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# Pipe Bands Australia

## Media Release: New Digital Services

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29 April 2025 | For Distribution

### **Same Spirit. New Stage**

Pipe Bands Australia is proud to unveil to members new upgrades to the Association webservices ushering in new digital engagement and accessibility for the Australian pipe band community.

These upgrades represents a substantial leap forward from our retiring services. In 2021, changes were made to the National website as first steps toward an enhanced digital presence. However, the pace of change and the growing needs of our members have driven a new evolution. The result is a sleek, intuitive, and scalable website built on an in house multisite network, allowing us to better serve Pipe Bands Australia members, state branches, and the wider community with an emphasis on clarity and cohesion.

In addition to the technical transformation, we've embraced a refreshed visual identity that presents a clean, professional face to the world. This refresh features updated typography, a refined colour palette, and a modern design system that reflects the vibrant and diverse spirit of pipe banding in Australia.

Key enhancements include, yet are not limited to

- A streamlined user experience: improved site navigation and content accessibility across more devices,
- Dedicated state and territory sub-sites: Starting with New South Wales, South Australia, Tasmania and Victoria - each with their own space to share news, events, and updates while remaining integrated with the national platform.
- Improved visibility for bands and events: including calendars, results, and more.
- All of which have been achieved at no cost to Association members. Interested parties can read more about the new services via the 'Explore the Changes' on the home page

This platform is more than just a website—it's a digital hub for our members, branches, and the broader public and it lays the foundation for ongoing enhancements, including improved member services, event registration, and interactive content.

We extend our thanks to the efforts of volunteers who assisted in facilitating these upgrades and remain open to feedback with a view to inform future, improved iterations.

We invite all members to explore the new site, share feedback, and continue to engage as we move forward. The National Management Committee remains committed to continuous improvement and to delivering a rich, connected experience for every corner of our community.