

Case Study - ACIA

Aged Care Industry Association (ACIA)

www.acia.asn.au

Aged Care Industry Association (ACIA) launched on 1st July 2016. ACIA is an association of providers in the aged care and accommodation sector. Membership is open to all providers in South Australia and the Northern Territory, including those operated by church, charitable, community and private organisations. ACIA was formerly a South Australian member of Leading Age Services Australia (LASA SA) federation and has been re-launched as an independent South Australian based organisation.

This re-launch to an independent South Australian association required not only a new name and brand identity but also a new website (www.acia.asn.au).

LASA SA's website (www.sa.lasa.asn.au) was controlled by the national body (www.lasa.asn.au). Once LASA SA had launched as ACIA they would no longer be able to use their existing website.

This presented a significant time constrained challenge. The new website had to be ready to be launched on 1st July. LASA SA needed to identify their new website needs, ascertain what intellectual property belonged to them and what belonged to LASA National. They needed to obtain quotes, conduct the necessary due diligence, contract a web designer, conduct user testing and have a new independent website ready to go live, all within eight weeks!

To assist with this challenge and navigate the complex world of sourcing a website supplier, LASA SA approached Wiser Connections for advice.

Wiser Connections

Through the WiseStart Process Wiser Connections was able to provide expert advice and assistance in the transition of LASA SA to ACIA, an independent industry association.

Wiser Connections consultants met with the CEO, chairman of the board and several board members to conduct a half day strategic planning workshop, to identify LASA SA's issues to be addressed, business and strategic goals and where the planned new website would fit into this.

Via this session Wiser Connections was able to identify that LASA SA needed to confirm what domain names were available before selecting a new association name, that their emails were being hosted locally and not through LASA national, and that they would need to migrate all existing content from the old website to the new one. In addition to maintaining the functionality of the current website, LASA SA also desired future additional functionality such as a secure member's area, the ability to publish blogs, send mail-outs and provide a shopping cart for events and training sessions.

It was also discussed at the workshop (and recommended by Wiser Connections) that due to time constraints LASA SA would need to engage a separate graphic designer to design the new logos and brand identity rather than have this included in the brief to the web designers.

Once the workshop had been completed Wiser Connections was then able (on behalf of LASA SA) to complete The WiseStart process template. LASA SA opted to have Wiser Connections complete the template, as this was the most expedient option. LASA SA reviewed and approved the website design request created using the WiseStart template, which was then provided to Wiser Connections' suppliers to respond to with proposals and quotes.

The Recommendations

From the input and outcomes of the strategic planning workshop Wiser Connections identified and detailed the needs of LASA SA and provided the website design request to 18 suppliers, 9 of which responded.

Wiser Connections evaluated the responses and provided LASA SA with a detailed report outlining the suitability of each supplier compared against LASA SA's identified needs. Wiser Connections included a final recommendation of the top two responses. It was then up to LASA SA's CEO and board to select the winning bid and engage the website supplier.

The criteria that Wiser Connections evaluated suppliers against were:

- Initial meeting - did the supplier meet with the client and how was that meeting?
- Response format - did the supplier respond in the format/template requested?
- Technology platform - what was the technology platform recommended by the supplier?
- Requirements - did the supplier's response address how they were going to achieve the following?
 - Design Requirements
 - Content Requirements
 - Mandatory Requirements
 - Future Requirements
 - Ongoing Support Requirements
 - Security Requirements
 - User Access Requirements
- Supplier Information - did the supplier meet due diligence requirements, such as appropriate levels of insurance cover?
- Cost Estimates - where did the supplier rank in terms of cost from least to most expensive?
- Implementation - could the supplier meet the tight deadline of go-live on 1st July?

