

*"We're probably keeping the shire more informed than we ever have."*

NATASHA GILES  
Community Development Officer

2017 —

# THE SHIRE OF KELLERBERRIN

Whispir Case Study

whispir.





---



Background



The **Shire of Kellerberrin** is a regional local government district, located in the **Wheatbelt of Western Australia**, roughly 200 kilometres east of **Perth**, and 60 kilometres west of **Merredin**.



---

# CHALLENGE

---

With 1852 square kilometres of primarily agricultural land under stewardship, the Shire faced the challenge of keeping remote workers and residents throughout the region informed on hazardous conditions, particularly fire alerts and corresponding harvest bans on high risk days.





# INITIAL SOLUTION

The Shire have always been progressive adopters of new technology and turned to Whispir to provide a state-of-the-art system to contact almost 400 locals and contractors in the area when there's a harvest ban in force. The platform improves the Shire's communications in a range of key areas:

## › **Multi-channel messaging**

Maximises the ability to reach every recipient, in the way that suits them best, and ensures urgent communications aren't missed or misunderstood.

A core capability of the Whispir platform is the ability to send messages across a variety of channels, including SMS, email, automated voice calls, Rich HTML5 messages, RSS feeds, or social media. A single message is created in the appropriate template, and can be sent across all these channels, minimising the time needed to create them, and the risk of incorrect information being entered.

## › **Centralised tracking**

Gives the Shire a deeper understanding of the status of their communications, and allows analysis and further action to be taken as needed.

Message delivery, opens, clicks and responses are all tracked and stored in the platform, creating a permanent record of important communication streams. Conditions can be planned for and executed based on the responses. For example, if an advisory isn't actioned by a specified time, this can be escalated to a more urgent contact route, such as a manual call or SMS.

## › **Up to date contact information**

Offers a reliable, single source of truth for ongoing community notifications.

The platform allows details of all residents and contractors to be securely stored and updated in the Whispir database. Contact data can be manually updated by Shire staff, or optionally there is the ability to offer public facing self-subscription portals, or automated updates via API, synchronised to relevant contact databases.

---

# EXPANDED MESSAGING USE CASES

---

The initial successful adoption of the platform has seen the Shire extend the use of Whispir to a variety of communications scenarios.

› **Holistic community notifications**

The Shire now uses Whispir for a wide range of resident communications, from letting people know when the gym is closed, to information on events such as the Christmas street party, the local show, the agricultural show, and even the local council newsletter.

› **Staff communications**

Such as letting council staff know their leave has been approved.

› **Contractor advisory**

Several of the State's major utilities now tell their staff going out to work in the Kellerberrin area to sign up to the councils messaging service, to stay updated on important local area notifications.







# BENEFITS

## › Information Richness

Having a comprehensive, easy to use single point for all important outbound messaging allows the Shire to plan communications holistically, creating a consistent approach to keeping all members of the community updated on important local events and news.

## › Reduced manual handling

Centralising contact through the Whispir platform cuts the cost of phone calls and paper mailouts, and decreases the risk of human error when sending urgent notifications under pressure.


## › Reliability

Being remotely hosted on secure, high-available servers, Whispir ensures messages can be sent out even if the Shire's own internal communications systems fail.





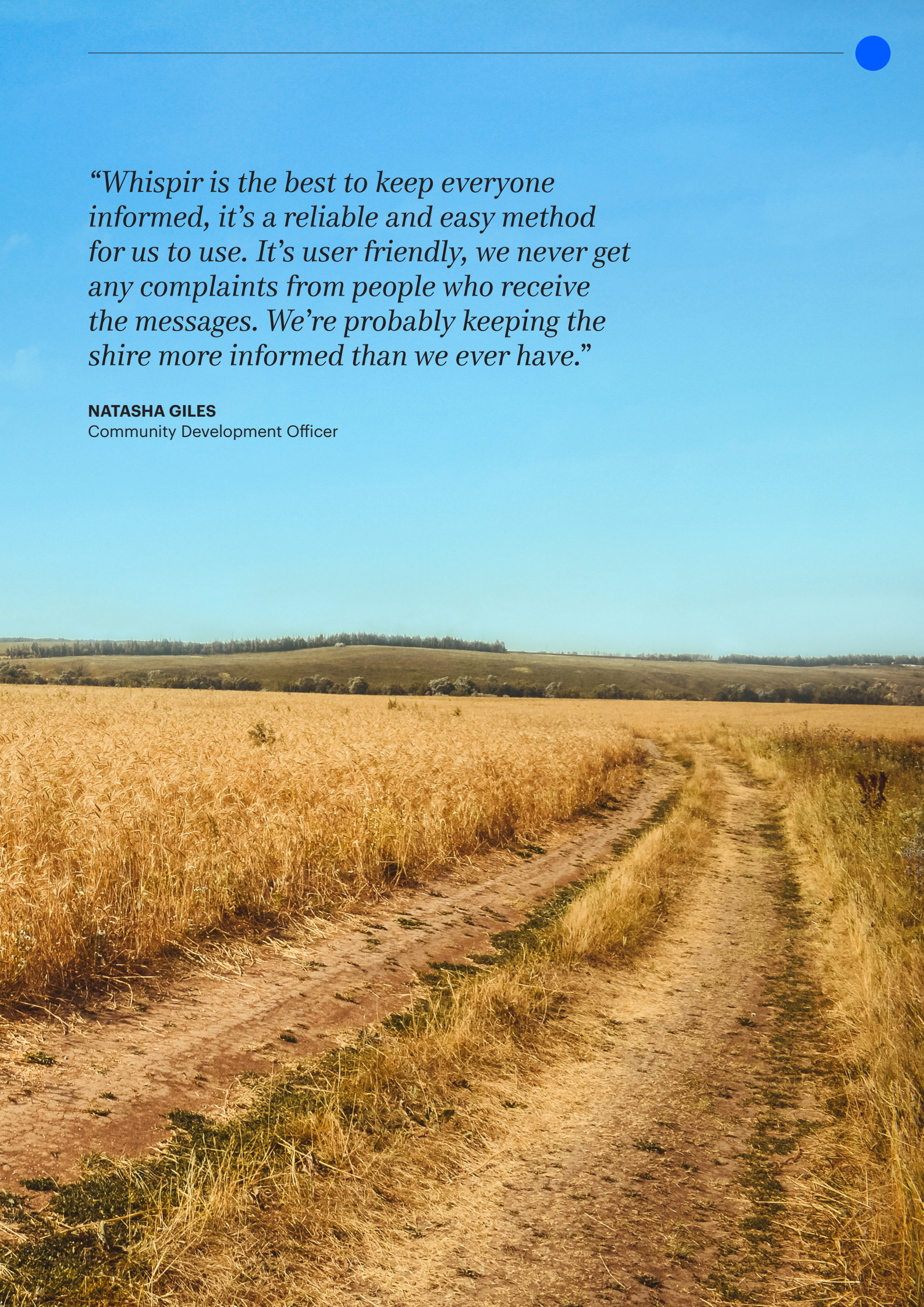
---



*“Whispir is the best to keep everyone informed, it’s a reliable and easy method for us to use. It’s user friendly, we never get any complaints from people who receive the messages. We’re probably keeping the shire more informed than we ever have.”*

**NATASHA GILES**

Community Development Officer





**empower communicators.  
engage humanity.**