Tender Brief

Rebranding and Website Upgrade

Creating a contemporary, premium, values-led identity and digital experience for an ELC to Year 12 Islamic College.

Issued by	Mount Hira College
Website	www.mthira.vic.edu.au
Location	185 Perry Road, Keysborough VIC 3173
Project	Brand Refresh, Digital Strategy and Website Redevelopment
Tender type	Request for Proposal
Tender issued	01/09/2026
Tender closing date	30/09/2026
Submission contact	Muhammad Ali Choudhry muhammad.choudhry@mthira.vic.edu.au
Submission requirement	All tender submissions, questions, clarifications and supporting documents must be submitted by 30/09/2026.

Working vision: A confident Islamic school community where academic excellence, spiritual growth, character, belonging and future-readiness come together from Early Learning to Year Twelve.

1. Executive Summary

Mount Hira College is seeking proposals from experienced branding, marketing, user experience and digital agencies to lead a comprehensive brand refresh and website upgrade.

The project should reflect the College's next stage of growth, educational quality, Islamic values and future-focused learning environment. The upgraded brand and website should present Mount Hira College as a confident, high-quality, values-driven Islamic school with a premium yet warm identity.

2. Project Background

Mount Hira College is a co-educational Islamic College in Keysborough serving students from Early Childhood to Year Twelve. The current website presents the College as a community committed to raising upstanding citizens, lifelong learning, and academic and spiritual development.

The project is an opportunity to clarify Mount Hira College's story, strengthen reputation, improve enrolment conversion and position the College confidently among contemporary Melbourne independent schools while maintaining its distinctive Islamic identity.

Modern identity	**Stronger enrolments**	**Premium website**	**Easy CMS**

3. Project Objectives

- Modernise the College's visual identity while respecting its Islamic ethos, heritage and community values.
- Position Mount Hira College alongside leading Melbourne schools in visual quality, user experience, admissions clarity and storytelling.
- Improve enrolment conversion through clear calls to action, school tour promotion, enquiry forms and admissions pathways.
- Create a premium parent experience across mobile, tablet and desktop.
- Showcase the full ELC to Year 12 journey, including curriculum, wellbeing, Islamic education, student leadership, co-curricular programs, facilities and community life.
- Establish a consistent brand system for digital, print, signage, uniforms, events, social media and publications.
- Provide an easy-to-manage CMS for College staff.
- Meet accessibility, privacy, cyber security and school-sector compliance expectations.
- Create a future-ready platform that can integrate with tools such as Compass, careers portals, enrolment systems and key document resources.

4. Benchmark and Desired Direction

The College seeks a website and brand presence comparable in quality, confidence and usability to leading Melbourne independent school websites. Mount Hira College does not seek to copy these schools. The aim is to create a distinctive identity that is contemporary, aspirational, authentic and aligned with Islamic values, academic mission and community culture.

Benchmark school	Observed strength	Implication for Mount Hira
Haileybury	Strong admissions journey, prominent school tours and apply pathways.	Create clear Enquire, Book a Tour and Apply Now pathways.
Melbourne Grammar School	Purpose-led messaging, values storytelling and clear navigation.	Lead with mission, values, character formation, excellence and belonging.
Scotch College	Premium visual storytelling, video-led homepage and character education positioning.	Use high-quality imagery and video to communicate faith, character and student life.
Caulfield Grammar School	Modern design, open day promotion and clear ELC to Senior pathways.	Prioritise parent decision-making, tours and learning-stage landing pages.

5. Scope of Work

Part A: Discovery and Strategy

- Review current website and content.
- Review existing brand assets, visual identity and collateral.
- Facilitate leadership workshops and selected stakeholder consultation.
- Review competitor and benchmark school websites.
- Map audience groups and parent decision-making touchpoints.
- Deliver discovery report, website audit, benchmark review, positioning recommendations, sitemap and user journey map.

