

Final report template for Community Projects and Internet Research - to be sent to nicole@internetnz.net.nz on the date specified in your contract

Grant reference number:	#PR201500013
Name of recipient a	<i>Ruth MacIntyre</i>
Name of organisation (if applicable)	National Collective of Independent Women's Refuges
Title of project/research	RefugeOnline
Amount of funding received	<i>\$\$ 22,000 + GST</i>
Budget details	<p><i>\$15,750 has been spent on the start-up costs to build the main website and the individuals.</i></p> <p><i>The funds have been spent in accordance with the budget; there is \$6150 in the balance for the ongoing costs of hosting.</i></p>
Project/research approach and methods	<p><i>Part 1: Main Website</i></p> <p><i>We engaged a website builder to produce a website suitable for use on both desktops and mobile devices. One of the biggest criteria was that we had a clean site that was easy for women to navigate. This is to reflect the number of women who engage in our services for the first time through the digital world. Our old website was outdated and clunky, and the developers and hosts were difficult and expensive to work with, so we selected a company that was flexible, competitive in price and that valued, understood and respected the work we did.</i></p> <p><i>It was a lengthy process to reduce and rewrite much of the information that was on the old website in to clear and succinct messages that used pictures to tell our story, as well as ensure that the website information and contact details were up to date.</i></p> <p><i>Our main website went live in 2016 and has proved one of most valuable assets for the organisation.</i></p> <p><i>Part 2: Individual Websites</i></p> <p><i>We attempted to engage refugees early and frequently and do "the hard yards for them". They were grateful for this, however there proved to be some complications- particularly with those that already had out dated websites they no longer had access to, and obtaining logins for domain names.</i></p> <p><i>We had almost all the refugees take up the new sites and our developer is currently building these. http://www.tewharewhanaupurotu.org.nz/ Is one of the few that has been completed.</i></p>

<p>Summary of project/research outcomes</p>	<p><i>Thanks to the generosity of Internet NZ, we have almost achieved all we anticipated to do, and allowed women looking to leave a life of violence a clearer path to contacting us.</i></p>
<p>Achievements</p>	<p><i>Having a clear and accessible website that is easy to navigate. Huge public support with having a clear and concise website, our brand is better recognised and reflects the services we offer. We appear to be up to date and modern, and our individual refuges are pleased to be getting their own websites so they can update their information as required and better connect to the community.</i></p> <p><i>We've also managed to build capacity within the office staff to edit and modify the site with ease.</i></p> <p><i>Annual Appeal: Having a new easy to use website assisted greatly with the completion of donations through the annual appeal, and because much of our campaign was social media and online based we were able to continue this with a clear easy to navigate website.</i></p> <p><i>There has been a high level of satisfaction from the member refuges, particularly with how easy their new sites are to change and navigate. This has also helped with funding purposes, allowing potential funders to see the work they are doing in the community.</i></p>
<p>Difficulties</p>	<p><i>Because most of our refuges are stretched for resources, many of the workers wear different hats and different job titles so obtaining all of the required information for each site for each refuge was quite challenging. We are a collective of refuges and gathering information can be an organic and slow process, this means that getting the individual information to the website developer has been a longer process than anticipated.</i></p> <p><i>Domain Names and analytics: One of the biggest difficulties- particularly for refuges that already owned domain names (but old obsolete websites)- was tracking down who had the passwords and owned the name; this has significantly held the process up.</i></p> <p><i>This was also a problem when trying to access google analytics for our main website. The previous hosts were difficult to work with, and were reluctant in giving our new hosts the required information so that we could utilise the analytics properly.</i></p>
<p>Findings/learnings</p>	<p><i>Having an online, accessible presence for the refuges is critical for the work they do, not only for women and children to access help, but also for refuges to be able to convey their needs to the public.</i></p> <p><i>We've learnt that having a simplified and clear website that is easy to navigate has resulted in fewer enquiries from the public about clarifying information. We're also learning about the benefits of having backdoor access to our site and the ability to modify things immediately. This has also helped greatly in being able to optimise and streamline our annual appeal.</i></p>
<p>Do you anticipate their</p>	<p><i>We launched a 'shielded' website, and having a new clean site has</i></p>

being anything media-worthy in your project/research*	<i>allowed us to be credible in the digital world.</i>
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