**Boroondara Hard Rubbish Rehome – Website proposal Comments August 28 2025**

Please note spelling: Boroondara

**Summary**

We require a dynamic website to be a **complementary** landing point, rather than a **primary** landing point. We already have a significant point of contact with the FB Rehomie community (through the FB group function).

**Objectives**

**01 Increase Engagement** – we think of it more as **broadening** engagement, rather than **increasing** engagement. We’re not doing it to build “likes”. “Broadening” fits with “complementing”.

FB is “transactional”. The website will be more educational, informative, experiential.

**02 Enhance** – Please ensure consistent and correct use of group name, spelling and punctuation: Boroondara Hard Rubbish Rehome.

**03 Self-Managed** – Agree

**04 Grow client base** – We think more in terms of **Grow BHRR Reach.** Create a website that effectively showcases BHRR’s services (which includes education, information, referrals, volunteer opportunities), helping to shift attitudes, drive behavioural change, increase membership of the FB group and grow revenue.

***Scope of Project***

**Inclusion**

**Design and develop** – CMS – What are you using? We have had both Squarespace and Wix recommended (as opposed to WordPress, which seems to have limited features for what we want).

**SEO Optimisation** – agree. We have several domain names, and would seek to have all of these point to the website. **INCLUDE**

**Email/marketing campaigns** – what do you mean? Does this related to, say, a quarterly newsletter/member-based subscriptions?

**Content creation** – looks good

**Performance analytics** – does “digital marketing solution” mean the website? How would you measure success? In terms of amount of traffic to the page? You mentioned which pages were most accessed. Can you measure time spent on pages?

**Integration of social media platform** – how would you do this? Is this “back end” functionality, to enable us to turn FB content into a web-based blog? Or “front end”, enabling users to click through to the FB site/joining questions? Or connecting Rehomies to the website?

**SECURITY????**

**Exclusion** –fine

**Key Deliverables**

Looks good.

**Methodology**

**01 Planning** – What digital assets will you audit? Are you searching for other mentions of BHRR? (Eg. Media mentions in local newspapers, council page, local MPs social media and other mentions, ABC video)

**02 Strategy development** – will be interesting to see what you find!

**03 Excution** – timelines for specific content will be helpful. We will no doubt need to write and rewrite along the way. What’s the ad campaign?

**04 Montoring** – Makes sense

**05 Evaluation** – How is this assessed? What are the predefined KPIs? Is the final report something we get to see or is it internal?

**Sitemap**

**Home**

CTA – At the top – eg. Let’s flip the conversation from waste to resources

What we do – brief overview.

Headline metric strip of weight statistics – is there a way to easily update this as we go? Dynamic strip, moving across the page? (Or would this be distracting? Let’s try.)

What are we up to? (Ie. Latest events – think about wording)

Latest News – maybe not as a separate item on the home page as it’s time sensitive. Perhaps as a drop down under something else.

Community highlight – maybe not as a separate item on the home page as time sensitive. But we could perhaps have something which includes it. We’ll think about this before Monday!

If Contact is across the top (Get involved/Contact), no need to include as a seaparate point on the home page?

Partner with us also seems to fit better on the Contact page.

**Our Story (rather than About)**

Story/history – how we began etc

Mission

Cofounders photos

Impact – drop downs to testimonials? Links build to local community organisationS. Potential to change these over time.

Praise – would see this down at the bottom of the page, like an “Our Friends” which would include Swinburne, Boroondara Council, North Balwyn Rotary, PALM, Bunnings?

Is the picture accompanying this (“Coming up to one decade”) how you see the layout? Or is this just a placeholder?

**Our community**

This would include organisations that BHRR supports (Community impact), as well as (Community creatives) Rehomie makers/creatives.

We’d keep media mentions to one place. But this could include testimonials. Would these link to any testimonials on the About page?

**Events**

Roll this into the Community section. We’re not involved in enough for it to warrant it’s own heading in the menu bar. Also, they’re very community based and the nature of events means they’re dynamic and people aren’t going to a website to look for events. That where FB shines – the relevant drop down menu could also include a link the BHRR’s FB Event’s page. This would then highlight events we’re invited to (eg. Council events) as well as BHRR’s own events (eg. The Spring Community Market).

Instead of having **Events**, have a **RESOURCES** tab.

Things that we’d include in this would be:

* BHRR’s A-Z Rehoming Guide
* Links to useful Council information
* FAQs – eg. Where do I take….; I have to clear a deceased estate – where do I start…

We also need a **Donate** menu item at the top. This would lead to a general “finances” page, which would include:

* A “donate” button (with a brief explanation of what the donation will help with
* Link to Das Tshirt Automat and our merch
* Link to CDS – donate bottles and cans
* Hire our equipment (clothes racks, coat hangers and bunting. Would need a drop down menu which would show photos of the equipment and the hire cost.

And we need a **Contact Us** item at thetop of the **menu, replacing “Get Involved”.**

This would be the point at which people can contact us to:

* Get involved as a volunteer – have the form
* General email inquiries
* Book Cath and Jennie as event speakers

**News**

Hybrid approach might be the best. Can you please explain this a bit more when we see you. We’d want to be able to embed recent news articles which aren’t necessarily shared on FB.

**Legal**

We’d rather describe this as Privacy, and have it down the bottom, as with a lot of other websites. We’ll work on the content.

**Proposed menu bar**

**ABOUT COMMUNITY RESOURCES NEWS DONATE CONTACT US**