# DCA website tour

## Script and description

*[Bright, upbeat music plays]*

Large, colourful geometric shapes fall down and stack onto the screen.

*“Welcome to the Diversity Council Australia website, your go-to destination for all things workplace diversity and inclusion in Australia.”*

The shapes fall away, leaving only a few, which fall into place on the right. A simplified, abstracted representation of the DCA website builds around the shapes. A cursor moves onto screen and clicks a button.

A section of the website opens, revealing abstract people figures formed by geometric shapes. The figures are subtly interacting. The screen slowly zooms in.

*“As DCA members, your whole organisation can access a wealth of Resources, covering a range of key diversity dimensions, with information on leading practice, the case for action, and more.”*

A cursor flies around the screen and clicks on the first red button at the top of the screen. The previous scene minimises. The DCA key diversity dimension icons to appear one by one, and the word ‘Resources’ appears on the red button. The cursor hovers over each of the icon buttons, then clicks one.

The icons disappear, and simplified, abstracted panels representing website content boxes build onto screen. The cursor continues to click and scroll through the representation of the DCA website resources.

*“Explore guides, tools, examples, myth busters, and case studies, supporting you throughout your D&I journey.”*

The cursor continues to click and scroll through the abstracted, simplified web content.

The scene quickly disappears, and the simplified, abstracted home page builds back onto screen. A cursor moves onto screen and clicks the second, yellow button at the top of the screen.

*“For evidence-based insights, explore our extensive Research section, developed in collaboration with industry and academic leaders, peak bodies, and people with lived experience, with a focus on the Australian context.”*

The homepage fades away, and the screen fills with colourful, geometric shapes. The word ‘Research’ appears on the yellow button. A cursor moves over the shapes, and clicks on one shape at a time. The shapes increase in size as the cursor clicks on them.

Most of the shapes disappear, leaving a few in the centre, which form a shape of Australia. A cursor moves a shape into a gap.

*“Unlock the latest in D&I thought leadership at our Events, free or discounted for our members and featuring expert insights on topical issues.”*

The shapes fade away, and the home page builds on. A cursor flies in and clicks the third, green button at the top of the page. A simplified, abstracted calendar builds on the screen, and the word ‘Events’ appears on the green button.

A cursor moves across the screen, and clicks on a square in the calendar. An abstracted sidebar builds on.

*“Members can also access our library of recorded events for ongoing capability building.”*

The screen scrolls up and shows multiple abstracted, simplified panels of videos. A cursor clicks one and it expands to show four abstracted figures in a representation of a video recording. The cursor clicks a play button and the figures move.

The panels fade away and the homepage builds back onto screen. A cursor moves across the screen and clicks on the fourth, light blue button at the top of the screen.

*“Leverage your membership value by accessing additional Services, including DCA’s Inclusive Employer Index, Knowledge Programs and eLearning.”*

The homepage disappears and an array of translucent, geometric shapes appears on screen. A cursor moves over the shapes, and reveals coloured shapes in a spotlight. The word ‘Services’ appears on the light blue button.

The cursor clicks on a blue shape, which reveals a window with numerous geometric shapes moving inside.

*“Stay informed and share content from our latest News, including blog posts, media releases, e-newsletters and member case studies of diversity and inclusion successes, and lived experiences and personal stories.”*

The shapes disappear and the home page builds back on. The fifth, dark blue button at the top of the screen is clicked. The word ‘News’ appears on the blue button.

An abstracted, simplified representation of a news page builds onto screen. A cursor scrolls through the page, showing many simplified news panels.

The cursor clicks on a panel which expands and transforms into a bigger panel.

*“Everyone in your organisation can log in when you’re a member.”*

The panels disappear, and the abstracted web page with a panel of abstract people figures formed by geometric shapes animates on. A cursor clicks a ‘login’ button in the top right of the screen.

*“Remind your teams that DCA resources and events are accessible to all, thanks to your membership.”*

The interface enlarges and different abstracted panels build on, as multiple cursors interact with the content.

*“Log in now, using your work email address, and access the full potential of your DCA membership.”*

The panels disappear and an abstracted, simplified login panel builds onto the screen. The cursor clicks a button on the panel.

The panel moves down and away as the DCA logo and web address ([www.dca.org.au](http://www.dca.org.au)) animates on. A cursor moves into screen and clicks the web address.