THE HIVE

Digital Engagement Platform

General Information

HARVEST
DIGITAL PLANNING

Introduction

The HiVE is specialist software designed to help you connect with your audience online to build stronger relationships. It is the world's most versatile and feature-rich platform of its kind, boasting over 40 tools and a host of additional functionality that lets you communicate and collect feedback in a variety of ways.

The HiVE is created by Harvest Digital Planning, industry leaders in using technology to connect people for the common good. Harvest has a long track-record of providing innovative technology to organisations to create better places and stronger communities.

With 9 engagement tools, The HiVE will broaden the options you have to engage with your citizens to collect feedback, allowing you to conduct a range of quantitative, qualitative and spatial research.

Furthermore, The HiVE provides nearly 30 'content' tools to better communicate your plans, strategies, policies and programs through more visual, compelling formats. This is key to creating interesting, attracting positive attention, and citizens beyond the usual suspects to participate.

Combined with this wide range of tools, the flexibility of The HiVE lets you tailor your approach to the particular requirements of each engagement, helping you better respond to the diverse needs of your organisation.

The HiVE is a Software as a Service product, meaning there is nothing to download - you can simply access everything through a standard web browser.

A variety of subscription options are available depending on your needs and budgets. These range from a single tool, to a single project, to a variety of multi-project options.

As part of the service, we take care of everything from hosting, to monitoring and moderation, meaning you can focus on the things that matter - building stronger relationships with your audience.

The following document outlines some of the key features of the product, highlights some of our customers, and presents the subscription options available.

About The HiVE

[THE HiVE](#) is a full featured Content Management System specifically designed to connect government to its citizens and empower them to actively shape the cities and communities they live in. It provides an all-in-one digital communications and engagement toolbox to support you at all stages of the public participation process.

The HiVE is used by organisations of all sizes from small organisations, to large-scale, whole-of-of government entities. Created for government use, the software provides the highest standards in privacy, security and accessibility.

Designed with non-technical users in mind, the intuitive drag-and drop interface makes it easy to use and easy to train. This will not only ensure take-up within your organisation, but will also make it a product your staff will love to use.

The HiVE is the most sophisticated platform of its kind in the market, giving you the potential to greatly expand your current engagement capabilities, build trust with your community and encourage an active civic life for your citizens.

Here's what we believe sets The HiVE apart from other products on the market.

Tools for everything

With a toolbox of over 40 tools, The HiVE has more options for communicating your content and collecting feedback than any other platform on the market. This let's you strategically select the right tool for the job at hand.

Collect quality feedback from your citizens using one of nine participation apps to gather quantitative, qualitative and spatial data that moves your projects forward.

Dynamic content tools help you break content out of dry, boring documents, and present them in digital-first, interactive formats.
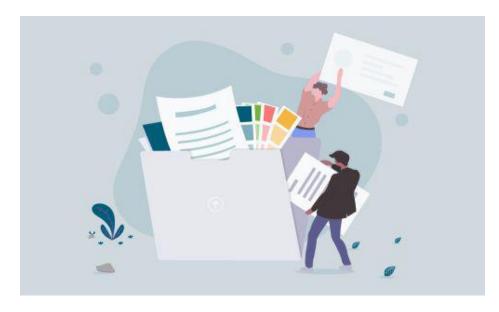
Maximum flexibility

Not all projects are created equal - some have simple requirements, while others are far more detailed and complex. One-size fits all templates do not reflect this diversity and your engagements will suffer from this approach.

The HiVE lets you combine tools into an infinite number of ways to tailor your outputs to the specific needs of your project. Combined with the ability to add multiple sub-pages, you can craft unique and enjoyable digital experiences that inspire your audience to engage.