Part B: Brand Refresh

- Review the College logo and identity system.
- Develop colour palette, typography, graphic language, photography direction and tone of voice.
- Explore tagline and key messaging territory.
- Provide practical brand guidelines for digital and print use.

Part C: Website Design and Development

- Mobile-first responsive design.
- Parent-friendly navigation and information architecture.
- Prominent Enquire, Book a Tour and Apply Now calls to action.
- News, events, calendar and document library capability.
- Search, analytics, SEO, forms, redirects and social media integration.
- Secure CMS, staging environment, launch plan, staff training and support documentation.

Part D: Content Strategy and Copywriting

- Content audit and gap analysis.
- SEO-friendly copywriting for priority pages.
- Admissions-focused messaging and learning-stage copy.
- Leadership profile copy, story templates and tone of voice guide.

Part E: Photography and Videography

- Student learning and classroom engagement.
- Islamic education, prayer life and values in action.
- ELC, junior, middle and senior learning experiences.
- Sport, co-curricular activities, student leadership and facilities.
- Optional homepage hero video, admissions video, social media cuts and drone footage subject to compliance.

Potential positioning territory

- Faith. Knowledge. Character. Future.
- Raising upstanding citizens for tomorrow.
- Learning with purpose. Leading with character.
- A faith-centred education for a changing world.
- Where knowledge, values and belonging grow.
- Excellence in learning. Strength in character.

6. Proposed Website Structure

Tenderers are invited to recommend the final sitemap. The following is an indicative structure for pricing and planning purposes.

About	Learning	Student Life	Admissions	Parents
• Principal's Welcome • Mission, Vision and Values • Islamic Identity • History • Leadership • Policies and Reports	• Early Learning Centre • Junior School • Middle School • Senior School • Curriculum • Islamic Studies • Wellbeing • Learning Support • Careers and Pathways	• Co-curricular • Sport • Camps and Excursions • Leadership • Community	• Why Mount Hira • Enrolment Process • Fees • Book a Tour • Scholarships • Apply Now	• Compass • Term Dates • Forms and Documents • Uniforms • Booklists

7. Technical Requirements

- Secure CMS, preferably WordPress, Craft CMS, Drupal, Webflow Enterprise, or another school-appropriate platform.
- Role-based user permissions, SSL certificate and security hardening.
- Daily or regular backups, hosting recommendation and disaster recovery process.
- WCAG accessibility consideration.
- SEO metadata management, Google Analytics 4 or equivalent analytics.
- Cookie and privacy compliance.
- Form notifications, spam protection and enrolment or CRM integration options.
- Staging environment, redirect management, browser testing and device testing.

8. Accessibility, Privacy and Compliance

The website must consider accessibility, child safety, privacy protection, secure handling of personal information, clear policy visibility, appropriate student image permissions, safe document management and relevant Australian school-sector expectations.

9. Required Deliverables

Category	Deliverables
Strategy	Project plan, discovery report, website audit, benchmark review, stakeholder insights and positioning recommendations.
Brand	Brand concepts, final identity system, tagline and message framework, practical brand guidelines.
Website UX	Sitemap, user journeys, wireframes, design prototypes, navigation model and interaction patterns.
Website delivery	Developed CMS website, content migration, forms, integrations, redirects, analytics, SEO setup, QA and launch support.
Handover	Staff training, administrator guide, maintenance plan, post-launch support and final documentation.

10. Tender Submission Requirements

- Company profile and relevant education-sector experience.
- Understanding of the brief and initial observations on the current website.
- Proposed approach and methodology.
- Recommended brand direction and website platform.
- Project team, roles and responsibilities.
- Proposed timeline and milestones.
- Itemised quotation with inclusions, exclusions and assumptions.
- Optional pricing for photography, videography, SEO and launch campaign.
- Hosting and maintenance options.
- Risk management approach.
- Three client references.
- Examples of comparable completed work.

