



Community Information  
Support Services

# 2017-2018 Financial Year Annual Report

Local information when are  
where you need it.

We want to live  
in a world  
where all  
Australians can  
find services  
and activities  
they need to  
improve their  
health, social  
and economic  
well-being

# The Community is Mobile

88%

of Australians now own a smart phone, with market growth being driven by older generations ([Deloitte, 2017](#))

53.3%

of visitors to My Community Directory and My Community Diary used a mobile device or a tablet. (Google Analytics)

*Information Mobility isn't just about your smart phone.*

“

We need access to the right information in the right format at the right time

# Tools to share the right information in the right format at the right time

## Email & SMS

Send information via email as a link, or as a PDF.

## Live Link

Share information that is updated in near real time in a browser, in the Access My Community App or by email

## App & Push Notification

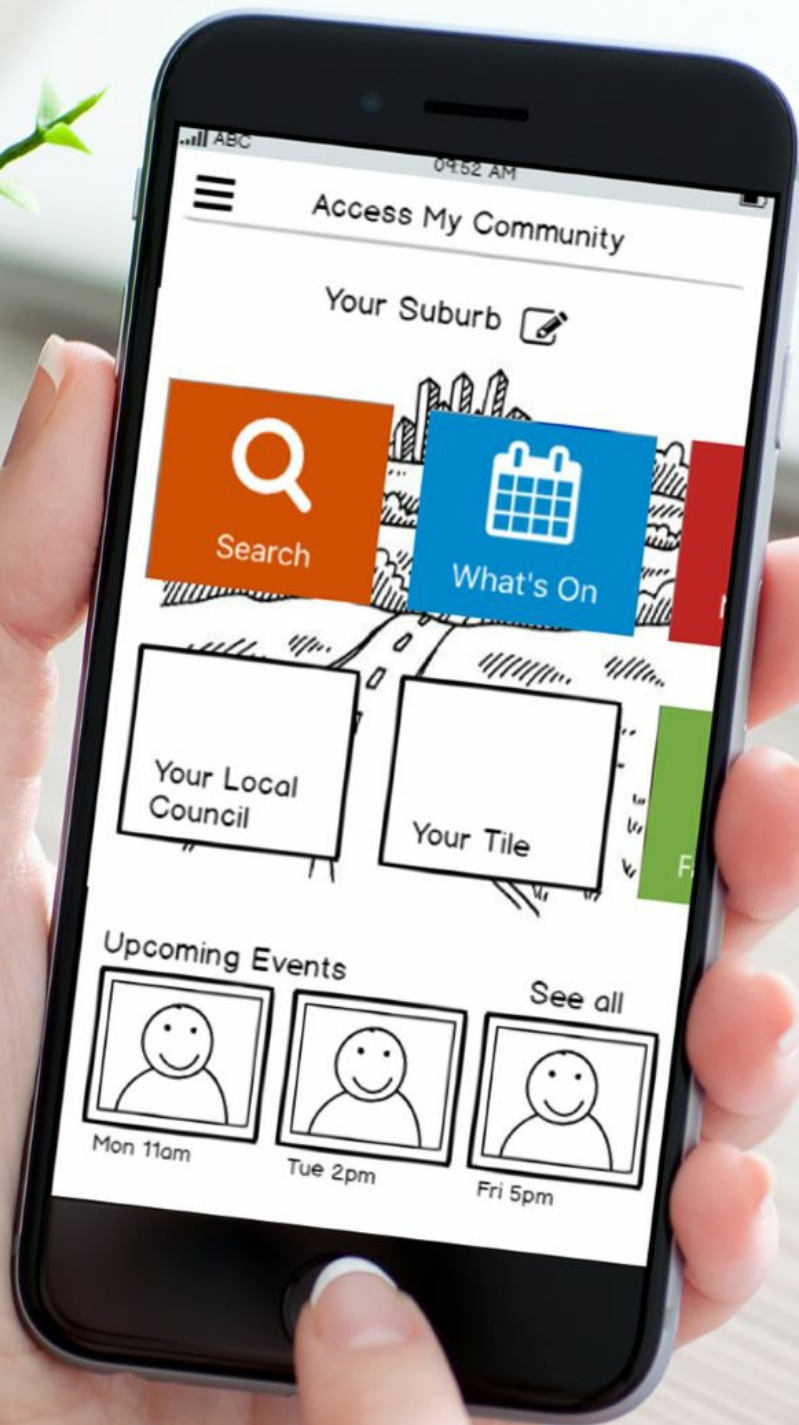
Create a tile and share information and resources - tailor your information to your connections

## API

Connect databases and create applications using a range of different data sources

## PDF

PDF encourages users to link back to the My Community Directory and My Community Diary Platform and explore other linked information on the internet

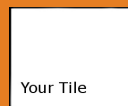


# Access My Community

Download the app on your [iOS](#) or [Android](#) device.

