# Graffiti Hurts – Australia Website Development Brief

## 1   About the organisation

- Organisation's mission statement

  Graffiti Hurts – Australia researches, develops, educates, promotes and shares strategic initiatives to enhance community safety and beautification throughout Australia without graffiti.

- Services/products offered

  Graffiti Hurts – Australia provides resources, information and fee for service consultations to all sectors of the community on the issue of graffiti vandalism. A range of materials and products will be on a cost basis through an eStore, while others are provided free of charge.

- History of the organisation

  Graffiti Hurts – Australia is the only national not for profit community organisation tackling the issue of graffiti vandalism and was launched in 2008.

- History of the current website

  Graffiti Hurts – Australia since inception has had a standard basic website with little interactive or database capabilities. The organisation has developed a multi stage plan for its website requirements.

- Technical environment

  - Graffiti Hurts – Australia runs standard IT small business equipment using Windows XP operating systems. It is anticipated that the organisation will upgrade to MS Vista in the near future.

  - Graffiti Hurts – Australia doesn't use an intranet and uses broadband for its Internet connection.

## 2   E-business vision and objectives

The material in this section comes from the organisation's e-business strategic plan

- Graffiti Hurts – Australia's vision in using internet technology is to ensure all members of the public have easy access to information in tackling graffiti vandalism across Australia

- Graffiti Hurts – Australia's objectives in using the internet, email and e-commerce is to educate the Australia community in a cost effect way while reducing the amount of graffiti and the costs borne by the Australia community in tackling graffiti vandalism.

- Graffiti Hurts – Australia expects its website to become the first point of call within Australia on the issue of graffiti. It also expects that its reporting system to become the benchmark around the world in engaging the public to report and help reduce graffiti.

## 3   Aims of this website

- Graffiti Hurts – Australia aims to use it website as its main educational tool and become the first point of call for anyone wanting information on graffiti vandalism within Australia.

  It is also the aim that the Graffiti Hurts – Australia website will be the most linked too site in Australia on the issue of graffiti vandalism

- Graffiti Hurts – Australia website should achieve to be an easy to use resource that informs and educates on all aspects of graffiti vandalism and be the most respected website on graffiti vandalism within Australia.

- Graffiti Hurts – Australia plans to have a small working group to beta test the website and provide feedback on areas of improvement before the launch. However the site will be evaluated by a number of stakeholders that include State governments, Law enforcement and local government representatives.

## 4   Target audience(s)

Graffiti Hurts – Australia's target audience varies into a number of categories that include all ages and demographics which are covered in the categories listed below.

**Public:** As graffiti is most prominent in urban areas of Australia over 90% of the Australian community fall under this category or target audience. From home owners, property owners and public transport commuters across the nation should be able to use the site easily and find the information required for tackling graffiti vandalism.

A public reporting system will be developed that will be one of the cornerstones of the site. Some members of public will be net proficient while older members of the community may not have a lot of knowledge of using the internet. While the site needs to be easy to use it needs to be professional and have a clean crisp look.

**Industry / Business:** With graffiti vandalism often costing businesses tens of thousands of dollars a year the business and industry sectors are expected to use the site for many of the resources and update information and events that they can attend within their area to gain more information on local activities they can become involved in.

**Government:** Australia has three levels of government, State governments development state based campaigns which need to be promoted to their local communities and businesses, 677 local government require resources, information and campaign material from not only the state government based campaigns but also those developed by Graffiti Hurts – Australia.

The Public reporting system will forward reports directly to the local government covering the location where the report has come from.

**Law Enforcement**: A planned national database to allow the storage of images and information to help law enforcement to research and investigate graffiti related crimes and acts undertaken by suspected offenders will be available through a section of the website

**Schools / Students:** Education is one of the core key components for the organisation and as resources for teachers and students from primary school through to Universities will be made available through the site. It is also planned to provide links to research documents produced by other organisations.

**Media:** Graffiti Hurts – Australia as part of its education provides research material and figures for all media outlets. Graffiti Hurts – Australia also wants to provide those visiting its site a news ticker that shows news articles from within Australia that involve Graffiti Hurts – Australia and on the issue that have been published by media outlets.

# 5  Project management

- It is expected that meetings between the developer and Graffiti Hurts will take place on an as need basis with regular face to face meetings at least once a quarter

- Graffiti Hurts – Australia, for audit purposes, requires detailed information on all costs associated with the sites development, a minimum of 3 options on the products required in the building of the website and if those products have licensing fees (if so how much and how often and what is provided for those fees) who owns the products once development has been completed

- Final decisions between the developer and the organisation will be undertaken by the CEO of Graffiti Hurts – Australia and no changes can be approved without the written authorisation of Graffiti Hurts – Australia's CEO.

