

Leading the charge into a digital future

How Websilk transforms organisations using Telerik Sitefinity

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Head of Innovation and Strategy





Melbourne's oldest charity on a mission to end disadvantage and improve the lives of every person in Victoria suffering hardship.

Branding

Strategy

Comms

Optimisation

Marketing

Development

Design

Research

Integrated suite
Impactful experience

Honing Craft



We needed a vendor who would partner with us for the long term in the same way we partner with our clients for the long-term



Connected

Complex application workflows that
integrate with core enterprise infrastructure.

Specialisation

Reusable person-2-person marketing
modules with integrated e-commerce.

Personalisation

Targeted and personalised messages delivered
to exactly the right audience.



No barriers

Sitefinity has enabled us to implement solutions that are accessible, responsive, secure, and economically transformative.





Melbourne's oldest charity on a mission to end disadvantage and improve the lives of every person in Victoria suffering hardship.

Discovery

We discovered an opportunity
to transform the relationship
with volunteer fundraisers.



Melbourne Citymission

changing lives every day



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Winner - Archibald 2012 Prize

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Information for clients

Raelene Sharp - winner of the Archibald 2012 Prize



Congratulations to Melbourne artist Raelene Sharp, who has won the prestigious Archibald 2012 Packing Room Prize.

Raelene was one of six artists who worked on the Melbourne Citymission Detour project – a collective art project which saw six artists paint six young homeless people and produce a collection of 36

outstanding artworks.

The Archibald Prize is one of Australia's oldest and most prestigious art prizes. Well done Raelene on this outstanding achievement from all your friends at Melbourne Citymission. [Click here](#) to read more.

A swell surfing session!

It was an action-packed day, filled with excitement and adrenaline, as participants from the Diversion Diversity program in Braybrook headed to Torquay for a lesson in surfing.

Torquay is famous for their surf beaches and was an ideal location to bring our participants for a day of outdoor fun. [Click here](#) to read the full story.



Welcome Home



Eltham Retirement Village residents were welcomed home last Saturday, following the Christmas Day floods which devastated the units they lived in.

The event was held at the Metzner Hall in Eltham, where residents, their families, emergency services teams, Melbourne Citymission staff and members of the community celebrated the return of the residents. [Click here](#) to read the full story.

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1300 364 507



Find out about the work we do
[View our short film now](#)

PJ DAY

Your Favourite Fundraiser

Anywhere, Anytime.

Melbourne CITY SLEEP OUT



Out there, helping Every day.

We're Melbourne's oldest charity on a mission to end disadvantage and improve the lives of every person in Victoria suffering hardship. Join us.

