Our current ANZCA and FPM websites are more than eight years old, having been developed in 2011 with little research or user experience expertise involved. While there is a strong focus on fellow and trainee resources, we have missed an opportunity to promote the college and our specialties.

Before work commenced, a great deal of research was undertaken through web-based tools and one-on-one interviews. Our users found our websites to be unengaging and hard to navigate, with a very poor search function.

Another major issue is the size of our websites. There are 6600 ANZCA pages and 1200 FPM pages, which is 1500 more than the ANZ bank, Australia’s third largest bank. This means they are hard to manage and keep current.

Having two websites has also created other problems. The search function doesn’t work across both sites, a lot of content is duplicated and there is a risk of creating more than one source of truth. Having two websites also has created other problems. The search function doesn’t work across both sites, a lot of content is duplicated and there is a risk of creating more than one source of truth.

There are also hundreds of links from the FPM site to the ANZCA site, for example, to reach the library, or continuing professional development (CPD). This creates a clunky and visually jarring user experience.

So a decision was reached to merge the two websites and at the same time audit all content. The content is being rewritten and streamlined to bring the site in line with best practice.

The navigation has been revised and we are making the content and language more engaging and will build on our patient information in order to raise the profile of anaesthesia and pain medicine in the community. The site will also feature an alert bar which can be used for urgent updates, such as safety alerts.

We have also developed an electronic “flyer” for FPM to promote the faculty and its products such as Better Pain Management, as well as to promote the specialty to non-PANZCAs.

In stage two of the project, we will be introducing a personal dashboard for all fellows, trainees and specialist international medical graduates based on your college database profile. This will be similar to online banking or retail sites, such as Amazon, meaning you will be able to modify your settings.

Eventually we plan to integrate your dashboard with our other key systems including your CPD portfolio dashboard, training portfolio system or Networks.

With the decision to merge the ANZCA and FPM websites came the need to explore more unified “branding”.

Our branding now is messy and confusing – maroon triangles, green triangles, the full colour coat of arms, the single colour coat of arms, all used alone or in various combinations.

The number of different executions dilutes our “brand”. We undertook widespread research and a high-level, representative decision-making group was formed involving ANZCA’s president, vice-president and immediate past president, FPM’s dean, vice-dean and immediate past dean, representatives of the trainee committee, younger fellows and the ANZCA CEO.

The key findings were that the “triangles logo” should go, but the coat of arms must stay – “it’s not going anywhere”. But the new branding must look modern and professional and FPM must retain its identity.

Yoke, a Melbourne-based agency with vast experience in branding, extracted a colour palette from the coat of arms and following feedback from faculty leaders, included the easily recognised “FPM green” for use on FPM collateral.

A modern range of fonts was chosen to accompany the branding and various executions of the new logo explored.

Feedback that FPM needed a branding execution without the coat of arms was also taken on board.

Yoke also developed a “visual language” from the coat of arms based on the bellows (representing respiration), the poppy (representing analgesia) and waves (representing the binational nature of the college). The visual language provides our designers with more scope for creativity.

A plan is now under way to slowly roll out the new branding, starting in the new year.