Easy to use, easy to train

Products that are difficult to use will not be taken up by either members of your community or internally by your staff. Without widespread adoption, the full potential of your investment will never be realised.
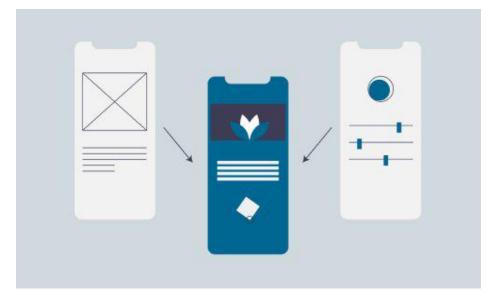
The HiVE is not only intuitive to use, but delightful to interact with. Even non-technical users can be trained in the basics in around 15 minutes! However, great usability doesn't have to come at the cost of unsophisticated software, and there is plenty of depth to take things to the next level as your skills and aspirations grow.

Tailored configurations

With features like detailed user permissions, teams functionality, approvals workflows and draft editing, The HiVE can be adapted to the unique needs and preferred operating model of your organisation.

Configure the platform to run in small, centralised teams or operate fully distributed authorship models, to ensure your platform is in-sync with your existing governance structures.

Online community building

At the center of The HiVE lies people, and our community building features help you inspire people to join, collect information and keep people updated on the things that matter to them.

Converting your visitors into members will help you gain better insight into the needs of your community and simplify the communications process.
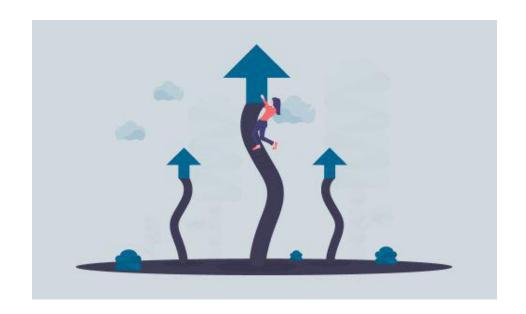
Send a range of automated and manual campaigns to your members to 'close the loop' on existing projects and promote upcoming engagement opportunities.

Superior design quality

When talking about public engagement, design matters. Without good design, your citizens will immediately switch off and you'll be stuck engaging with the usual suspects, just in a different format.

The design quality and flexibility of The HiVE is unparalleled helping you to create visually appealing, corporate-branded design outcomes.

The ability to customise the look and feel lets you shed the cookie cutter templates and make The HiVE your own.

Regular software updates

Subscription services such as The HiVE should continually deliver value as long as you are a customer, not become stale and outdated over time.

While many of our competitors invest your money into sales and marketing activities, we invest back into the product to develop and release new features and tools that keep the product cutting-edge.

Compare our [development activity for 2018](#) to one of [our competitors.](#)

Expert support and advice

As makers of five digital engagement products and involvement in dozens of bespoke projects, we have accrued a wealth of knowledge and experience over a period of 8+ years.

Our approach is to share this knowledge and experience with you, to help you get the most out of the software and grow your capabilities. We also like to learn new things and hear ideas from our customers, and we seek your feedback and suggestions.

We also support you with responsive, knowledgeable and friendly technical support, to ensure things keep running smoothly.

Key Features

Here's a number of features we think you'll love*. We build more everyday and add them to the service to ensure it's always at the cutting edge.

Features may not be available in all plans.

Drag and drop interface

The HiVE's in-page editing system means that users simply need to navigate to the page they want to edit, put it in 'edit mode' and use the intuitive drag and drop interface to add and move content around the page.

Even the most novice of users will find using this system a breeze.

Page versioning

All changes made to a page are saved as a separate page version providing a dynamic historical record of each page. This feature also allows users to work in drafts while another version is live, view and compare previous versions of a page, or even revert to an older page version.

Scheduled publishing

Content changes can be scheduled at a future time and date, making it possible to make things go live on time. Scheduling can be used to publish content for the next stage of engagement, or even to open and close engagement activities such as surveys.

Approvals workflows

For premium subscribers, approval workflows let you distribute authorship across your organisation while still maintaining oversight and quality assurance.

Users can be assigned content authoring rights without publishing rights, and must submit their changes to a designated 'approver' before their changes go live

Project tagging

Tag up with your projects with categories and locations to help your users find engagements they're interested in.

