



Boroondara Hard Rubbish Rehome Initial Website Proposal



Background

1.1. Overview:

“Boroondara Hard Rubbish Rehome (BHRR) supports the local Boroondara community and circular economy by promoting the repair, recycling, re-purposing and rehoming of pre-loved items through sharing, education and events.”

1.2. Project Purpose:

Boroondara Hard Rubbish Rehome founders Catherine Krestyn and Jennie Irving require a static website to serve as a primary home page for their business; featuring information, announcements, and points of contact; as well as providing guidance on how to participate in their business activity and where to get started.

Boroondara Hard Rubbish Rehome(s) website does not intend to be a replacement nor supplement for their active Facebook page, and serves only as a complimentary informational website.

Project Overview

2.1. Objective:

The business objective and vision for BHRRs website is to enhance community outreach and provide a new point of education around the purpose and method of rehoming hard rubbish. Tangentially the website should serve as a starting point for visitors to get involved in the initiative, stay up to date with current news and events, and introduce avenues that allow them to support the BHRR cause.

The BHRR website is intended to first target users who may not be aware of the initiative, aren't active or don't follow the Facebook page, and those who would like to get involved and aren't interested in joining via social media platform(s).

2.2. Timeline:

The final deadline for delivery is currently December 1st 2025.

More granular timescales to be delivered once project scope is fully realised.

Specifications

3.1. Requirements:

- “How to” and other associated guides for participation.
- Background on the story/foundation behind BHRR.
- Upcoming events.
- Links to the Facebook group.
- Contact form; individual and business collaborators.
- Newsletter sign up form.
- Feature collaborators, local artists, and notable supporters.
- Acknowledgement of country.

3.2. Website Page Proposals:

Home page

- Our story short
- What we do
- Volunteer
- What's on?

About us

- Our Story
- The BHRR team
- Testimonials
- Local Artists

Events

- Upcoming
- Past Events

Community

- Testimonials
- Local artists
- Collaborations

Support us

- Volunteer (include a form)
- Donate

Contact

- Contact Form (Personal/Business)

3.3 Page Breakdown:

Home Page:

Below is a list of sections we propose for the home page.

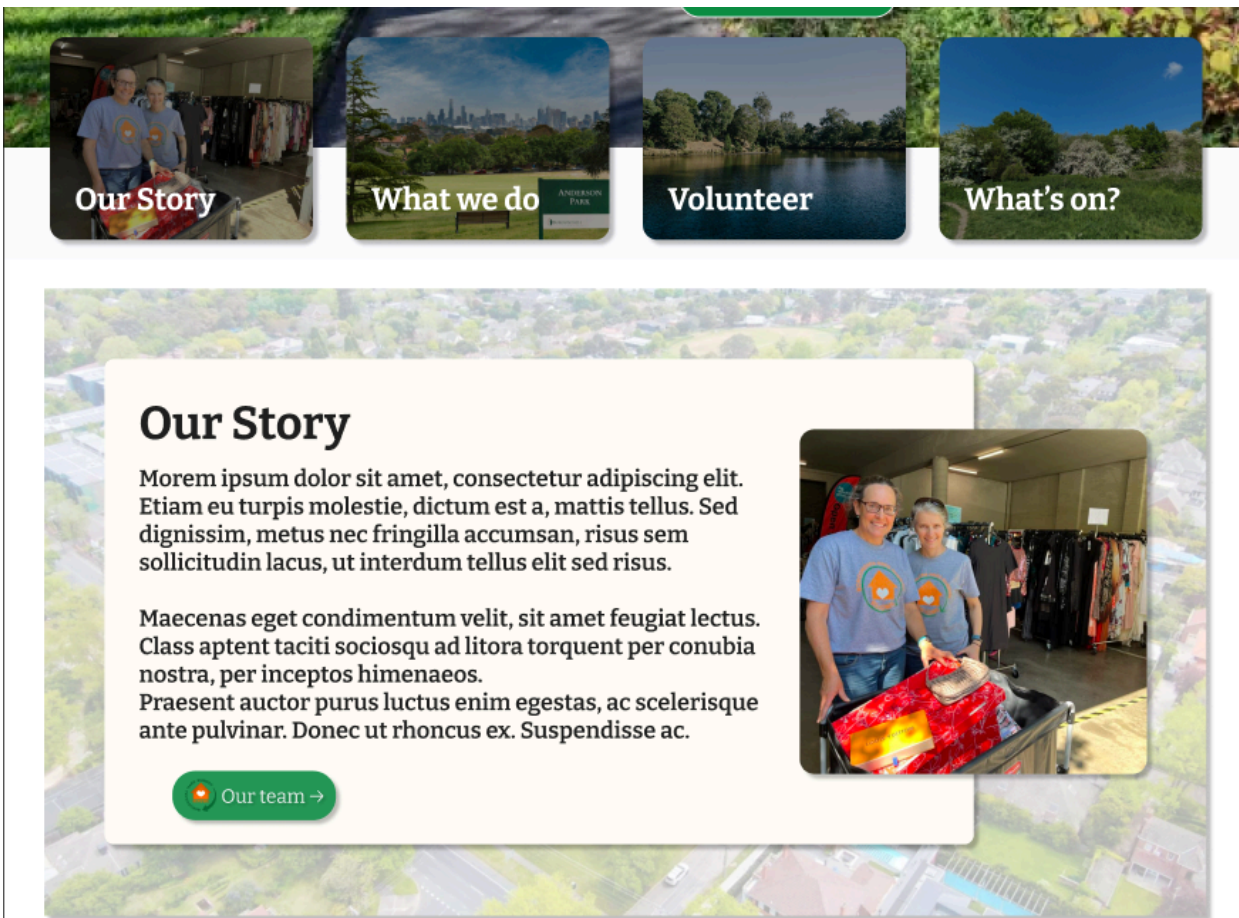
The home page is the most important interaction for site visitors, as such, it should convey a clear and direct message to users:

