Community orchestra

12-72

Stated that they are unhappy with the current design.

Family of instruments, YouTube channel that are useful for learning about orchestras.

There is army band members in the orchestra

Tut, trumps

Whistles, flutes

Pluck, string

Percussion.

The website has too much print in the front pages, isn’t simple enough.

More spunky, not overloading with text.

Wanted to be easy to access while being simple and still containing lots of information. Some of the information required is the upcoming performances, 3 major per year. There is crossover performances.

Join up feature would be liked to be fairly prominent along with the main contact information.

Joining must be easy and near the top of the main page.

A photo library that can be accessed separately. Also a rotating photo slide is acceptable.

Brings in outside expertise for conductors, and occasionally soloist

Feature notes on the conductors that come through.

Classical and like classical music.

They have a rotating roster for musicians due to commitments

Facebook page is ramping up, most new comers go to that

Goal is to outreach to the Townsville community to try and get them involved.

Their logo is a seahorse, is somewhat defective.

Money is rather slim due to a small budget from the council

TARGET AUDIENCE: “ We probably tend to attract older audiences and younger music students along with their parents. We do tend to have a relatively open audience and as such are open to almost all that are interested in the genre.” Quote.

The target audience is any one that is interested in the genre. They want to try and attract a younger audience to the orchestra.

Ticketing is through civic theatre

No other social media site

There is a member’s only Facebook page, is not on the main site

The main aim is to try to get more people to attend concerts.

The success evaluation is to get more attendance and more feedback on concerts.

Make a static website (don’t bother with a management system, no changes to be made after we release it)