Project Follow

Make it easy for users to subscribe to the projects they're interested in through the integrated, one-click follow button.

Easily notify your project 'followers' when news items or events are added to the project, saving you from having to develop separate comms to 'close the loop'.

New project notifications

A number of auto-notifications make it easy for you to simplify your comms.

Notify Members when new projects come online that match their interests, and start with an engaged audience out of the gate.

Data security and privacy

Site users will only be able to access the files, reports and data from the projects they are assigned to, ensuring information is kept private and confidential within your organisation.

Flexible User Registration

A flexible user registration system lets you engage your community in the most appropriate way. Configure registration to be optional or mandatory, and add custom registration questions as needed.

Enable or disable for each participation tool for ultimate flexibility.

Dynamic User Roles

Control site user access by assigning them to a range of project-based user roles to control who can do what.

Available user roles include project author, project lead, facilitator, moderator and analyst to determine who has access, authoring and publishing rights.

24/7 Moderation

Rest easy in knowing that all public contributions are moderated by us 24 hours a day, seven days a week. This ensures that your activities can be kept safe, respectful and on topic.

Dynamic Reporting

View a variety of web analytics to help you track both the reach and depth of your engagement. View project, project groups or sitewide reports and filter data and results by customisable date ranges to unlock deep insight. This now includes our Analysis Assistant tool featuring AI sentiment.

Participation Apps

Participation tools are the core of The HiVE, providing a range of dynamic and fun ways for your visitors to share data with you.

Embed the tools within high quality, attractive project websites to start engaging with your audience. Each tool provides a unique way to collect information, and can be strategically selected for the unique needs of your project.

Here are the nine participation apps currently available in The HiVE (click the link to see a demo of each tool in action).

Social Map

Collect information about places and spaces by getting your visitors to pin their comments and images on an interactive base map.

Gather

Have your users share their stories and ideas through attractive multimedia formats. Participants can add text, photos or videos to create attractively displayed stories for users.

Fund It

Involve people in budget-related decisions by getting them to spend their money by 'funding' items from a menu of potential projects, proposals and programs.

Visioner

Collect big and bold ideas or burning issues through this fun activity. Contributions get displayed as virtual 'post-it' notes and can be voted on by other visitors.

Form

Create dynamic surveys and forms to conduct social research and seek feedback. With 3 templates you can select from 15 question types, use conditional logic, get detailed reports and automatically analyse results.

Conversation

Stimulate online discussions anywhere on a site. Visitors can share comments via social media networks and upvote other user comments. Use live with real time commenting.

Forum

Build online discussions around topics and themes. Forums help you keep your online conversations organised and view key stats about how many people are participating.

Question & Answer

Invite participants to ask questions to key decision makers in an open and transparent way. Associate answers to nominated respondents.
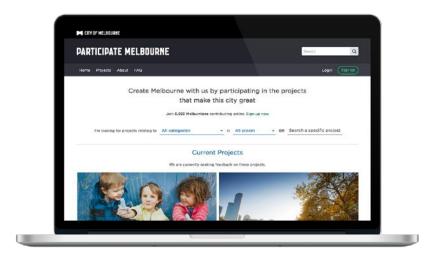
Quick Poll

Poll your audience to quickly gauge sentiment or gauge opinions on a critical issue.

The HiVE in use

THE HiVE is used by local governments, state government departments and agencies, higher education institutions and not-for-profits across Australia, Canada and New Zealand.

It has been successfully used as a vital tool to enable public participation on projects ranging from policy and strategy development, land use planning, transport planning, urban design, community development and more.

We've highlighted a few of our key customers.

City of Melbourne (Participate Melbourne)

Participate Melbourne is arguably Australia's best example of effective digital engagement by a Council.

Since its inception in 2014 it has seen over 30,000 contributions and more than 220,000 unique visitors. It has over 6000 registered Members.

Victorian State Government ([Engage Vic](#))

Harvest delivers Victoria's whole-of-government engagement solution across all government departments and agencies.