We provide vital services in Melbourne and Victoria



Aged Care



Business Services



Children



Disability Services



Education



Employment



Families



Homelessness



Justice



Palliative Care

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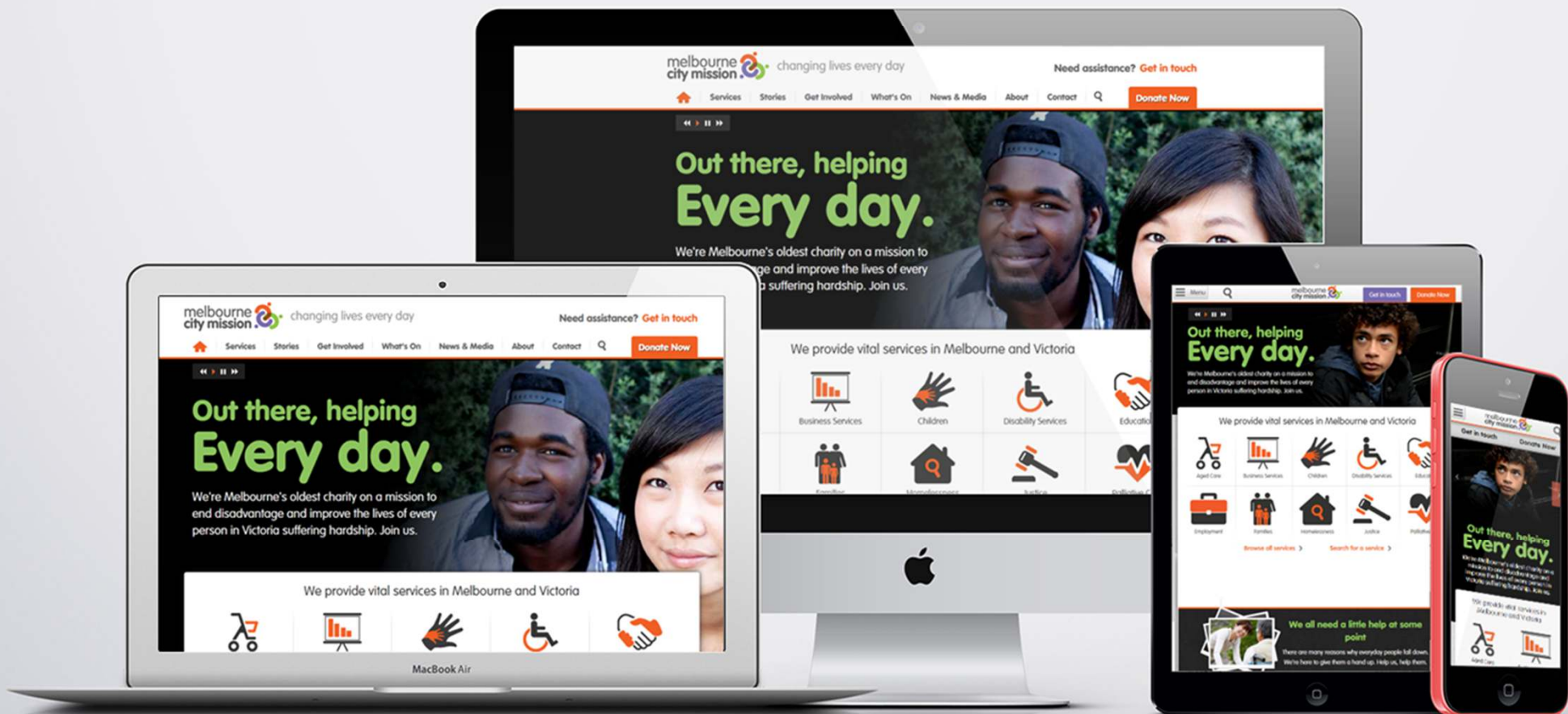
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We all need a little help at some point

There are many reasons why everyday people fall down.
We're here to give them a hand up. Help us, help them.

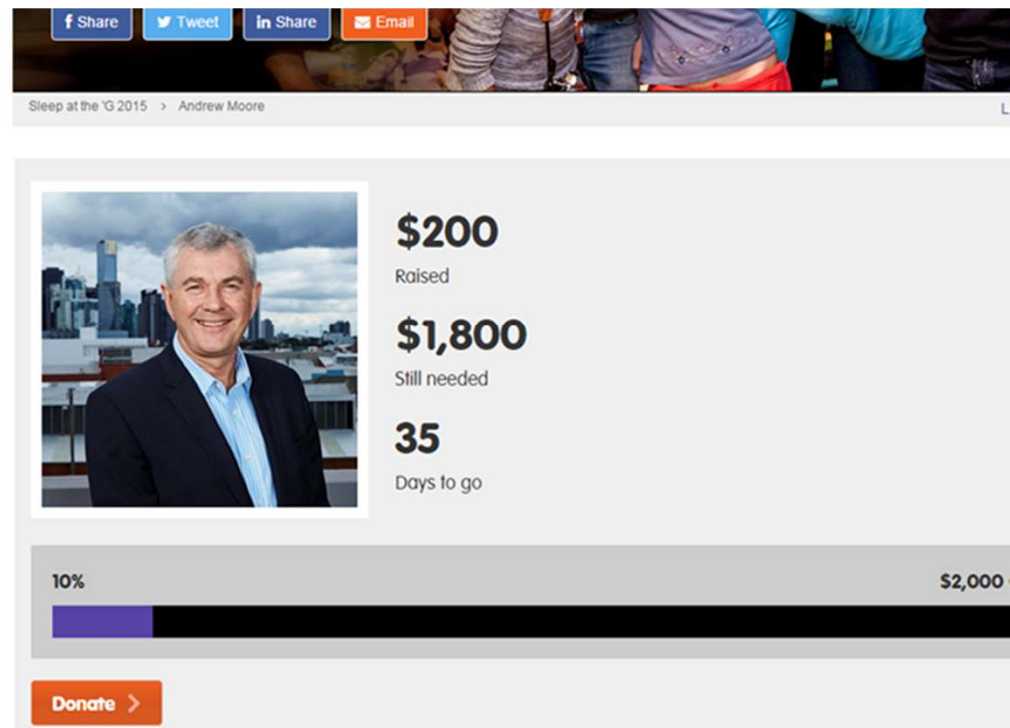
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Capabilites



Effective communication through images, text, graphics and video is simply the start of the digital transformation process.





