

Regional Investment Corporation

Regional Investment Corporation

GovCMS Innovation showcase 21 May 2021

ric.gov.au



Presenters



Julia Brown

Executive Manager, Engagement

Julia.Brown@ric.gov.au



Mitch Brakenridge

Manager, Digital Content

Mitch.Brakenridge@ric.gov.au



Small agency, big ideas

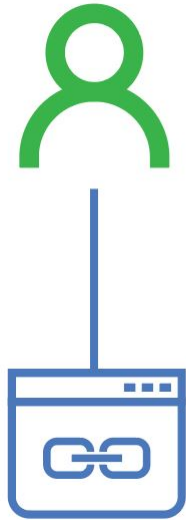
How we built a digital strategy using GovCMS as the foundation



RIC Digital team

Digital Content Officer

Day to day content updates
maintenance including bug fixes
with our Dev partner



Manager Digital Content

Strategic development of site
Customer experience and
development



Executive Manager Engagement

Overall strategic development
of RIC engagement





Tips on using GovCMS in a small team

- Get to know and understand GovCMS as a platform, use the resources available
- Understand the functionality you want to achieve, see how far you can get then use developers to get you over any hurdles you might come across
- If you don't have a dev team, use procurement to find the best developers and understand how they work, using agile etc
- RIC have a monthly support contract like a dev team