- All meetings will be attended by at least two Graffiti Hurts – Australia personal and written record of the proceedings shall be taken. These records will be provided to the developers to confirm all discussions and decisions.

- Any disputes that arise should firstly be discussed between the two parties over the phone and confirmed in writing. If any disputes cannot be resolved via the phone a face to face meeting will be arranged at the earliest time possible between the two parties and attended by Graffiti Hurts – Australia CEO.

- **Minimum Project schedule**:

| | |
|---|---|
| Develop detailed project time lines with successful tenderer | Month 1 June 2009 |
| Review submitted CMS systems | Month 2 July 2009 |
| Review submitted On-line Directory systems | Month 2 July 2009 |
| Design final site map | Month 2 July 2009 |
| Research and start compiling web content | Month 3 August 2009 |
| Design of pages and site | Month 3 August 2009 |
| Begin contact with commercial businesses re on-line directory | Month 6 November 2009 |
| Launch Stage 2 of website | Month 14 July 2010 |
| Launch On-Line Directory | Month 23 April 2011 |
| Beta test completed site | Month 24 May 2011 |
| Launch completed Website | Month 27 August 2011 |

## 6   Contents

- Each page is required to have a side panel for the promotion of sponsors logos.

- As well as above each page will have no more than 6 images or media files

- All text content will be provided in MS Word format or a negotiated format

- All images will be provided in Jpeg image unless different format is required.

- Site will consist of between 70 to 95 pages. (summary below)
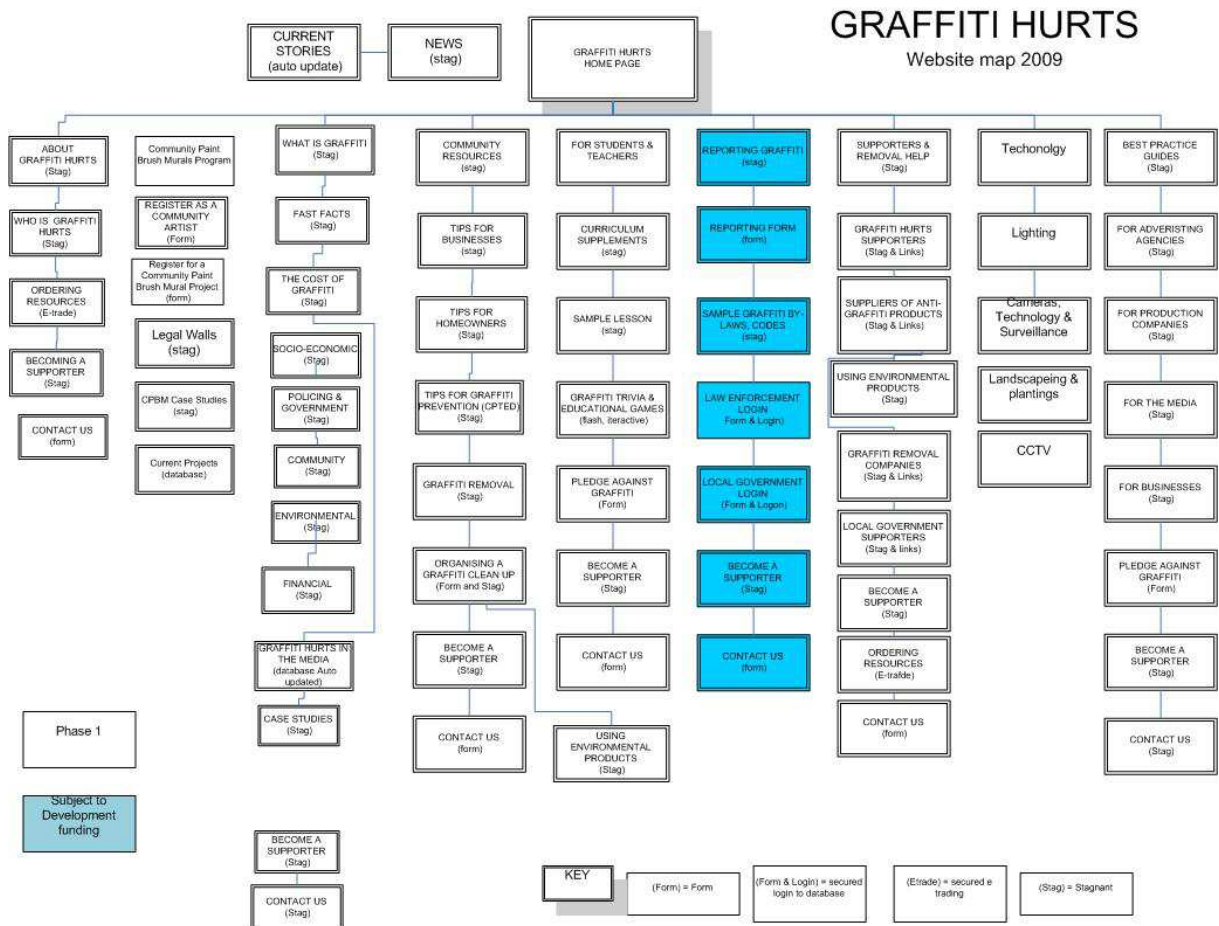