2013

2014

\$300,000 to \$500,000

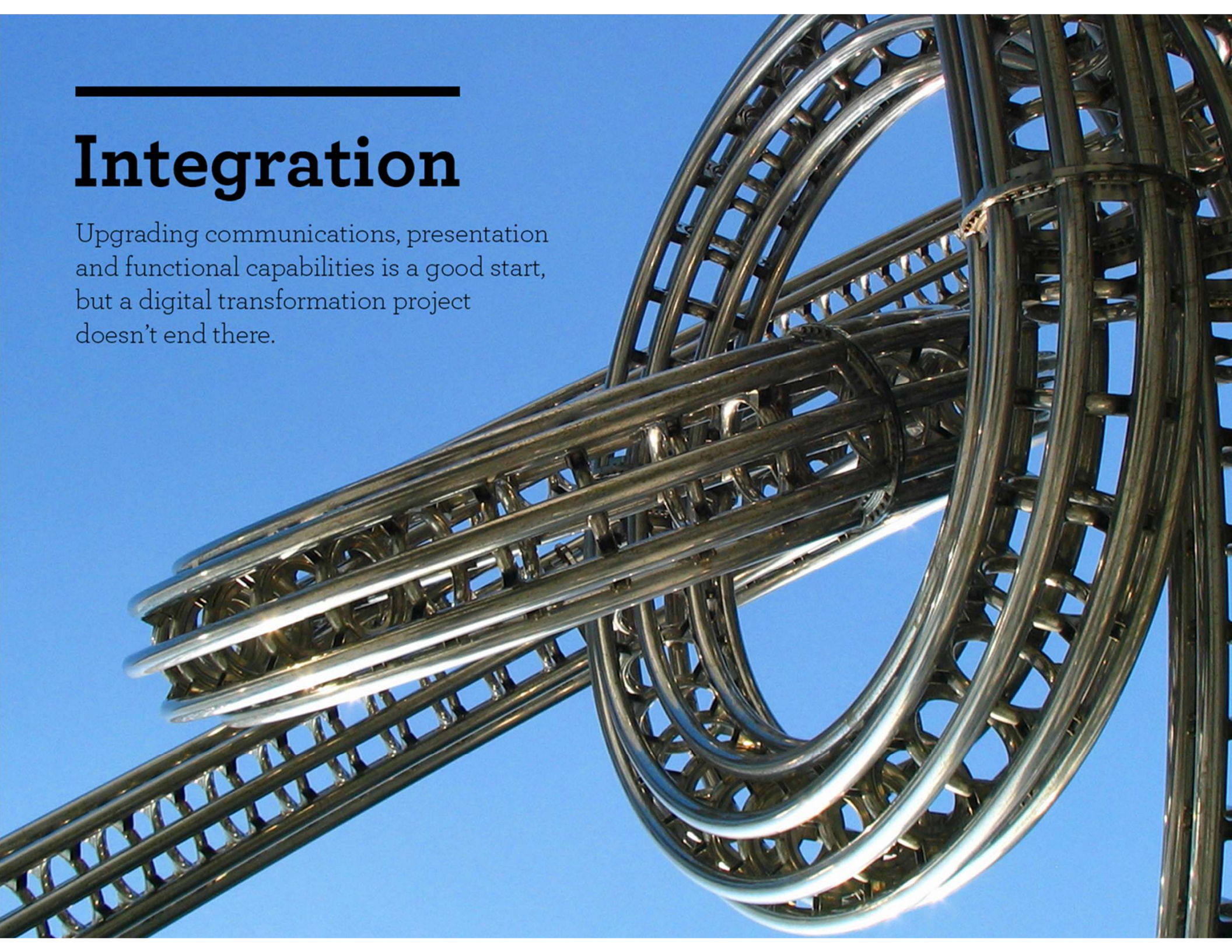
Performance

The Sitefinity implementation performed reliably.
Things just worked.



