

Convivial for GovCMS — Factsheet

Editor friendly. Personalisation ready. Built for Australian government.

Convivial for GovCMS is an advanced starter site for GovCMS SaaS, developed by Morpht. It extends the standard GovCMS Starter theme with a full content model, a component library, no-code theming, enterprise search, personalisation and AI tools — so agencies can launch best-practice, accessible sites rapidly and spend their budget on the site's purpose rather than its plumbing.

Product	Convivial for GovCMS (starter site / theme)
Platform	GovCMS SaaS (Drupal 11)
Front end	Tailwind CSS + DaisyUI, Single Directory Components (SDC)
Admin	Gin admin theme, uplifted node edit screens and login
Vendor	Morpht — endorsed supplier on the GovCMS Drupal Services Panel
Heritage	Shares its foundation with Convivial Gov on the Drupal Marketplace
Website	https://govcms.convivial.io

Why Convivial

A typical GovCMS build commissions a theme, a component library, a content model and an accessibility pass before any content work begins. Convivial ships with all four already built, encoding thousands of hours of Morpht know-how, so development concentrates on what is unique to each site.

- **Fast to launch** — no-code page building, a "build a site in a day" demonstration offer, and campaign pages that go live before the deadline.
- **Compliant by default** — WCAG AA conformance, keyboard accessibility and a target of 100 on Lighthouse accessibility and SEO on every page.
- **Low procurement friction** — engage Morpht directly through the GovCMS Drupal Services Panel rather than an open tender.
- **Easy to govern** — editorial dashboards, business-unit ownership and scheduled review keep large sites accurate over time.
- **Privacy-aligned personalisation** — profiling runs entirely client-side in the visitor's browser; no personal data collected, no third-party tracking, no separate CDP or martech platform to procure.

Key capabilities

Accessibility and inclusivity

- WCAG 2.2 AA conformance; Lighthouse accessibility score of 100 targeted on every page
- Keyboard accessible, with skip-to-content and skip-navigation links and a megamenu

- Consistent heading hierarchy and logical content ordering
- Media transcripts for video, image and audio; decorative images handled correctly
- Sticky, dynamic table of contents for long pages; back-to-top link
- Built-in contrast checker when configuring colour palettes
- Print CSS, and a Print and Listen option (ReadSpeaker) on every page
- Dark mode switcher, language switcher (Google Translate), right-to-left language support, reduced-motion preference respected

Design and theming (no code)

- Flexible theme settings UI drives CSS variables across the site — largely removes the need for a themer
- Colour palettes, colour schemes (light/dark) and skins for campaigns and site sections
- Region-level default palettes, corner and effect settings, background overlays and textures
- Main menu as simple, dropdown or megamenu; sidebar navigation with active path
- Configurable banner with palettes, textures, backgrounds, images and clip paths
- Comprehensive footer component; favicons configured via metatags without theming
- Phosphor icons via the Drupal 11 icon API
- Styled Form and Webform elements

Information architecture and content model

Content types: Page, Section (landing pages), Collection (listings), Article, Article Type, Resource, Event, Person, Topic, Audience, FOI Disclosure, Alert

Vocabularies: Event Type, Resource Type, Promotion Type, Media Tags, Unit (business ownership), and Goal / Intent / Stage for profile augmentation

View modes: Small, medium and big teasers; image card; basic card; summary; search; title

Media types: Image, File, Audio, Video, Remote Video (YouTube/Vimeo), 3D Model (<model-viewer>), Font (WOFF)

Components and page building

Editors assemble pages from a library of Single Directory Components with rich per-component options — no developer required.

- **Layout & structure:** Section, Content, Content Tabs, Accordion / Accordion Group, Slider, Item List, Node List, Media List
- **Cards & items:** Card, Item, Stat / Stats (animated), Timeline / Timeline Item
- **Data & visualisation:** Charts (from CSV), Datatable (searchable, sortable CSV), GeoChart, Map (GeoJSON on Leaflet), Decision Flow
- **Media:** Gallery, Lightbox, Diff (image compare), Animation (scroll-driven), iFrame
- **Embeds:** Embedded Block, Custom Block, View, Webform; Snippet (JavaScript)
- **Personalisation & AI:** Personified Content, Personified Data, Parameter, Recombee Scenario, Recombee Search, Search Prompt

Blocks: Components container, Content, Disclaimer (modal), Logo, Modal, Personified Data, Promotion, Quick Exit, ReadSpeaker, Search, Social Share, Translate

Modifiers: Adaptive height, audience visibility, colour background, colour-palette swap on scroll, linear and radial gradients, hide, image background, padding, parallax background, scroll reveal, video background

WYSIWYG: Standard utility classes, responsive media embedding with widths, positions and captions, and prompt buttons that convert lists into contextual chat launchers (AI Edition)

