

- Photo gallery on front page

- Guest conductors | soloists ^{vocalist} _{instrumentalist}

↳ educational role in the orchestra

↳ feature notes on visiting conductors

Orchestra was established ∴ JCU had a strong music school; but not any more

↳ draws members from the public esp ^{primary school} teachers, medics, army

↳ wide ranging group

↳ Classical music

Practice:

↳ 6 weeks of rehearsal prior to a concert

↳ 3 weeks prior visiting conductor comes in

↳ intensive in final week

Concert program to be included in website

Facebook page ^{only} ₂! Barrier Reef Orchestra

* Colours to reflect the Reef

Attract people to learn about + join orchestra

↳ supporters for funding

* Don't Δ the logo! \rightarrow colour scheme

Banners on fences are very effective form of advertising

\hookrightarrow can't afford TV or print

\Rightarrow Website + Facebook are more important

Concerts mainly performed in the Civic Theatre occasionally ~~Riversway~~ (venue is too small for Orch.)

Audience \rightarrow older age groups except for student musicians

\hookrightarrow want to attract more

Form for benefactors, but no requirement for online payments

\hookrightarrow ^{ticketing} chose @ Civic Theatre

Must integrate Facebook into website:

\hookrightarrow include a member's only Facebook

\hookrightarrow rehearsal's etc,

Q. What is the goal of the new website?
How do we measure? \hookrightarrow know about orch + attend concerts

\uparrow younger demographic \uparrow audience + \uparrow feedback

No analytics around the current website?

User story: ① New to Townsville + want to join the orchestra

⇒ Flow chart → how would I join?
→ do I want to join?

② Subscriber: How do I buy a ticket?

③ Benefactor: → membership benefits
→ how do I donate
→ is this a worthwhile orchestra to support
→ what do you they use money for?

④ Someone who has never been to an orch concert:

↳ link to ^{other} Text, Orch websites

↳ Sampling of music ??

~~Sections of the Orchestra~~

↳ she's interested ⇒ doesn't matter to website ⇒ link to other websites

⑤ ↑ Sponsors

Content ⇒ Guest conductors + soloists

↳ reputation of the Orchestra

Have script + Responsive Website
Boost st rep?