

**Australian Privacy Foundation**  
**Web-Site Upgrade – Big Brother Awards**

**Project Specification**

Draft of 22 May 2009

Roger Clarke, Chair

**Background**

The Australian Privacy Foundation (APF) is the nation's leading advocacy organisation for the public interest in privacy. It is an all-volunteer organisation which focusses primarily on policy issues, but also performs a variety of complementary activities including research, campaigns and membership administration. It operates as a virtual organisation, using electronic tools to link its Board members, who are currently scattered across 7 cities and towns in the crescent from Brisbane to Melbourne. It has very limited funding.

APF has operated a web-site since the late 1990s. Its hosting is sponsored by an ISP. The current design and maintenance regime was established in early 2004, and continues to operate very satisfactorily. However, a number of enhancements are needed, for which assistance is sought. The challenges involved are appropriate for a postgraduate or approaching-completion undergraduate project student seeking an internship. The key Board members involved are all information technology professionals with experience in supervising work of this nature.

Regrettably, the APF's limited finances do not enable it to offer any financial support for the work required.

**Outline of Requirements**

The APF does not intend radically altering the design of its web-site. It is seeking to:

- establish a second related site with a somewhat different design
- utilise interactive electronic tools more effectively
- transfer content to the new site, and upgrade it
- retro-fit key features to the existing site.

**Length of the Project**

The complete project would be sufficient to occupy one person for 12-18 weeks. Alternatively, it should be possible to define work-packages of the order of 4 or 8 weeks, for one or for two people. Although there is no fixed deadline for the APF website, the second related site needs to be completed and tested by 1 August 2009.

**Work Location**

It is envisaged that the project person would work primarily from their own premises, using their own equipment. It is not envisaged that any software would be required additional to that conventionally available on contemporary computing devices.

It will be necessary for the project person to interact with several people who are located at various locations. Face-to-face meetings would be needed with at least two of these people. It is therefore important that the project person be sufficiently mobile to travel to each of these locations at least once. Unfortunately, APF will not be able to provide full coverage for travel expenses.

The three key Board members with whom the project person needs to interact are located variously in Sydney (City and Eastern Suburbs) and Canberra. A further Board member involved in the project is in Berwick (east of Melbourne). The ISP that sponsors the web-site is located in Sydney (Manly).

The primary 'sponsor' of the second site would be able to visit Wollongong at least twice during the project:

To confirm the design of user requirements and discuss the specification (at start up)

To review and discuss progress (at the end of June)

## **Selection Criteria**

### Mandatory:

- substantial personal maturity in order to cope with independent working, and considerable unstructuredness
- technical capabilities sufficient to perform the project
- ability to perform the work without recompense
- broad familiarity with interactive tools
- understanding of the needs for a robust, easily-maintained website for use by volunteer groups
- excellent communication skills
- ability to complete a project within given timeframes

### Desirables:

- prior web-site requirements analysis, design and implementation experience
- prior use and installation of relevant interactive tools
- established ability to interact with team-members primarily electronically
- established ability to interact with team-members with varying priorities and styles.

## **Fuller Description of Requirements**

### **(1) Analysis, Design and Development of the BBA Web-Site**

The APF runs the Big Brother Awards. Since 1998, well over 50 Awards ceremonies have been held in about 20 countries. They are primarily given to corporations, public officials and governments that have shown a blatant disregard for privacy. Information about Australian Awards in previous years is at <http://www.privacy.org.au/bba>.

The primary purposes of the project are to:

- establish a new web-site specifically for the Awards.  
The domain [bba.org.au](http://bba.org.au) has been applied for
- establish a site-design that is appropriate to the Awards.  
The APF web-site is intentionally 'staid', because the APF must project an image of responsibility and businesslike seriousness.  
The new BBA site must be much more activist, attractive and interactive in style but requiring short download times for users with dial-up access.
- transfer existing BBA content to the new format and site
- in conjunction with the team-members, create new content, including for the 2009 Awards

Separate data access into 3 levels of security: private (ie access by APF Board members); member (APF members); and public.

- include an appropriate form or forms of interactivity, such as web-forms, blogs or wikis that at least enable postings by any member of the public, suggesting nominees for Awards, formally nominating them (and hence including attachments and hotlinks), commenting on previous suggestions and nominations, and voting for nominees
- enable nominations received from the forms to be forwarded by email to selected APF board members for review (using an anonymous emailer). Enable these members to email responses to the originators without disclosing personal email addresses.

