CITY RECITAL HALL: WEBSITE REDEVLOPMENT BRIEF

INTRODUCTION

City Recital Hall invites experienced companies to submit a proposal by Tender to research, design, develop and build a new City Recital Hall website to revamp and replace our current website https://www.cityrecitalhall.com/. Tenders should be submitted to Cynthia Crespo, Marketing Manager via email (tender@cityrecitalhall.com) by 5pm on 28 March 2018.

The project will commence on or around 23 April 2018, with the Discovery and Research stage to be completed by 31 July 2018. Our target is to launch our new website by **30 October 2019**.

The below rationale has formed our decision to undertake this project to redevelop our website:

- Our current website provider is located overseas, and this makes communications challenging, and problem solving is difficult to work through in a timely manner.
- The functionality of the website has significant current constraints and basic things we require are unable to be delivered by our current provider economically.
- Due to backend platform transition from SOAP to REST API in late 2019, which in turn is due to an upgrade from Tessitura (our database system and ticketing agency) a complete rewrite would be necessary. This external change triggers our action to develop a website with a locally based team. In addition to this we wish to use this time to reassess the functionality of our website, update it to suit the needs of the consumer and redesign how it looks.

TIMELINE AND BUDGET

The maximum budget for this project is **$100,000.00 excluding GST**. We are interested in receiving proposals that offer the best combination of scope, cost and quality and not necessarily the lowest bid. A well-considered, detailed risk-mitigating approach to allocating the total budget across all stages of the project is of utmost importance.

We wish to commence Stage 1 (Discovery) in April 2018 and complete this phase by July 2018. See below for a rough timeline for Stage 1, 2 and Launch.

Stage 1: Discovery, Research and Scope
Timeframe: Three months (April to July 2018)
Requirements: Conduct in-depth research into what our customers expect and need from our website. Based on this research propose improvements and designs for the new website.

Stage 2: Wireframes, Design and Development
Timeline: 14 months (July 2018 to October 2019)

Requirements: Based on findings from Stage 1 develop wireframes, visual design, development in conjunction with Tessitura and TNEW, testing and launch.

It is essential that developers have a strong background of working with Tessitura and TNEW

Launch: The new website will be required to go live on **30 October 2019** for the launch of City Recital Hall's 2020 program, which will also coincide with the venue's 20th anniversary.

PROPOSAL

Your proposal must include:

- An outline of key personnel to work on the project and their experience
- Details of the company's relevant experience, in particular experience of working with Tessitura and TNEW
- Proposed methodology utilised for each stage of the redevelopment
- Milestones for major deliverables, including but not limited to:
    - Initiation workshop to confirm scope, approach and expectations
    - Agreement on the environment that will support the product
    - Research user experiences and how they interact with our website
    - UX design
    - UI design
    - Development of the product
    - Deployment
- Quote breakdown for each stage of redevelopment
- Timeline breakdown for each stage

We will accept proposals for Stage 1 only (Discovery, Research and Scope) or Stage 1, 2 and launch (includes Wireframes, Design, and Development).

City Recital Hall reserves the right to appoint your company for Stage 1 only and to select another company to conduct Stage 2 and Launch.

ABOUT CITY RECITAL HALL

City Recital Hall produces, presents and hosts a rich and diverse program of concerts and events, embracing all genres and art forms from chamber orchestras to opera, contemporary ensembles to bands, talks and debates, to festival events.

Our home at the centre of the vibrant Angel Place laneways precinct in the heart of Sydney is a world-class, purpose-built performance space, loved by audiences and performers alike for its unbeatable acoustics.

City Recital Hall Limited was established as a not-for-profit company in 2015 to produce, promote, present and facilitate a vibrant, enterprising, diverse and inclusive program of concerts and events each year.

CITY RECITAL HALL

Vision

To be one of the 'must visit' cultural destinations in Australia.

Mission

Our mission is to unlock the cultural, social and economic value of City Recital Hall.

We will achieve this by:

- Producing, promoting, presenting, encouraging and facilitating excellent cultural events.
- Ensuring diversity of users, audiences and programs.
- Engaging new audiences.
- Operating and managing the venue responsibly and sustainably, and in cooperation with stakeholders.

Our Values

Progressive thinking and creative excellence underpin everything we do. We think outside the square to deliver unique and creative experiences for our artists, partners and audiences.

Democratic and diverse – Everyone plays an important part, every voice is heard, and everyone is respected. We champion diversity by engaging with all genres, all peoples, and all ideas. We are proud to be open, transparent and inclusive.