Get involved in the BHRR community!

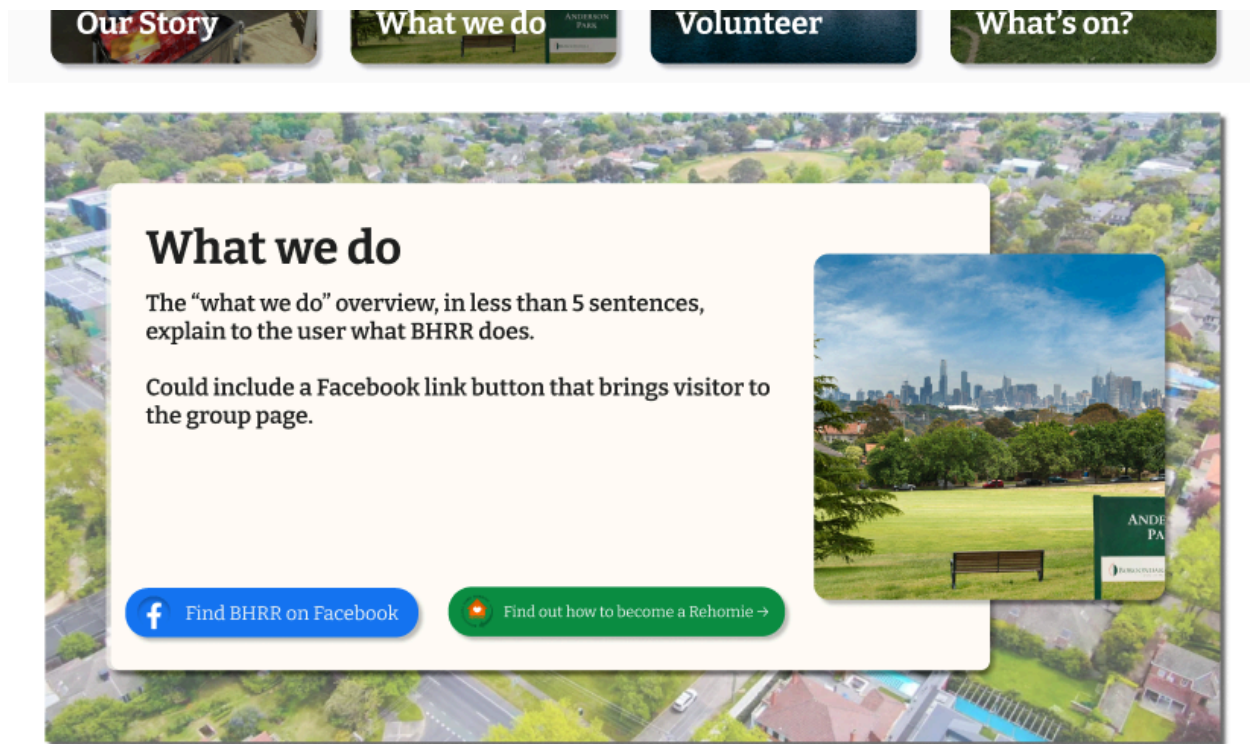
Consider the most simple and efficient way possible to capture a split second decision:

Do I want to explore this initiative further?

