# Web accessibility grant 2023/24
# Web accessibility report 2023/24
## Application No. WA001582023 From Mrs Katie Burson
Form Submitted 29 Nov 2024, 12:30PM NZDT

## Web accessibility grant report

Thank you for completing your funded initiative.

This form will be placed on our website for transparency and enables us to understand and share the work you have completed. If you prefer to use your own formatting, you can provide a report to us via email.

Please submit your report no later than the date stipulated in your funding agreement. If you cannot 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 you do not submit a report. Someone with intimate knowledge of the funded initiative should oversee the writing of your grant report.

## Final report

**\* indicates a required field**

**Host organisation** \*
Recreate NZ

**Website** \*
http://www.recreate.org.nz
Must be a URL

**Provide a summary of the work undertaken.** \*
1. Review and consultation.

Before receiving our Internet NZ grant, we surveyed our community of staff, whānau, participants, and the National Youth Board to identify accessibility issues with our website. We certainly knew that our website needed work in terms of back-end usability and that there was much room for improvement with our bookings system.

Through our consultation process, we learnt that 51.52% of our website users are young people living with disability, accessing it primarily for programme bookings and requests. Feedback highlighted difficulties around finding programme information and selection tools being on separate pages, coupled with navigation issues across multiple regions, age categories and programme types. Our survey results showed that 45.90% of users are using mobile view, which had various accessibility issues across placement, layout and editability.

"For those with visual impairments (e.g. wear glasses) it's hard to read the mobile." – Youth Board Member Feedback

"Some will use their phones, even though they acknowledge that they know it's not made for phones." – Youth Board Member Feedback

The next step in our process involved partnering with web design agency Edition Studios to identify further areas for improvement, including:

- Revised strategy around the use of images and placement (57.38% of our canvassed group expressed a desire for more imagery to help visualise our programmes, locations, and

# Web accessibility grant 2023/24
# Web accessibility report 2023/24
## Application No. WA001582023 From Mrs Katie Burson
Form Submitted 29 Nov 2024, 12:30PM NZDT

staffing team)

- Moving away from Wix as our website platform

- Revised booking pathway and creating a more intuitive user experience according to regions

- Revision of heading hierarchy and structure

- Correction of colour contrasting

- Adding an accessibility statement

- Revision of alignment for easy magnification

- Creating space for additional information to be displayed, including Recreate values, benefits of our programmes, social inclusion statement, who we are, and frequently asked questions

2. Redesign and implementation of accessibility improvements.

Using the findings of the consultation process, Edition Studios rebuilt our website from the ground up, using Webflow as a new platform. Moving away from our current platform (Wix) has allowed us to make more comprehensive changes that will have a long-lasting impact on the website's usability and functionality, both for our in-house staff and our community.

3. Testing/prototyping.

During the design process, Edition Studios worked alongside Recreate NZ to conduct user testing in collaboration with the Recreate Youth Board. The Recreate NZ Youth Board is made up of 15 long-term Recreate NZ members with various intellectual disabilities and represents each of the regions where we operate – Auckland, Christchurch, Waikato, Bay of Plenty and Wellington. They provided invaluable insight and feedback during our redesign process from a user perspective. They also served as a great reminder to consider brand and imagery consistency throughout the process, encouraging us to increase our use of imagery, colour and vibrancy - aesthetic elements which carry the essence and identity of Recreate NZ.

4. Delivery and Support.

After a rigorous testing and refinement process, Edition delivered a redesigned website in Webflow and worked alongside our in-house staff to pass over key knowledge, ensuring the longevity of use and ongoing maintenance. The launch of our new website coincided with the release of our Term 4 / Spring programmes, resulting in our community of young people and their families being introduced to a brand-new look and feel, as well as all new programmes to request.

Tell us about the activities carried out in this initiative to improve web accessibility.


**What impact has this work had? ***
Thanks to the support of Internet NZ, Recreate has completely transformed the look, functionality and feel of our website.

Prior to this project, Recreate had ceased offering a termly printed newsletter, which was a primary tool for our community to keep up to date with our programme offerings, celebrate past programmes, and support the booking process. With the move into an entirely digital space, it is more important than ever that our online presence is accessible to our young people, upholding the same values that our programmes offer.

Our booking process has been completely reimagined, with the user and their age range at the forefront of the categorisation of our programmes. Rather than filtering our offerings by programme type, the booking process starts with where the family is from and their age group, enabling the user to quickly access and navigate the offerings available to them. Descriptions of programmes and the requesting functionality are now on the same page,

# Web accessibility grant 2023/24
# Web accessibility report 2023/24
## Application No. WA001582023 From Mrs Katie Burson
Form Submitted 29 Nov 2024, 12:30PM NZDT

offering a more intuitive and user-friendly experience.

