

## 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](mailto: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 \***

Initial NZ 1000: Accessibility of the top 1,000 NZ home pages

### **Provide a short summary of the work that was completed as part of this project / research. \***

A research study by Access Advisors tested the homepages of the top 1000 non-government websites in Aotearoa for basic accessibility problems. They found 97.5% of the websites had at least one failure against WCAG2.1 (Web Content Accessibility Guidelines 2.1) checkpoints that can be tested automatically.

This is bad news for kiwis with access needs, those who rely on assistive technology and people who struggle with websites because of poor interface design. These people can be excluded from accessing products, services and information. The research shows that businesses in Aotearoa have a long way to go to make the web more accessible for all.

According to Access Advisors, Managing Director, Dr Chandra Harrison, kiwi businesses need to consider accessibility when designing and developing digital platforms. With an increase in the use of digital technologies – information and communications – digital accessibility needs to be top of mind. “The current level of digital transformation and reliance makes improvement vital,” she said.

“Our lives are increasingly digitally focused, whether its shopping, banking, education, healthcare, and now with COVID seeing more people working, educating and socially distancing at home, we need to ensure everyone has equitable digital experiences,” says Dr Harrison.

On top of that, this is a missed opportunity for New Zealand businesses. If people with access needs are excluded from buying products and services then businesses are missing out. And we are not talking about an insignificant amount of people affected either.

# Digital Inclusion Grant

## 2020 Grant Round Final Report

### Application DI000352020 From Dr Chandra Harrison

Form Submitted 10 Oct 2021, 2:37pm NZDT

With approximately 24% of kiwis having some form of permanent impairment, many more undiagnosed or undeclared issues and many others with temporary or situational impairments, this equates to more than a million people in New Zealand, with millions of dollars of missed business opportunity.

Access needs include visual, hearing, cognitive, physical, language issues that aren't always accommodated in mainstream activities. Accessibility is not limited to people with disabilities; it can affect anyone, from those with permanent access needs to those with temporary, situational or dynamic access needs.

"It's not only people with permanent disability needs that we are talking about. For example someone with a broken arm trying to shop online (temporary) or a mum nursing a baby while trying to access her emails (situational). All these situations need consideration when designing and developing digital technology."

Common errors identified in the research include low colour contrast between text and background colour; hyperlinks that don't have useful text making it harder to use screen readers or speech input; images that don't have alternatives that can be read out by a screen reader; webpages that don't have a language tag so the screen reader knows how to pronounce the content properly; and buttons that don't have proper text available which makes it difficult for screen reader users.

But the news is not all bad. The research shows that if businesses were to fix just the top few issues their websites would be significantly better. In turn this means better revenue and reduced customer service costs and better reputation. If businesses paid more attention to ensuring the colour contrast between text and background met the minimum requirements, adding alt text to their images, properly labelling forms etc, accessibility would improve significantly and potential revenue would be gained rather than lost.

"Although some kiwi businesses are working hard to improve, there are plenty more that need to be addressing accessibility better than they are. We need greater awareness of the impact on people and the business benefits to get people thinking about how we can be more inclusive," says Dr Harrison.

She also believes that the lack of robust accessibility legislation in Aotearoa may be partly responsible for the low level of compliance with guidelines. "If there was a real risk of being sued things might change quicker. Combining risk avoidance and increased revenue just makes good business sense."

Disability groups like the Access Alliance have been calling for change to legislation and web accessibility for years. A paper calling for robust legislation is going before cabinet later this month, but the Access Alliance believes it does not go far enough. Recent issues with inaccessible Covid information, cheque-xit and MIQ website problems has raised the awareness of accessibility issues. "If the desire to do the right thing, or missed revenue aren't enough motivation on their own, then legislation is needed too," Dr Harrison said.

John Mulka, CEO of Blind Low Vision NZ says that "this research provides a useful benchmark, but there is still lots of room for improvement. Most of the top issues here affect our clients and members, so we are very hopeful that businesses will be motivated to do better to make the web accessible for all."

Six of the websites tested had more than 300 errors on their home page, 60 websites had more than 100 errors on their home page and 293 websites had 10 errors or less on their home page. Further details about the research can be found on Access Advisors' website. The research was conducted by Dr Harrison and the team at Access Advisors with support from InternetNZ and Deque.com. Access Advisors plan to rerun the test of the NZ1000 in 2022 to see if there are any significant changes.

Describe the "who, what, where and when" of your initiative.

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**Is your mahi for this project complete? \***

Yes  No

If your initiative is still in progress, pick "no"

**Start Date**

01/11/2020

Must be a date.

**Finish Date**

31/03/2022

Must be a date.

**When do you anticipate that your project / research will be completed?**

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?**

Keen to extend this work to include the top 1000 Govt sites as well

**What are the outcomes of this project? \***

We have solid data about the state of digital accessibility in Aotearoa that can be used to mark progress

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?**

Internet NZ

BLVNZ

Deque Systems

Vision Australia

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.**

We have not yet completed the usability testing as funding was unavailable

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? \***

We learned that the time to groom the urls was underestimated and that paying work and personal circumstances play a huge role in projects like this. In the future we will include more time to do the grooming and build in contingency for delays caused by changes in personal circumstances.

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? \***

We have a page on our website, have shared it widely on social media, tried to get mainstream media pick up but were scuttled by the focus on covid related stories. We will also use the data for all of our clients and as a benchmark for future research. We also sent

details to all MPs seeking their input into the proposed accessibility law changes.  
What channels/mediums were used?

**Which population group/s were affected by this project or program? \***

Health > People with disabilities

Please choose only the group/s that were at the very core of this project/program.

**Did you reach the audience you intended? \***

We believe that while people with disabilities will not be directly be affected by the research, it is hoped that the change the research might facilitate will make things better for them. Also we did not have a huge mainstream media pick up which was disappointing. This was mainly due to timing (coinciding with budget and covid related issues).

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? \***

Positive. Although not as much feedback as we had hoped due to timing etc.  
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:**

*No files have been uploaded*

and/or

**Provide web link:**

<https://accessadvisors.nz/accessibility-in-aotearoa/>

Must be a URL

and/or

**Provide additional details:**

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.

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| Income Description | Income type     | Confirmed funding? | Income amount (\$) | Notes |
|--------------------|-----------------|--------------------|--------------------|-------|
| InternetNZ         | Donations       | Confirmed*         | \$10,000.00        |       |
| BLVNZ              | In-kind support | Confirmed          | \$5,000.00         |       |
| Deque Systems      | In-kind support | Confirmed          | \$10,000.00        |       |
|                    |                 |                    | \$                 |       |

| Expenditure description | Expenditure type   | Expenditure amount (\$) | Notes                                   |
|-------------------------|--------------------|-------------------------|---|
| AA staff expenses       | Salaries and wages | \$25,000.00             | Access Advisors provided a lot of input |
|                         |                    |                         |   |
|                         |                    |                         |   |
|                         |                    |                         |   |

**Income and Expenditure Totals**

| Total income amount                              | Total expenditure amount                         | Income - expenditure                        |
|--|--|---|
| \$25,000.00<br>This number/amount is calculated. | \$25,000.00<br>This number/amount is calculated. | \$0.00<br>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 would have liked to have had more money to complete the project by doing some usability testing of the top 10 sites but ran out of time and funding.

**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?**

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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:**

None - it was very easy to complete - sorry for the delay in getting it done :)

And thanks so much for the funding

**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