# New ways to connect through your tile

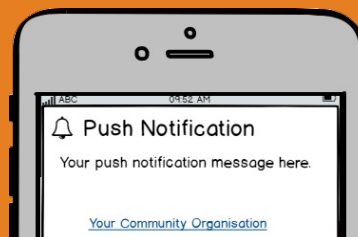
## 1. Your Brand



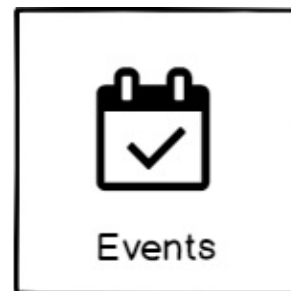
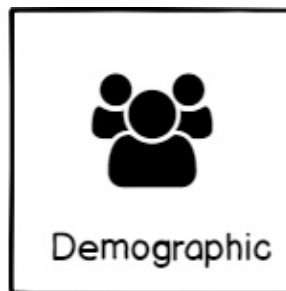
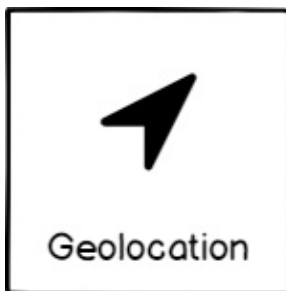
## 2. Your Content



## 3. Your Messages



# If you have a different strategy we have different types of tiles



## Geo location Tiles

Location appropriate tiles appear depending on where the user is. These tiles are limited to specific membership types.

## Demographic Tiles

Demographic tiles appear depending on the demographic information of the user.

## Event Tiles

Event tiles show relevant upcoming events and can be displayed, including significant community days or weeks such as mental health week or RUOK day.

# Information Mobility Requires Digital Infrastructure

## Accessible

My Community Directory, My Community Diary and Access My Community use the Community Information Exchange to securely store information.

The Community Information Exchange can be accessed by key stakeholders and provide an integrated platform.

Go to [www.communityinformationexchange.com.au](http://www.communityinformationexchange.com.au) for more details about access.

## Up-to-date

The Community Information Exchange has a range of self-maintenance functions that monitors the accuracy of the information.

## Secure

The Community Information exchange uses industry standard security hosted in Microsoft Azure Data centre.



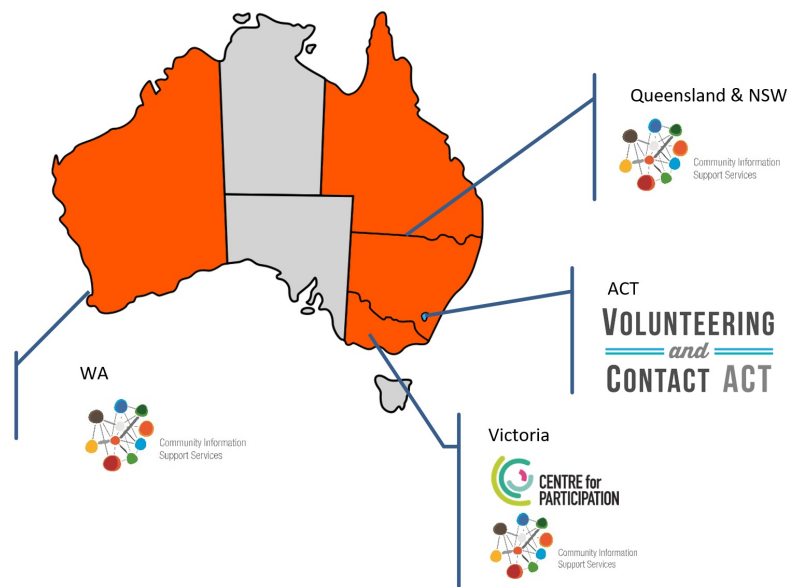
# How does the Platform Encourage Information Mobility?

“Every community is different; however, one common thread is the growing need for Health and Community Services to work with councils to solve social challenges at a local level.

The Platform has been designed to do the hard work for you. Our system ensures that community information is seamlessly collected, stored and managed. The system efficiently transforms increasingly complex information into a valuable and easy to use knowledge-based resources across multiple devices.

“My Community Directory, My Community Diary and Access My Community deliver immediate, accurate and useful information at the touch of a button – a one stop shop of community information.

# Our Providers & Partners



## Volunteering and Contact ACT

Volunteering and Contact ACT provides information to a wide range of stakeholders across the ACT.

## CheckUP

Checkup has been an important partner in helping people find health services in Rural and Remote Queensland.

## Centre for Participation

The Centre for Participation has a real vision for social change and has been an important part of our work in Victoria.



Year at a glance

# 1,673,412

**11.76% increase in visitors to our platform**

# 55,625

**hours on our website equivalent to over 28 full time staff at the same time!**

# 10,000+

**public service visitors per month (from .qld.gov.au, .wa.gov.au)**

# 6,901

**support emails and requests answered an average of 4hrs and 56mins**

# 2 Websites & 1 App

*www.mycommunitydirectory.com.au and www.mycommunitydiary.com.au and Download the app on your iOS or Android device.*

# A Personal Invitation

## From the Executive Director

The times have changed - we have reached the tipping point and the majority of our users are now mobile users. Information mobility, now more than ever is critical. Information mobility doesn't mean that we need to rush out and build an app (although we will launch our app soon) it means we need to consider how we continue to focus on providing the right information to users at the right time.

I was at a community services event recently and I was being given a bunch of brochures that are still sitting in a bag in the corner of my office.

“ I don't want a handful of brochures

- If its urgent I want an SMS
- If it to review I want a Push Notification
- If its detailed I want a PDF
- If it changes I want a live link

While we still have a love for, and focus on working with the My Community Directory website, it's never been clearer that My Community Diary and the Access My Community App is key to supporting data mobility in the community sector.

I would like to personally invite you to take the next step (beyond updating your information on the platform) I would like you to work with us to help create tools and resources that provide the right information, in the right format, at the right time.

Thanks for your ongoing support.

Brentyn Parkin B.A. B.Ed MSc  
**Executive Director**

# Our Council Members





# Our Health and Community Members



# Get in touch

1300 762 515

[support@mycommunitydirectory.com.au](mailto:support@mycommunitydirectory.com.au)