

# *APLA 17th Biennial Conference: Exceeding expectations*

## **MP-by-SMS**

and other communication  
and information management services

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# *Background*

## Challenges

- New MP – Tony Simpson MLA
- Marginal seat – 1.2%
- New electorate – Serpentine-Jarrahdale
- Obscure name – Population base 20km away
- Large city electorate – 1,359km<sup>2</sup>

# *Background (cont'd)*

## **Strategic goals**

- Create opportunities for more constituent contact – especially incoming
- Seek new ways to communicate our outgoing messages with a broader audience
- Develop time critical information distribution systems to constituents and other stakeholders
- Contribute to a general increase in the level of service provision by MP's

# *Background (cont'd)*

## **Typical communication strategies**

- Heavy reliance on paper-based systems
  - Fax
  - Mail
- Electronic incoming communication limited to E-mail only
- Limited use of web sites, almost none as a source of incoming data

# *Exceeding expectations*

## **MP-by-SMS**

- Published number for incoming messages
- Allows bulk outgoing messages
  - News notifications
  - Polling
- Facilitates SMS conversations – using e-mail
- Borderless, very portable, inexpensive and encourages direct, to the point communication
- Broadens appeal to youth, disabilities sector etc

# MP-by-SMS – Bulk outgoing notification example

The screenshot shows a web browser window with the address `http://onlinesms.telstra.com/send.jsp`. The page header features the Telstra logo and the text "Telstra Mobile online SMS business". A navigation bar contains buttons for "SMS SENDING", "SMS INBOX", "ADDRESS BOOK", "TOOLS", "ADMIN", "HELP", and "LOGOUT".

The main content area is titled "ADDRESS BOOK SEND" and includes a sidebar with radio buttons for "Company Contacts", "Company Groups", "Personal Contacts", and "Personal Groups". Below these is a search box and a list of recipients: "Media (Local)", "Media (National)", "Media (State)", "Office", "Office+Kim", "WA Lib L.A. Members", and "WA Lib L.C. Members". An "ADD TO RECIPIENTS" button is at the bottom of the list.

The "SEND TO:" field contains the text "Media (Local); Media (National); WA Lib L.A. Members; Tech Subs". A note below states: "Message recipients must be separated by a semi-colon e.g. 0409xxxxxx; 0409xxxxxx; 0409xxxxxx".

The "COMPOSE MESSAGE" section has a tip: "Tip: When using Message Templates, select the Message Template first, then add additional text." The message text area contains: "New media release at www.tonysimpson.com.au - "MP-by-SMS service launched". To unsubscribe reply "No" or call 08-9525-4822 for more info." Below the text area, it shows "CHARACTERS REMAINING: 23" and a "CLEAR" button. At the bottom of this section are "SEND LATER" and "SEND NOW" buttons.

The "MESSAGE TEMPLATE" section has a dropdown menu with "New media rel" selected. The "REPLY TO" section has a dropdown menu with "Personal Mobile" selected. Below these is a section for "MESSAGES LEFT: UNLIMITED" and a "Status" label with an envelope icon.

# MP-by-SMS – Constituent polling example

The screenshot shows a web browser window with the address `http://onlinesms.telstra.com/send.jsp`. The page header includes the Telstra logo and the text "Telstra Mobile online SMS business". A navigation bar contains buttons for "SMS SENDING", "SMS INBOX", "ADDRESS BOOK", "TOOLS", "ADMIN", "HELP", and "LOGOUT". Below this, there are three tabs: "ADDRESS BOOK SEND", "MAIL MERGE SEND", and "BULK NUMBER SEND".

The "ADDRESS BOOK SEND" tab is active. On the left, there are radio buttons for "Company Contacts" (selected), "Company Groups", "Personal Contacts", and "Personal Groups". Below these is a search box and a list of names: Anthony Fels, Barbara Scott, Barry House, Bruce Donaldson, Colin Barnett, Dan Sullivan, and Darren Brown. An "ADD TO RECIPIENTS" button is at the bottom of the list.

The main content area has a "SEND TO:" field containing "Polling group:". Below it, a note states: "Message recipients must be separated by a semi-colon e.g. 0409xxxxxx; 0409xxxxxx; 0409xxxxxx".

There are three main sections for composing the message:

- COMPOSE MESSAGE:** A tip says "When using Message Templates, select the Message Template first, then add additional text." Below this is a text area containing the message: "Hi Poll-star, thanks 4 helping us learn more about community attitudes. "Should Liquor stores be allowed to open on Sundays?" Reply "Y" or "N". Tony S 9525-4822".
- MESSAGE TEMPLATE:** A dropdown menu labeled "Select Template".
- REPLY TO:** A dropdown menu labeled "Company Inbox".

At the bottom of the message area, it says "CHARACTERS REMAINING: 1" with a "CLEAR" button. Below that are "SEND LATER" and "SEND NOW" buttons.

On the right side, there is a section for "MESSAGES LEFT: UNLIMITED" and a "Status" section with an envelope icon and a small figure.

