

MAGIQ Software & Central Hawke's Bay District Council

Delivering a Modern Community Engagement App



Developing the App Together

Central Hawke's Bay District Council (CHBDC), in collaboration with MAGIQ Software and a special interest group of councils, partnered to design and deliver a modern Community Engagement App tailored specifically for local government.

Developed through real-world testing and close collaboration, the app strengthens communication between councils and residents while integrating seamlessly with MAGIQ's ERP system to improve operational efficiency.

Key Features

The app includes four standout features:

White labelling: The app can be white-labelled, allowing councils to apply their own branding and deliver a tailored experience to their communities.

News Feed: Residents can stay up-to-date with announcements and community news.

Service Requests: Residents can report issues or request services directly through the app, with submissions automatically integrated into MAGIQ's systems. This eliminates manual data entry, speeds up response times, and improves efficiency. Plus, residents can track the progress of their requests in real time, making the process more transparent and user-friendly.

Alerts: Residents can opt to receive updates on specific topics, such as road closures, water issues, recycling schedules, or community events. Alerts are tailored to their interests and location, ensuring the information is relevant and helpful.

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The Opportunity

CHBDC serves a warm and dynamic rural community in Hawke's Bay, New Zealand. The council takes pride in providing excellent services and keeping its residents closely connected.

CHBDC identified the need to replace its existing community engagement tools with a more modern, interactive, and efficient solution - one that could better support information sharing, service requests, and real-time communication with its community.

When MAGIQ Software began developing a purpose-built Community Engagement App, CHBDC recognised the opportunity to help shape a solution that would not only meet its own needs, but also support councils more broadly across New Zealand and Australia.

A Collaborative Approach

CHBDC played a leading role throughout the development process, working closely with MAGIQ Software to shape the app's features, design, and overall user experience.

Council staff partnered directly with MAGIQ's team to:

- Define practical, council-specific requirements
- Test usability and accessibility, with particular focus on older residents
- Ensure strong security and privacy standards
- Validate smooth integration with MAGIQ's existing systems

Over a two-year period, more than 100 council staff, alongside their families and local community groups, participated in testing and provided valuable feedback to refine the app.

The Solution: A Community Engagement App

The resulting Community Engagement App is designed specifically for local governments and offers a flexible, scalable framework that councils can tailor to their own communities.

Key Features

White Labelling

The app can be fully white-labelled, allowing councils to apply their own branding and deliver a familiar, trusted experience for residents.

News Feed

Council announcements and community news are delivered directly to residents through the app. With the local newspaper no longer in print, this feature has become a critical communication channel, drawing content directly from the council's website for timely updates.

Service Requests

Residents can report issues or request services directly via the app. Requests are automatically integrated into MAGIQ's systems, eliminating manual data entry and improving response times. Residents can also track request progress in real time, increasing transparency and trust.

Alerts

Opt-in alerts notify residents about topics that matter to them, such as road closures, water issues, recycling schedules, or local events. Alerts are targeted by topic and location to ensure information is relevant and useful.

Results and Impact

For CHBDC, the app will improve communication and service delivery. Integration with MAGIQ's ERP system will reduce administrative effort for council staff while providing residents with faster responses and better visibility.

Beyond CHBDC, the collaborative approach has resulted in a shared framework that supports broader adoption by councils across New Zealand and Australia - extending the app's impact well beyond a single district.

Looking Ahead

The Community Engagement App continues to evolve, with future enhancements planned - including online payments, rates viewing, and animal registrations - to further streamline interactions between councils and residents.

MAGIQ Software is grateful to Central Hawke's Bay District Council for its leadership, openness, and commitment throughout this process. The communities across New Zealand and Australia who will use it stand to benefit from the partnership for years to come.