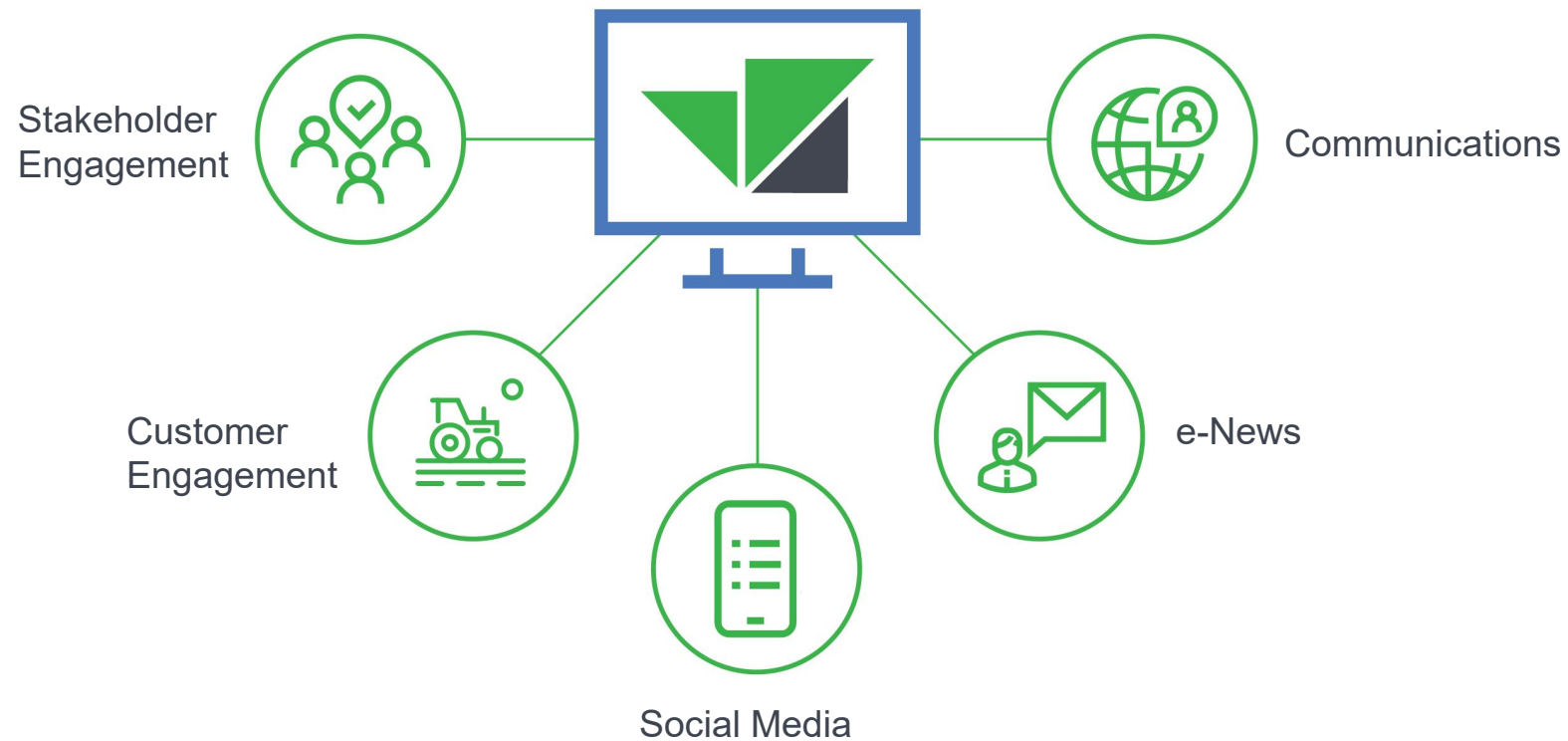


RIC + GovCMS + Salesforce

- The RIC are building out our application automation aim to increase performance tracking and measure customer outcomes
- Implementing a Salesforce CRM which will measure and track the customer journey to improve customer experience
- GovCMS is the foundation of our digital strategy- the source of all truth, the most up to date information



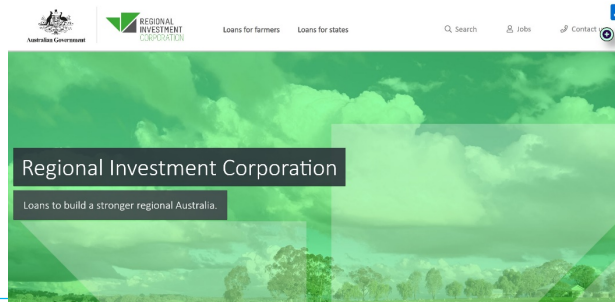
RIC digital footprint





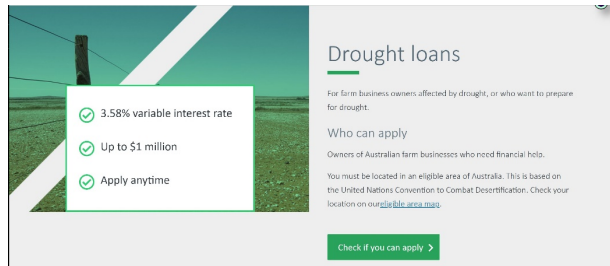
The RIC site iterations #1

Page Fold



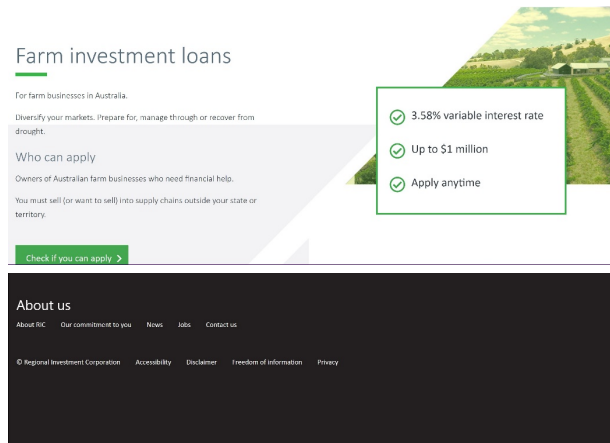
Limited information above the fold.

Unintuitive Navigation



Designed for two to three loan products.

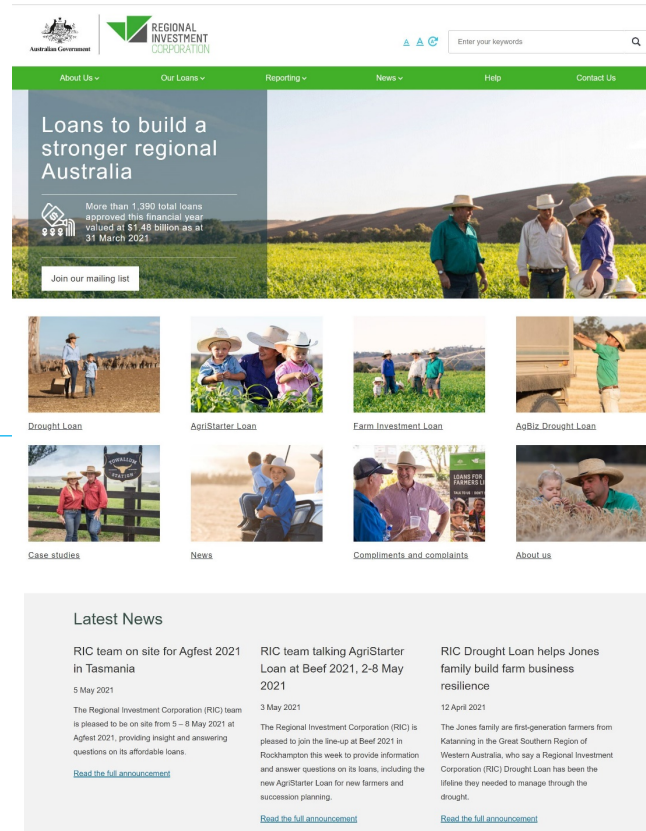
No functionality built in to add products without DEV





