**Notes from Client Meeting Video – Barrier Reef Orchestra**

Judy Hunter VP of Management Committee outlines the following with regards to designing a web site

* Its Townsville’s own community orchestra
* Has been established for 16 years and covers wide age group youngest is a year 8 and oldest is 73 yrs.
* Would like to think that it would be looked at by this sort of age group interested in music
* They have a web page and are not happy with it.
* YouTube - families of instruments, toot whistle plunk and boom, hafnon symphony orchestra can be used to get information about orchestra’s.
* Orchestra’s made up of 4 groups, toot - trumpets, whistle – flutes and piccolo’s, plunk – violins and other strings and boom - percussions
* Web page needs to be simple enough for people to react/interreact to it
* 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)
* 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.
* 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.
* Want a photo library rotating photos showing different parts of orchestra.
* 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.
* Conductors ask to come back and the orchestra looks upon using outside conductors as a learning experience for both the orchestra and the conductor
* 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
* Type of music played by the orchestra is classical to light classical music
* 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.
* Have a face book page so it might be handy to have a link to it on the web page.
* Web page colour scheme should be something that reflects the barrier reef.
* 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.
* 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 could be a form for benefactors on the web
* 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. Face book is to be included as they already have one.
* Members only Facebook page is being set up. Could also have a member only web page?
* Looking for younger people to become involved in the orchestra as a demographic
* Success for the website would be increased audience and an increase of feedback on what people feel or want
* 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?

**Client Review Video**

* Would like a younger audience as a demographic
* Prestigious, sophisticated & spunky were adjectives which were used
* 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.
* 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.
* Talked about instruments and different sections of the orchestra – possibility of having information on web site for, toot whistle plunk and boom.
* Web site has sponsors so they need to stay.
* Another goal for the website is to attract 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.