngagementHQ projects with tagged recommendations in OpenCities to help increase the discoverability of projects that might not be as easily found by interested users, helping drive involvement and engagement with council projects all while maintaining a consistent digital experience.

## RESULTS | FULLER, CLEAR, AND GREATER PARTICIPATION ANALYTICS

Implementing the OpenCities x EngagementHQ Connector has resulted in not just an increase in participation (thanks to the tighter integration of projects and messaging) but the ability to leverage Google Analytics tools within EngagementHQ to gain a better understanding of analytic data.

## MUST HAVE SOLUTION

OpenCities +  
EngagementHQ  
Connector

“EngagementHQ projects are showcased swiftly even using slightly abstract search terms. (The Connector makes) jumping between EngagementHQ and our OpenCities site easy, quick, and seamless.”

Tom Griffiths, Community Engagement Officer, Cessnock City Council