Instructions

Kia ora. The questions below are to help InternetNZ understand the triumphs and challenges you have faced to date in your mahi we have supported.

We want to celebrate your successes and understand the obstacles you have encountered so far. This will help us all to learn what we could do differently next time.

This form will be placed on our website for transparency.

Please complete and submit this form no later than the date stipulated in your funding agreement. Should you be unable to meet the deadline, contact us to arrange an alternative date, by emailing funding@internetnz.net.nz. You may not be eligible to apply for further grants from InternetNZ if this is not submitted. The completion of this form should be overseen by someone with an intimate knowledge of the funded mahi.

Final project report

* indicates a required field

For your convenience, you will find some information for this section has prepopulated from previous forms you have completed.

Please amend any details as needed to ensure we have the most accurate information.

Project title *
Evaluation of multi-lingual access for Auckland Museum's Online Collections project

Provide a short summary of the work that was completed as part of this project / research. *
This research was an evaluation of our earlier Internet NZ funded project which translated the user interfaces of Collections Online and Online Cenotaph into te reo Māori, alongside other website content, Cenotaph Stories, and information about Auckland Museum collections.

We engaged an external vendor, Kāhui Tautoko to undertake this work who surveyed users on their opinions of the project. There were two phases to this. One was an online survey, open to the general public, linked from a popup on Collections Online, Online Cenotaph and other collections parts of the website. The other phase involved smaller focus groups of users who were our target audience for the project: te reo fluent, learners, researchers, enthusiasts and secondary school students. These sessions were held via Zoom. In total there were 156 participants-- 132 online survey respondents and 24 people in 6 Zoom sessions.

The evaluation sought feedback on:

- Awareness of the te reo Māori content of the website

- Attitudes toward the te reo Māori content of the website

- The value of the te reo Māori content of the website

- Recommendations for the improvement or growth of the te reo Māori content of the website

A 27 page report has been prepared, which is in second draft form (with the final report

due mid next week ending 23 July) summarizing the findings with 15 recommendations for further action.
Describe the "who, what, where and when" of your initiative.

Is your mahi for this project complete? *
○ Yes   ◉ No
If your initiative is still in progress, pick "no"

Start Date	**Finish Date**
26/02/2020	15/07/2021
Must be a date.	Must be a date.

When do you anticipate that your project / research will be completed?
23/07/2021
Must be a date.
Leave blank if this is an ongoing initiative or if finish date is unknown.

Are there any areas where you need further support to complete this mahi?
We have sent feedback on a final draft and are awaiting the final report which will be delivered in the next week.

What are the outcomes of this project? *
The main outcomes of the project are the report summarizing the feedback from respondents and a series of recommendations.

The feedback from the general survey and focus groups was quite different. The majority of the online survey respondents self identified as speaking, or understanding, very little te reo. Because of this their responses mostly suggested the translations were irrelevant to them, though some did acknowledge the importance of recognising the language. Among these were a number of negative comments towards the use of Māori on both platforms. In contrast the focus groups, who consisted of the audience the project targeted, appreciated the effort to increase the profile of te reo Māori on the Museum's website and saw potential in both platforms as a research resource.

There were a number of themes that came out of the surveys that the Museum can take action on, including a limited awareness that these resources exist, that having te reo resources that are clear is important and that the opportunities for using these resources are endless.

Overall the survey findings supported the primary objective of the translation project to broaden the accessibility of the Museum's online collections., which is a positive result for the Museum.
Describe major achievements or outcomes of the project in terms of benefits for participants and/or others.

Who have you worked with to make this project happen?
We worked with a vendor Kāhui Tautoko to undertake the evaluation. There was also a core group of 24 people involved in focus groups. We also worked closely with Museum colleagues in the Visitor and Market Research team.

For example, staff, volunteers, other organisations or support that has been instrumental in this mahi.

Describe any changes from the original proposal and the reason the changes were required.
The COVID lockdown in February this year pushed out our timelines in terms of face to face meetings. We also had some struggles in recruiting suitable Auckland based candidates for the focus groups.
We may use this information to help inform others undertaking similar work.

What did you or your team/organisation learn as a result of doing this project? *
There were some challenging, negative comments around the use of te reo from the online survey, which suggests that some users were emboldened by the nature of anonymous feedback. The Museum is working on a response to this sort of feedback to support staff our work in this area.

We also need to do more work publicizing these platforms and ensuring that the translations are consistent.

However, overall we are heartened that the primary objective of the project, to increase the accessibility of the Museum's online collections, has been realized.
Describe some areas for improvement and/or reasons for success and/or challenges. How will the things you learnt inform future projects?

How will you share the outcomes and lessons from this mahi? *
The report is intended as an document for internal use only. We will be summarizing the findings and sharing with colleagues in other teams, Senior Leadership and the wider organisation.

We will also publish a blog on the Museum website with an overview, likely around Maori language week this September. We'd be happy to publish this on the Internet NZ's blog as well.
What channels/mediums were used?

Which population group/s were affected by this project or program? *
Ethnic and racial groups > Indigenous peoples > Māori
Please choose only the group/s that were at the very core of this project/program.

Did you reach the audience you intended? *
Yes, though mainly in our focus groups which was users who are te reo fluent, learners, researchers, enthusiasts and secondary school students.
Reflect on who you set out to help, and whether this changed at all through the course of the project.

What has the feedback been to date? *
This is summarised in the report. We will share this with Internet NZ once we have the final version.
Consider whether you have permission before quoting any specific piece of feedback.

We'd love to see some visual and/or audio representations of your work. Please share it below.

Upload files:

Filename: Internet NZ AKL Museum Project Report_DRAFT 2.pdf
File size: 672.1 kB

and/or

Provide web link:

Must be a URL

and/or

Provide additional details:

This is a 2nd draft of the report-- we will share final version. At this stage we're treating the report as an internal document but happy to share a summary/blog of the findings.
Please include captions, if relevant

Can we use your media content in our communications? *

○ Yes   ○ No   ◉ Please contact us first
e.g. in our annual report

Financial report

* indicates a required field

Project income and expenditure

Please provide details of any project income (funds received) and project expenditure (funds spent) to date.

Use the 'Notes' column to provide any additional information you think we should be aware of.

Income Description	Income type	Confirmed funding?	Income amount ($)	Notes
Project funds	Other income	Confirmed *	$10,000.00	

Expenditure description	Expenditure type	Expenditure amount ($)	Notes
Vendor	Project and production	$0.00	

Income and Expenditure Totals

Total income amount

$10,000.00

This number/amount is calculated.

Total expenditure amount

$0.00

This number/amount is calculated.

Income - expenditure

$10,000.00

This number/amount is calculated.

Have you experienced any issues with your intended project budget to date? If so, please explain reasons for any major variances or for providing incomplete information:
We have yet to recieve an invoice for the report.

Feedback

You are almost at the end of your final report. Before submitting, please take a few moments to provide some feedback.

Please indicate how you found the acquittal process:
○ Very easy   ◉ Easy   ○ Neutral   ○ Difficult   ○ Very Difficult

How many minutes in total did it take you to complete this form?
120
Estimate in minutes (i.e. 1 hour = 60 minutes)

Please provide us with your suggestions about any improvements and/or additions to this form that we might consider:
n/a

InternetNZ is a membership organisation. Would you be interested in hearing more about becoming a member?
◉ Yes please   ○ No thanks   ○ I am already a member