Working under a distributed authorship model, individual departments and agencies use Harvest's 'Teams' workflow to create new projects relating to their area and build interactive engagement sites for a variety of projects.

Canada Bay City Council ([Collaborate Canada Bay](#))

Collaborate Canada Bay is the city's online engagement portal which has hosted a variety of successful community engagements.

The City has hit the ground running with a wide ranging program of creative and engaging projects.

City of Banyule ([Shaping Banyule](#))

The City of Banyule took the opportunity of establishing an online engagement platform to differentiate itself from its existing online corporate brand with a bold and exciting look and feel designed specifically to complement the engagement projects it delivers.

The result is a fantastic example of how a medium sized council is reaching out to all parts of its community in an open, transparent, inclusive and engaging way.

Melbourne Water (Your Say)

Your Say is the engagement platform for Melbourne Water - a State Government owned entity that consults on major projects it is delivering as well as important strategies around waterways.

In 2017, Harvest worked with Melbourne Water on a site redesign as well as supporting them with strategic advice.

City of Charles Sturt (Your Say)

Your Say is the city's online engagement portal which has hosted a wide variety of successful community engagements after transferring from a competitors platform in 2019.

The City has run successful engagement campaigns ranging from waste management to placemaking initiatives.

City of Calgary (Engage Calgary)

Engage Calgary provides the citizens of this Canadian city with an online space to learn about and participate in City projects and initiatives that are open for public input.

Engage Calgary is a great example of deep brand integration with its existing corporate site enabling a consistency in look and feel across its digital channels.

Subscription Plans

The HiVE is provided on a subscription basis under a software as a service model. This means there is no software to install, and the service can be accessed from any compatible web browser.

There are subscription options available for all different needs and budgets.

For those looking for one-off options, the single tool and single project plans provide support for a specific engagement need.

For those looking to continuously engage, three multi-project subscription plans are available to support ongoing engagement on a range of topics and projects.

The following pages outline what's included in each subscription. A comparison table of the three multi-project plans can be found in Appendix A.

Premium Plan (multi-project)

The Premium plan is for large to very large organisations with significant engagement needs. It is appropriate for those looking to operate decentralised models with many users and functional teams.

The Premium plan provides access to all of the platform's tools and features, and the highest levels of design customisation and support.

What's Included:

- Unlimited public and private engagements
- All participation apps and premium content tools including Hotspot, VR View and Events
- Fully customisable design theme
- Project category and location tagging
- 25 User Licences including 5 Site Administrators and 20 General Users
- Custom user registration and social sign-in
- Mailer access, 'follower' functionality and custom email templates
- Page versioning and scheduled publishing
- Approvals workflow, 'Teams', first-time publishing permissions and hub pages
- Customisable user roles and page templates
- Full API access
- Analysis Assistant to automatically detect sentiment detection, language, key phrases and named entities (up to 100,000 responses per year free)
- Highest level of usage limits
- Multi-domain support
- Domain configuration & complementary SSL Certificate
- 2x personalised training sessions
- 4x progress meetings
- 2x coaching sessions.

Professional Plan (multi-project)

What's Included:

- Unlimited public and private engagements
- All participation apps and most content tools (excludes premium content tools)
- 'Build your own' design theme
- Project category and location tagging
- 8 User Licences including 3 Site Administrators and 5 General Users
- 24x7 screening of all public content
- Custom user registration and social sign-in
- Mailer access and 'follower' functionality
- Page versioning and scheduled publishing
- Standard user roles and page templates
- Basic API access
- Analysis Assistant to automatically detect sentiment (up to 100,000 responses per year free)
- Medium level of usage limits
- Domain configuration and complementary SSL Certificate
- 1x personalised training sessions
- 2x progress meetings.

The Professional plan is our standard plan for medium - large organisations with considerable engagement needs looking to achieve a high level of quality.

It includes most of the key tools and features, but without all of the 'bells and whistles', and offers a reasonable level of design customisation and support.

It is appropriate for organisations looking to drive engagement through a relatively small team of users.

