



australian  
music  
centre

# update

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## New Website Launched

During October the Centre's website <www.amcoz.com.au> received a substantial facelift. The site's new look and feel complements improvements to the site's overall structure, functionality and content.

The website is currently recording over 3,000 visitors each day, and many of the improvements to the site are aimed at ensuring these diverse users can quickly find what they're after. Over 35% of visits to the site come from Google searches alone, and the new design will help

ensure that visitors unaware of the Centre's activities, or unfamiliar with the Australian musical landscape, are better able to connect with our services and resources. Around 60% of usage relates to the online catalogue, showing the high level of interest in accessing Australian repertoire.

On visiting the site you will see a range of new design elements. However, the changes to the site are far more than cosmetic. Behind the scenes, the new site represents a move to greater standards compliance, and also incorporates more database-driven content for sections of the site, such as composer biographies, and featured

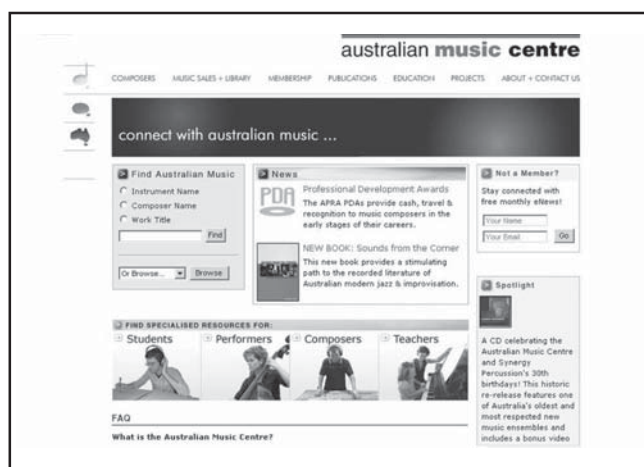
products. The functionality of the online forms has been enhanced, and email addresses, such as those listed on composer biographies, have been encrypted to prevent harvesting by spam programs.

The upgrade to the website represents some preliminary steps taken before the development and implementation of the AMC's Virtual Repository Model (VRM), due for completion before the end of 2006. The VRM is an online facility which will change the way that users explore, experience, and interact with the AMC's services and resources, with the online

environment providing an excellent vehicle to effectively achieve this. The VRM also provides a vehicle for artists of many kinds across the artform to present themselves and their work to a larger audience, and for audiences, it provides an effective access point to people, work, related documentation,

performances, and events.

Whilst AMC focuses on the development and implementation of the VRM over the next 12 months, we encourage you to explore the new AMC site, and we welcome any feedback that you might like to offer! ■



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### Ian Potter Commissions

Richard Mills has won the Ian Potter Fellowship commission for an established composer, while Damian Barbeler is the recipient of the Ian Potter Emerging Composer Fellowship. Each award, worth \$80,000 and \$20,000 respectively, will allow both composers to create a portfolio of work over 2 years. The judging panel for 2005 was: Professor Richard Divall, OBE, Adjunct Professor Nicolette Fraillon, Dr Genevieve Lacey, Adjunct Professor Jonathan Mills.