# MP-by-SMS – Constituent follow-up example

▶ Date sent: 21-07-2005 Time: 16:05

Hi Michelle. I have spoken 2 Mayor Ken Jackman who will contact U shortly. Please let me know if he is not able to help. Darren Brown (Tony Simpson MLA)

◀ Date received: 21-07-2005 Time: 08:07

Thank you so much. I will let you know how it all works out!. Michelle

◀ Date received: 25-07-2005 Time: 08:09

Hi darren. I have not heard from anyone to date. Just letting u know. Thanks michelle

▶ Date Sent: 25-07-2005 Time: 16:16

Hi Michelle - thank you and I am sorry. :( I'll follow up and let you know ASAP. Kind regards, Darren Brown

◀ Date received: 27-07-2005 Time: 11:42

Hi Darren. Sorry to be a bother but have you had any luck with our situation? Thanks. Michelle

▶ Date Sent: 27-07-2005 Time: 11:44

Hi Michelle. No bother at all. I am still working on it - volunteer Councillors are difficult 2 get hold of! U R still on our radar :-) I'll let U know ASAP. db

# Exceeding expectations

## Other initiatives

### MP-by-MSN

- Live and instant
- Borderless and free
- Intra-office and inter-office communication
- Strong appeal to youth & people with access difficulties



# *Exceeding expectations*

## **Other IM initiatives**

### **Internal information management**

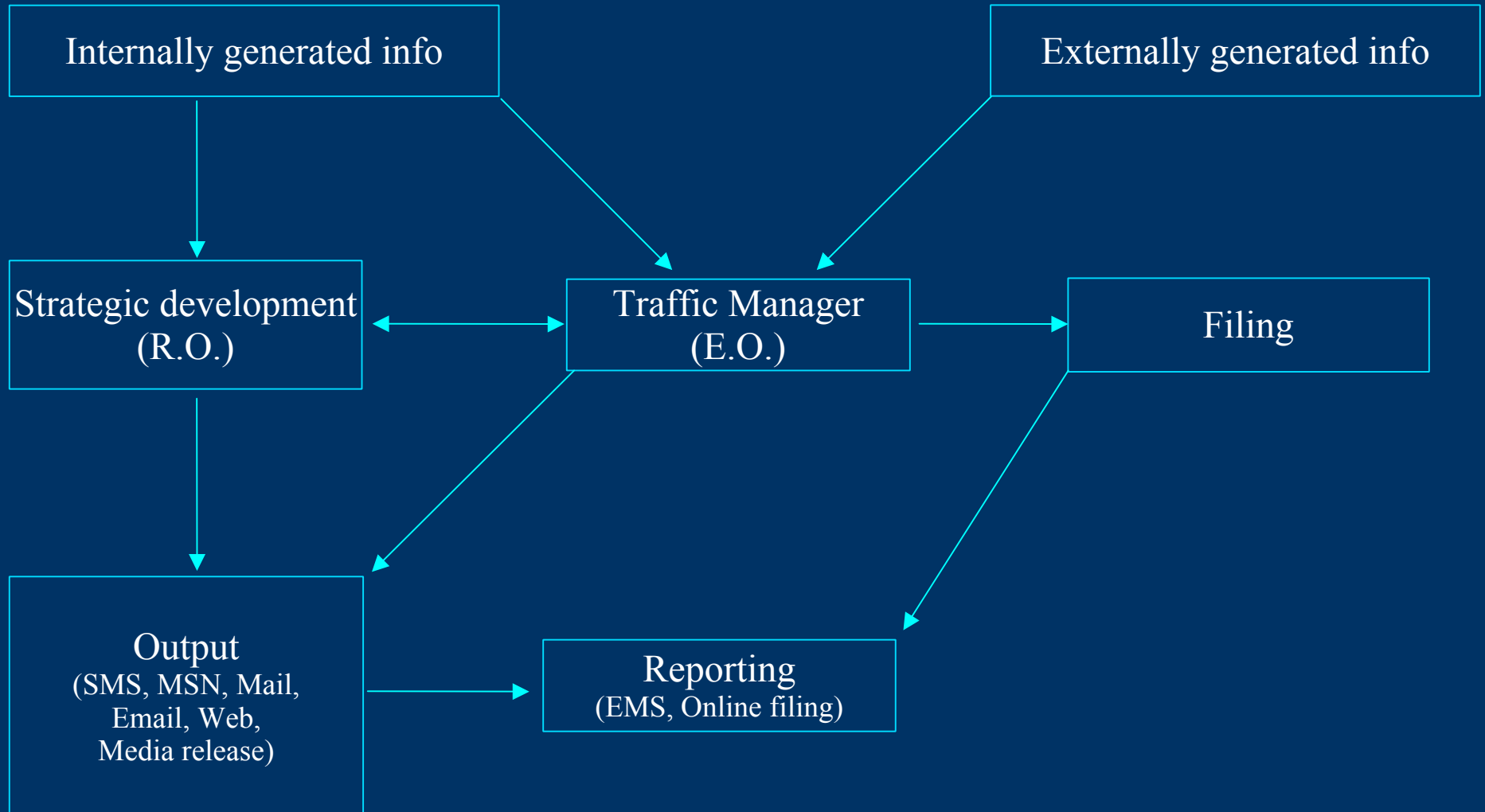
- Electoral management system
- Online issue database
- Paperless filing & online correspondence database
- Online news papers and clipping system

### **External information management**

- Virtual town hall
- Traditional paper-based surveys
- Online survey (coming soon)

# Exceeding expectations

## Data management



# *Exceeding expectations*

## **Future directions in communication strategy**

- Multi media
  - MMS – video messages via mobile
  - Audio clips/essays by email
  - “PODCAST” messages and information essays
  - Community TV/Radio essays etc
- Interactive communications
  - Public polling terminals?
  - Integrated Government telecommunications systems?