Starter Plan (multi-project)

What's Included:

- Unlimited public engagements (no private engagements)
- All participation apps and most content tools (excludes premium content tools)
- Standard design theme with customisable logo, colours and some fonts
- 5 User Licences including 2 Site Administrators and 3 General Users
- 24x7 screening of all public content
- Custom user registration
- Page versioning and scheduled publishing
- Standard user roles and page templates
- Lowest level of usage limits
- Domain configuration and complementary SSL Certificate
- Access to pre-recorded training material

The Starter plan is designed for small to medium organisations with light engagement needs, or for those looking to get started.

It contains many of the core tools and features, but is limited in the more complex features, design customisation and support.

Single Project

What's Included:

- All participation apps and content tools
- 'Build your own' design theme
- Project category and location tagging
- 3 User Licences
- 24x7 screening of all public content
- Custom user registration and social sign-in
- Mailer access and 'follower' functionality
- Page versioning and scheduled publishing
- Standard user roles and page templates
- Basic API access
- Medium level of usage limits
- Domain configuration and complementary SSL Certificate
- 1x personalised training sessions

The Single Project plan is suited for those who are looking to engage around a single project, initiative or topic (that has a clear output or conclusion).

It provides access to all of the relevant tools and functionality you need to get a great outcome for your project.

Single Tool

What's Included:

- Customisable header with logo and site name
- 2 User Licences
- Custom user registration and social sign-in
- 24x7 screening of all public content
- Lower level of usage limits
- Domain configuration and complementary SSL Certificate
- 1`x standard training session

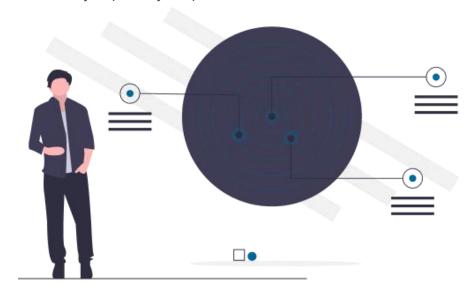The Single Tool plan is perfect for those who require a single engagement activity for a short period of time. Single tools are set up on a standalone webpage - you can link to this directly or from another website.

The available tools in the Single Tool subscription are **Social Map**, **Fund It**, **Gather**, **Visioner**, **Form**, and **Q&A.**

Consultants

If you are a consultancy that frequently works on behalf of government and not-for-profit organisations, the Consultants Subscription plan gives your business digital engagement capabilities on a pay-per-use model.

With the Consultants subscription, you pay a low annual fee to have the service enabled, and then pay a flat fee each time you launch a new project on the service.

What's Included:

- Unlimited pay-per-use public and private engagements
- All participation apps and content tools
- 'Build your own' design theme to match your corporate brand
- 5 Site Admin licences and 3 General User Licences per project
- Custom user registration and social sign-in
- 24x7 screening of all public content
- Mailer access, 'follower' functionality and custom email templates
- Page versioning, scheduled publishing, approvals workflows
- Standard user roles and page templates
- Usage limits based on a per project basis
- Multi-domain support
- Domain configuration and complementary SSL Certificate
- 2x Support Contacts
- 1x standard training sessions
- 1x progress meetings

Support Services

Most subscriptions include a variety of support services to ensure you get the most out of your subscription and continually improve your practice.

Progress Meetings

For Professional and Premium subscribers, Progress Meetings with our knowledgeable staff are included to ensure your continually improving and growing your practice.

Progress Meetings provide the opportunity to assess the performance of your site, understand your issues and challenges, set goals for improving your practice and lean more about future upgrades to the software.

Training

We offer a range of training options to support you in using the product. Free training is included in the Professional and Premium subscriptions, and we offer tailored, hands on training services to get you up and

Online Learning Centre

All customers will enjoy free access to our online Learning Centre to access content about how to get the most out of your subscription.

The Learning Centre contains detailed documentation on tools and features, tutorials and how to's, resources and upcoming online courses that will help you build and develop your skills.

