

PROJECT PHOENIX



THE BIG REVEAL INTRODUCING THE NEW FLORABANK WEBSITE



PROJECT SUMMARY

JUNE 2021

Across all of our Project Phoenix activities and actions we pay respect to the Traditional Owners and Custodians of the lands and waters on which we work. We honour the resilience and continuing connection to country, culture and community of all Aboriginal and Torres Strait Islander people across Australia. We recognise the decisions we make today will impact the lives of generations to come.

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EXECUTIVE SUMMARY

About the project

This project reviewed the development of the new FloraBank website that will provide capacity for national engagement with the native seed sector. It will provide a single point of contact to circulate, gather and coordinate information to support industry policy, strategy and planning submissions by industry, and support greater collaboration and engagement with the national native seed sector.

Scope

The scope of this project is to:

- redevelop the current FloraBank portal into a functional and accessible website and
- create open source access to the reviewed *FloraBank Guidelines*.



Introduction

A new website has been developed to replace the defunct FloraBank portal.

This involved the incorporation of other Project Phoenix projects including input of content developed for the training component reports in *Native seed training in 2021* and *New FloraBank training for the native seed sector*.

The revised *FloraBank Guidelines* are now completed and inform this project.

The website has been built with the capacity to be a source of information for the sector and to have the capacity to deliver national online training.

Online training was the preferred delivery option for *New FloraBank training for the native seed sector* due to COVID-19, as it will reach a wider audience than face-to-face delivery. It is also important that the training is accessible by rural, remote and Indigenous communities.

In addition, online training is cost effective to deliver for the FloraBank Consortia. An industry-based training model means it will be relatively inexpensive to update training resources as the science, practice, content and the economy of the native seed sector evolve. However, one constraint may be the use of a website platform in places where internet coverage may be limited, which could limit the success of both this project and *New FloraBank training for the native seed sector*.

This project has 11 components:

1. Obtain relevant information and content for website development
2. Determine layout and demonstration trial using Moodle platform and gain consensus of the draft format
3. Upload training course assessments and visual aids
4. Upload final *FloraBank Guidelines*
5. Develop website including sign-in and sign-out capacity
6. Develop search capability and profile
7. Develop directory of users and mapping enhancement
8. Undertake user guides and testing
9. Undertake website promotions and launch
10. Create website infrastructure
11. Create Learning Management System to host the training



Issues

Finalisation of the content for the website was dependent on receiving the final *FloraBank Guidelines* from the ANPC Healthy Seeds Project. However, these were not received until mid-May 2021. This delay affected the completion of the training course as well as the development of the website. For example, once the new *Guidelines* were received, the training course assessment and page referencing had to be changed from the draft format due to the insertion of pictures and images such as graphs and tables.

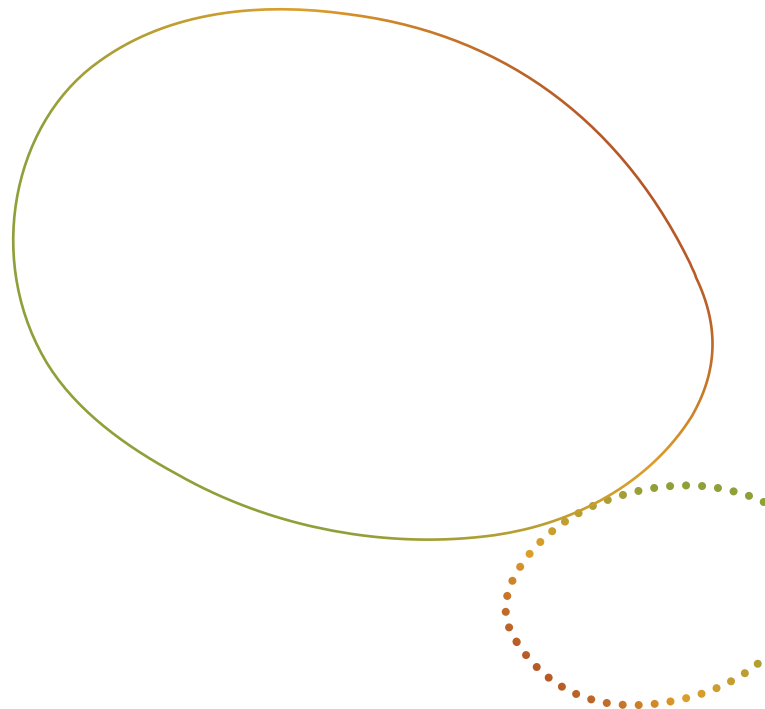
A considerable effort was made to obtain visual images for training purposes. However, the actual images needed could not be determined until the *FloraBank Guidelines* had been received. The anticipated pictures then needed to be changed as many slides were incorporated into the final *Guidelines*. A realisation that there were no instructional videos in the training or in the *Guidelines* also meant that these had to be filmed later than anticipated.

