

## **Website Redevelopment Project 2023 Brief**

Penrith Performing & Visual Arts is made up of the Joan Sutherland Performing Arts Centre, Penrith Conservatorium, Q Theatre and Penrith Regional Gallery, and represents a diverse and dynamic blend of creative practice in the Western Sydney region. Since our establishment back in 2006 we've worked to showcase creativity in all its forms to help improve people's lives and make Penrith a great place to live, work and play.

Our education programs guide people from all ages and stages through their artistic pathways – from those seeking mainstage fame and excellence in their chosen artform, to those wanting to further a personal passion.

As an entity established to offer cultural centres for the entertainment, enjoyment and education of our local community, Penrith Performing & Visual Arts offers more than just the performing and visual arts – it offers a vision of a creative Penrith for the whole community.

Our venues are just the beginning.

Penrith Performing & Visual Arts have five websites, which were built in 2018 and launched in tandem with our 2019 Season at The Joan:

PP&VA – <https://www.ppandva.com.au/>

The Joan – <https://www.thejoan.com.au/>

Penrith Regional Gallery – <https://www.penrithregionalgallery.com.au/>

Q Theatre – <https://www.qtheatre.com.au/>

Penrith Conservatorium – <https://www.penrithconservatorium.com.au/>

The ticketing platform we are using that is a separate integration to our websites is Vivaticket / Enta.

Time flies, and websites are not perfect, nor should they remain static. Technology and audience expectations change. We've been through a lot of user experience in the past four years and it's time to apply what we know and learned so we can build new websites and launch them by 2024.

Towards the end of 2023 and the beginning of 2024, we ran consultations in small groups across the different teams in the organisation (i.e. Venue Services, Gallery, Q Theatre, Finance, Penrith Conservatorium), where they had a chance to share their thoughts.

This document includes a compilation of notes from the consultation which will hopefully form the basis of the improvements that we want to see for our websites.

In addition, Marketing Manager, Fleur Wells, had a one-on-one coaching session with Destination NSW's as part of their Digital Skills Accelerator Program. Through this program, they reviewed our website, and listed some useful tips and notes – included in this document too.

We are currently in the process of approaching Accessible Arts to conduct an audit of our websites as well. They will provide a report after this process which will also be useful for this redevelopment.

Please note that we are currently in the process of a branding redevelopment project of PP&VA as well and we hope for this rebrand to be reflected on our updated websites eventually as well.

**We are seeking to work with an agency who can assist us with this website redevelopment project, and we are calling out for interested agencies to send a pitch to us by Monday 28 August 2023.**

**For more information, please contact Malvina Tan, Marketing Director, at**

[malvina.tan@penrith.city](mailto:malvina.tan@penrith.city)

**For pitch submissions, please contact Malvina Tan, Marketing Director, at**

[malvina.tan@penrith.city](mailto:malvina.tan@penrith.city)

### **Process Outline**

Out to tender – August 2023

Selection – August / September 2023

Testing – October / November 2023

Launch – November / December 2023 / January 2024

(Possible to discuss timeline)

### **Website Consultations Notes – Compilation**

#### **Design**

- Everything is too big and too chunky, overall design needs to be scaled down.
- However, content shouldn't be small though, find the correct balance.
- More negative and breathing space might be necessary.
- Due to the size, there is too much scrolling involved to get to what you want to see.
- Raleway is a problematic font for numbers and does not work well with ENTA – numbers “goes down” in the alignment.
- Does email have to be in caps – it confuses the audience, and they think that's the reason they can't log in (often it's user error and nothing to do with case but this creates a lack of confidence and extra burden on box office team fielding issues).
- Important content hidden behind tiles - perhaps certain important information such as dates, times and price range of events can appear on tiles.
- Perhaps a short description about the event can appear on hovering over.
- Hard set rule of four tiles per row is challenging for the tile block. Sometimes we might not have enough relevant content to fill up four tiles.

- Logos of all entities should be reflected and embedded more into the design; The Joan, Penrith Regional Gallery, Home of The Lewers Bequest, Penrith Conservatorium of Music, Q Theatre.
- Colourways of our branding should still exist as it is important.
- Currently, Penrith Conservatorium's website is using the "Teams" block to feature Teacher Profiles, and that might not be suitable. This block is the best way to feature Teacher Profiles and we are hoping there can be a better alternative to this.
- Ability to have dynamic videos as a visual feature on the website.
- Corporate information could go to the bottom of the homepage: sitemap, jobs, about PP&VA, board, committees etc.
- Maybe consider simple school websites for similar navigation for the purpose of classes?