- **Content maintenance**: Graffiti Hurts – Australia will be guided on the best option on the best CMS required for the site.

    - Graffiti Hurts – Australia requires a system the is easy to manage and automatically updates from all aspects of the site.

    - Graffiti Hurts – Australia will allocate two staff to have access to update small sections of the site and prefers an easy to use application.

    - The site must comply and meet the Australian Governments Accessibility Guidelines and be child safe (this include ensuring site is secure from hacking)

## 7  Functionality

| Feature | Requirements for users | Requirements for the editor |
|---|---|---|
| ☐ **Search** | • Ability for visitors to search the website for words, phrases and/or provide them with key topics from which to choose.<br>• Result page to rank results and categorise according to areas of the site.<br>• Search ability should be available on every page | *Automatically indexes content – i.e. no input or maintenance required by staff.*<br>***Keywords:*** *graffiti vandalism, cost of graffiti, graffiti removal, Australian graffiti, Melbourne graffiti, Sydney graffiti, attack on small business, train graffiti, spray paint, aerosol, paint, property damage, cleaning graffiti, criminal damage, vandalism, vandals, cleaning graffiti, Graffiti Hurts – Australia, paint industry, tackle graffiti, prevention, community, education, tags, tagger* |
| ☐ **Online forms** | • Forms to be accompanied by instructions, forms to be saved<br>• All forms are to require password verification to allow the form to be submitted.<br>• No web based emails and confirmation of email address.<br>• Each registration form will contain minimum required fields (* represents required fields);<br>• Name*<br> Address<br> Suburb<br> Postcode*<br> State*<br>• Telephone<br> Mobile<br> Email* | *Requires a form building tool so staff can build and edit forms without recourse to the web developers design layout.* |

| Feature | Requirements for users | Requirements for the editor |
|---|---|---|
| ☐ **Extranet is required** | • User enter user name and password giving access to specific pages in the site | *Establish, edit and manage list of users and passwords via a back office database.*<br>*If user forgets password or login information generation of new password ability required. Only the GHA office can then forward on the password information* |
| ☐ **Contact Us** | • Users are to complete a form that qualifies their enquiry and sends it to a designated staff member.<br><br>• FAQs will be part of this section of the site. | *Edit the designated staff member and FAQ list* |
| ☐ **Subscription email lists & newsletter** | • Users are to be able to subscribe and unsubscribe to email lists and e-newsletter.<br>• Registration to email list requires verification via confirmation email<br>• Enews to be in html format with links to complete article<br>• Users are able to use RSS web feed | *Compose e-newsletter and emails and send to multiple recipients.*<br>*Lists automatically managed.*<br>*A confirmation verification email is required to be sent to those registering to ensure registration is correct and a valid email* |
| ☐ **Downloadable files** | • PDFs, images, audio files etc will be on the site and should be accompanied with description of file type, size and estimated time to download<br>• Some downloaded files will require the user to provide some information before download proceeds. | |
| ☐ **Text only version of the site** | • Users are to be offered the choice of only viewing the text on the site, (no photos, diagrams etc) | *Automatically generated and parallels the normal version of the site* |
| ☐ **Site map** | • Link to site map to be available on every page. | *Automatically updates when headings changed, added, moved.* |