The issues of maintenance of the training online platform and ongoing website management still need consideration and have not been resolved at the time this report was written. Consideration for the training and setting up administration rights for those involved in the website maintenance also needs to be undertaken.

In addition, as users start building the community, a moderator will be needed for the forum. The Consortium will also need to support the website on an ongoing basis to make sure it keeps running as expected.

Comments

Not applicable



Key outputs

The development of the FloraBank website has several key outputs including:

- development of a website prototype and approval by the FloraBank Consortium
- development of an easily navigable, user friendly product and search capability
- completion of the FloraBank training with links to the *FloraBank Guidelines*, including visual images including videos and other resources
- development of a user directory including community individuals and groups as well as others involved in the seed sector nationally
- development of a feedback forum
- development of a search directory and mapping
- development of a search system for the *FloraBank Guidelines*
- development of launch and promotion activities.

Outcomes

Creation of an easy-to-use, interactive website platform for the general public, Indigenous groups and those involved in the seed sector.

The website is holistic in that it has a range of functions engaging all users wanting to access the new *FloraBank Guidelines* including:

- home page
- the *Guidelines*
- a forum for comments and networking
- list of seed people throughout the nation
- the training course
- links to other resources and
- a sign-in, sign-out capacity.

As an outcome of the report *Native seed training in 2021*, a decision to develop online non-accredited training that provides a sound knowledge base that can assist skill development within the seed sector was determined to be the most sustainable option, especially in response to the impact of the COVID-19 pandemic.

The *Guidelines* are easy to navigate and will be available on the website for easy access. At the same time, it is believed that the directory will enhance community engagement and will allow practitioners to find other practitioners in the native seed sector.



Findings

It was demonstrated that the new *FloraBank Guidelines* will be informative and ideal for native seed content and training within the sector.

In coordinating the upload of the training to an appropriate online platform, various alternatives and mock trials were investigated, and an appropriate layout and function were settled upon. Audio trials were done, and additional software (SNAGIT) was found to enable a presenter screen on the page, introducing the overall program and each training module.

This project explored a variety of different technologies available to build a website so as to enable the functionality required by the FloraBank Consortium while also meeting future changes and requirements as users start to become involved.

Other companies using this technology platform include websites for:

- Gatsby (Nike, Airbnb.design)
- Strapi (IBM, Discovery Channel)
- Mongo DB (Uber, Accenture)
- Forum — Discourse (Udacity , Samsung Smartthings)
- SendGrid
- Google analytics
- Microsoft Azure

Courses using the Moodle platform include:




- Monash University and University of South Australia

Evidence

To see the fully functional website which will go live in 2021 please visit florabank.org.au



RECOMMENDATIONS

	<p>The new <i>FloraBank Guidelines</i> are now completed, however they may need additional development as new technologies and knowledge of the Australian native seed sector grow.</p>
	<p>It was found that Greening Australia had difficulties obtaining needed images and videos (these had to be made for the website training component). A new visual library should be developed when resources become available.</p>
	<p>Upload of the training and other components into Moodle, the nominated IT platform, will require ongoing maintenance. How this is to be done, including a management and handover plan, needs further investigation.</p>
	<p>Moderators will be required to maintain conversations in the forums component of the website. This will involve people showing a high level of interest in the forum who will be invited to manage the forum as moderators on a voluntary basis.</p>

WANT TO KNOW MORE?

For further information go online at florabank.org.au. The FloraBank website will be relaunched in 2021 at florabank.org.au

Related projects

- *New FloraBank training for the Native Seed Sector*

This project contributes to the evidence base for a ten-year strategy to guide the native seed and landscape sector. The document, which is untitled until endorsement in September 2021, is referred to as the Strategy in all Project Phoenix publications.



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