Barrier Reef Orchestra

Formed when JCU had good music department to get young peeps to play with almost dead people

Now mainly music teachers

50-60 players

Full symphony orchestra

3 Concerts per year + community group concerts

Works with Army band

Details about concerts

Less wordy

Almost always outside conductor - feature? - information about incoming conductor

Encouragement awards <25yrs - money for lessons/instruments

Comcerto and vocal competition - winner gets to play with orchestra

## Colour scheme

Logo - seahorse, reef colours

Women scarves blue/green

## Goal

Publicise the orchestra

**Front page – Upcoming concert most important**

**Front Page – how to contact, how to join**

Get people to come to Events

MONEY

More concise information, less words

Mangrove - maybe video of orchestra - ABC, umbrella studios

Join orchestra – play for orchestra

Membership – Supports the orchestra

Membership includes newsletter

Tickets through Civic theatre

Up to date photos. Don’t reuse only old ones.

Don’t use too many photos

Keep old information, but hide it so that the base website is simpler

Target audience: everyone

Mainly younger people

Must be usable for old people

Social media integration not too important

Feedback, more people signing up, bigger audiences - success

Logo not set in stone, but used for a long time, recognisable

Need sponsored

(Comments on previous events)