

Ongoing Support & Optimisation Plan

CASA Online Store and Flight Safety Australia subscriptions

PREPARED FOR
Civil Aviation Safety Authority

ATTENTION
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01 — OVERVIEW

Sonder Sites has delivered the rebuild and stabilisation of CASA's automated subscription notifications in Klaviyo, including the Flight Safety Australia renewal, payment and account emails, alongside the cleanup and right-sizing of the platform. These flows now sit on the critical path for renewals and payments.

This proposal sets out a simple, pre-paid annual plan to keep that platform managed, reliable and improving, in the same arrangement CASA has used in previous years. It runs alongside the current project under CON0009249, which continues to completion.

02 — WHAT IS INCLUDED

- ✓ **Klaviyo platform management.** Maintenance of the notification flows, deliverability and sender-reputation monitoring, list and profile health, and oversight of the plan and billing settings.
- ✓ **Shopify store support.** Maintenance, troubleshooting, app oversight and minor enhancements to the CASA Online Store.
- ✓ **Priority support.** A direct line for issues with agreed response times, so changes are made quickly and correctly.
- ✓ **Notification and template updates.** Content, design and link changes to the Flight Safety Australia emails as requirements change, kept consistent with CASA branding.
- ✓ **Performance reporting.** Periodic reporting on flow performance and subscription activity, with practical recommendations.

One team across both the Klaviyo platform and the Shopify store, so nothing falls between the cracks.

Choose the annual block that fits.

Hours are pre-paid and drawn down as work is carried out across the year.

<p>ESSENTIAL</p> <p>20 hrs / yr</p> <p>\$6,600 per year, ex GST</p> <hr/> <p>Light-touch monitoring and support to keep things running.</p>	<p>RECOMMENDED</p> <p>STANDARD</p> <p>40 hrs / yr</p> <p>\$13,200 per year, ex GST</p> <hr/> <p>Active management, reporting and ongoing optimisation of the flows and store.</p>	<p>PREMIUM</p> <p>60 hrs / yr</p> <p>\$19,800 per year, ex GST</p> <hr/> <p>A hands-on partnership with development capacity for larger changes.</p>
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All figures exclude GST. Included hours are valid for 12 months from commencement. Work beyond the block is quoted and approved in advance, and billed at \$330 per hour ex GST.

OPTIONAL EXTRA

AI-assisted store updates, done safely

We can set your team up to make confident updates to the online store using AI tools like Claude and Claude Code, the same workflow a growing number of brands now use to stay on top of their sites. Changes are quick and stay on brand, with clear guardrails so nothing breaks the live store.

- ✓ A safe update workflow, with every change previewed on a duplicate theme before it goes live
- ✓ A hands-on training session with your team, working through real updates together
- ✓ A short written playbook of do's, don'ts and guardrails, so the store stays sharp and on brand

ONE-OFF ADD-ON

\$3,300

ex GST · add to any plan

The approach modern brands are using to keep their store looking its best.

04 — HOW IT WORKS

1

Choose a plan

Confirm the annual block that suits, and we issue a short agreement.

2

We get to work

Requests actioned and drawn down from your hours. Urgent issues prioritised same or next business day.

3

Stay informed

A short monthly summary of hours used, work completed and hours remaining.

4

Review and renew

A twelve month term, reviewed and renewed together at the end.

Why a standing plan

The flows are now automated and member-facing. Ongoing management keeps them reliable and compliant, protects deliverability and sender reputation on a government communications channel, and means changes happen quickly and correctly, without raising a new contract for each one.

05 — NEXT STEPS

Confirm the preferred plan and Sonder Sites will issue a short agreement to commence. Phase 1 work under CON0009249 continues to completion in parallel, with no impact on this arrangement.

Happy to walk through any of it.