

The New *Website.*

How the new croquetqld.org is set out, who arrives on it, and what every part of it is doing for them.



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BEFORE YOU READ.

What this guide *is for*.

The site described here is built and running, but it is not yet public. It is waiting to take over croquetqld.org from the RevolutioniseSport template the association has used for years. This guide explains the thinking behind it, so that clubs and committees know what is coming and why it is shaped the way it is. The job of the site, in one line: be the front door to croquet in Queensland, so that someone who has never held a mallet can find their nearest club and turn up to a session, without ever needing to understand how the association is organised. Everything in the pages that follow flows from that one sentence. Nothing here is a rule handed down. It is a description of decisions already made, written plainly enough that a club can disagree with one of them and say so.

CroquetClaude.

JULY 2026.

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The site does not replace RevolutioniseSport. Memberships, renewals, forms and the tournament calendar all stay where they are.

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A SCENE FROM THE LAWN.

PLATE III. *The page alternates maroon and green all the way down, the way a lawn alternates light and shade.*

CHAPTER ONE.

The homepage, band by band.

The page alternates maroon and green section bars all the way down, never two of the same colour together. That rhythm is how a visitor knows where one idea stops and the next starts without reading a word.

There are eleven bands. Each one is built for one of the five readers, and the order is a deliberate argument: welcome, prove, convert, explain, charm, show life, serve the members, promise, and only then explain who we are.

— THE FIRST THREE BANDS. —

Welcome, proof, and the conversion engine.



The first three bands. The top of the page, and the band it exists to deliver a visitor to.

croquetqld.org, July 2026.

The hero does not sell croquet as a sport. It says people play for different reasons, and puts an email address in plain sight for the many who would rather ask a human.

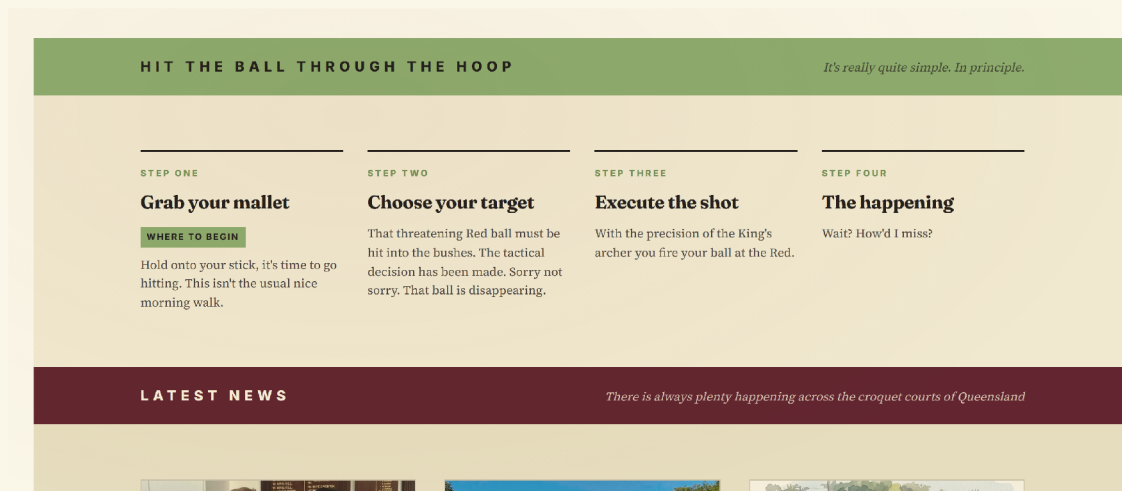
Then the stats band for credibility, and then the finder: a postcode, and the nearest clubs come back with live session times.

THE MIDDLE BANDS.

Explaining, and showing some personality.

Two bands that do work no amount of accurate description could do.

New to croquet? opens with "Never played? Neither had most of us." It is for the person who is interested but not yet ready to commit to a date: two paragraphs about what croquet actually is and who plays it, a watercolour, and a link to the full explainer page. It is also where the site catches search traffic for "what is croquet" and "how do you play croquet".



The joke band. Four steps, and the punchline. The orange badge on step one is the orphan mentioned opposite.

Hit the ball through the hoop runs four steps: grab your mallet, choose your target, execute the shot, and then "Wait? How'd I miss?" This band used to explain the four codes. It now tells a joke about missing a roquet. It is a personality band, and it does something no other section does: it shows that croquet people find croquet enjoyable. That matters more to a hesitant beginner than an accurate description of Ricochet.

Latest news carries three live articles from HOOPLA, with a link through to the news site. Come and Try articles are filtered out, so this band always reads as genuine activity rather than recruitment. Its real function is proof of life. A site with news from this week is an organisation that is doing something.

A joke earns more than a definition.