Playful – We love exploring ideas and opportunities in a fun and creative cultural environment.

We must be **connected** locally, nationally and internationally with our artists, partners and audiences.

We act with **integrity and professionalism** at all times.

WEBSITE FUNCTION AND OBJECTIVES

FUNCTION

The City Recital Hall website hosts information on events presented by City Recital Hall (up to 90 in 2018), from Key Presenters (such as Australian Chamber Orchestra and Sydney Symphony Orchestra), from Regular Hirers (such Sydney Writers' Festival, Omega Ensemble and Selby & Friends) and both commercial and Not For Profit hirers (presenting artists such as Asgeir, David Helfgott and Kurt Elling)

City Recital Hall exists in a competitive cultural environment within Sydney, with other major venue competitors such as the Sydney Opera House, ICC, State Theatre and the Enmore Theatre, but also competitors such as festivals (Sydney Festival, Sydney Film Festival, Mardi Gras, Vivid), free public events, theatre, dance and major musicals.

The website's primary function is to generate business, through:

- Purchasing tickets and packages, including both ticket packages and ticket and food and beverage packages.
- Providing information about hiring the venue.
- Providing a portal for donations to be made to the company.

The website is City Recital Hall's primary mode of sale for tickets and in 2017, 66% of all sales were made online.

In addition, it is also a main source of donation transactions received by City Recital Hall. 92% of all donations are made through the website at checkout as add-on donations, however, that only makes up 7% of the philanthropic income. Despite the low dollar value of donations, it is an important statement to current and new ticket purchasers of our company as a not-for-profit organisation.

Secondary functions of the website include:

- Communicate our brand, establish the company's credentials, making a good impression of the company and the venue.
- Providing general information on venue location, transport, ticketing, accessibility, Terms and Conditions, Privacy and other company policies.
- Providing information on City Recital Hall as a not-for-profit company, the Board and staff.
- Advertising employment opportunities
- Listing food and beverage options
- Sharing content and information on the arts in general through articles, photos, reviews and videos
- Providing a content portal that allows customers to have deeper engagement with City Recital Hall
- Attracting and acknowledging supporters and corporate partners
- Contact details for City Recital Hall and information on how to find us

PRODUCT DEFINITION

The website needs to reflect the diversity of the experiences the venue offers without creating confusion.

Users

- Members of the public wishing to find entertainment options
- Members of the public wishing to purchase tickets to concerts at City Recital Hall and other venues across Sydney that we host ticketing services for
- Members of the public wishing to donate to City Recital Hall
- Concert promoters agents and artists looking for a venue/presenter for their concerts
- Clients wishing to hire our venue
- Clients wishing to use our ticketing services for other venues across Sydney
- Potential corporate partners interested in a closer relationship with City Recital Hall

Goals

- Have people gain sufficient information regarding events at City Recital Hall, and buy tickets to those events with ease
- Drive people to find out more about events and purchase tickets
- Brand City Recital Hall as the cultural heart of the Sydney CBD that hosts a variety of events and concerts for all tastes.
- Improve recognition of City Recital Hall (and location)

CONTEXT

CURRENT NAVIGATION

Please visit our website for an in-depth view of how navigation currently looks:

https://www.cityrecitalhall.com/

MARKETING TOOLS

City Recital Hall already utilises a number of marketing tools, and the website will be required to link cohesively with all of the below:

- **Tessitura**: all events are built in Tessitura by our Ticketing Services team
- **TNEW**: an extension of Tessitura that hosts the ticketing and purchasing side of our website – this is the e-commerce element (whenever you're on a part of our website and the link begins with 'tickets' then you are on the TNEW page e.g. https://tickets.cityrecitalhall.com/single/SYOS.aspx?p=4280)
- **Wordfly**: email communications provider and is the top source for our audiences to find out about what is happening at City Recital Hall
- **Social Media**: currently we mainly use Facebook, Twitter and Instagram and link from there to specific pages on our website
- **YouTube**: we host all our video content here however a lot of our hirers host on Vimeo as well, we then embed links on to our website
- **Soundcloud**: this is used to host sound content such as interviews, podcasts and audio programs. We then embed links on to our website
- **Spotify**: playlists are usually created and embedded into each page
- **Google Analytics**: we currently work closely with a company called First who has cleaned up our Google Analytics so that we can report more accurately and in a timely manner
- **Alphabet Studio**: this is our current design company that have set the tone and look for our company. The design of the website will reflect each season's look and feel.
- **Survey Monkey**: we currently use this for forms that need to be filled out for EOIs