Similarly to the example websites provided we propose a multi-image “feature row”, an easy way for site visitors to get a quick, digestible, overview of BHRRs aim, scope, and opportunities. Each image square in the feature row, when clicked, would provide a short, easy to understand, summary of its topic and a convenient click-through button to take users to the specific page if they are interested.

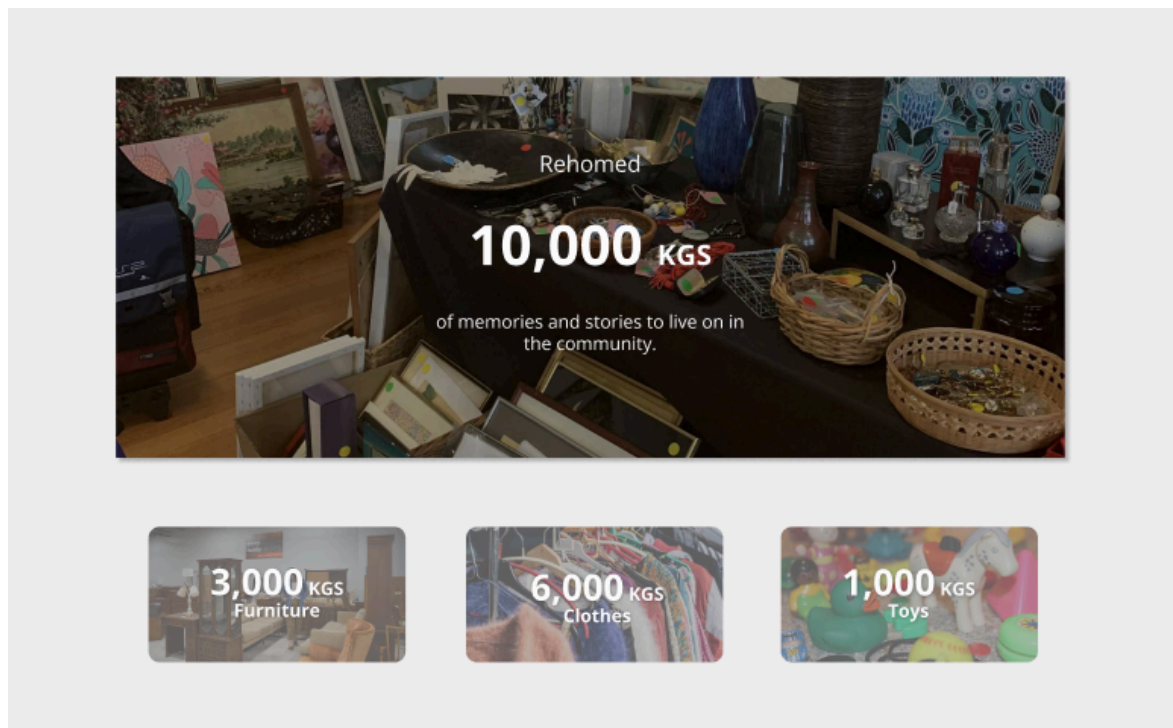


Another example of a “feature-row” click through:

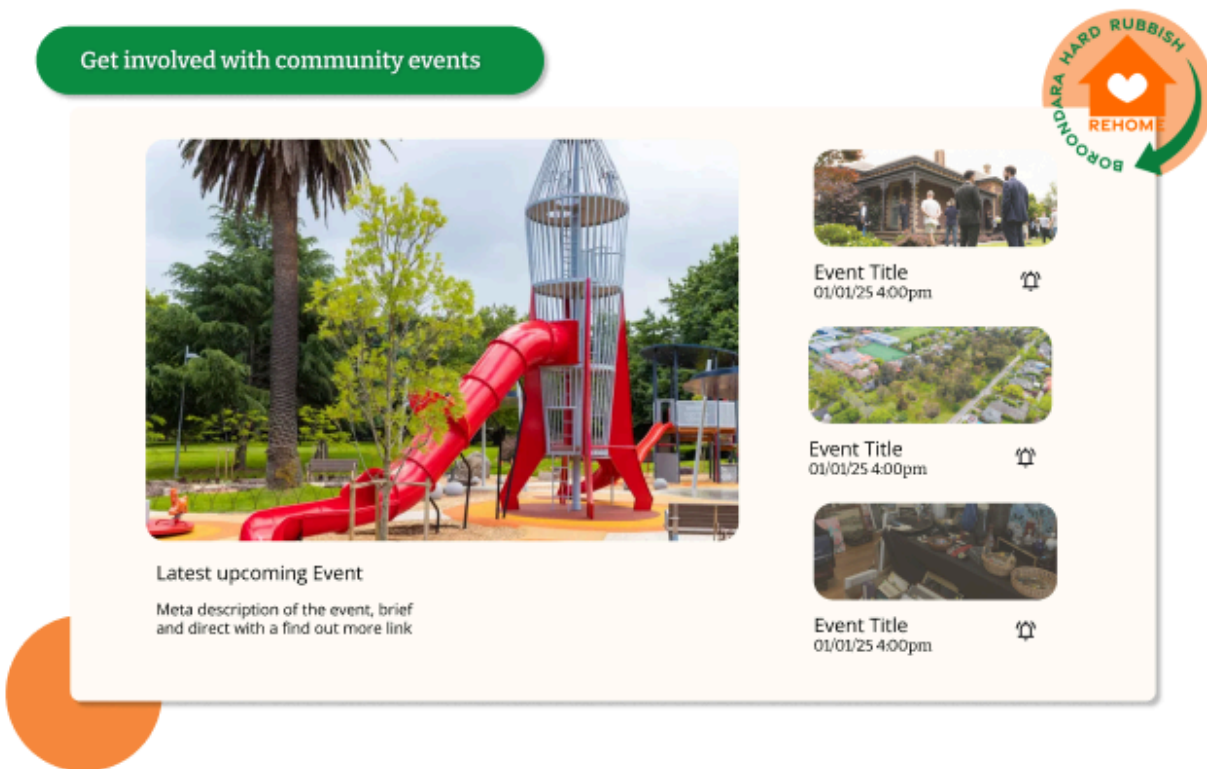


Given BHRRs focus on involving more volunteers, the “hero” section could feature a call to action (CTA) button to lead users directly to the volunteer support page.

Below the initial “hero” section we propose an update-able weight metric to bring a sense of action to the site, and invoke a sense of *wanting to get involved* within the user.



Beyond this, once users are wowed by the weight metric, let's introduce them to the event(s) BHRR is hosting/attending. This section should be small, no more than 400px in height, include a carousel for 3 cards, and a "view all" card; the intent is a dynamic, interactive, and pleasing to use feature.