### **Functionality**

- Too much movement on certain items and probably too much "hovering" effect. Too much movement in particular homepage and What's On page
- "Hovering" effect on events on the "What's On" page is rather confusing. It does not seem intuitive that the content shifts up when you hover over.
- Search function is not comprehensive or powerful enough, things seemed to get missed.
- Is there a way for Search function to work across all the websites?
- Search results should appear chronologically with most recent events and pages first.
- Constant issue with "Past Events" function and "Related Events" function - constantly having to get web developers to look into this issue to fix "Past Events" accuracy, and "Related Events" function does not seem to be aggregating accurately.
- "Past Events" should appear chronologically.
- The Gallery Team might be moving to Vend for Gallery Shop sales, and in the event this happens, this will need to be integrated.
- To ensure that Teachworks can be integrated seamlessly in particular for the Penrith Con's website, and potentially for Q Theatre's and the Gallery's website as well.

- Do we need a chatbot / virtual assistant function? Or perhaps a function which will allow a “click to call” option?
- Can filtering by tags include more than one variable?
- More information needed at the Menu level – probably Burger Menu needs to be more precise (see also notes under Navigation about Burger Menu).
- Reduce number of clicks required to achieve anything, perhaps maximum 3 clicks?

### **Content**

- Acknowledgement of country pop-up to exist – similar to other arts and cultural websites.
- Venues Team feels what the “What’s On’ page needs to be a more direct call to action to promote buying tickets – perhaps “Buy Tickets?”.
- Gallery Team wants a clear What’s On calendar and categories along the lines of Visit/Programs/Learning/About/Shop.

### **Navigation**

- “Penrith Performing & Visual Arts” at the top navigation and branding always gets confused as the back button. Not helpful for customers who get lost particularly during the purchase flow. Purchase flow carries the Joan’s colourway and language which does not make sense for people purchasing tickets via the Gallery’s website especially. Also, does not make sense for the other websites when purchasing tickets – but not as bad as those events by Q Theatre and Penrith Con are typically held at The Joan so there is a better connection.
- Venues are key identifiers for audience – they look for everything either within The Joan or within the Gallery.
- Critical to all of these issues is the origin of the PP&VA Enta URL, which was created before we had domains for thejoan.com.au and penrithregionalgallery.com.au – there is a cost involved in setting Enta up so box office sits separately on each of these two urls as boxoffice.thejoan.com.au and boxoffice.penrithregionalgallery.com.au but worth proceeding with implementation.

This removes the imperative to keep ppandva.com.au (with the exception of it being a very useful overall connecting site for funding applications and easy linking to top level corporate information)

- Burger menu is not obvious enough, also not enough information for wayfinding.
- Burger menu can be considered to contain sub-categories of the page instead of the source of the main navigation.
- Perhaps the main navigation / main pages should have its own separate menu on the top of the website which would be more obvious and better for wayfinding.
- Perhaps an inclusion of a sitemap which will outline where everything is and how they all connect.

### **Other Issues**

- Captions and cropping are a persistent issue for visual arts related content – even though we have a Gallery display option on the website for images they still need to be cropped to tile specifications before they're clicked on for correct dimensions. Apart from just the Gallery site, this would be good if this issue was also fixed for the other sites.
- Would be great if we can reduce the act of resizing images and logos – feels like there are a lot of resizing work to be done at the moment.
- In the event where there is a requirement to replace an old logo image with a new logo artwork image of an organisation, is there a way where the logo image can be replaced just once and the update automatically happens across the site where the logo appears? Instead of having to manually update logo images ourselves wherever they appear on the site?
- Event Highlight block requires lots of scrolling to search for the events to highlight – where possible, a more fuss free search option on the backend would be great.
- Ensure that query forms go to an email that is managed regularly across seven days such as Box Office email. Newsfromthejoan and contact forms are currently managed by Marketing Team which is fine.

## Separate vs Together

- Purpose of separate sites for Con and Q Theatre is unclear to this audience and user group (later consultations picked up the need for direct communication within constituencies and importance of retention for brand identity and discrete functionality. While they might not be housed on the Joan site under the Joan URL in future they will be clearly linked and marked / built into the structure as resident companies.
- PP&VA needn't sit as the hero brand at the top of the hierarchy with a separate website. It can be integrated into the fine print/fibre of all brands.