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WEBSITE REQUIREMENTS

- Excellent functionality across all screens, from desktop to mobile
- Home page has a new design and navigation
- Enhanced current 'likes' and solutions for current 'dislikes' listed below
- Basic functionality
  - Purchase path linked seamlessly with TNEW7 (for tickets, donations, packages and Memberships)
  - Dates, times, venues, concert titles all linked directly with event builds in Tessitura
  - Ability to host single event pages, packages, donation portals, dynamic content, forms/surveys (from Survey Monkey)
  - Handle multiple events being built at one time and going on sale at different times
  - CTA (Call To Action) clear on every page and text is customisable e.g. view event, register here, buy now etc.
  - Flexible event pages – can manage complicated events e.g. Festivals or events with multiple times and dates
  - Must be able to host principal sponsors logo on footer of website – can be seen across all pages
- Filtering/search
  - What's On Section clear and easy to navigate with search options and filters available
  - Event/venue/date/genre filtering system – e.g. the filter at the top of this page https://www.cityrecitalhall.com/events
  - Priority keywords and phrases
- Enhancing and encouraging sales
  - 'If you like this you may like this' option
  - Upselling events – on cart and event pages (will depend on TNEW7)
  - Review the TNEW purchase path and reducing the steps and layout of these ticketing pages (to work with TNEW)
- Hosting content
  - A sophisticated portal for content that is dynamic and customisable. It has the ability to embed and host audible, video, text and photo content and has customisable functionality.
  - Ability to customise meta-data such as the title, short text and image to share on social media pages
  - Ability to embed sponsor ads on our pages
- Automation
  - Schedule events to go on sale at a set time and date
- Customer service
  - 'Can we help you?' box – live customer service
- Note: all future content editing and page builds needs to be conducted in-house

FEATURES WE LIKE ON OUR CURRENT WEBSITE

- Pop out video overlay with unique url that we can use for things like e-newsletters

- Pulling dates, times and book now links directly from Tessitura with the option to override this with customised information for example when certain shows sell out or the event isn't yet on sale
- Book now and dates modules moving to the top of the screen regardless of the size of the screen
- Filtering system by venue, presenter, genre and month and unique url for all filter options on what's on page
- Ability to embed content on each event page
- Ability to change colours of backgrounds and fonts throughout the year
- Dates and times pulled from Tessitura builds rather than being manually added and removed

FEATURES WE DO NOT LIKE ON OUR CURRENT WEBSITE

- What's On page – no return to top button
- What's On Page – no clear search filter button
- Ongoing issues with making sliding panels of images scalable
- Restricted flexibility with event pages to cope with complex events such as day festivals
- The current set up of the side menu is not ideal as it limits us and is also very clunky as some people struggle to be able to click on the right subpage
- Functionality on the event page or purchase receipt page (no functionality to encourage additional sales, through "if you like this then you may like this" option)
- Cannot program start time for events so they go on sale automatically at a specific time (not just a date as we have now)
- Ability to activate start times and dates and ends time and dates for packages
- No calendar
- Restrictions imposed by current provider on functions that we should have easy access to, e.g. changing font sizes
- Zero functionality on our Newsfeed page (our current 'blog' page)

COMPETITOR WEBSITES

- Sydney Opera House https://www.sydneyoperahouse.com/ - operate a customised ticketing portal (not TNEW) so the ticketing process can be precise, flexible and include whatever detail they wish (e.g. additional food purchases, program purchases, collection of pre-drinks). The best part is the banner at the bottom of the screen that follows a person's experience on an event page that means they can always see the CTA book now button wherever they are
- Enmore Theatre http://www.enmoretheatre.com.au/ - main page features mainly the What's On info which we feel works well and is what we would continue to want to do ourselves
- Seymour Centre https://www.seymourcentre.com/ - three clear CTA's on their home page: Visit, Book, Venue

CITY RECITAL HALL

Comparable websites that we like

https://www.artscentremelbourne.com.au/
https://www.iccsydney.com.au/entertainment
http://www.mtc.com.au/
https://www.perthfestival.com.au/
https://www.festival.melbourne/2017/
https://www.sydneyfestival.org.au/2018/
https://belvoir.com.au/whats-on/
https://www.dendy.com.au/
https://www.sydneytheatre.com.au/

If you wish to discuss this brief in more detail prior to submitting your Tender, please contact Cynthia Crespo, Marketing Manager on cynthia.crespo@cityrecitalhall.com