11. Indicative Timeline

Stage	Indicative timing
Tender issued	01/09/2026
Questions, clarifications and submissions due	30/09/2026
Shortlisting and interviews	October 2026
Agency appointment	October 2026
Discovery and strategy	Weeks 1 to 3 after appointment
Brand concepts	Weeks 4 to 7
Website UX and design	Weeks 8 to 12
Development	Weeks 13 to 20
Content migration and testing	Weeks 18 to 22
Staff training and launch	Weeks 23 to 24
Post-launch support	Four weeks after launch

12. Tender Issue, Closing Date and Submission Contact

Tender issued: 01/09/2026

Tender closing date: 30/09/2026

Submission contact: Muhammad Ali Choudhry | muhammad.choudhry@mthira.vic.edu.au

All tender submissions, questions, clarifications and supporting documents must be submitted by 30/09/2026.

13. Budget and Pricing Response

Tenderers should provide itemised pricing for discovery and strategy, brand refresh, brand guidelines, website UX and design, development, copywriting, photography, videography, content migration, hosting, maintenance, training and optional launch or SEO support.

Package	Includes	Purpose
Essential	Brand refresh and website redevelopment.	Minimum viable scope for refreshed positioning and digital presence.
Recommended	Brand refresh, website, copywriting and photography.	Best balance of quality, authenticity and enrolment impact.
Premium	Full brand, website, copywriting, photography, videography, SEO and launch campaign.	Market-leading presentation comparable to top Melbourne schools.

14. Questions for Tenderers

1. How would you reposition Mount Hira College for the next decade?
2. What are the main weaknesses and opportunities you see in the current website?
3. How would you make the website comparable to leading Melbourne independent schools?
4. How would you communicate Islamic values in a contemporary and inclusive way?
5. How would you improve the enrolment journey?
6. What website platform do you recommend and why?
7. How would you support College staff after launch?
8. What risks do you foresee and how would you manage them?
9. What would you need from the College to deliver the project successfully?
10. What makes your agency the right partner for this project?

15. Tender Review Process

Mount Hira College will review submissions based on demonstrated experience, understanding of the brief, creative and strategic approach, website and technical capability, value for money, project methodology and post-launch support.

The College may shortlist agencies, request clarification, invite shortlisted agencies to present, conduct reference checks and negotiate final scope and commercial terms with a preferred supplier.

The College is not bound to accept the lowest-priced submission and reserves the right to accept or reject any proposal at its discretion.

Appendix A: Sources and Benchmark Websites Reviewed

- Mount Hira College website: https://www.mthira.vic.edu.au/
- Haileybury website: https://www.haileybury.com.au/
- Melbourne Grammar School website: https://www.mgs.vic.edu.au/
- Scotch College website: https://www.scotch.vic.edu.au/
- Caulfield Grammar School website: https://www.caulfieldgs.vic.edu.au/
- Minaret College website: https://minaret.vic.edu.au/

Appendix B: One-Page Tender Response Form

Tenderers must complete this form and submit it with their full proposal by 30/09/2026. All submissions and supporting documents must be sent to Muhammad Ali Choudhry at muhammad.choudhry@mthira.vic.edu.au.

A. Tenderer details

Agency name		**ABN**	
Primary contact		**Role**	
Email		**Phone**	
Website		**Office location**	
Proposal validity period		**Date submitted**	

B. Proposal summary

Item	Response	Item	Response
Recommended package		**Total fixed cost ex GST**	
Estimated duration		**Proposed CMS/platform**	
Hosting recommended		**Monthly maintenance cost**	
Photography included?	Yes / No	**Videography included?**	Yes / No
SEO and launch support?	Yes / No	**Training included?**	Yes / No

C. Required attachments checklist

Requirement	Included	Reference / page number
Company profile and relevant education examples	☐	
Methodology and project timeline	☐	
Brand strategy and creative approach	☐	
Website UX, design and technical approach	☐	
CMS, hosting, cyber security and support model	☐	
Itemised pricing, inclusions and exclusions	☐	
Three client references	☐	
Comparable work examples	☐	

D. Declaration

Authorised representative		**Signature**	
Position		**Date**	
Notes / assumptions			