The RIC site iterations #2

Page Fold



New intuitive navigation

Key information above the fold all editable inhouse by our team without DEV

Designed for multiple loan products that can be added by our team without DEV



The digital front door

Display pages

The homepage features a green header with navigation links: About Us, Our Loans, Reporting, News, Help, and Contact Us. A large hero banner on the left reads "Loans to build a stronger regional Australia" and mentions that more than 1,390 total loans were approved in the financial year ended 31 March 2021, valued at \$1.48 billion. A "Join our mailing list" button is present. The right side of the banner shows a group of people in a field. Below the banner is a grid of eight smaller images with captions: Drought Loan, AgriStarter Loan, Farm Investment Loan, AgBiz Drought Loan, Case studies, News, Compliments and complaints, and About us.

The 'Our Loans' page displays a grid of loan products. Each product has a representative image, a title, a brief description, and a 'READ MORE' link. The loans shown are: AgriStarter Loan (to assist first-time farmers), Farm Investment Loan (to help farmers improve their land), Drought Loan (to help farmers recover from drought), AgBiz Drought Loan (to support regional Australians in drought), and Plantation Loan (to encourage new plantations and replanting bushfire-damaged plantations).

The 'Plantation Loan' page provides detailed information about the loan. It includes a sidebar with navigation links (Home, About us, Our Loans, Reporting, Contact us) and a main content area. The main content area features a heading "Plantation Loan", a paragraph about the 2021-22 Budget announcement of \$0.8 million to administer \$37.5 million of existing RIC loan funding, and a section for the "Plantation Loan contact form". The form includes fields for Name, Phone number, Email, State, Postcode, and a Comments box.



The digital front door

Product pages

The screenshot shows the top of the AgriStarter Loan page. It includes the Australian Government and Regional Investment Corporation logos, a navigation menu, and a search bar. The main heading is 'AgriStarter Loan' with a sub-heading 'Loans to assist first time farmers and loans to support farm succession arrangements'. Below this are three columns: 'Who can apply' (Eligible first time farmers wanting to buy, establish or develop their first farm or Eligible farmers and farm businesses who are planning for and implementing succession arrangements), 'Amount' (Up to \$2 million), and 'When' (Apply anytime). A green 'Eligibility' button is visible at the bottom left.

This section details the eligibility criteria for AgriStarter loans. It states there are two kinds of loans: first farmer loans and succession loans. It explains that you can apply for a first farmer loan if you are seeking to purchase, establish or develop a farm business in which you hold or will hold the sole interest or a controlling interest. You can apply for a succession loan if your farm business is undertaking or has undertaken succession planning. It refers to the [AgriStarter Loan Guidelines](#) for further eligibility requirements and provides a link to [Example loan scenarios](#). It notes that an applicant must meet all eligibility criteria outlined in the [AgriStarter Loan Guidelines](#) before they can obtain an AgriStarter Loan. The criteria are organized into three columns: 'You' (Australian citizen or permanent resident, contribute or plan to contribute at least 50% of your labour to the farm business, earn or plan to earn at least 50% of your income from the farm business), 'Your business' (financially viable, sound prospects, undertakes all primary production aspects of the business wholly within Australia, operates as a sole trader, partnership, a trust or a corporation, registered for tax purposes in Australia with an ABN and is registered for GST, has the capacity to repay the loan, has existing commercial debt or can obtain commercial debt), and 'You must' (provide security for the loan, secure the support of your commercial lender for the proposed loan, repay the loan).

This section contains the 'Before you apply' and 'Apply' sections. The 'Before you apply' section lists what you need to check (meet eligibility criteria, understand terms, read guidelines, watch webinar, read Q&A), what you must provide (ABN, financial history, identity documents, proof of eligibility), and how to ask a question (call 1800 875 675, email online contact form). The 'Apply' section states there are two ways to apply: using the online application form or the PDF application form. It provides instructions for using the online form, including checking information, talking to a commercial lender, following the [AgriStarter Document Checklist](#), and providing complete application information. It also provides a link to [Click here to apply for an AgriStarter Loan online](#).



How we plan to improve



Google
Analytics



monsido®

Thank you



@ric_gov_au | visit: ric.gov.au | call: 1800 875 675

ric.gov.au