Editorial governance

- "Needs review", "Needs description" and "Needs alt text" admin listings flag exactly what needs attention
- Review-by dates on content; published and updated dates for metadata, sorting and search boosting
- Business-unit ownership groups content so responsible editors can find what needs updating
- Bulk import of redirects; custom user page with editorial links
- Provide-feedback form built into every page; standardised related-content region

Search, SEO and GEO

- Apache Solr full-text search with facets (type, topic, audience, date), autocomplete and binary-file indexing
- Date and content-type boosting to surface the most relevant, recent content
- Standard and advanced metadata auto-populated for search and AI bots; XML sitemap on by default
- Schema.org JSON-LD for properties and relationships, plus FAQ Page schema for accordions — content structured for both search engines and AI answer engines
- Lighthouse SEO score of 100 targeted on every page

Personalisation and recommendations (DXP)

- **Convivial Profiler** — a lightweight, client-side personalisation engine that builds a behavioural profile from pages viewed, topics, audience type, goals, intent and stage, and uses it to drive promotions, recommendations and filtered content
- **Audience filter** — a simple select list lets visitors choose their audience; editors assign audiences to content and target promotional blocks without developer help
- **Recombee** — optional Recommender-as-a-Service integration applying collaborative filtering to surface related, popular and trending content in defined site sections
- Campaign pages and microsites use the same profiling to adapt content per visitor, with distinct branding via skins and palettes

AI augmentation (AI Edition — beta)

- Support for standard Drupal AI backends and features
- **Augmentor** tools on the edit form: draft articles, generate summaries, introductions and headings, extract keywords, and generate image alt text (connects to services such as ChatGPT, NLP Cloud and Google Cloud Vision)
- **Semantic search** — RAG-based conversational search with a chat UI integrated into the theme, thumbs up/down voting, follow-up questions and contextual prompt buttons within content
- **Guardrails** module protects personal and sensitive information from being shared with the LLM

Performance

- Responsive images served at the correct resolution per device
 - Standard Drupal page caching with tag-based purging
 - Optimised library and asset loading
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Who it's built for

Editors — Build pages, draft content and manage accessibility without a developer or manual alt-text audits: pre-built content types, components and view modes, AI drafting tools and editorial dashboards.

Marketers — Personalise, campaign and measure with no dev queue: no-code campaign pages, automatic personalisation via Convivial Profiler, and content built to be found by search engines and AI answer engines.

Site owners — Reduce cost, risk and governance burden: panel-ready procurement, accessibility and compliance baked in from day one, enterprise search and performance, and governance tooling for large distributed teams.

Procurement and services

Convivial for GovCMS is delivered by Morpht, an endorsed supplier on the GovCMS Drupal Services Panel (DSP). Eligible Commonwealth and state agencies can procure implementation, configuration and support directly through the panel. Ongoing DXP services available through the same arrangement include content personalisation, Recommendations as a Service and AI content augmentation, alongside UX, design, content and development support.

Build a site in a day: agencies can explore Convivial by working with Morpht on a demonstration site using out-of-the-box features.

Track record

Sites built with Convivial for GovCMS include:

- **National Office of Child Safety** — design and IA uplift delivered in three weeks. Splash Awards 2024 Best in Show (Government–Federal); Australian Access Awards 2025 finalist
- **Medical Device Single Audit Program** — global brand identity and searchable document library. Splash Awards 2026 winner (Design/UX)
- **Reef Knowledge System (GBRMPA)** — topic-based navigation and personalised recommendations. Splash Awards 2026 runner-up
- **Reef Guardian Schools (GBRMPA)** — secure SaaS rebuild with curated resource library. Splash Awards 2026 runner-up (Community Impact)
- **Attorney-General's Department** — 1,200+ pages and 6,000 publications across five sites consolidated into nine searchable sections
- **Independent Parliamentary Expenses Authority** — self-managed 30,000+ expenditure records with faster search
- **Therapeutic Goods Administration** — 71 content types consolidated to 49 on a site with 5.5M monthly visitors
- **NSW Food Authority** — GovCMS migration lifting traffic 9.7% and time on page 44%
- **Australian Immunisation Handbook Calculator** — tailored vaccination schedules from complex clinical rules
- **Australian Financial Security Authority / PPSR** — WCAG 2.1 AA uplift; GovCMS Community Awards 2025 Innovation and Connecting with Community awards
- **Defence and Veterans' Service Commission** — government-aligned site built in six weeks

- **Redfern Legal Centre** — pro-bono accessibility and findability rebuild
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About Morph

Morph is a Drupal development agency specialising in UX, GovCMS, personalisation and AI integrations. A long-standing member of the GovCMS community and a leading supplier on the Drupal Services Panel, Morph has built and maintained sites for AGD, DOH, DOF, TGA and many other agencies.

Contact: <https://www.morph.com> · <https://govcms.convivial.io/contact>

Convivial for GovCMS is produced by Morph, a GovCMS Drupal Service Provider, and is not affiliated with the GovCMS project.