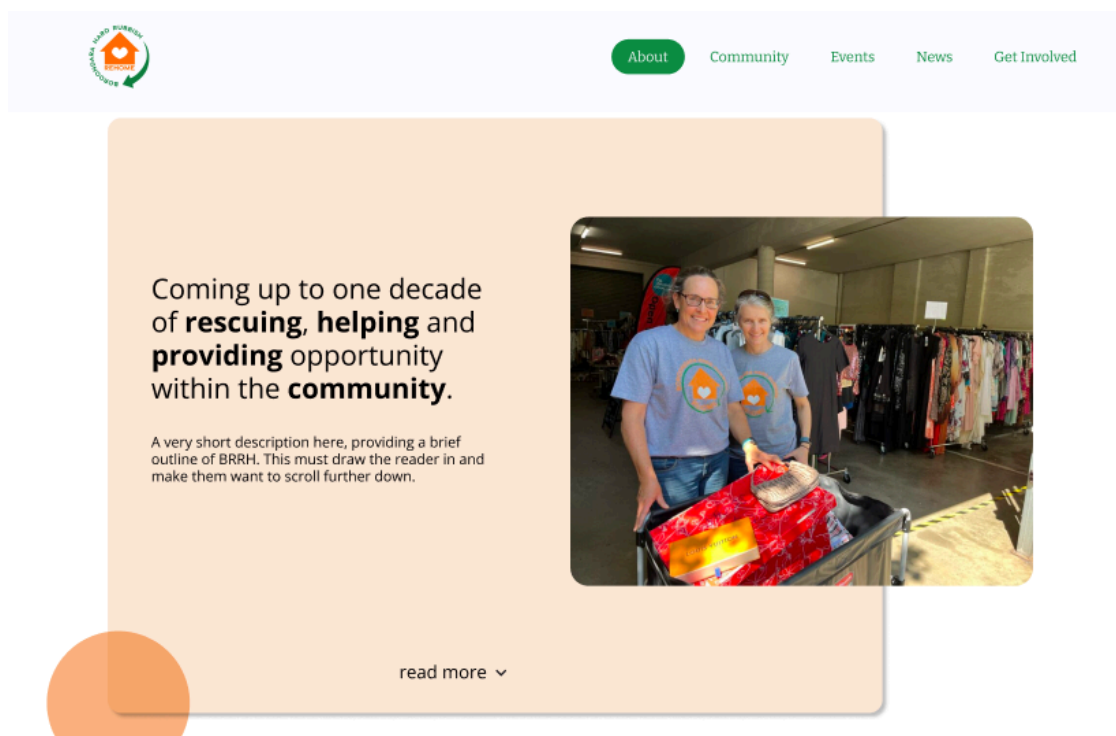
We propose a "floating" newsletter sign-up box that would remain planted on the side of the screen in an unobtrusive location and with an easy to click 'X' to allow visitors to remove it from the page for their session.



About Page:

The “About” page's sole purpose is to explain to users your mission, the impact, team and give praise to the supporters. The most simple way to do this page is break these into 4 sections. We don't want to overwhelm the user with text, keep it short and simple, show don't tell (really utilise images and icons).

Mission - Hero Image & Heading with a small paragraph, your mission should be explained in less than 50 words.



Impact – Go over the impact BHRs actions have had, talk about community involvement etc. Include a short “quote”/testimony, to break up the section. Limit one testimony, it should also be from an individual in the community.

Proposed section: “Meet the team”

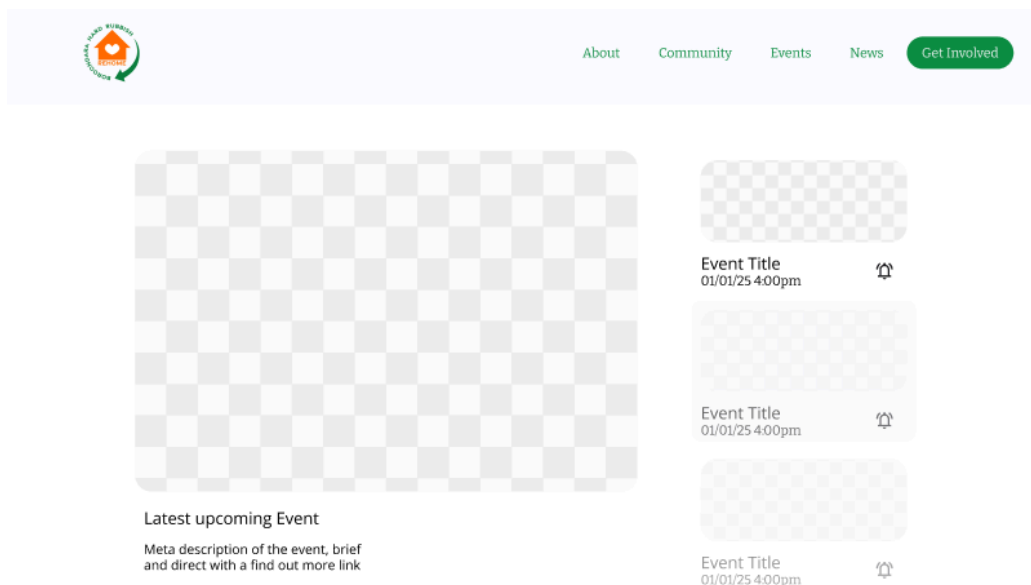
A nice photo and short bio for each relevant team member to bring a human touch to the “about us” page.

Praise section, thank the community for support etc have an automatically scrolling banner section with logos of supporters (e.g rotary club).

Events Page:

Events:

- List + filters; each event detail at /events/ with Volunteer for this event inline.



