



Project Feasibility Plan
Jan 2020

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ACN 612 417 839



A platform that connects people willing to volunteer their time and skills with individuals, families and organisations affected by the Australian bushfires.

This platform will assist:

1. Individuals who would like to help

If you would like to volunteer your time to help those affected by the bushfires. Create an account and listing so that those affected can connect with you.

2. For bushfires affected Individuals and families seeking help

Search for volunteers in your local area using the Volunteer Map. They can also create their own listing so that volunteers can contact directly.

3. Organisations and community groups looking for assistance

Search for volunteers in your local area using the Volunteer Map. They can also create their own listing so that volunteers can contact directly.

Please view working technical prototype here: <http://volunteer.goodbadgenius.com/>

Why does this need to exist?

Those who have been affected by the bushfires have a long road to rebuild. This platform will allow individuals to help those affected in a direct way. Although monetary donations are important to rebuild, we also need people to help clean, rebuild and support.

Charity and organisations are under enough pressure and don't have the resources to organise individual volunteers with individual families needs.

Currently there is no option for individuals to offer their time and skills to individual families affected. Yes, we can donate money. But money can't rebuild houses, people will. Some people don't have lots of money to donate but they do have skills to offer.

What people can volunteer?

- **Tradesman** – builders, plumbers, electricians, painters etc
- **Healthcare** – Nurses, physios, social work, etc
- **Lawyers and admin** – to assist with insurance, lost records etc.
- **Cleaning** – cleaning houses, community areas,
- **Transport** – Picking up supplies, moving items from homes.
- **General Help** – General helping hand. Anything else that might help.

Who can ask for assistance?

Anyone who has been affected by the bushfires and requires services from others. This platform does not organise donations or supplies, it connects people who need with people who can give.

User Cases

			
Volunteer	Volunteer	Help Needed	Organisation
Tradesman	Helping Hand	Family in VIC	Community Group
“I’m a carpenter from Melbourne and I would like to help rebuild houses that have been damaged from the fires. “	“I’m a young person without many labour skills or money but I would like to help. I can help clean houses damaged from the fires.”	“I live in Victoria and our family home has been damaged in the fire. The house has been destroyed. We need help cleaning and sorting through the rubble. “	“We deliver supplies to families in South-east NSW and need help packing and delivering to families affected”

Statistics:

- The 2019–20 bushfire season has burned an estimated 21 million acres, destroyed over 2,500 buildings (including over 1,900 houses) and killed 25 people as of 5 January 2020.
- close to half a billion animals in New South Wales were killed
- Fires heavily impacted various regions such as the NSW North Coast, Mid North Coast, the Hunter Region, the Hawkesbury and the Wollondilly, the Blue Mountains, Illawarra and the South Coast, eastern and north-eastern Victoria, Corryong, Mallacoota, East Gippsland, Adelaide Hills, Kangaroo Island, South Eastern Queensland, southwestern Western Australia, Tasmania and the ACT.

Background research

The Australian Disaster Resilience Handbook highlights the power of technology to help coordinate successful volunteerism; “Social media and mobile technologies are valuable tools that give people greater capacity to access, create and share disaster information, and to organise themselves to respond to disasters compared to the past.”¹

Across the globe we have seen innovate solutions being trialled and implemented to aid coordination of volunteerism in crisis situations.

In terms of technology platforms, Crisis Cleanup based in the USA has helped coordinate over 138 disasters including snowstorms, fires and floods. This ongoing success proves concept on the basis that community groups and volunteers use a singular platform to streamline spontaneous volunteer efforts. Organisations such as RedR have internal platforms that streamline a very similar process.

Closer to home in Australia, Blaze Aid has been running a physical service that works with families and individuals in rural Australia after natural disasters such as fires and floods for over ten years. We have reached out the Blaze Aid and will consult with them on the specifics of the platform.

Outside of disaster relief, marketplace platforms have successfully streamlined numerous types of exchanges such as freelance design and copywriting, working holiday trips and tradesmen work.

¹ Australian Disaster Resilience Handbook Collection, “*Communities Responding to Disasters: Planning for Spontaneous Volunteers*”, Commonwealth of Australia 2017

Needs analysis

Currently spontaneous volunteering is occurring rapidly, with no central point of coordination. Below is an analysis of the current spontaneous volunteering landscape. We've highlighted where the need for Rebuild Together could streamline these activities.