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WHAT COMPETITIVE EVENTS ARE ON?	
<i>For players who like a goal to aim for</i>	
GC President's Medal Sat 25 Jul 2026 08:00 - Sun 26 Jul 2026 17:00	ENTRIES CLOSED
AC Gibson Medal - Open to Qld players only Sat 01 Aug 2026 08:00 - Sun 02 Aug 2026 17:00	ENTRIES OPEN --
GC Open Mixed Doubles Sat 08 Aug 2026 08:00 - Sun 09 Aug 2026 17:00	ENTRIES CLOSED
AC Mixed Doubles Sat 15 Aug 2026 08:00 - Sun 16 Aug 2026 17:00	ENTRIES OPEN --
Gateball Teams Championships	ENTRIES OPEN --

THE EVENTS BAND, LIVE.

Entry status comes straight off the tournament calendar, so the page is never out of date.

THE EVENTS BAND.

What competitive events are on?

One band, live from the tournament calendar, and then straight out to nominate.

Live rows from the RevSport tournament calendar, each showing whether entries are open, closed or sold out, then out to the full calendar to nominate.

The kicker reads "For players who like a goal to aim for", which puts competition where it belongs on this page: as one way of enjoying croquet rather than the point of it.

The rows are live rather than hand-maintained, which matters more than it sounds. A calendar somebody has to remember to update is a calendar that is wrong by August. This one reads the association's own tournament data, so the entry status a player sees is the entry status that exists.

WHY ONLY ONE BAND.

The competitive game has historically taken the largest share of the association's attention. On the front page it gets one band, in proportion to the number of members it serves.

THE LOWER HALF.

Documents, promises and the footer.

Policies and Documents is two cards, Forms and Library, both opening on the association's RevSport site. This band was deliberately cut back from a full members-and-clubs directory to these two doors for the moment. Expanded ClubHub will address this. One open item: after the cutover, some deep links into RevSport will break, and re-linking the members page is the parked fix.

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This band is aimed at the audience currently least served by Croquet Association of Queensland: our clubs.

ON THE COMING SOON BAND.
CHAPTER FOUR.

Coming soon is three cards under a growth badge:

ClubHub for the people who run clubs, Learning management for players who want to improve, and the Membership Drive. This band is a promise. It tells clubs and committees that the association is charting a new direction to build for them as they are the importance of croquet.

About states the plain facts: peak body, 41 clubs, seven regions, four codes, since 1922, with links to the committee, regions, strategic plan and contact. It sits deliberately last. Anyone who scrolled this far is already interested, and nobody arrives wanting the governance structure first.

The footer runs three columns grouped by intent rather than by how the association is organised: Play, The association, and Connect. It carries an acknowledgement of Traditional Owners, and a credit line noting the site was created by CroquetWade and written by CroquetClaude.

BEYOND THE FRONT PAGE.

The rest of the site.

Five more page types, each one a spoke off the homepage hub.

The clubs directory and its 41 individual club pages carry one page per club with location and contact details. They are the bulk of the site's search coverage, and the pages an AI assistant will quote when asked about a specific town. They serve the curious local and anyone searching.

The events page gives a full calendar view, then hands off to RevSport to nominate. It serves the competitive player.

The new-to-croquet page is the long explainer the homepage band links to, written for the curious local.

The members page holds the 32-link RevSport directory for members and committees. It is built, and currently unlinked.

The policies pages carry the policy wiki, forms and minutes, fed from the policy system, for members and committees.



Plate IV. The events page hands off to RevolutioniseSport to nominate.

Where to turn.

The new site is one of several surfaces. This is which one does what, and where each reader ends up.

THE FRONT PAGE

croquetqld.org

Currently in preview

For the curious local. Find a club, come and try, and see what is on.

WEB

The one this guide is about

MEMBER PLATFORM

myCroquet

my.croquetqld.org

Log in, membership, and the member platform.

LOG IN

Linked from every masthead

NEWS

HOOPLA

news.croquetqld.org

Club news, results, and stories from around the state.

READ

Three articles on the front page

COME AND TRY

Come and Try

comeandtrycroquet.com

Session times and nomination for newcomers.

NOMINATE

Deep-linked from the club finder

FORMS AND LIBRARY

RevolutioniseSport

the association site

Forms, library, minutes, tournament calendar and entries.

MEMBERS

Unchanged by the new site

ANYTHING ELSE

hello@croquetqld.org

A real person reads it

Corrections, questions, and anything this guide did not answer.

EMAIL

High in the masthead and the hero

ONE MORE THING.

Spotted something wrong about your club on the preview site? Say so before it goes live.

THE TOP OF EVERY PAGE.

The masthead: three rows, three jobs.

It is doing more work than a normal site header, so it is built in three stacked rows.



Plate II. The front door, in every sense. The masthead itself is overleaf.

Row one, the utility strip. Says "Official site of Croquet Queensland" and offers a contact address. On the right sits the myCroquet lockup with the verb "Log in". Members who are here to do business get taken out of the front page immediately, which frees the rest of the page to talk to newcomers.

Row two, the wordmark. Centred, "CROQUET QUEENSLAND", with the tagline underneath.

