

A swift approach to content migration



SWOOP SharePoint Intranet Festival 2025

For a bit of background...

About AustralianSuper

- Australia's largest super fund
- Manages over \$365 billion of retirement savings on behalf of over 3.5 million members
- Our purpose is to help members achieve their best financial position in retirement
- Approximately 2,000 colleagues across Australia alongside additional offices in New York and London.

About me

- Joined AustralianSuper in September 2023
- Colleague Communications Adviser as part of a Leadership Communication & Colleague Connection team
- A passion for helping elevate employee experience
- Outside of work you'll find me exploring the Melbourne food scene

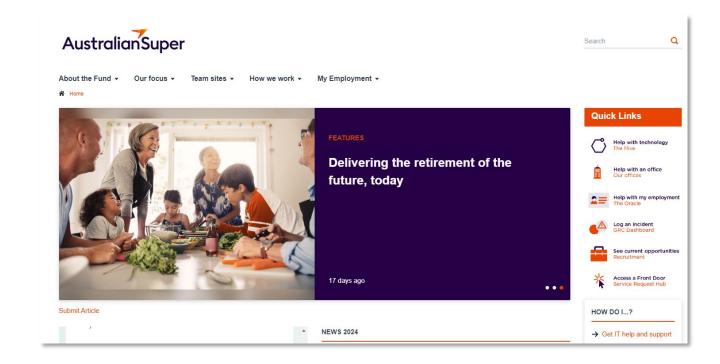


A need and an appetite for a more modern intranet



An opportunity to improve and connect better

- The license for the old intranet platform was coming to an end
- Multiple levels of navigation
- Search capability wasn't helpful
- Content wasn't always as up-to-date
- Content owners may not always have been the best suited person in the team to own
- Colleagues would resort to finding information from others rather than depending on the intranet
- Fund was growing and we had an opportunity to reflect on how we could improve the intranet and connect better with colleagues



How could a modern intranet on SharePoint benefit us?

- Q Improved search introduced search verticals
- Accessible via mobile keep up-to-date on the go
- More consistency in page layouts introduced page templates
- Clear roles for managing content
 Content Owner, Delegate, Editor
- New content review process and added layer of governance
- Shift to a task-based navigation structure
- Helping colleagues globally feel connected to the Fund's vision and strategy
- SharePoint integrates seamlessly into our digital workspace
- Ability to track engagement and usage (thanks SWOOP!)



Our migration journey



Card sort activity

Discussing with team where they logically think information should go under certain categories

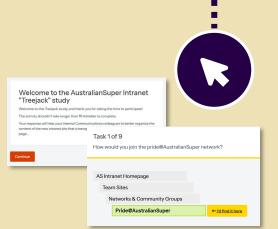


A master migration spreadsheet

Exported a list of all pages that had been accessed at least once in the past 12 months:

- · Date when the page was last updated
- Who is currently listed as the content owner
- · Where the page lives on the site
- · Where we propose it should live on the new site





Treejacking exercise
Testing colleagues' familiarity
with our old intranet navigation
and where they would search
for information



Our migration journey





Briefing sessions

Met with current content owners and editors



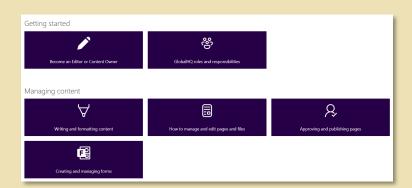
Conducted User Acceptance Testing (Many hours!)





A Teams channel for content owners

For sharing project updates and where the team can be contacted directly





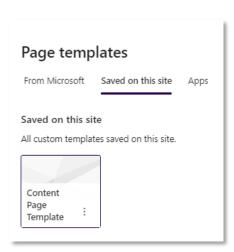
Dedicated resources section

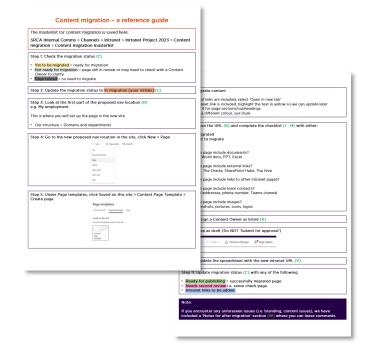
A section on the new intranet with tips and guides for the content community

Swiftly migrating content

Migration Friday







Started the day with two hours of SharePoint training





Spent the remainder of the day migrating content – food, music, and a positive vibe

We created a step-by-step guide for migrating content, tracking everything on the master migration spreadsheet





Managed to migrate 37.5% of content by the end of the day

Could independently continue working on migrating content in our own time



Worked together as a team, finding ways to make what could be considered a tedious task, more engaging

GlobalHQ goes live, but there's still more to be done

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- Transition period from old intranet to new
- Banner on the old intranet homepage to direct colleagues to GlobalHQ
- Access for all colleagues the old intranet switched to Read Only
- From a risk perspective, allowed content owners the time to download and archive all of their files from the old intranet
- Created a dedicated support section on GlobalHQ with tips and guides for colleagues managing content









What did we learn?

Factor in as much time as possible for User Acceptance Testing

Finding the correct content owner may take longer than you expect

The approach really made us focus on every step of the journey

Identify which teams or individuals regularly update content so you can support them more closely in the transition

Manual migration is a great way to learn about an organisation quickly!

Learnt a lot about how to use SharePoint!





Key takeaways

- A manual migration gives you the opportunity to ask, is this content really needed on an organisation-wide intranet?
- It's a great way to learn a lot about your organisation quickly!
- Don't be intimidated by a manual migration it gives you the chance to be really intentional with your new intranet.
- Launch may be just phase 1 there is always continuous improvement that can be done for an intranet. As a Fund we're constantly growing and evolving and we see our intranet the same.



Thank you