Channel	Inbound enquiries to volunteer organisations	Social media volunteer groups	Direct to volunteer-based organisations
Statistics	The search term ' How to help bushfire victims ' has increased by over 10,000% in the last two weeks, with ACT double the amount of searches than other states.	Groups such as 'Tradies for Fires' have seen over 7,000 people sign-up via Facebook in less than a week.	Searches for Blaze Aid have more than doubled in the last month.
Need	They want to help somehow. Non-monetary option for volunteers to help.	Volunteer resources should go to the right rebuild projects. Ensure these skilled volunteers are directed to the most in need restoration-projects.	They are inundated with volunteer enquiries. Use technology to remove some of the administrative stress of large volumes of registrations.

Project risk factors

Due to the real-time and sensitive nature out of this tool we've highlighted three key areas of risk, and provided solutions to combat these from occurring.

	Data privacy	Emotion	Inappropriate resource allocation	Inactive volunteerism
Risk	Users may be concerned their private contact information could go public. Particularly for those in need of help, their data needs to be safe.	Those in need of help feeling overwhelmed.	The platform will hinder formal systems and processes already in place.	Due to the period of time between sign-up and job post, volunteers may not be engaged in the long-term.
Solution	<p>All contact information is hidden until appropriate match has been made.</p> <p>The app production services will run on infrastructure managed by AWS (Amazon Web Services). Computing's done on their EC2 platform, and all your files are stored within S3. The servers themselves are located in their highly secure Asia-Pacific data centre. Data in transit is encrypted, and all passwords are hashed with the insanely secure Blowfish algorithm. Access rights and</p>	The marketplace will be one-sided. Volunteers will not be able to contact those in need unless a job is posted, or the party has reached out directly.	Work alongside the leaders in the space. Namely Red Cross, BlazeAid and any other relevant organisations.	Email and text notification system to let volunteers know a job that meets their criteria needs their help.

	<p>account privileges are controlled with JWT tokens which allows users to communicate with our servers without having to expose your security details every time.</p>			
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Our Credentials

Your Creative Agency is a design and technology company that has been creating apps for the past five years. We are particularly well versed in designing user experiences for diverse and vulnerable user groups. We work with clients such as Department of Foreign Affairs and Trade, TEDx Melbourne, Australian Aid and Playgroup Australia to build long-term solutions to help streamline complex processes. We have a track record of 99% up-time on all our platforms and our web apps were used by over 600,000 last year. For our work in app development and social good, Lauren, our Managing Director was named the 2019 Telstra Victorian Emerging Leader of the Year.

Our recent project Shifra, which is a web app offering refugee women instant access to quality sexual and reproductive health information and services in their native language, took us to Nairobi to work with the Humanitarian Crisis Centre on service design for LGBTQI refugees.

Your Creative, being a preferred supplier of NFP and charitable companies, holds \$20 million in public and professional liability insurance cover to ensure all potential risks are covered. Certificates of currency can be provided upon commission.

Five percent of our work is pro bono, seeking out the hard problems that don't have simple solutions.

Project plan

Timelines and process

	Internal tasks	Public-facing
Phase 1 Jan 6 - 10	Software specifications and planning Live prototype Find the right partnerships	nil
Phase 2 Jan 15 - 24	UX and development of Volunteer-specific landing page	Volunteer registration Launch
Phase 3 Jan 24 - Feb 14	UX and development of community-specific landing page Build out UX platform	Volunteer registration
Phase 4 TBC		Launch platform

Requirements

Item	Status
Staged technical prototype	Complete
Community outreach strategy	In need
Volunteer outreach (PR/Media)	In need
UX Design audit	In progress
Legal documentation (T&Cs)	In progress
Brand and domain name	Complete
Ongoing service process	In need

Next steps

In order for Rebuild Together to be successful there are two critical factors - timeliness and partnerships.

After consulting with as many experts and affected communities as possible to ensure feasibility, we are looking to **launch the volunteer register by mid-January**. While our register of volunteers are building we will finalise this system and frontend experience ready for launch once fire zones are safe to enter.

Next step contact details:

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The logo consists of the lowercase letters 'y' and 'c' in a bold, serif font, followed by a period. The 'y' has a distinctive tail that curves under the 'c'.