Symmetrical and formal, because the association should look like an institution and not a startup.

Row three, the navigation. Clubs, News, Policies, About, then two buttons: Events, and a solid Come and try. Four items and two buttons is the whole site. That restraint is the point.

Nothing on the masthead is hover-only, and every tap target is at least 48 pixels. For an audience with an average age near 70, that is a function requirement, not a preference.

Four items and two buttons. Everything else earns its place further down.



WHERE THEY END UP.

A club morning in Queensland. The site's only real job is to get one more person onto this lawn.

READER ONE.

The curious local.

The priority audience, and the reason the whole site exists.

Typically 55 to 75. Has seen croquet advertised on the internet, walked past a lawn, or been told by a friend that it is more fun than it looks. Arrives from a Google search like "croquet near me" or "croquet Brisbane", or increasingly from an AI assistant asked the same question.

What they want: is there one near me? do I need equipment? do I need to know how to play? when can I turn up?

What they do not want: the difference between Association Croquet and Golf Croquet.

They are not hostile to that information, they are simply not ready for it. Ask a person to choose a code before they have held a mallet and most will quietly close the tab. The site therefore answers the four questions above in order and leaves everything else for later, which is why the club finder carries no filters, no codes, and no membership talk.

WHAT THIS MEANS FOR THE LAYOUT.

This person is why the come-and-try finder sits directly under the hero, and why nothing above it asks them to make a decision they are not ready for.

READER TWO.

The club committee member.

Roughly 200 people across the state, carrying most of the administrative weight.

Secretary, treasurer, president, or the volunteer who ended up doing all three.

What they want: the club administration handbook, the model constitution, coaching and refereeing pathways, and someone to tell them how another club solved the same problem.

Today they get the RevSport library links. However a new expanded ClubHub, is what will serve them properly.

This is the audience the new front page serves least well, and the guide says so plainly rather than claiming otherwise. Two cards and a handful of links are a holding position, not an answer. What this group actually needs is somewhere to ask another club how it solved the same problem, and that is what is being built next.



THE AUDIENCE LEAST SERVED TODAY.

A club meeting. Most of what this group needs is still on RevolutioniseSport, and ClubHub is the answer to that.

The other three who arrive.

Five different people land on this page, usually without caring the others exist. Three of them are already inside croquet.

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READER THREE

The existing member.

Already in a club, and here for a document.

Belongs to one of the 41 clubs and arrives by typing the address directly, or from a link in HOOPLA or a club email. They want an expense claim form, the minutes of the last meeting, a policy document, the results of a championship, the current list of referees. They are served official links to the library.

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READER FOUR

The competitive player.

A minority of members, historically the loudest and best-served group.

Arrives demanding the tournament calendar, entry status, and whether a nomination is still open. They want dates, entry open or closed, and a link to nominate.

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READER FIVE

The outsider, and the machines.

Councils, sponsors, journalists, and the systems that answer for them.

Aged-care and community-health referrers, and the search and AI systems that answer questions on their behalf. They want proof that this is a real, statewide, long-standing organisation with clubs in their area. They are served by the About band, the 41 clubs and 1600 members and since-1922 numbers, the 42 individual club pages, and the structured data embedded in every page that tells a machine, unambiguously, that Croquet Queensland is the Queensland peak body, founded 1922, distinct from the national association.

Five readers, one page.

EACH BAND ON THE HOMEPAGE IS BUILT FOR ONE OF THEM.

— THE REASONING. —

Why the site exists.



Plate I. A club morning. The site is built to put more people on this lawn.

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The association's current site is a RevolutioniseSport template. It works as a filing cabinet for members and it is close to invisible to anyone outside croquet. Search engines rank it poorly, and the AI assistants that people increasingly ask "is there croquet near me" cannot read it properly.

That is the whole problem in one sentence. A person who has decided they might like to try croquet cannot easily find out where to do it. Every other decision in this guide follows from fixing that.

THE ORDER OF PRIORITIES.

Function, then discovery, then design.

Three questions, asked in this order, settled every argument about the new site.

The new site is built with a deliberate order of priorities, and the order matters more than the list. Function comes first: can a 72-year-old on a phone find a club and a session time in under a minute? Discovery comes second: can Google and ChatGPT find, understand and quote this site? Design comes third: it should look dignified, like the game, and not loud marketing.

WHAT THIS BUYS A CLUB.***Fewer people lost on the way in.***

Every decision on the site was checked against the first question. If a feature looked good but made the club finder slower to use, it did not survive.

Putting design third does not mean the site is plain. It means no visual idea was allowed to cost a reader a click. The typography is large, the tap targets are generous, and the colour system does the work of signposting rather than decorating.

A NOTE ON THE THIRD PRIORITY.

Dignified, like the game. The association should look like an institution that has been here since 1922, because it has been.

The three questions are worth keeping in front of any club rebuilding its own site. They are cheap to ask and they settle arguments quickly.