

Case Study: Hall, ACT

www.hall.act.au

Type of Location: Best known for its great markets and wineries, Hall is a picturesque district located just 14 kilometers north of Canberra. Other features of the town include the many Restaurants and Antiques Hall displaying collections of Victorian and Edwardian 1920's porcelain.



The first Sunday of each month the "Hall Markets" fill the showgrounds with hundreds of stalls selling homemade goods, all proceeds go towards Hartley Lifecare.

Population: 338 (2006 Census, Australian Bureau of Statistics).

Employment: The 2006 Census found the major occupations represented in the Hall district to include professionals, managers, clerical and administrative workers.

Applicant Organisation: The Village of Hall and District Progress Association.

Synopsis: After hearing about the Community Geographic Domain Name initiative from their web-designer, The Village of Hall and District Progress Association applied to register www.hall.act.au on behalf of the Hall and District Communities.

The Hall community website was launched in June 2008 by Mary Porter, AM MLA for Ginniderra. The site includes up-to-date community information such as news, events, a business and community directory and photo gallery.

What they say: Alastair Crombie of www.hall.act.au comments: "We recognised the 'marketing' advantage of having a CGDN, and the risks associated with letting some other group apply for it! Late in the piece we began to realise the advantages of being part of the community of CGDN sites.

"The photo gallery and the business directory both get a lot of attention, but one presumes that the home page, news and events calendar are the most popular, because they have regularly changing, relevant content. The site is heavily used for administration of the Association also.

"We have helped promote lots of local events of course, and creation of the business directory has had a positive impact by showing for the first time what an extraordinary set of local businesses we have."

Advice for Other Communities: "Keep it simple. Half a dozen clear, robust features that can be readily supported, and which are of on-going interest is better than a technicolor labyrinth." said Mr. Crombie.