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| JAMES | BELLE | ALICIA | WEBSITES/NOTES |
|  | Judy Hunter, Vice President of the Management committee |  | <http://acvc.com.au/>) |
| Its Townsville’s own community orchestra | Is Townsville own community orchestra |  | <http://nqorchestra.com.au/> |
|  | Last Event – Was a bit expensive but black tie |  | Trends for websites 2017  <https://thenextweb.com/dd/2016/12/22/web-design-trends-can-expect-see-2017/#.tnw_JWG0toXU> |
| Has been established for 16 years and covers wide age group youngest is a year 8 and oldest is 73 yrs. | Existed for 16 years in Townsville  Covers all ages  Year 8 oldest person is 73 | Existing for 16 years and includes people from grade 8 to 73 | Trends for websites 2017  <https://premium.wpmudev.org/blog/web-design-trends-2017/> |
|  | Covers most of the community |  | ***Flexbox*** might be worth investigating, as this seems to relate to resizing |
| Would like to think that it would be looked at by this sort of age group interested in music | It would be looked at by all people over these ages | Would like to attract a wide age range |  |
|  | It would be looked at by all people over these ages |  |  |
|  | People who want to find out about music and Townsville’s orchestra | Attract new members |  |
| hey have a web page and are not happy with it. | We want a new webpage, not happy with current one | Want a new webpage, not happy with current one |  |
|  | May use one of our designs |  |  |

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| YouTube - families of instruments, toot whistle plunk and boom, hafnon symphony orchestra can be used to get information about orchestra’s. | Have a look on youtube “learning about an orchestra”  Family of instruments  Toot, whistle, plunk and boom  ??Huffnong?? Orchestra  Getting to know instruments |  |  |
|  | An orchestra is very complex group of people |  |  |
| Orchestra’s made up of 4 groups, toot - trumpets, whistle – flutes and piccolo’s, plunk – violins and other strings and boom – percussions | Four major groups  Toot – Trumpets and things  Whistle – Flutes, piccolos  Plunk – Violins strings  Boom –Percussion  You need all these instruments in orchestra | Orchestra is made of 4 groups, toot including trumpets, whistle including flutes, plunk including violins, and boom including percussion. |  |
| Web page needs to be simple enough for people to react/interact to it | Website  Needs people to interact with it | Website needs to be easy to navigate, allowing the user to find what their looking for. |  |
| Criticism of current web site is that it has too much print on front pages. They want a web site which is more spunky and didn’t overload people with text. (have had a quick look at it and it definitely has too much text) | Current website  Has too much print on it, we would like to be spunky and less text heavy on the first page or on any of the pages of any section (THIS MAY NOT BE RELEVANT AS THEY HAVE CHANGED THE WEBSITE SINCE THE VIDEO) | Current website is too crowded, simpler design, |  |

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| Want it to be attractive, easy to access, but want to have quite a lot of info on it. Need to talk about concerts coming up. They have 3 major concerts per year as well as a couple of others in conjunction with other musical groups. | We want to be attractive  Easy to access | Needs to have all the necessary information yet look appealing and be functional. |  |
|  | Have a lot of information it will need to talk about  What is coming up  3 major concerts per year  A couple of other within conjunction with other musical groups around town | The orchestra has three major concerts a year with other small events |  |
| Somewhere close to top where people can find out how to be a member - supporter (who get concessions to tickets) or a member - player with a click button. | Members get concessions Have someone at the top who arrive in Townsville how to become a member (a click button) no wading to contact someone – RIGHT AT THE TOP TO MAKE IT QUICK AND EASY ACCESS, to join as a player or supporter  Player who play | Need direct link at top to join as a supporter or player |  |
| Want a photo library rotating photos showing different parts of orchestra. | Photo library (rotating would be fine – different things) | Photo library with timed photo showing |  |