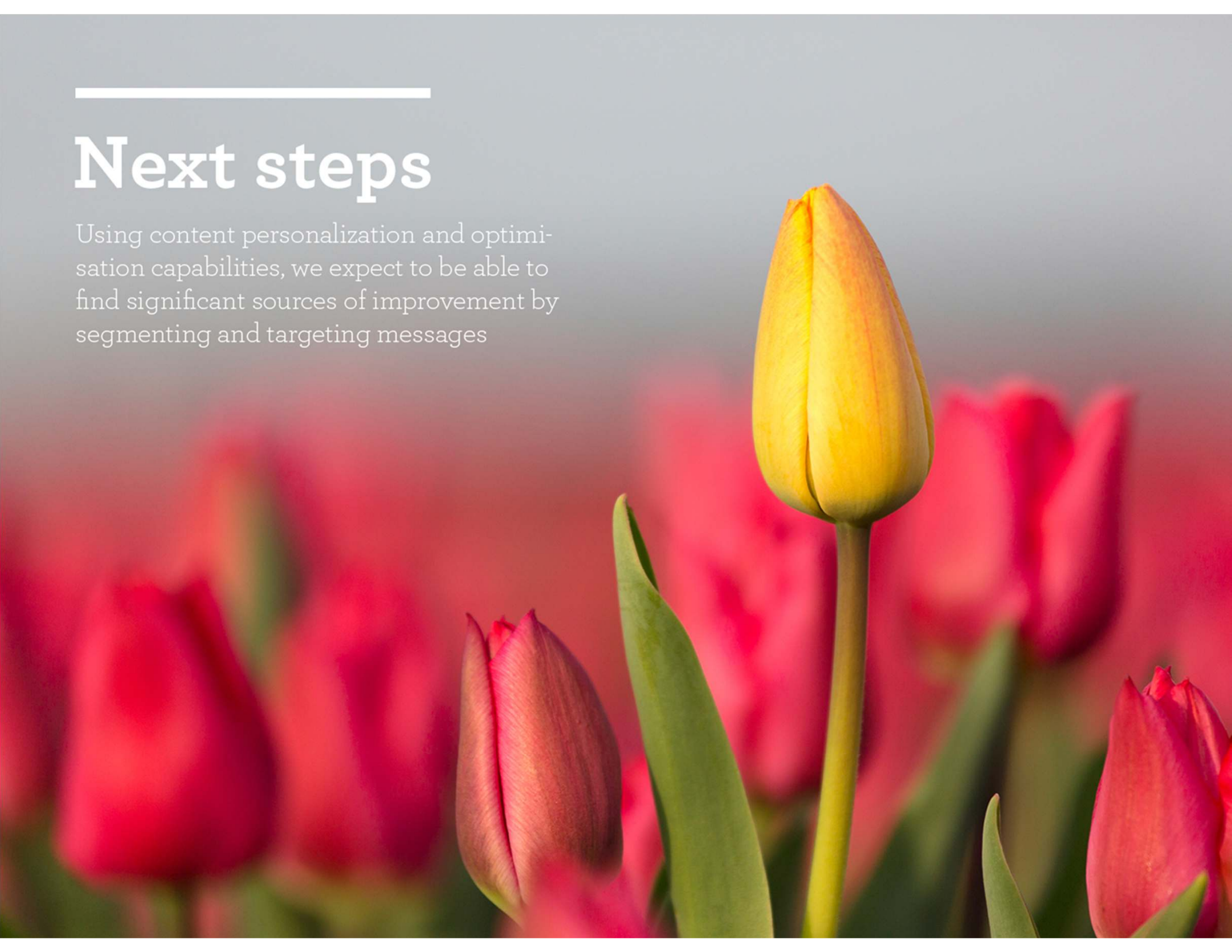
Integration

Upgrading communications, presentation and functional capabilities is a good start, but a digital transformation project doesn't end there.



Next steps

Using content personalization and optimization capabilities, we expect to be able to find significant sources of improvement by segmenting and targeting messages



Digital Transformation

Thank you

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