The Results

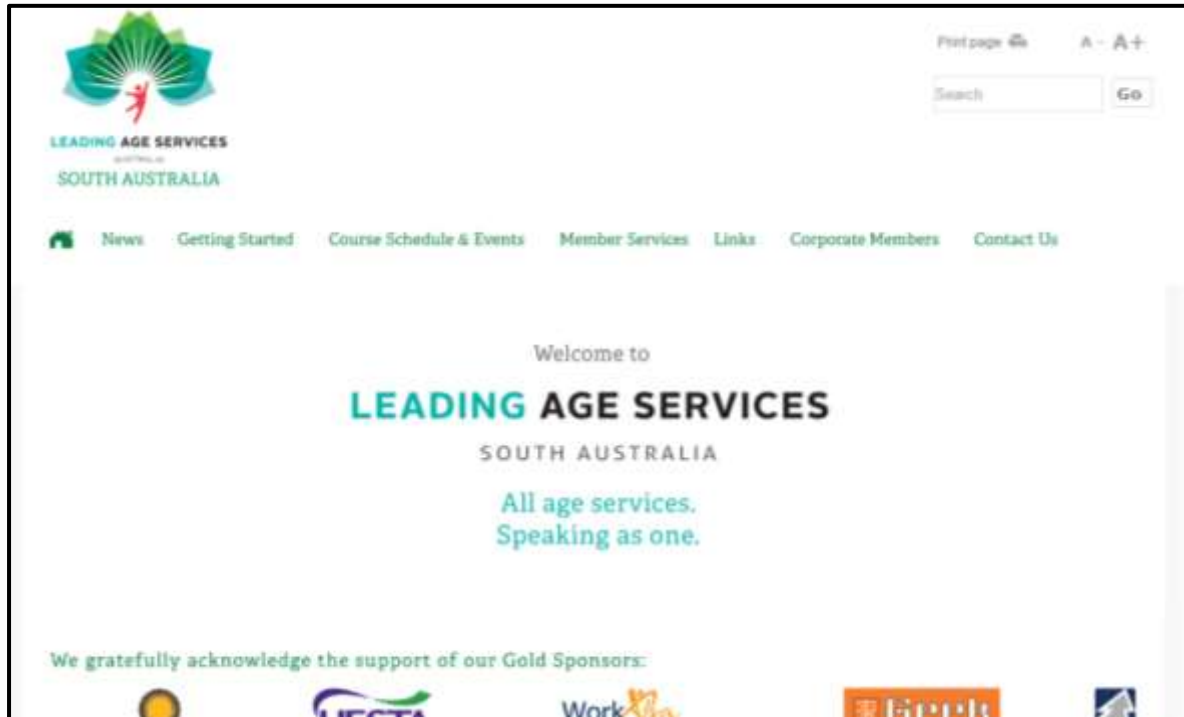
LASA SA selected Creative Serum (www.creativeserum.com) as their website developer. This supplier was one of the top two recommended in the Wiser Connections evaluation report.

Creative Serum is based in Adelaide, South Australia and is dedicated to providing clients with the most innovative, efficient and affordable answer to their business needs, be it website design and development, web hosting, graphic design, or online marketing.

Through using Wiser Connections, LASA SA was able to seamlessly transition from the original website (www.sa.lasa.asn.au) to the new ACIA website (www.acia.asn.au) on time, within budget and with minimal disruption to business activities.

Before:

Original LASA SA Website www.sa.lasa.asn.au



After:

New ACIA website www.acia.asn.au



Success Factors

The key to success was LASA SA's understanding that detailed needs analysis and preparation was a vital investment as well as the website design and build, to ensure that the project ran smoothly and provided the best value.

As quoted by John Wooden "If you don't have time to do it right, when will you have time to do it over?", and as we all know time is money!

Testimonials

This is what the key stakeholders had to say about Wiser Connections in regards to this project:

"We used Wiser Connections to assist us with specifying the requirements for a new website and selecting a successful tenderer. Sonya Weiser followed a logical process which helped us identify our requirements and select the most suitable supplier."

Paul Carberry, CEO, ACIA

"The highly detailed 'Request for Services' document provided a comprehensive list of the client's requirements, including both mandatory and optional elements of design and functionality. It also gave instruction on what requirements were critical for the launch date, and what could be approached after the launch deadline. This allowed us to quote accurately, and deliver the project within the development timeframe. Wiser Connections played a vital role in ensuring both our team, and the clients, were provided all the information/directives needed to achieve success in this project."

Creative Serum would happily recommend Wiser Connections to any business seeking assistance/direction when determining business needs and/or producing briefing documents for tender."

Scott White, Managing Director, Creative Serum