



- ▶ In 36 hours Obama's 'virtual town hall' attracted over 104,000 questions from 92,000 people and over 3.5 million votes (Source: Yahoo News, Mar 27 2009)
- ▶ There are nearly 8 million Internet subscribers in Australia (Source: Internet Activity, Australia, Dec 2008, ABS, 8153.0, April 2009)
- ▶ The Internet is now the most common way people make contact with government (Source: Interacting with Government: Australian's use and satisfaction with e-government services, 2008)

[www.webcomment.com.au](http://www.webcomment.com.au)



## What is MPFeedback WebComment?

MPFeedback WebComment is an easy to setup and use branded online communications tool linked to your existing website. It supports easy to use, secure online discussions, petitions and polling. You seed and control the discussion to ensure accurate and relevant information exchange. MPFeedback allows you to:

- ▶ Be open and approachable
- ▶ Present an accurate and clear picture of the key messages important to you
- ▶ Communicate with constituents via your web browser
- ▶ Provide an easy to use online Q&A forum (private or public)
- ▶ Canvas constituents' ideas and poll issues
- ▶ Provide constituents with a 24x7 communications portal
- ▶ Link to other relevant information or sources (e.g. <http://webcast.aph.gov.au/livebroadcasting>)



## What are the set-up steps?

WebAlive will work with you and your staff to run your first two MPFeedback Topics ensuring you're quickly up-to-speed with this simple to use communications tool. Training your nominated staff is easy and will enable them to run Topics in the future (we are only a phone call away). Setup a regular weekly time or ...

- 1 Create an MPFeedback Topic such as 'The Budget and Small Business'. Start the first few questions and answers e.g.
  - ▶ **Do you think removing the disincentives to vary PAYG instalments will help small businesses manage cashflow more effectively?**  
We believe it is currently too hard for a small business...
  - ▶ **How will reducing the superannuation guarantee help my small business?**  
We believe we need to reduce the burden on small business and encourage them to provide employment opportunities...
- 2 Invite constituents to join the discussion for information and to ask questions
- 3 Monitor incoming comments and questions. Publish those that are appropriate and suitable for publication. Follow-up others off-line
- 4 Answer published comments and questions
- 5 Close the WebComment Forum for public comment when you deem the conversation complete
- 6 Archive the discussion and make it available publically for future reference if you choose

The screenshot shows a forum listing for 'The Budget and Small Business' with three topics: 'The Budget and Small Business', 'Impacts of the Stimulus Package', and 'Your Policy Suggestions'. Each topic includes a status, number of responses, and a brief description.

Example MPFeedback Listings

The screenshot shows a question from Alex: 'Do you think removing the disincentives to vary PAYG instalments will help small businesses manage cashflow more effectively?' and an answer from Steffan Grekman: 'We believe it is currently too hard for a small business to make an adjustment to their PAYG instalment based on their actual performance for that reporting period. We propose to remove these disincentives to help small business manage their obligations.'

Example MPFeedback



## How much does it cost?

	Bronze	Silver	Gold
Concurrent Moderators	1	5	unlimited
Concurrent Topics	5	25	unlimited
Total Topics per Week	15	unlimited	unlimited
Monthly Data Transfer	10 GB	100 GB	unlimited
Setup ex GST	\$3000	\$5000	POA
Monthly ex GST	\$200	\$1000	POA

\* Includes branding, hosting, support and all software updates. Annual licensing is available and attracts a discount

