MPRBC Website Design & Build
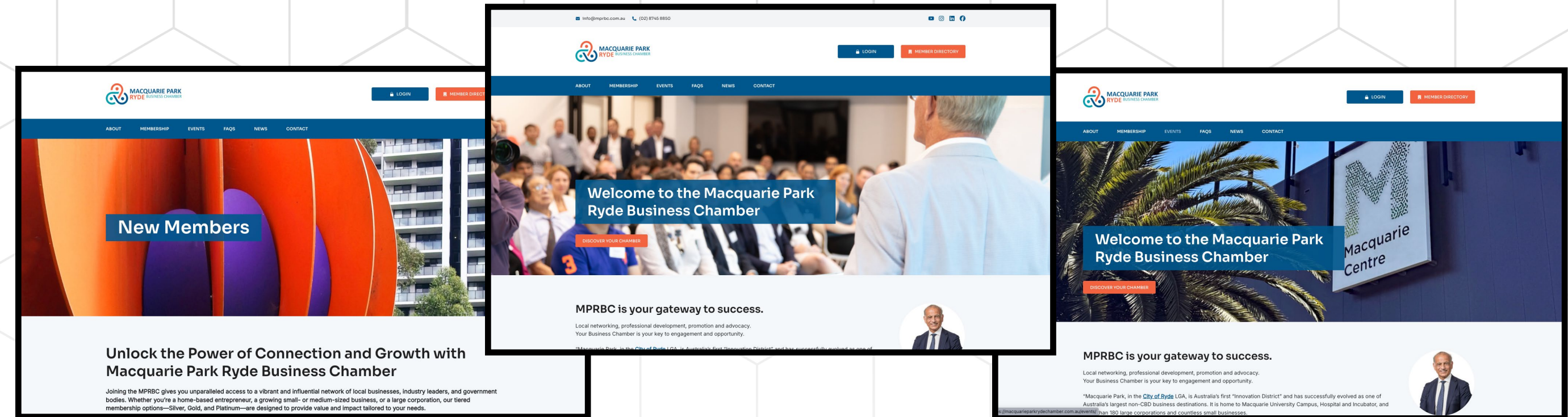# Case study

cyrius

Client: Macquarie Park-Ryde Business Chamber

Industry: Association

Target audience: Local business Owner, Government members, Council members, other associations, Corporates

Services: Local networking, professional development, promotion and advocacy

Overview

The Macquarie Park Ryde Business Chamber (MPRBC) is a member-based, not-for-profit organisation funded through membership fees and partner donations. Apolitical but collaborative, they work with all levels of government to support their members. A volunteer committee of members runs the Chamber within the constitution rules. Resource constraints have made managing their online presence and membership systems challenging. The website became unmanageable, unprofessional, and hard to navigate, causing a backlog in key activities like member renewals, onboarding, and social media updates.

Scope

The current system is flawed and cumbersome, making it challenging for volunteers or employees to manage. The website's functionality is inconsistent, and the lack of an intuitive design creates barriers for updating essential content. Time-sensitive tasks, such as updating committee members and processing member renewals, are being delayed, putting the organization's reputation and operational efficiency at risk. Immediate action is needed to resolve these issues.

Talk to us about a project – **Call Stefan** info@cyrius.com.au
02 9877 5544 / 0408 868 292

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Objectives

The goal is to replace the current Zoho system with an easy-to-maintain website that offers simple navigation and can be managed with limited resources. The website must include a new design, an updated membership area, and features that allow committee members to manage content independently. Additionally, the system should be user-friendly for both administrators and members, ensuring long-term efficiency without requiring significant time investments.

Solutions

To address these challenges, a new website platform was selected that provides a streamlined user experience and robust management tools. The new site features an intuitive navigation system, enabling committee members to update key sections such as the homepage, events, photo galleries, and member directory with ease. Key functionalities include adding logos for different membership tiers, linking events to Humanitix for bookings, and allowing members to update their own information. The new system is designed to be flexible and adaptable, providing a professional and clean interface while being simple enough to maintain with minimal effort.

Outcome

The new website has significantly improved the Chamber's operational efficiency. The backlog of member renewals, onboarding, and social media updates has been cleared, and all tasks are now being handled promptly. The new system's user-friendly interface has allowed committee members to take full control over the content without relying on external support. The professional appearance of the site has enhanced the Chamber's reputation and credibility, and with the streamlined processes in place, the organization is now prepared for the upcoming elections and any future challenges.

What they said:

"Working with Cyrius on our new website was a fantastic experience—they took the time to understand our needs and guided us through the process seamlessly. The result is a visually appealing, user-friendly site that truly reflects our organisation, and we're incredibly grateful for their expertise and professionalism."