## Internal vs External logic

- Currently we talk about 'Joan series' which has lost currency over recent years and is confusing for audiences who tend to search generally or by genre.
- Recommend removing Joan Series and using tags in a smarter way.
- Tags need to be regularly reviewed and kept manageable so we don't end up with a massive list for audiences to have to sort through to find anything (could a smarter search replace? Or do patrons need the initial prompt of tags or categories, and are tags and categories two separate things with categories replacing series?)

## Website Examples

<https://geelongartscentre.org.au/>

<https://www.windmill.org.au/>

<https://www.westwords.com.au/>

<https://riversideparramatta.com.au/>

<https://www.ace.gallery/>

<https://goulburnregionalartgallery.com.au/>

<https://civictheatrenewcastle.com.au/home>

<https://c-a-c.com.au/>

**DESTINATION NSW/TOURISM TRIBE  
ONE-ON-ONE COACHING SUMMARY**

**THE JOAN'S WEBSITE**

SECTION	RECOMMENDATIONS/ACTION POINTS	
<b>Menu</b>	Replace the burger menu with a menu across the top of the page. Reduce the number of primary menu items and make the ones used very clear and intentional. For example:	
	Primary Menu Items	Secondary Menu Items
	Get Tickets	Event types and genres such as: <ul style="list-style-type: none"> <li>○ Drama</li> <li>○ Comedy</li> <li>○ Musicals and Cabaret</li> <li>○ Kids and Families</li> <li>○ Music</li> <li>○ Dance</li> <li>○ Talks &amp; Ideas</li> <li>○ Free Events</li> <li>○ Workshops</li> </ul>
	Your Visit	<ul style="list-style-type: none"> <li>○ Getting Here</li> <li>○ Parking</li> <li>○ Box Office and Ticketing</li> <li>○ Accessibility and Inclusion</li> <li>○ Dining and Accommodation</li> <li>○ FAQ</li> </ul>
	Education	<ul style="list-style-type: none"> <li>○ Early Learning Program</li> <li>○ Primary Program</li> <li>○ Secondary Program</li> <li>○ Tertiary Program</li> <li>○ Vacation Care Groups</li> </ul>
	Venue Hire	<ul style="list-style-type: none"> <li>○ Q Theatre</li> <li>○ Richard Bonyngue Concert Hall</li> <li>○ Allan Mullins Studio</li> <li>○ Borland Foyer</li> </ul>
	About	<ul style="list-style-type: none"> <li>○ Our Story</li> <li>○ Our Team</li> <li>○ Blog</li> <li>○ Contact Us</li> <li>○ Careers</li> </ul>
	Support Us	<ul style="list-style-type: none"> <li>○ Donate</li> <li>○ Become a Partner</li> </ul>



<b>Accessibility</b>	Options to change/for: <ul style="list-style-type: none"><li>○ Font size</li><li>○ Colour contrast</li><li>○ Text to Speech</li><li>○ Highlight Links</li><li>○ Text spacing</li><li>○ Hide images</li><li>○ Pause images</li><li>○ Dyslexia friendly</li><li>○ Line height</li><li>○ Text alignment</li><li>○ Saturation</li></ul>
<b>Video</b>	Film and add two quality show reels to the top of the homepage: <ol style="list-style-type: none"><li>1. Introducing audiences to the venue spaces and outlining accessibility options</li><li>2. Showcase who The Joan are and what we do</li></ol> Another idea is to create a reel to encourage donations.
<b>Footer</b>	Add the following to the footer of every page to make it informative and help with navigation: <ul style="list-style-type: none"><li>○ Address of the venue with a link to a map</li><li>○ One line about parking and transport information</li><li>○ Clickable contact details – phone number and email</li><li>○ Social media links including TripAdvisor and Google</li><li>○ Insert a lead magnet that encourages website visitors to provide their details by giving them an incentive to get a free downloadable PDF about ‘Things to Do While You Stay in Penrith’ or ‘The 10 Best Things Do in Penrith’ or ‘Top 10 Local Secrets in Penrith’. Link this to CRM (Mailchimp list). The lead magnet could segment people based on where they live – if they are locals they have the opportunity to sign up for our newsletter, if they are tourists, they just receive the downloadable.</li></ul>
<b>Live Chat</b>	Add a live chat widget to increase people’s trust of the business and provide people with an instant way to get in touch. This can be set up like Facebook or Instagram messenger, with automatic response options and an approximate guide for how long it will take for a staff member to get back to them if the automatic answers are not what they are looking for.  The widget could be a live chat plugin that links to Facebook live messenger. Look into Facebook live chat WordPress plugins.