| Feature | Requirements for users | Requirements for the editor |
|---|---|---|
| ☐ **Business Directory requirements** | • A business directory with search function, map. | *Establish, edit and manage list by staff via database* |
| ☐ **Email a friend** | • e-mail a friend is to be available on all pages of the site. | *User must have ability to email page to friend and keying standard information of their name, email address, friends name and email address* |
| ☐ **Printer-friendly function** | • available on every page of the site. | *Resize text buttons on every page for those older aged users* |
| ☐ **Bookmarking** | • Users are to be able to bookmark specific pages of the site. | |
| ☐ **Links to other sites** | • Links to other sites should open a spate tab or window allowing users to stay on their current Graffiti Hurts – Australia page.<br>• Link pages or articles to social network sites | *Internal and external link checker is to be provided.*<br>*All links are to open a new tab or window.*<br>*Ability to allow articles or media files to be posted on social network sites.* |
| ☐ **Interactive questionnaires / surveys / polls.** | • Use the form building tool for this | *Establish for staff to post a survey or poll the site.*<br>*The results should shown in percent of votes only*<br>*The previous 5 polls should be listed under the current poll.*<br>*Previous poll questions and results should be listed on a separate page* |
| ☐ **Animations and videos** | • Ability to choose playing media format<br>• File should be accompanied with description of file, size and estimated time to download | *Video should open in a separate media player window.* |
| ☐ **Menu** | • Ease to navigate menu with a link to home on each page. | |

# 8  Graphic design and usability

Design requirements by Graffiti Hurts - Australia

1) Graffiti Hurts – Australia believes that in any and all promotion that 'Clean equals Clean' and as such will promote that message in all documentation, promotions, programs and projects.

2) The use of graffiti in any promotional material for or of Graffiti Hurts – Australia is not permitted under any circumstances.

3) The use of fonts depicting graffiti in any format is not permitted to be used for any documentation and promotional material of Graffiti Hurts – Australia and/or its associated programs.

4) The use of 'street art' or 'aerosol art' is not permitted in any Graffiti Hurts – Australia promotional material, programs or projects and associated programs.

5) All community murals undertaken by Graffiti Hurts – Australia or projects managed by Graffiti Hurts – Australia or partners will be artistic and depict local, historical or fauna and flora scenes and not consist of any aspects from point 2 to 4 in this document.

6) All community murals will be undertaken using the paint brush method.

7) Any and all artwork for any promotion, program, project or community mural must be viewed and signed off by the Graffiti Hurts – Australia CEO or a Graffiti Hurts Australia CEO authorised officer before any final work begins failure to do so will be in breach of contract.

8) The use of graffiti in any Graffiti Hurts – Australia and its supporters documents must only be used for educational proposes only and with the written approval as mentioned in point 7.

9) Failure to adhere to this policy by employees, suppliers and other partners will be a breach of the organisations policy and permits Graffiti Hurts - Australia to mediate or terminate any and all agreements with said party at Graffiti Hurt – Australia's discretion without cost too Graffiti Hurts - Australia.

- The list below is example sites that the organisation likes the look and flow off.

  - http://www.ourcommunity.com.au/

  - http://psychcentral.com/

  - http://raisingchildren.net.au/

## 9  Databases

- Graffiti Hurts – Australia requires the website to be connect with a few databases these include;

- On-line Directory; This database would be required to be updated on a regular basis as bookings are placed and the site up-to-date instantaneously. This database will be restricted for updating by Graffiti Hurts – Australia staff.

- Enews; This database would allow people to both subscribe and unsubscribe through both the website and via email with instantaneous updates to the database.

- And the reporting system database.

- There is a need to keep the database up-to-date periodic (eg daily) updating is sufficient

- A high level of security is required for the protection of the database

- It is expected that regular access to the database for the reporting system will be required with up to 100 people accessing the information at any one time during business hours.

## 10 E-Commerce

- Graffiti Hurts – Australia plans to have a number of resources and promotional products available for purchase through the site. These products will include hardcopy and electronic copies of resources.

  Promotion products will include items of general merchandise through to individual campaign items.

- Payment processes that could be considered are; instantaneous via a secure online payment solution or users to provide credit card details with their order.

- the fulfilment details of items will be either by electronic format send from the office was payment is confirmed or via post and delivery

## 11 General technical Issues

- Hosting and Web Server arrangements will be undertaken by an ISP and data for reporting will be contained by a secure data centre

- Metadata –keywords, <: *graffiti vandalism, cost of graffiti, graffiti removal, reporting graffiti, Australian graffiti, Melbourne graffiti, Sydney graffiti, train graffiti, spray paint, aerosol, property damage, cleaning graffiti, Graffiti Hurts – Australia, paint industry, tackle graffiti, prevention, community, education, tags, tagger*

- Metadata - website description <*Graffiti Hurts – Australia is a community not for profit charity education organisation help create safer, cleaner Australian communities*.

