

## Bay of Plenty Regional Council Implement MAGIQ for Property Rates Management



**BAY OF PLENTY  
REGIONAL COUNCIL  
TOI MOANA**

### The Challenge

Historically the Bay of Plenty Regional Council's rates have been invoiced and collected on their behalf by the seven district / city councils in the region. Based on increasing costs, variances in rates policy application, and a lack of visibility of Council's work amongst ratepayers, the decision was made in October 2020 to bring the function in-house.

### The Solution

MAGIQ Software provided a consistent, robust rating and collection platform to allow Council to maintain and enhance ratepayer customer experience and engagement.

### The Benefits

The procurement and implementation of the MAGIQ Cloud Platform has allowed the Bay of Plenty Regional Council to bring the rates, penalties, and other collection processes in-house and provide a rates collection system for approximately 147,000 rating units.

### About Bay of Plenty Regional Council

**Local Government** industry

**450+** staff members

**147,000** rating properties

Bringing the Council's rating process in-house has enabled a more direct relationship with its ratepayers; creating better visibility and engagement with its communities.

## The Council ran a thorough RFP process in their search for a high-value solution with a committed, long-term vendor. The clear choice was MAGIQ Software.

In 2021, Bay of Plenty Regional Council moved from an outsourced rating model undertaken by seven Territorial Local Authorities (TLA) in the district and brought the function in-house.

### Why did the Council bring the process in-house?

The decision to bring the rating process in-house was for three primary reasons:

Firstly, the existing arrangement did not allow Council to have a direct relationship with its ratepayers - consequently, awareness of the Council itself and its role and responsibilities was low.

Bringing the rating process in-house has enabled Council to raise its profile and have a more direct relationship with its ratepayers; allowing greater engagement with its communities.

The second reason was control: having a Territorial Authority collect rates on Council's behalf meant that different remissions were applied across the region.

Council wanted to ensure greater equity and management of rating remissions across the region and to align those policies more with the Council's work.

The third reason for bringing the process in-house was to obtain cost savings.

All three reasons led the Council to go to tender to find a cloud-based solution to support the rating function.

### Search for a high-value solution and a long-term, committed vendor

The Council ran a comprehensive RFP process in their search for a high-value solution with a committed, long-term vendor. The clear choice was MAGIQ Software.

According to Council staff, the MAGIQ team took the process very seriously. When the MAGIQ Team walked into the room, "everybody felt that these guys know what they are doing."

### Business Benefits

MAGIQ Software's property rating suite enables Council staff to complete the rating function quickly.

MAGIQ Software also enriches the customer experience by providing users with a single touchpoint and direct access to their rating payments and over-the-counter cash receipting transactions.

Council has been successful with the implementation of MAGIQ Direct Debits with over 35,000 on the initial approach. In addition, customers use MAGIQ Online for searching and payments.

Council has also implemented MAGIQ Debt Management and will start looking at the benefits of this module in the New Year.

### Council's Experience with MAGIQ Staff

Implementing a new rating system was challenging as Council could not move the go-live date - there was an absolute 'line in the sand' date.

MAGIQ Software successfully helped Council achieve its goal by troubleshooting and working through the challenges of delivering the required functionality.

MAGIQ Software provided an effective, consistent, robust rating and collection platform to allow Council to maintain and enhance ratepayer customer experience and engagement.



**magiqcloud**

### About Bay of Plenty Regional Council

Toi Moana Bay of Plenty Regional Council is the administrative body responsible for managing the region's freshwater, land, air and the coastal environment as well as public transport and economic development. Toi Moana also has a responsibility for the economic, social and cultural well-being of the region and its people. Within the region there are more than 308,000 residents, 147,000 rating properties 39 lwi, 18 offshore islands, 12 lakes, eight major rivers and a rich landscape of geothermal systems, volcanoes, mountains, harbours and estuaries.

### About MAGIQ Software

MAGIQ Software is an international software business focused on delivering the MAGIQ Cloud Platform, consisting of our MAGIQ ERP, MAGIQ Performance, and MAGIQ Documents solutions. MAGIQ Software has over 600 customers worldwide. Our key markets include Local Government, Health and Community Services, Utilities, Education, and Not for Profit. A highly experienced and skilled team of over 90 staff delivers local support and development from Napier, Melbourne, Auckland, Christchurch, and San Diego.

[www.magiqsoftware.com](http://www.magiqsoftware.com)

New Zealand +64 6 835 9380    Australia +61 3 9468 9401    US +1 858 333 5523