Support us Page:

Volunteer:

Hero: "Lend a hand this week"

- Short value prop + safety/requirements
- Quick Apply form (short) + link to Full Application
- Roles grid (tags: casual / recurring / skilled)

"Upcoming events needing help" (inline)

- Process steps + FAQs
- Volunteer Quick Apply (on /volunteer)
- Name, Email, Mobile
- Consent (T&Cs / privacy)
- Submit → thank-you + "Complete full profile" link

Volunteer Full Application (*optional deeper page*)

- Emergency contact, WWCC/Police check status, relevant experience, driver's licence, notes

Put some information below with pictures; potential to provide some questions and answers (Q&A section/FAQ).

- *How do I volunteer?*
- *Do I need to bring anything? eg. gloves, PPE etc.*

Reinforce the benefits of why volunteering is great for the community.

At the very bottom of this page, we propose a *volunteer specific* contact form. This form would include a time table/calendar:

eg. Availability: Morning: (7:00-10:30)
 Midday: (11:00-2:30)
 Afternoon: (3:30-5:00)
 Night: (6:00-9:00)
 Days: S M T W T F S etc

Required information: Name, Email, Message

Not Required: Availability, Phone Number

Community Page:

FAQ, showcase testimonials, how to support.

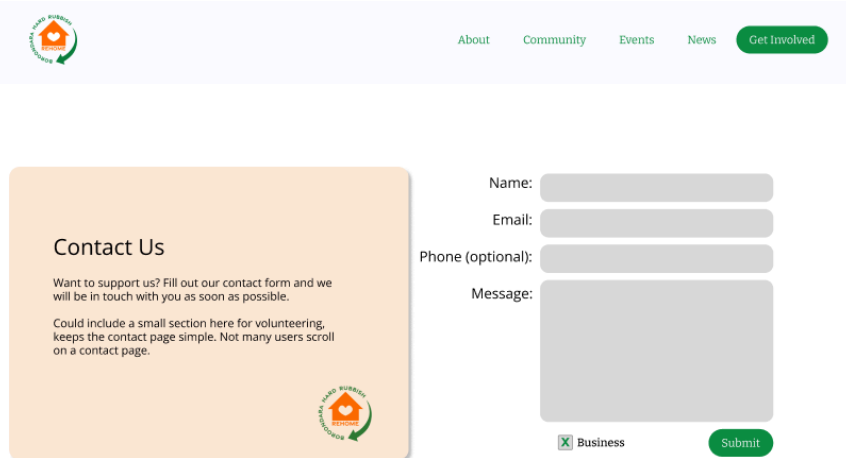
Contact Page:

Partnership form (on /contact)

- Org name, Contact name, Email, Phone
- Collaboration type (in-kind, sponsorship, event host, referral)
- Message/brief
- Upload (optional)
- Consent

General contact form

- Name
- Email,
- Phone
- Message
- Consent



Contact Us

Want to support us? Fill out our contact form and we will be in touch with you as soon as possible.

Could include a small section here for volunteering, keeps the contact page simple. Not many users scroll on a contact page.

Name:

Email:

Phone (optional):

Message:

☒ Business

3.4. Design Specifications:

- Friendly, welcoming display
- BHRR logo
- Boroondara council colour scheme
- Images take precedence over large text fields
- Dynamic buttons

Technical Details

4.1. Proposed Tech Stack:

Content Management System (CMS):

Directus

“A Content Management System (CMS) is software that enables users to create, manage, and publish digital content without needing extensive technical expertise. It acts as a central hub for organizing, editing, and distributing content across various digital platforms like websites, blogs, and online stores.”

The Directus CMS will provide easy, understandable, and clean, methods to update website resources (like photos), text and articles, and layout.

Containerisation Software:

Docker

“Containerisation, in the context of software, refers to packaging an application and its dependencies into a standardised unit (a container) that can run consistently across different computing environments.”

In short, the BHRR Website will not break when accessed on different devices.

Back-end Scripting Language:

HTML / CSS / PHP{Laravel}

Robust, industry standard, website framework, trusted by thousands of companies around the world.

“Laravel provides a complete ecosystem for web artisans.”

Relational Database Management System (RDBMS):

MySQL

Used to store, manage, and retrieve data in a structured way. Will be implemented automatically with the CMS.