<b>Menu</b>	Move Covid Safety to the FAQ page.
<b>News</b>	<ul style="list-style-type: none"> <li>○ Create blog articles that help with our tourism ranking. For example, evergreen blogs that people will want to access all the time and can be constantly tweaked/ updated, such as ‘Things to Do in Penrith’ including The Joan and events like picnics which do not compete with our programs.</li> <li>○ Think about blogs that will come up in generic searches along and will bring additional traffic to our website in terms of tourism, for instance, accommodation and food options which link to our partners</li> <li>○ Other ideas: ‘Things to do for Kids in Penrith’, ‘Best Kid Friendly Cafes and Things to Do in Penrith’ (include Table at The Joan)</li> <li>○ Blogs should be written in long form – at least 2000 words</li> <li>○ Create valuable articles and keep tweaking them to increase optimisation. These should start showing in the Google ranking about six months after creation</li> </ul>
<b>Homepage</b>	<ul style="list-style-type: none"> <li>○ Word count should be 1500 – 2000</li> </ul>
<b>SEO</b>	<ul style="list-style-type: none"> <li>○ Use the SEO plugin on each website page to optimise our website</li> <li>○ Ensure the keywords are mentioned multiple times throughout the copy</li> <li>○ Ask other sites to include back links to our websites on interviews, articles etc</li> <li>○ Optimise all past metadata by filling in the SEO information for each event</li> </ul>

**GOOGLE MY BUSINESS**

<b>SECTION</b>	<b>RECOMMENDATIONS/ACTION POINTS</b>
<b>Name</b>	Look into renaming this as ‘The Joan’ or ‘The Joan Sutherland Performing Arts Centre’ or ‘Joan Sutherland Performing Arts Centre (The Joan)’ to ensure it shows up based on what people search in Google
<b>Reviews</b>	Respond to all reviews, even past ones, as the most relevant show up first and can impact on what potential audience members think about The Joan. Turn bad reviews into positives, for instance, this has now been addressed etc.
<b>Q&amp;A</b>	Add a Q&A section using our FAQ’s
<b>Photos</b>	Add recent venue photos so our photos show up before visitors and showcase the elements we want to highlight what our business does

## TOURISM PAGES

SECTION	RECOMMENDATIONS/ACTION POINTS
<b>TripAdvisor and Google Business Profile</b>	<ul style="list-style-type: none"> <li>○ Make regular updates to help with the Google algorithm</li> <li>○ Prompt people to add reviews</li> <li>○ Add recent photos</li> <li>○ Actively respond to reviews to add to our trust level with patrons. Check who is currently/has been responding to these to date</li> <li>○ The more content, the more visibility we will get</li> </ul>
<b>TripAdvisor, Google Business Profile and Facebook</b>	<ul style="list-style-type: none"> <li>○ Provide an incentive if patrons leave reviews across all three platforms, for example, like with the lead magnet, send a free guide to Penrith or a video recording</li> <li>○ Have the cast record a message asking patrons to leave a review</li> <li>○ Add all three to post-show EDMs</li> <li>○ Add signage around the theatre with a QR code asking patrons to leave reviews. Make the QR code a landing page to provide a link for all three platforms and receiving the free gift</li> </ul>

## THE JOAN'S FACEBOOK

SECTION	RECOMMENDATIONS/ACTION POINTS
<b>Facebook Messenger</b>	Set up FAQ's section with 5 – 6 pre-set questions and automatic answers.
<b>Reviews</b>	Keep requesting people to write these in post-show EDM's
<b>About</b>	<ul style="list-style-type: none"> <li>○ Move the house rules to a post and pin it to the top of Facebook</li> <li>○ Make this section about who we are, what kind of shows we have, Table at the Joan</li> </ul>
<b>Content</b>	<ul style="list-style-type: none"> <li>○ Vary content with behind-the-scenes, meet the team and Table at The Joan</li> <li>○ Encourage people to engage with posts about blogs by asking a generic question like 'What is your favourite Shakespeare quote?'</li> </ul>
<b>Scheduling Software</b>	<ul style="list-style-type: none"> <li>○ Recommended: Hootsuite or Hopper</li> </ul>

## THE JOAN'S INSTAGRAM

SECTION	RECOMMENDATIONS/ACTION POINTS
<b>Stories</b>	<ul style="list-style-type: none"><li>○ Constantly update or remove old stories</li><li>○ Have stories for season shows</li><li>○ Have a story with FAQ's</li></ul>