CAAS WEBSITE WINS MERIT AWARD AT THE WEB EXCELLENCE AWARDS

The Civil Aviation Authority of Singapore (CAAS) website recently clinched the Merit Award at the Singapore Government Web Excellence Awards 2009, an award that recognises government websites for their user-friendliness, content presentation, overall website management and effective delivery of electronic services.

The prize was presented at an award ceremony held at the Singapore Management University (SMU) on 1 June. Zaqy Mohamad, Chairman of the Government Parliamentary Committee, Ministry of Information,Communications and the Arts (MICA), and Member of Parliament for Hong Kah Group Representation Constituency, graced the event as the guest of honour. The Merit Award represents the recognition of CAAS' work to promote Singapore aviation by providing relevant and useful information via an interactive platform for the aviation community and the general public.

The CAAS website was awarded for its contemporary feel, cohesive design and blue skies motif – elements that strongly aligned with the CAAS brand. Revamped to reflect CAAS' restructuring in July 2009, the new website was designed with two objectives in mind. One key aim was to convey CAAS' new and expanded focus to site visitors. To achieve this, the website highlights the roles and focus of CAAS in promoting and developing a sustainable aviation sector and enabling opportunities through aviation.

The other objective was to relate to the local aviation community, which includes the airlines, the aerospace and air cargo industry and foreign civil aviation authorities. The website adopted a pro-enterprise approach by turning it into a one-stop resource centre for the aviation community. On the website, the aviation community can find out about relevant legislations, rules and regulations, as well as guidelines and manuals. The site was also crafted for the general public to learn more about the aviation industry.

The Web Excellence Awards is an initiative created in tandem with the government's Web Transformation Strategy (WTS), which aims to create a vibrant, engaging and integrated government Internet landscape. The competition saw 66 entries from 39 agencies, and entrants were scored by a panel of judges and through public voting.