- Usage and monitoring reporting will be required to show that standard information as well as individual clicks on directory listings.

- Graffiti Hurts – Australia dealing with all facets of the community requires the site to be child safe and meet the Australian Governments Accessibility Guidelines

- Miscellaneous – all age groups will be using visiting the web site and consideration is required for children and older members of the community in the layout.

## 12 Testing and revision

- Sections of the site once developed should be added to the site with the following dates to be the latest for each aspect of the site development.

| Milestones | Commence from |
|---|---|
| Design of pages and site for review | August 2009 |
| Launch Stage 2 of website | July 2010 |
| Launch On-Line Directory | October 2010 |
| Beta test completed site | May 2011 |

| Launch completed Website | Month 27 |
|---|---|
|  | August 2011 |

- While the whole site is to be tested there are three areas that must be beta tested for a period of 3 months before the official launch of the new site.

  - Reporting System and the forwarding of reports.

  - Directory

  - Local Council login for complying reports from the Reporting system.

All three sections are to be reviewed between the developer and Graffiti Hurts – Australia on a fortnightly basis over the three month period with the beta testing period to be completed and any issues rectified a minimum of 2 months before the official launch.

Included in the tender document should also include who

Official launch of completed site will be no later than August 2011.

# 13 Training and documentation

- documentation on the use of the 'back office' of the site is required for the organisations files.

- training in use of maintenance system will be required to all staff (4) in one location and as required if changes in staff.

# 14 Required information

Tenderers' written responses are to provide, as a minimum, relevant information using the headings below and preferably in the order given:

## 14.1 Company information

- Name of tenderer, Australian Business Number

- Place of business and postal address

- Contact person's name and title including telephone, fax number and email address

- Sub-contractor agreements - provide details of any agreement with any proposed sub-contractor.

## 14.2 Proposed team

Provide details of each person who will work on this project – name, role, qualifications and relevant experience, if they have undertaken any graffiti or have been caught, charged or attended court on a graffiti related issue.

### 14.3  Explanation of proposed solutions

The following general solutions being sought:
- ☐  the content management system
- ☐  specific functionality
- ☐  graphic design
- ☐  hosting
- ☐  etc as required

GRAFFITI HURTS - AUSTRALIA would appreciate respondents addressing each of these aspects of the solutions being sought. With regards to the CMS and specific functionality, please detail the features of the CMS under the following headings:

- features and controls for managing the CMS

- the interface, features and controls for adding (esp in Microsoft Word format), deleting, moving and editing words, pages and objects including images, video files

- document management features

- level of compliance with all relevant international standards including accessibility

Please state and explain:

- the terms, conditions and cost of post-launch support of the CMS and of any associated licence agreement if any

- the names of organisations in Australia using the proposed CMS and contact details of people within those organisations we may contact to enquire about the quality and appropriateness of the CMS.

Compliance – technical, accessibility and design

- Please state the degree to which your proposed solution complies with relevant international standards and Australian Government standards – technical, accessibility and design.

- Provide the URLs of websites you have developed that comply with these standards.

### 14.4  Proposed methodology and project management

Provide details about your proposed methodology for undertaking this project and the project management system you will employ. Please provide details of your risk management policy and procedures.

### 14.5  Additional information and ideas

Respondents are invited to propose additional or alternative elements and functionality to that which is stipulated as a minimum in this document.

## 14.6  Compliance with the Agreement

Please specify the degree of compliance with the terms and conditions stated in the draft agreement. Provide details of any areas of non-compliance. This includes any issue of relating to any personnel involved in the graffiti culture.

## 14.7  Client referees

Provide the contact details of three client referees for whom the tenderer has developed similar websites and whom the evaluation committee is able to contact if required. Please provide a brief description of the web project relevant to each referee.

## 14.8  Litigation and legal

Detail any prosecutions or legal actions taken by or against the tenderer.  Detail any pending prosecutions or legal actions taken by or against the tenderer. Provide details of any investigation into the respondent, any subsidiary or affiliated body, whether in Australia or overseas, by the Australian Securities Commission or any other Government authority.

## 14.9  Fee and costs

The following template is to be completed and included in submissions. It is designed to assist tenderers calculate their fee and to assist GRAFFITI HURTS - AUSTRALIA compare this aspect of all submissions.  A fee range may be quoted for individual items and for the total, with an explanation given as to the rationale behind determining the minimum and maximum fee range.