The back-end accessibility has improved significantly, with the innovation of importing programmes in bulk as opposed to uploading up to 150 individual programmes each quarter. This will save our Marketing and Communications Coordinator a considerable amount of time in data entry, which will also eliminate instances of human error.

Our new website gives a more comprehensive overview of what our 10 different programme types look like through imagery, while also providing clearer descriptions of what each stream involves. We have found this to be critical in providing a clear and comprehensive registration experience for newcomers to Recreate.

Users can also submit additional comments or needs, as well as their age which helps our coordinators in the back-end when they process hundreds of requests.

"Love the new website, Matt has done the most amazing job" – Youth Board Member Feedback

"Really cool stuff" "Popping off' – Youth Board Member Feedback

"It makes sense to members that on regions is where you would do bookings." – Youth Board Member Feedback

You may like to share any feedback you have received or describe changes you have noticed, for example, who and how people are able to engage with your website.

|  | **Provide evidence of the improved accessibility of your website.**<br>For example before and after images, screen recordings, testing or feedback. |
|---|---|
| **Upload files** | Filename: Old vs new website 2.pdf<br>File size: 3.4 MB |
| **Upload files** | Filename: Wix vs webflow booking request function.mp4<br>File size: 24.1 MB<br><br>and/or |
| **Web link** | http://www.recreate.org.nz<br>Must be a URL.<br><br>and/or |
| **Provide additional details** | |
| **Are you happy for us to share these as examples for others to learn from?** | ◉ Yes ○ No ○ Ask us first |

**Which population group/s were affected by this project or program?** *
Age groups > Children and youth (age 0-17) > Adolescents (people aged 13-17)

**Web accessibility grant 2023/24**
**Web accessibility report 2023/24**
**Application No. WA001582023 From Mrs Katie Burson**
Form Submitted 29 Nov 2024, 12:30PM NZDT

Age groups > Adults (people aged 18+) > People aged 18-25
Family and relationships > Caregivers > Carers of children with additional needs
Family and relationships > Parents and guardians
Health > People with disabilities
Please choose only the group/s that were at the very core of this project/program.

**What did you learn during this project?** *
A key takeaway from this project for us is that web accessibility is a journey. It takes time, resources and flexibility. Our communities' needs are varied, and creating an equitable online experience for everyone is very much a process of trial and error.

Consultation and testing with our community was crucial for us, with such a high percentage of our users being the young people our programmes deliver to.

Another key learning was the importance of setting clear goals and prioritising tasks according to the needs of our community. Our resourcing could only stretch so far, so we had to make certain sacrifices in terms of what we could achieve with the time and resources that we had. For instance, we sacrificed our online shop for the time being, to focus on our top priorities.

This has been a great learning, encouraging us to pare back our website to the essentials and consider the needs of our users first.

Back-end functionality is another key area of importance that came through this process. It's all very well and good to have a publicly accessible interface, but if there is no one to maintain it behind the scenes on a long-term basis then the sustainability of the project is compromised. A healthy learning for us has been the importance of investing in the upskilling of the in-house staff who are able to continue the consultation process and make changes as the needs of the community shift.

We recognise that our website is one of the most important tools our organisation uses for connecting communities. Looking ahead, there is a lot more mahi and learning to do, and we are excited about the discoveries and changes we will make as we continue on this pathway. By investing in online accessibility, we are contributing to increased digital literacy in our community and taking another small step towards removing barriers to our programmes and services.

Share anything that might help others who are also looking to improve their web accessibility.

## Financial report

**\* indicates a required field**

Please provide details of funds received and spent in relation to this grant.

| Income description | $ amount | Expenditure description | $ amount |
|---|---|---|---|
| Internet NZ Grant | $9,985.50 | Website Accessibility Upgrade | $10,000.00 |
| | $ | | $ |

# Web accessibility grant 2023/24
# Web accessibility report 2023/24
## Application No. WA001582023 From Mrs Katie Burson
Form Submitted 29 Nov 2024, 12:30PM NZDT

| | $ | | $ |
|---|---|---|---|
| | $ | | $ |

| Total Income Amount | Total Expenditure Amount | Income - Expenditure |
|---|---|---|
| $9,985.50 | $10,000.00 | -$14.50 |
| This number/amount is calculated. | This number/amount is calculated. | This number/amount is calculated. |

## Feedback

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

**Indicate how you found the report process:**
○ Very easy  ◉ Easy  ○ Neutral  ○ Difficult  ○ Very Difficult

**Do you have any feedback about our funding processes?**

**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

**Are you interested in joining a gathering with other grantees?**
◉ Yes please  ○ No thanks