Helpdesk

Our Helpdesk is available for you to lodge any technical issues you experience while using the service. We pride ourselves on being as responsive as possible and will look to resolve your issues as quickly as possible.

Our in-office staff are knowledgeable experts who are quick to offer a helping hand, not third party providers who cause more frustration than relief.

Account Manager

As a subscriber, you will receive a designated Account Manager who will:

- help you configure and navigate the Service.
- answer any questions about your account.
- help you get the most out of your service
- provide general advice and recommend different strategies and techniques.
- direct you to appropriate resources and examples.
- recommend other products and services as appropriate

Compliance

The HiVE has been specifically designed for government use and offers a high degree of compliance across a range of areas.

WCAG Web Accessibility

The HiVE is built to the [Web Content Accessibility Guidelines 2.1](#) and achieves a level AA rating. This means that our service can be used by all kinds of people including those with disabilities.

Browser Compatibility

The HiVE supports a wide range of modern web browsers. A list of compatible browsers can be found on [our website](#).

Responsive Web Design

The HiVE is designed to always look great and function on any device, whether a desktop, table or mobile.

Data Ownership

You are the owners of all the data you collect, add to or transmit through the platform. We never use or sell your data to third parties and only use it to provide support and improve the service.

Local Data Hosting

Local data storage options are available in several countries to ensure your data never leaves the country and complies with data sovereignty laws.

Security

The HiVE is protected by a range of security features to protect your information and stop it from being abused.

Privacy and Confidentiality

We comply with the spirit and letter of many privacy acts and ensure we always keep your data private and confidential.

System Logging

We log a range of activities on the platform so we can see where something has gone wrong and assist you in investigating any issues that occur.

Uptime

We provide robust infrastructure to ensure your site is almost always available and ready to engage with your community.

Get Started

Complex software like The HiVE needs to be experienced. If you are interested in the product, the next step is to schedule a product demonstration so you can see the platform in action and we can discuss your needs in further detail.

Please get in touch to arrange a demonstration with one of our agents.

Appendix A - Multi-project plan comparison

The table below details what's included in the **Starter**, **Professional** and **Premium** plans for comparison.

	Starter	Professional	Premium
Projects			
Number of projects	Unlimited	Unlimited	Unlimited
Private projects	X	✔	✔
Categories and Location Tagging	X	✔	✔
Multi Domain	X	X	✔
Tools			
Participation Tools	✔	✔	✔
Premium Content Tools	X	✔	✔
User Management			
User Registration (signup, user profiles, custom attributes)	✔	✔	✔
User Roles	Standard	Standard	Custom

Site Admin Licenses	2	3	5
General User Licences	3	5	20
Social sign-on	X	✔	✔
Mailer			
Access	X	Site Admins only	All users
Interest Lists / New Project Notifications	X	✔	✔
Custom Lists	X	✔	✔
'Follower' functionality	X	✔	✔
Social sign-on	X	✔	✔
Site Management			
Version Control	✔	✔	✔
Scheduled publishing	✔	✔	✔
Approvals workflow	X	X	✔
First-time Publishing Permissions	X	X	✔
Teams	X	X	✔
Hub Pages	X	X	✔

Reporting and API			
API access	X	Basic	Full
Analysis Assistant	X	Sentiment	Sentiment, key phrases, language, named entities
Design			
Site Theme	Standard Template	Build your Own	Custom
Advanced Page Templates	X	X	✔
Support			
Training	Basic overview	1x personalised basic training session	2x personalised training sessions
Technical Support	Ticket	Phone / Ticket	Phone / Ticket
Nominated Support Contacts	1 contact	2 contact	4 contacts
Access to the Learning Centre	✔	✔	✔
Progress Meetings	X	2 / year	4 / year
Coaching Service	X	X	2 / year

Priority support credits	X	X	1 per month
Usage Limits			
Data storage	5GB	10GB	50GB
Emails	1,000 per month	10,000 per month	20,000 per month
Data transfer	10GB per month	20GB per month	50GB per month
Comment moderation	500 per month	1,000 per month	2,500 per month