Any in-kind or discounted services should be detailed and/or consideration of a supportership agreement between Developer and Graffiti Hurts – Australia should also be listed.

Please add any extra information.

## 14.10  Schedule of fees and costs

| Fee/Cost Elements | Fee / Cost | GST | Total |
|---|---|---|---|
| **Project Management** | | | |
| **Stage 1: Technical specification and Project Plan** | | | |
| **Stage 2: The development** | | | |
| Provide, configure and commission content management system or off-the-shelf editing software eg DreamWeaver, FrontPage (provide details) | | | |
| Graphic design and navigation design | | | |
| E-commerce and shopping cart solution | | | |
| Other features: eg database setup | | | |

| Stage 3 – Delivery and Deployment | | | |
|---|---|---|---|
| Testing | | | |
| Documentation | | | |
| Training (total of 4 hours <5 staff) | | | |
| Sub Totals | | | |
| First 12 months post launch | | | |
| Content Management System licence/warranty/support | | | |
| Hosting | | | |
| Other – Please specify | | | |
| | | | |
| In-kind / discounted services | | | |
| TOTALS | | | |

| Post-launch support | Hourly fee | GST | Total hrly fee |
|---|---|---|---|
| Hourly fee for providing additional programming support (ie outside the scope of the project plan) as and when requested by GRAFFITI HURTS - AUSTRALIA post launch. | | | |
| Hourly fee for undertaking additional graphic design work (ie outside the scope of the project plan) as and when requested by GRAFFITI HURTS - AUSTRALIA post launch. | | | |

# 15 Conditions of tendering

## 15.1 Agreement

The successful tenderer (the supplier) will be required to enter into a formal contract with the Graffiti Hurts - Australia.

## 15.2 Ownership of tender documents

All tender documents will become the property of Graffiti Hurts - Australia on submission.

Graffiti Hurts - Australia may make copies of the tender documents for any purpose related to this project.

## 15.3 Tender validity period

Offers shall remain open for acceptance for six months from the submission of the proposal.

### 15.4 Compliance, partial compliance or non-compliance

The tenderer will be taken to agree or comply with all conditions of all parts of this document unless the tenderer specifies otherwise, giving reasons.

### 15.5 Tenderers to inform themselves

Tenderers are responsible for taking all necessary steps to inform themselves of the client's requirements, terms and conditions in regard to tendering for this project.

### 15.6 Tenderers to meet costs

Tenderers are to meet all costs of responding to this document, including preparation, submission, lodgement and negotiation costs.

### 15.7 Criteria for selection

GRAFFITI HURTS - AUSTRALIA will be guided in their selection of the supplier by, but not limited to, the following criteria (listed below in no particular order):

- quality and appropriateness of the proposed solution
- quality and appropriateness of the proposed team
- is able to deliver a project of this size and nature within the time-frame proposed
- value for money
- demonstrates an understanding of the project requirements
- quality and appropriateness of the proposed methodology
- quality and appropriateness of any alternative solutions proposed
- level of compliance with terms and conditions of the agreement
- value of additional relevant skills and experience to contribute to the project
- nature of the endorsement from referees (referees may not necessarily be contacted)
- financial soundness and viability

### 15.8 Acceptance of tenders

- GRAFFITI HURTS - AUSTRALIA may accept the whole or part of a tender
- GRAFFITI HURTS - AUSTRALIA does not necessarily accept the lowest priced tender or any tender
- GRAFFITI HURTS - AUSTRALIA reserves the right to negotiate with any tenderer or to seek clarification of the contents of a tender from any tenderer
- GRAFFITI HURTS - AUSTRALIA reserves the right to obtain any of the nominated products and services from any party, whether that party is a tenderer or not
- Nothing in this document, or in any tender, or both, shall be construed to create any binding contract (express or implied) between GRAFFITI HURTS - AUSTRALIA and any tenderer
- GRAFFITI HURTS - AUSTRALIA reserves the right to stop or vary the tender process, or re-tender, at any time

- This document and the information, ideas and project remain the property of Graffiti Hurts – Australia and should be treated as commercial in confidence, failure to do so could result in legal action.


Submission of tenders will not be received after close of business (5.00pm) Thursday June 4. All submissions should be addressed to the
**CEO,**
**Web Development Project,**
**Graffiti Hurts – Australia**
**PO Box 620**
**Brentford Square**
**Victoria Australia 3131**