



SHA Online Marketing Transition Specification

Purpose

This document outlines the work required to move the Southern Harvest Association website over to a new platform in order to:

- Integrate Southern Harvest Education information
- Develop sub-sites for Southern Harvest Education and Southern Harvest Farmers Markets
- Implement e-commerce throughout the site
- Integrate newsletter subscriptions
- Integrate social media publishing
- Integrate membership applications and management
- Provide for partner and sponsor advertising
- An 'events' section that can be completed by the committee and/or members to update their own events – to feed into an events calendar.

Background

Southern Harvest Association Inc has registered Southern Harvest Education as a trading name and Permaculture eXchange's activities will be transitioned to fit under this umbrella. This requires all of the online marketing and e-commerce mechanisms to be moved over to the Southern Harvest Association website as a sub-site.

The existing Permaculture eXchange website www.permacultureexchange.org.au includes information, course bookings and e-commerce as well as integrated newsletter signup and social media posting. In order to transition this across to Southern Harvest, the functionality of the existing Southern Harvest website at www.southernharvest.net.au will require upgrading. It will also need to use a simple platform that volunteer and paid committee members can easily update, add pages, add courses and so on. It is not sufficient just to have a page or two allocated to Southern Harvest Education – it, along with the Farmers Markets, will require the ability to have subsites such as education.southernharvest.net.au and markets.southernharvest.net.au

Temporary fix

Add the SHA logo and SHE name into all Permaculture eXchange online assets including:

- Website: www.permacultureexchange.org.au
- Facebook: www.facebook.com/permacultureexchange
- Twitter: permacultureX

Assets to be set up

- Calendar system for courses and events
- Booking and ecommerce capabilities on SHA website
- SHE/SHA paypal
- Membership application on SHA website
- Subsites pages on SHA site for SHE with e-commerce facilities

- Login ability for course coordinators/members to update and add their own events, courses, information and images to the website.
- SHE Facebook page with at least 3 admins linked from SHA site for automatic posting
- Newsletter subscription from SHA site

Once set up, the additional following activities need to take place

Transition content

- Inform members of changes
- Copy and paste or re-set up content from www.permacultureexchange.org.au to the SHE pages
- Inform facebook group members of new page
- Move over membership database
- Move over newsletter database

Expression of Interest in performing this work

We require expressions of interest in performing this work by Friday 1 April 2016 by email to education@southernharvest.net.au including:

- An approximation of the number of hours involved and the hourly rate to be charged, giving a total project cost estimate.
- An outline of your experience building/developing similar projects
- An indication of your availability for follow-up consultation, fixing of any bugs etc
- Your availability ie over what period of time do you feel this could be completed.
- Any other relevant information or skill sets you bring to the project