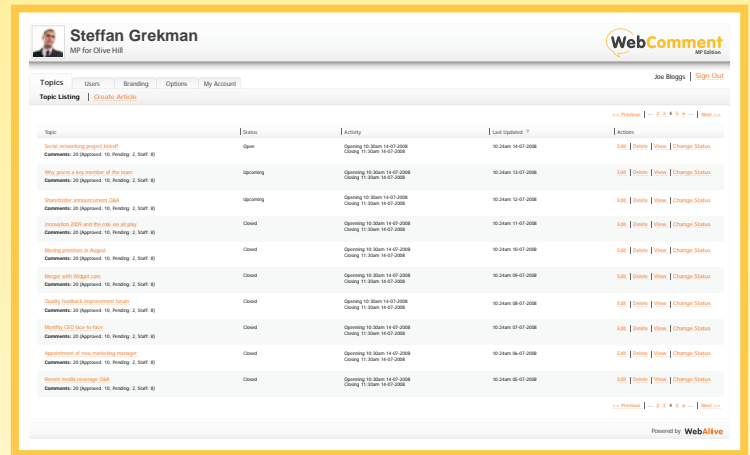


## What is WebComment?

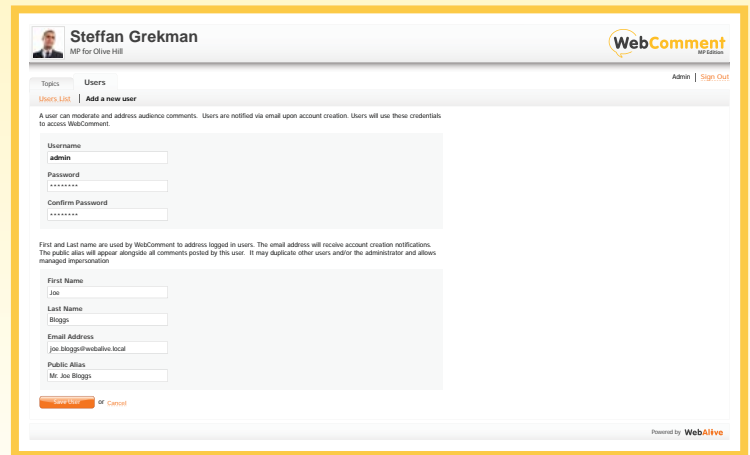
WebComment is a customised online communications tool that enables participants to log into a secure dedicated website via the internet. By registering using an email address participants can join the discussion via an online Q&A session. WebComment MP's Edition is also able to accommodate additional features and functionality such as 'Donate Now'. Discussion Forums are setup and facilitated by MP's and their staff.

Similar to the delay used in talk back radio, WebComment Forums are 'moderated', providing hosts (you) with controls to approve or reject submitted questions and comments before they go live. The discussion can be archived making it useful for future reference. WebComment can be open or closed (i.e. password accessible) to invited audiences.

- It's a branded secure website on the Internet. The look of the website is customised to your existing website branding
- An 'Upcoming Topic' panel can be integrated with your existing website. WebAlive will work with you and or your website administrator to accomplish this
- Participants require a valid email address which is registered with you in order to participate in a discussion. Participants can specify an Alias for public display
- All questions and comments are queued awaiting moderation by the host. The host has 100% control over what questions and comments are approved for display in the Forum
- Topics for discussion are controlled by the licensee of WebComment. Topics can have an associated image or can be linked to an article, YouTube, website etc
- The number of participants in a particular Topic discussion is virtually unlimited
- A Topic discussion can be open or private. A private Topic is only accessible with a password provided to an invited audience by the host
- A Topic can remain accessible for future reference or can be hidden
- WebComment has an evolving product roadmap that will see exciting new features and functionality made available to you over time
- To see a recent example of a WebComment Forum please see [www.webalive.webcomment.com.au](http://www.webalive.webcomment.com.au) and 'Current and Future Impacts of the GFC with the Hon. Alan Stockdale'



Example MPFeedback Administration



Example MPFeedback Administration



## What are the Technical Requirements?

### Hosting

- All software and data is hosted at WebAlive's data centre, client hosting is not available

### Support

- Phone support is available from WebAlive during normal business hours (AEST) and email support 24/7 (unless otherwise agreed)
- 24/7 server support, 99.99% uptime and daily backups

### Supported Internet Browsers

- The public interface is supported for use with Internet Explorer 6, 7, 8, Safari v3 or Firefox v3
- The administration interface is supported for use with Internet Explorer 7, 8, Safari v3 or Firefox v3

### Administration & Software Updates

- An administrator must be nominated. This person creates Topics and can setup additional User accounts as required
- The software will be updated from time to time. An email will be sent to the administrator notifying them of any changes that impact your WebComment
- The 'Upcoming Topic' panel is HTML and can be iFramed (embedded) into an existing website. This process is supported by the WebAlive team who will work directly with your existing website maintainer (see [www.webalive.com.au](http://www.webalive.com.au) "Join the Conversation" as an example)
- Branding makes the public interface of WebComment consistent with a clients existing website. The administration interface is standard for all clients
- The branding of the public interface for WebComment will be consistent with a clients existing website and the administration interface is standard for all clients

For more information, please contact:

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