

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 *

Multi-lingual access for Auckland Museum's Online Collections

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

This project 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. While there were delays to the original timeline because of the COVID lockdown, this fortuitously meant that we could launch during Te Wiki o te Reo Māori, 14-20 Mahuru 2020.

The main work we undertook was (a) consultation with staff, (b) compilation of portfolio of material for translation, (c) vendor RFP process and (d) planning, implementation and deploy of te reo Māori UI by our internal digital team (e) uploading translated content to other Auckland Museum website pages.

The work progressed smoothly in general. The RFP process involved quotes from two different vendors. We selected NZTC International, due to their rigorous translation workflow, as well as recent experience translating apps for Microsoft, and work for Auckland Council.

One stumbling block has been around our initial desire to share the translated content with other GLAM institutions. While there has been internal support from Māori staff, we have sought external advice around whether it is appropriate to release this content under a CC-0 license.

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

Grants Round (Open) 2019/20
2020 Grant Round Final Report
Application GR000012019/20 From Mr James Taylor
Form Submitted 16 Nov 2020, 2:30pm NZDT

Is your mahi for this project complete? *

Yes No

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

Start Date

06/07/2020

Must be a date.

Finish Date

10/09/2020

Must be a date.

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

10/09/2020

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 would like to undertake more detailed user research about the impact of this project, particularly on te reo fluent users, and kura kaupapa students. While we have access to Google Analytics data, this only provides a superficial view of engagement.

What are the outcomes of this project? *

The user interfaces of Collections Online and Online Cenotaph were translated into te reo Māori. Both platforms landing pages were translated as was other ancillary collections content on the AM website.

While there is only a small percentage of collection records catalogued in Maori, we had earlier updated Collections Online with a synonym list of Māori words and phrases, so users can search using Māori words and relevant collection material will be surfaced.

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?

NZTC International was the vendor we selected to undertake translations. We also worked with internal stakeholders, including consultation with staff from our Māori and Pacific Development team, and Digital Studio who implemented the translations on both platforms. 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 meant that consultation with staff was more difficult than under normal circumstances and pushed out our project start and end date.

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 are two areas we learnt about. One is around some of the potential technical difficulties undertaking digital translation projects. For example, te reo translations tend to be 1/3rd longer than equivalent English phrases, so we needed to adapt some labels to fit the new translations. There were also some parts of the Online Cenotaph that weren't covered by the UI strings which we needed to edit manually.

Grants Round (Open) 2019/20
2020 Grant Round Final Report
Application GR000012019/20 From Mr James Taylor
Form Submitted 16 Nov 2020, 2:30pm NZDT

The other is the philosophical question around whether we should openly license Māori language material, as te reo is considered a taonga. We have sought advice from internal staff and Te Taura Whiri I Te Reo Māori.

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 outcomes of this project were shared across Auckland Museum social media (Facebook, Twitter & Instagram). The project was featured on the museum's Te Wiki o Te Reo content page and we published blogs on the AM website and medium.com, in both Māori and English:

<https://www.aucklandmuseum.com/your-museum/at-home/te-wiki>

<https://www.aucklandmuseum.com/discover/collections/topics/te-reo?lang=mi-nz>

<https://www.aucklandmuseum.com/discover/collections/topics/te-reo>

<https://medium.com/amlabs/te-whakam%C4%81ori-i-nga-atanga-kaiwhakamahi-ki-te-reo-maori-61e4d7dbd5cd>

<https://medium.com/amlabs/translating-user-interfaces-into-te-reo-m%C4%81ori-b0d15a9f8a5c>

The project was also featured in an article on Stuff

<https://www.stuff.co.nz/pou-tiaki/te-reo-maori/300110700/auckland-museum-translates-online-war-records-into-te-reo-mori>

We aim to eventually make the translated UI strings available to GLAM institutions so other organisations in the sector can do similar work. We haven't confirmed the process for this yet—it will either be on request, or we will upload the data to Zenodo and Github.

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? *

To date (30/10/2020) we have over 7,000 views of Māori content on the Auckland Museum website. Pleasingly we are also seeing steadily increasing growth in usage over time, with approximately 150-200 views per day.

However, it is difficult to measure detailed engagement solely relying on Google Analytics and we would like to do more detailed user research to understand the impact of this project.

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? *

We have not received a lot of feedback yet, but the feedback we have received has been overwhelmingly positive.

Dion Peita, Tumuaki Māori & Pacific Development, Auckland Museum: "As a te reo Māori speaker, Museum professional and a parent whose tamariki attend kura kaupapa an investment such as this is welcome".

Tracy Maniapoto (Ngāti Tūwharetoa, Te Atihaunui-ā-Pāpārangi and Ngāti Kahungunu ki Te Wairoa), a PhD student in Māori Studies at Massey University and Auckland Museum Sir

Grants Round (Open) 2019/20
2020 Grant Round Final Report
Application GR000012019/20 From Mr James Taylor
 Form Submitted 16 Nov 2020, 2:30pm NZDT

Hugh Kawharu Scholarship recipient: "[s]upporting digital inclusion initiatives such as this is an important step in language planning and revitalisation and shows how vital community support is to the normalisation of te reo Māori"

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://www.aucklandmuseum.com/discover/collections?lang=mi-nz>
 Must be a URL

and/or

Provide additional details: <https://www.aucklandmuseum.com/war-memorial/online-cenotaph?lang=mi-nz>
 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
Internet NZ grant	Philanthropic grants	Confirmed *	\$15,000.00	
Auckland Museum Contribution	In-kind support	Confirmed	\$15,000.00	

Grants Round (Open) 2019/20
2020 Grant Round Final Report
Application GR000012019/20 From Mr James Taylor
Form Submitted 16 Nov 2020, 2:30pm NZDT

Expenditure description	Expenditure type	Expenditure amount (\$)	Notes
NZTC International	Project and production	\$13,965.00	Translation vendor
Auckland Museum staff	Salaries and wages	\$15,000.00	

Income and Expenditure Totals

Total income amount	Total expenditure amount	Income - expenditure
\$30,000.00 This number/amount is calculated.	\$28,965.00 This number/amount is calculated.	\$1,035.00 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:

The translation costs came in under budget - \$1035. As mentioned earlier, we would like to do some more detailed user research around this project, so we propose to use the remaining funds towards this.

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?

90

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:

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