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| A conductor from outside Townsville is used for each concert as well as soloists. There is an arrangement with the Australian concerto and vocal competition who award a prize to a vocalist and instrumentalist. Part of the prize is to come back following year and perform with the orchestra. | Bring a conductor outside of Townsville for each concert  We also have soloists – we work with The Australian Concerto & Vocal Competition (<http://acvc.com.au/>) who award a prize to a vocalist and instrumentalist each year and part of the prize is to come back and perform with an Orchestra the following year. | Conductors come from outside of townsvile, requesting to come back every few years. There are prizes rewarded also |  |
| Conductors ask to come back and the orchestra looks upon using outside conductors as a learning experience for both the orchestra and the conductor | And they often come back every few years, and people contact us and ask to conduct our Orchestra |  |  |
|  | Part of the reason orchestra started was that JCU had instrumentalist. They no longer have this |  |  |
| Draw members from the community. Many are instrumental music teachers. They get a lot of doctors from the hospital; they get people involved with the army (army band). It’s a wide range groups in the community that get involved | Medical students and doctors are high attendees.  Army is involved. | Music teachers are common players in the orchestra as well as doctors and the army band. |  |
| Type of music played by the orchestra is classical to light classical music | Do any specific genre – classical, light classical music | Orchestra music is classical to light classical. |  |
|  | Attract people to join and become involved (donations would be good) |  |  |
| 6 weeks of rehearsals for each major concert once a week and increasing the week before. 3 weeks before conductor comes up to work with the orchestra. |  |  |  |
|  | Suggest other sites to utilise however not part of assignment |  |  |
| Have a face book page so it might be handy to have a link to it on the web page. |  | Link their facebook page |  |
| Web page colour scheme should be something that reflects the barrier reef. |  | Webpage colouring should match the ‘barrier reef’ theme |  |
| There is a small amount of funding from TCC but the bulk is self-raised. Cannot afford to use TV, paper or radio. Much of the advertising is from banners put up around town. | Banner with logo  We place on fences and other areas to increase and make aware of upcoming events/concerts | Advertising is banners on street corners |  |
| Last year collaborated with AFCM for a concert in Queens Gardens. Will do the same this year |  |  |  |
| The Orchestra tends to attract an older audience as well as students that are learning music. |  | There are generally more older people in the audience |  |
| There could be a form for benefactors on the web | Website NOT to process donations, have them contact the treasure, there is a form that already exists that could be on the website | Website should not be for donations, contact treasurer to donate |  |
| They rehearse at Pimlico Performing Arts Centre |  |  |  |
| All ticketing is done via civic theatre |  |  |  |
| Twitter, Instagram and the likes are not part of the brief. Facebook is to be included as they already have one. | Suggest other sites to utilise for promotion of orchestra however not part of assignment | Not looking to expand online, keep facebook and upgrade webpage |  |
| Members only Facebook page is being set up. Could also have a member only web page? | Members only Facebook page was a suggestion by Judy, but down the track as she is already receiving many emails |  |  |

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| Looking for younger people to become involved in the orchestra as a demographic | Want to encourage younger people | Younger people are the target audience to attract to the orchestra |  |
|  | Easy to use, not to worry too much about arranging updating of website |  |  |
| Success for the website would be increased audience and an increase of feedback on what people feel or want | Install the Rollyo and Google analytics within website – free set up see text book last chapter | Gaging website success would be signup count |  |
| Logo is logo only. Back ground colour isn’t set. It should be something that represents the barrier reef. Look at the scarves worn by women in the orchestra. This could be a good background to use? | Tie dye blue scarf | Womens scarfs as a colour palette idea |  |
| CLIENT REVIEW | CLIENT REVIEW BY LINDSAY |  |  |
| Would like a younger audience as a demographic |  | Want a younger audience |  |
|  | Can use other pictures but check before adding |  |  |
| Prestigious, sophisticated & spunky were adjectives which were used | Adjectives  Prestigious  Spunky – modern, trendy, | Prestigious  Spunky |  |
| Sense of ownership from the community |  |  |  |
| If I am new to Townsville and want to join the orchestra. Walk yourself through the website and if it answers it. |  |  |  |

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|  | Users stories  Put yourself in the user’s position  What questions would you want answered if new to Townsville  If you want to play  What would you want to know if you wanted to donate  Membership benefits  What are the tickets for, eg performance information  Have a few recordings (maybe use from Facebook, check with DI) |  |  |
| If I want to donate to the orchestra what are the benefits, what does the money go towards and is this worthwhile to donate to. Web page needs to promote a worthwhile cause to donate to. | Where does the money go  IS this a worth while to donate to?  IS there anything they are raising money for |  |  |
| Talked about instruments and different sections of the orchestra – possibility of having information on website for, toot whistle plunk and boom. | Different pages maybe for the different instruments??? (Lindsay did not seem keen on this idea) | Considered explaining the instrument groups on the webpage |  |
| Web site has sponsors so they need to stay. | Keep current sponsor advertising | Advertise sponsors |  |
| Another goal for the website is to attract more sponsors | Getting more sponsors is a sub goal | Gain more sponsors |  |
| Prestige of conductors asking to conduct the orchestra as well as Australian concerto and vocal competition winners is something that is worth promotion. |  |  |  |