Project brief
Redevelopment of **www.welfarerights.org.au**

Overview

The National Welfare Rights Network (NWRN) is seeking a web development company to redevelop our internet website, www.welfarerights.org.au

The successful **web development company will be required to**:
- design a new look for the website
- implement an easy-to-use content management system
- implement a system to manage our online handbook http://www.welfarerights.org.au/pages/issh.aspx
- build and deploy the website
- provide relevant documentation and training to enable the website to be managed inhouse
- assist staff to develop a plan for the content migration or undertake the migration (please cost this separately
- provide or recommend site hosting
- implement a system to manage access for a large pool of users

Our key priorities in redeveloping the site are:
- updating the visual appearance of the site
- improving site navigation
- improving the site search
- improving maintenance.

About the tendering process
All web development proposals should include
- a budget outlining costs for various stages of the project
- any ongoing costs associated with the CMS (eg annual subscription)
- estimated ongoing costs for site hosting
- any other oingoing costs

About NWRN

The National Welfare Rights Network (NWRN) is a network of community legal centres throughout Australia which specialise in Social Security law and its administration by Centrelink.

NWRN member organisations provide casework assistance to their clients, generally by phone, at least in the first instance. NWRN members also conduct training and education for community workers and produce publications to help Social Security recipients and community organisations understand the system. The NWRN also engages in policy analysis and lobbying to improve the current Social Security system and its administration.

Our aim

NWRN member organisations, individual Welfare Rights centres and services throughout Australia, aim to reduce poverty, hardship and inequality in Australia by:
- providing casework advice and assistance to individuals to ensure they can exercise their rights, fulfil their obligations, meet their responsibilities and maximise their entitlements under the Australian Social Security system; and

- advocating for the maintenance of a Social Security system that has rights and entitlements, obligations and responsibilities, detailed under and protected by law.

About www.welfarerights.org.au
NWRN's current website was launched in November 2001.

Objectives of the website

NWRN's public website aims:
- to provide independent accurate and timely information to community agencies and Social Security recipients
- to provide online legal information
- to assist Social Security recipients to obtain full Social Security entitlements and fulfil their Social Security obligations
- to provide and improve access to the Independent Social Security Handbook.

NWRN's website will achieve these aims by providing:
- free online information which is readily accessible to a broad range of users
- up to date information at any time
- broad number of factsheets with accurate information
- easy access to the Independent Social Security Handbook

Target audiences

Our target audience can be described as follows:
- Community agencies
- Community workers
- Social Security recipients
- Government agencies
- Media

Users and site content

Essentially, NWRN's current site content will be transposed to the new site, with the following changes/additions:
- Front page: to include quicklinks and/or popular site pages (most viewed)
- Multilingual text: the multilingual sections of the site
- Publications: format to be revised depending on what Content Management System (CMS) offers

Functionality

The following features are considered mandatory:
- **Order/subscription forms:** this data is currently sent to an email address
- **System to manage users:** essential to provide/denied access to HB users
- **Drop down menus:** The site navigation needs to include a top navigation bar with drop down menus.
- **Google analytics:** the CMS needs to support Google tracking

- **Search:** the CMS needs to have a search function (ie. not a Google add-on)
- **Accessibility:** the CMS needs to be WWW3 compliant and reflect best-practice in interface design

Graphic and information design

The site design needs to include NWRN's logo in the top left hand corner and overall, the look of the site needs to err on the side of corporate, though bold colours can be used.

We envisage we will need the following templates:
- Front page template
- General text page template
- Handbook template
- Complaint form template
- Other form template
- Newsletter/Annual Report template

The navigation of the site needs to be driven by a top navigation bar (the left hand navigation should be used for second level headings).

General and technical issues

As our site is largely text, we envisage that the web development company will implement a Content Management System to enable efficient updating of content. The CMS needs to be Google-friendly and easy-to-use.

The following technical issues require consideration:
- Menus: should be editable text
- Other form data (handbook users order, subscription and job applications) are to be sent to an email address
- The CMS must support an easy accessible use of the handbook and for multilingual pages

We do not require any e-commerce functionality.

Maintenance and training

We expect that the web development company will deliver a stand alone site that can easily be maintained by NWRN in-house.

We envisage that basic changes to the content and navigation (ie. number of items, header text) will be done by NWRN staff.

Ongoing major changes – eg. to the templates or script – will be done by the web development company who would charge us on a hourly basis.

The website content will be updated by NWRN's (WRC Administrator). The Administrator will require training in the CMS.

Testing and revision

We envisage the web development company will factor in the following stages into their initial estimate for the project:

- Two or three design concepts for the overall look of the site
- At least one round of revisions to the design concept
- At least two rounds of revisions to the wireframes/templates
- User testing and revision stage

Project schedule

Ideally, NWRN requires the project to be built and billed before 30 June 2011. To achieve this NWRN proposes the following schedule:

- January/February: expressions of interest/estimates sought from web developers
- February: appointment of web developer
- February/March: design concepts signed off
- March/April: wireframes and templates built
- April/May: prototype site built
- May/June: site testing and revision
- 1 July 2011: site goes live

NWRN staff contact

The primary NWRN contact for the redevelopment of the site is:
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