The design and development work must, however, be preceded by the analysis of requirements, including:

- interaction with stakeholders (particularly Board members, but also APF members at large, subscribers to the privacy e-list, etc.)
- evaluation of alternative interaction tools, both closed for members, and open for non-members. Although the APF project-members have some familiarity with web-forms, blogs and wikis, the APF needs support to identify and understand the full range of alternatives
- prototypes and/or proof-of-concept demonstrators
- selection, customisation and implementation of an appropriate interaction tool or tools
- use maintenance tools that are no-cost and easy to use for naïve users
- ensure security and ability to prevent virus and SPAM including protection for visitors to the site

## **(2) Support for the BBA Web-Site**

APF is a volunteer organisation, and hence has an inevitably floating population of part-time participants.

Two vital requirements that this leads to are:

- to the maximum extent practicable, the technologies and norms must be consistent with those used for the existing APF web-site. See Attachment 1
- documentation must be provided for both maintainers and users of the new site

## **(3) Content for the BBA and APF Web-Sites**

Rather than remaining aloof from the purpose and content of the site, it is highly desirable that the project person be involved in it, and contribute to the site's content.

This may extend to contributions to content enhancement for the main APF site as well.

## **(4) Retrospective Adaptation of the APF Web-Site**

On the basis of experiences with the BBA web-site, it is very likely that some of the new facilities may need to be implemented within the APF site as well.

The most likely of these are:

- tools for collaborative authorship and annotation of draft policy documents
- tools for update of semi-structured information, such as lists of current privacy issues, hotlinks to relevant sources, contact-points of people active on the issue, etc. In order to avoid disenfranchising less technically-oriented members, this must be feasible and convenient without any knowledge of HTML

Access control will be an important feature of these services.

## **(5) Project Management and Quality Assurance**

It is essential that the project be conducted in a fully professional manner, with (lightweight) project planning, scheduling, and control reporting.

All principles of the systems development life cycle are to be applied, in ways commensurate with the nature and scale of the project.

Interactions with stakeholders will present particular challenges because of the geographical dispersion, virtual organisation and heavy use of electronic communications.

## **Reference**

A reference will be provided on satisfactory completion of the project. It would be provided by a Board member with an information systems professional profile.

## **Attachment 1: Key Aspects of the Existing APF Web-Site**

The APF web-site is maintained by a small team of members.

The master-copy is, of necessity, on the hosting service, and is periodically backloaded into a backup on the machines of the team-members.

In order to modify a page, a team-member must copy the current version from the host, make the amendments, and upload the revised version (in non-destructive manner).

The site uses the following facilities:

- PHP to pre-process each page prior to responding to each browser-request. This is used to:
    - generate headers and footers
    - extract and display on the home-page most recent Papers and Media Releases, in order to display up-to-date lists of contributions to policy debates
    - select and display one of a range of short slogans describing the APF
  - CSS to establish and invoke specific presentation styles
  - XHTML 1.0 Transitional markup
  - a Template from which new pages are to be generated
  - norms relating to documentation of new versions and their authors
  - PDF and RTF for documents (e.g. submissions to Parliamentary Committees)
- Virus checkers? Protections from attack?

## Attachment 2: Contact-Points of Key People

### Project Managers

- **Julie Cameron**, Sydney City, 0414 402 978, jcameron@iprimus.com.au

Julie is a longstanding systems professional, with an MComm and PhD, both from UNSW. Since 1986 she has worked with the International Federation for Information Processing on issues related to the impact of ICT on the community. Her career includes executive roles in the government and private sectors, and ICT consultancy.

Julie is **absent** from Sydney from 10 July until 1 August.

- **Roger Clarke**, Canberra, (02) 6288 6916, Roger.Clarke@xamax.com.au

Roger is a consultant focussing on strategic and policy aspects of eBusiness, information infrastructure, and dataveillance and privacy, and a Visiting Professor at universities in Australia and overseas. He has an MComm from UNSW and a PhD from ANU.

Roger is **absent** from Canberra from 3 June until 19 July.

### Other Team-Members

- **David Vaile**, Sydney (Kensington), 0414 731 249, D.Vaile@unsw.edu.au

David is Executive Officer of the Cyberspace Law and Policy Centre at UNSW, Kensington. He is lawyer, but also has considerable experience in IT development and applications.

- **Jan Whitaker**, Berwick (east of Melbourne), 0403 209 448, jwhit@janwhitaker.com

Jan is an IT consultant. She has qualifications in Music Education and Educational Technology.

- **Usman Iqbal**, Sydney (Eastwood), 0425 393 098, usmani@omnilink.com.au

Usman is a software engineer with Omnilink. He is completing a doctorate at UNSW on Privacy-Aware Automotive Telematics.

### Web-Site Sponsor

- **GoWeb / SublimeIP / JustNet**, Manly NSW  
CEO Justin Sullivan (or his nominee), js@justnet.com.au