



# Web Administration & Information Technology 2024

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## Overview

Web Administration ensures the smooth running of the website through installation & management of User Accounts, Web Security, Web Servers, Web Software, Analysis of log files, and Content Management.

Our Web Hosting provider *Brialyn Webhosting* (Brian Mellady) manages the Server side of tasks including backups, for our website [vicpastel.com.au](https://vicpastel.com.au) and Sharon Martin manages User Accounts & Content Management.

We continue to look for ways to improve our members' experience of the Society using Information Technology (I.T.) eg. *Shopify* (online payments) *Mailerlite* (mail marketing), *Zoom* (online meetings) and *Xero & A2X* (accounting) software.

Training is provided as needed by Sharon to our Committee & non-Committee members who use our various technologies.

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## Websites

### **vicpastel.com.au**

Our main website <https://vicpastel.com.au> is built on *Wordpress* software, running the *Avada Theme*. Software for the core and plug-ins are updated where possible.

Access has been granted to :  
Sharon Martin | Web Admin  
Brian Mellady | Web Hosting  
Regina Hona | updates to the Contacts Database

Our webpages are updated regularly and changes in design and usability are made when we can see improvements needing to be made eg. simplifying our [Membership webpage](#).

- Changes logged this month : 309

We create *Registration Forms* from *wpforms* software on our website for Memberships, Workshops, Paint Aways and our Annual Exhibition. Reports can then be run to provide data to our various Committee members for these events.

*Defender* software continues to protect our website from various & numerous attacks by way of Security Recommendations, Malware Scanning, Firewall & Audit Logging Reporting and Malware Scanning. Report logs are regularly inspected.

We have had a number of major 'brute force' attacks in 2024 where malicious hackers attempted unsuccessfully to gain access to the back-end of our website. Their IP addresses are automatically 'Locked Out' from being able to access our website by *Defender* software, when a number of set criteria are reached eg. more than 3 attempts to log in to our website without success.

- User lockouts this week: 5

A major outage occurred (website became unavailable), when a major software update was attempted. There was a conflict between the *Core* software and one of the *Plug-ins*. My thanks go to Brian Mellady for working tirelessly with Wordpress developers to resolve the issue for the PSVA.

## Online Shop

Our online Shop at [vicpastel.myshopify.com](http://vicpastel.myshopify.com) is hosted on the *Shopify* software platform.

Access has been granted to :  
Web Admin | Sharon Martin  
Treasurer | Kerryn Young  
Membership Coordinator | Regina Hona

We have made changes to the look of our online Shop and addition of menu items and 'categories' to make browsing easier.

We have the ability to 'embed' products on the Shopify platform, directly onto our webpages and we do this on our [Membership](#) and [Workshops](#) webpages in order to simplify the purchase process for our members and friends.

Statistics | for the last 12 month period 18 Sep 2023-18 Sep 2024

- Online store sessions : 1,416
- Total Sales : \$ 28,834.50
- Total Orders : 437
- Customers registered 290 (222 in 2023)

## Shopify POS (Point of Sale) device

Links to our online shop to register cash sales and credit card sales eg. at our monthly meetings. Currently accepts credit card by entering in the Credit Card number. *Tap & Go* functionality currently not operational.

## LinkPop

[linkpop.com/pastelsocietyofvictoria](http://linkpop.com/pastelsocietyofvictoria) was created to promote our products and services. Links with Shopify

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## Communications

### MailerLite

We use *MailerLite* for communications with our member & subscriber base. MailerLite software has had a major update in 2024 with improved DMARC regulations applied & revisions to functionality. Functionality updates required re-creating each mailout template in the new software.

Access has been granted to :  
President | Roz Long  
MEA Coordinators | Michelle Hendrie & Christine Smith  
Web Administrator | Sharon Martin

Statistics:

- 491 Active Contacts - total
- 198 Contacts - members
- 84 Contacts - eNews subscribers (sign-up is via the homepage on our website. For people who are not a Member of our society but would like to receive our general news)

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## Accounting

### Xero & A2X

Xero software continues to assist our Treasurer with a more efficient and time-saving way of doing the bookkeeping for the society. It also allows our Accountants to access our 'books' remotely in order to do their Audit for the society.

Access has been granted to :  
Accountants | Quality Financial Services  
Treasurer | Kerryn Young  
Web Admin | Sharon Martin

The process of reconciling payments from our online Shop (*Shopify*) and to our accounting software (*Xero*) has been quite onerous. A solution was found in 2024 using *A2X* software which integrates data feeds & links data between the two pieces of software. Implementation involved research for suitable software, then learning the processes to ensure all the data is correctly applied for the PSVA.

A major audit of *Xero* was completed in 2024, with the view to stream-lining processes for our Treasurer. This included management of Contacts, updates to the Chart of Accounts and updates to the way in which payments and receipts are recorded.

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## Looking Ahead

- Integration of the Registration Form and payment for Annual membership is ongoing. A Shopify Developer is needed for this task.
- Training in the integration software *A2X* for payments in Shopify & our Accounting Software *Xero* for our Treasurer & incoming Treasurer
- Update of our events for 2024 on website & Shopify
- Addition of the winners in our upcoming 2024 Annual Exhibition
- Support department for Shopify POS re *Tap & Go* functionality ongoing

We welcome feedback from our members on any updates or changes you would like to see on our Website/s. Please contact Sharon via email.

*Sharon Martin*

Web Admin & Information Technology | [webadmin@vicpastel.com.au](mailto:webadmin@vicpastel.com.au)