What's required:

Before completing this RFT, please take a moment to review our Project Overview, Project Goals, Business and

Operational Goals, Phases, and Timelines for Delivery. This will provide context as you create your responses. As you

answer the questions within this document, illustrate how your organisation’s capabilities allow us to reach our goals.

2.1 Project Overview

Due to the expiring CMS technology, CNX Institute intends to capitalise on the opportunity to update its web

presence, whilst improving efficiencies and functionality. The current CNX website is outdated in appearance,

structure, functionality and in the presentation of content.

There are approximately 600 webpages on CNX’s website, along with an additional 60 pages on a separate

website (futuretech.edu.au), not including additional PDFs, images, videos, and archived pages. Outside of edits to text,

images, links, HTML, and video content, the existing site functionally has received minor adjustments over the past 5

years, particularly in the development of the International section which went through robust testing and the way fees are

presented (at least five updates due to constant regulatory changes across multiple regulators)

As such, an opportunity exists to re-engineer the site to better reflect the business and operational goals of CNX

Institute, whilst incorporating the latest web technologies. Whilst the Futuretech website also needs to be re-platformed to

the new CMS, no changes to the site structure, nor content will be required.

The CNX website redevelopment project was launched in July 2023, starting with the Discovery phase, designed to

collect internal and external requirements, in addition to the technical requirements relating to re-platforming the CMS. In

order to expedite the process, the Design phase launched in November 2023, with aim of designing the look and feel of

the new web build. In summary, this project was split into 3 phases:

- Phase 1: Discovery and Design

- Phase 2: Finalise Design, headless CMS appointment, Build, Implementation

- Phase 3: Support and maintenance

As such, the purpose of this RFT is to source a website development partner who will undertake works pertaining to

Phases 2 and 3 of this project. Moreover, the selected vender will suggest the most appropriate headless CMS on

requirements outlined in this document derived from the outputs from the Discovery and Design phase. All outputs from

the Discovery and Design phase will be provided to the successful vendor. Whilst we have developed initial designs, the

selected vendor will be welcome to make revisions where required.

Additionally, the successful website development partner will be tasked with carrying out the solution design and proof of

concept (POC), technical build, technical integration, training, content creation/migration, facilitate future improvements,

and provide a minimum of 3 years website development support for the new CMS (Phase 3).

2.2 Website Vision

We have a well-established vision for our website, which is one of our most critical business systems. The website is

asked to do many things from stakeholders within the Institute, and we found having an Institute agreement on what the

core purpose and vision of our website is, helps us to make business decisions along the way.

- Increase awareness and enhance the overall brand reputation of CNX Institute

- Generate more qualified leads and increase lead conversion rates for domestic and international students, and

businesses partners

- Increase engagement with alumni and the Victorian community

- Adhere to quality, compliance, and regulatory standards

- Improve customer and user satisfaction

- Optimise workflow automation

- Reduce website management costs

Background information / Compatibility requirements

2.3 Project Goals

The aim of this project is to build a best-in-class website which delivers a positive experience for prospective domestic and

international students, business partners, and the broader community.

The major project goals are as follows:

- Create an easy, intuitive, accessible website to navigate, delivering a positive user experience

- Retain and increase all current HG website SEO, retaining our #1 website rank in Victorian TAFE sector

- Make certain website/webpage loading times are below 5 seconds

- Ensure the website is responsive on both mobile and desktop

- Existing and future platform integrations are implemented successfully

- Create a safe and secure website

- Ensure compliance with WCAG Accessibility standards

- Ensure all critical elements of the current website are implemented (forms, extensions etc.)

2.4 Business Goals

- Provide quality education and training that enables our learners to be work ready, life ready and world ready

- Establish CNX as a leading tertiary provider, valued by local and international learners, the community and

industry

- Be recognised for innovation in education, training and applied research, creativity and entrepreneurship

- Play an integral role in the community, supporting diversity, inclusion and social cohesion.

- Work with businesses to develop their workforce for today and the future

- Live by our values and value our people

2.5 Operational Goals

- Increase visibility and engagement with prospective students

- Enhance the overall brand and reputation of CNX Institute

- Raise CNX Institute’s standing within the community and education sector

- Increase site traffic, both from;

o Domestic and international students

o Businesses

- Improve our lead conversion rate

o Application and enquiry forms completed

- Significantly update the look and feel of the CNX website in line with modern standards and practices

- Improve SEO ranking and traffic

- Develop a best in-class website, which is easy to navigate and user centric

- Create engaging content aimed at inspiring prospects as well as qualifying their buying process

- Increase alumni engagement and donations

- Attract high quality teaching staff to improve learner outcomes