

Case Study

Town of Victoria Park: Empowering Financial Strategy with MAGIQ Performance



TOWN OF
VICTORIA PARK

The Challenge

The Town of Victoria Park's Council lacked a dedicated corporate performance management system.

Financial analysis was limited, and data from the ERP system was not structured for meaningful insights.

Budgeting processes were also reliant on manual spreadsheets, making them time-consuming and prone to error.

The Solution

MAGIQ Performance has empowered Council staff to take greater ownership of their financial performance and transformed how budgeting, reporting, and data analysis are managed.

The platform has enabled deeper financial insights and supported a more strategic approach to resource management across the organisation.

**Town of Victoria Park,
Western Australia**

Local Government industry

With MAGIQ Performance, users can now easily navigate financial records, drill down to transaction-level detail, and generate reports with just a few clicks.

This has empowered staff to work more independently, reducing reliance on the finance team and improving overall efficiency.

And sensitive data is securely managed through role-based authorisation, ensuring appropriate access across the organisation.

The Town of Victoria Park implemented MAGIQ Performance to enhance its budgeting, reporting and financial planning capabilities. We spoke with the Council's Manager of Strategic Accounting to understand how the solution is supporting financial decision-making.

Prior to implementation, the Council lacked a dedicated corporate performance management system. Financial analysis was limited, and data from the ERP system was not structured for meaningful insights. Budgeting processes were also reliant on manual spreadsheets, making them time-consuming and prone to error.

MAGIQ Performance was selected through a competitive tender process to meet compliance and reporting requirements, while also supporting strategic budgeting and financial performance to enable long-term planning and organisational growth.

How does the Town of Victoria Park use MAGIQ Performance?

Currently, the Town of Victoria Park uses MAGIQ Performance to monitor financial performance through year-to-date and historical data.

The Council is now preparing to roll out additional modules including budgeting, budget review, labour budgeting, and long-term financial planning.

Approximately 50 staff members use the platform, with adoption continuing to grow as the organisation progresses through its budgeting cycle.

Why MAGIQ Performance?

The Council was seeking a solution that could improve financial literacy across the organisation and empower staff to take greater ownership of their budgets. MAGIQ Performance delivered exactly that.

With improved visibility into income and expenditure, staff at all levels are now more accountable for their financial decisions. This supports a CEO-level KPI that cascades down to individual officers, encouraging strategic thinking and responsible budget management.

Before MAGIQ, access to financial insights was limited. Now, staff can easily view budget variances, understand their impact, and manage resources more effectively. Variance reports are submitted to Council as public documents, reinforcing transparency and strengthening the link between budget ownership and performance.

About the Town of Victoria Park

Nestled along the southern banks of Derbarl Yerrigan (the Swan River), the Town of Victoria Park is a vibrant cultural hub just minutes from the Perth CBD. Anchored by Albany Highway - one of the longest continuous main streets in the Southern Hemisphere - the area is renowned for its diverse mix of cafes, restaurants, retail, expansive green spaces, and state and national-level sporting facilities, as well as its close connection to Curtin University and thriving local communities.

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.

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How Has MAGIQ Performance simplified your work tasks?

Before implementing MAGIQ Performance, the Manager of Strategic Accounting had to manually extract general ledger and work order data each day, then build complex pivot tables - a time-consuming process that was difficult for many staff to access or replicate. Managing sensitive data also added complexity.

With MAGIQ Performance, users can now easily navigate financial records, drill down to transaction-level detail, and generate reports with just a few clicks. This has empowered staff to work more independently, reducing reliance on the finance team and improving overall efficiency. And sensitive data is securely managed through role-based authorisation, ensuring appropriate access across the organisation.

What are the Key Benefits of Implementing MAGIQ Performance?

MAGIQ Performance excels in financial analytics, offering intuitive tools for data filtering, report creation, and timeline adjustments.

Previously, budgeting involved managing nearly 100 spreadsheets across different service areas - one per unit - which had to be manually consolidated. MAGIQ Performance eliminates that burden, freeing up time for deeper data analysis and strategic planning.

The ability to create multiple budget versions also supports scenario planning and allows councillors to select preferred funding options. This flexibility enhances reporting and supports more informed decision-making.

How was the Implementation Experience?

A MAGIQ Software developer visited the organisation to demonstrate the software from a user perspective, which helped shift perceptions and build confidence among staff. The support team has been responsive and helpful, and the Council looks forward to continuing the partnership.

To conclude, MAGIQ Performance has not only empowered Council staff to take ownership of their financial performance, but it has also transformed the way Council budgets, reports, and analyses data. The platform has significantly improved data quality, laying a solid foundation for future financial planning.

The Council is genuinely thrilled with how MAGIQ Performance has enabled staff to dive deeper into financial analytics and take a more strategic approach to managing their resources.

