SARAA brand refresh project

Evaluation for 2020-21 Parkestone Foundation grant
Prepared June 2021

Background

In August 2020 SARAA was granted $500 from the Parkestone Foundation to refresh it's brand.

The project aimed to:

- update the overall look and feel of SARAA's brand - eg logo
- update the overall look and feel of SARAA's digital engagement & website
- improve accessibility of SARAA's website
- enable community members to sign up to SARAA's mailing list via our website to increase SARAA's engagement
- enable community members to sign petitions to increase SARAA's advocacy power
- support the future implementation of a platform for SARAA to accept financial donations.

Grant objectives & strategic alignment

Funding from Parkstone enabled the project to deliver long-term benefits to SARAA and SA LGBTIQA+ communities by allowing SARAA to both:

- more effectively advocate for social and legal equality for LGBTIQA+ people
- promote awareness of issues of importance to LGBTIQA+ people in a modern & professional manner.

The project also contributed to SARAA's strategic plan priority of building our community.

Budget

Funding total	**$1,360**
Parkstone grant	$500
SARAA funds contributed	$860
Expenses total	**$1,360**
Website upgrade	$0 2 days volunteered in kind
Logo update	$1,360
Surplus or deficit	**$0**

Outcomes

Digital engagement

SARAA's website was built several years ago and hadn't been updated in some time. Issues with the website included that it was:

- cluttered and difficult to navigate
- outdated, advertising issues and events that occurred several years ago
- limited ability for visitors to engage with SARAA - eg visitors could contact us, but couldn't sign up to a mailing list to get the latest news
- no longer reflecting the identity, values and priorities of SARAA in 2021.

Image 1: SARAA website homepage before update.

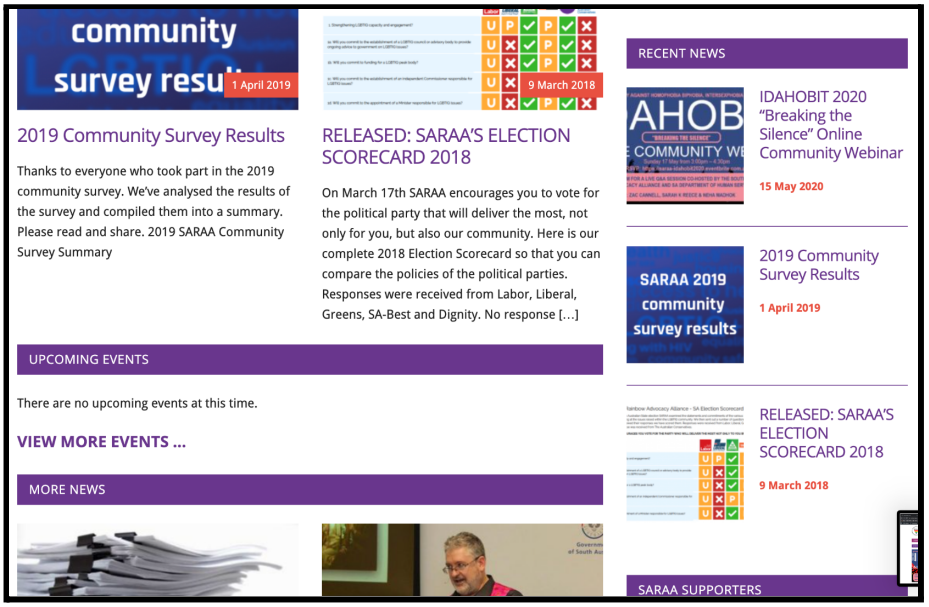

Image 2: SARAA website homepage before update. The homepage was very cluttered and featured events held years ago.

SARAA engaged a volunteer community member with the skills required to update it's website. Time and experience was contributed in-kind.

Activities undertaken were:

- established a mailing list to allow SARAA to communicate its work
- archived 35 outdated webpages
- built 20 new webpages on current issues
- redesigned home page to clearly reflect who SARAA is and what we do
- restructured navigation headings so website is easier to search
- update website theme with modern colours and fonts
- developed training videos to enable the SARAA Board to keep its website up to date.

Since launching SARAA's mailing list, it has over 900 members.

In 19/20 FY, before the website refresh, SARAA's website averaged 79 users per month. In 20/21, after the website refresh, SARAA's website averaged 231 users per month.

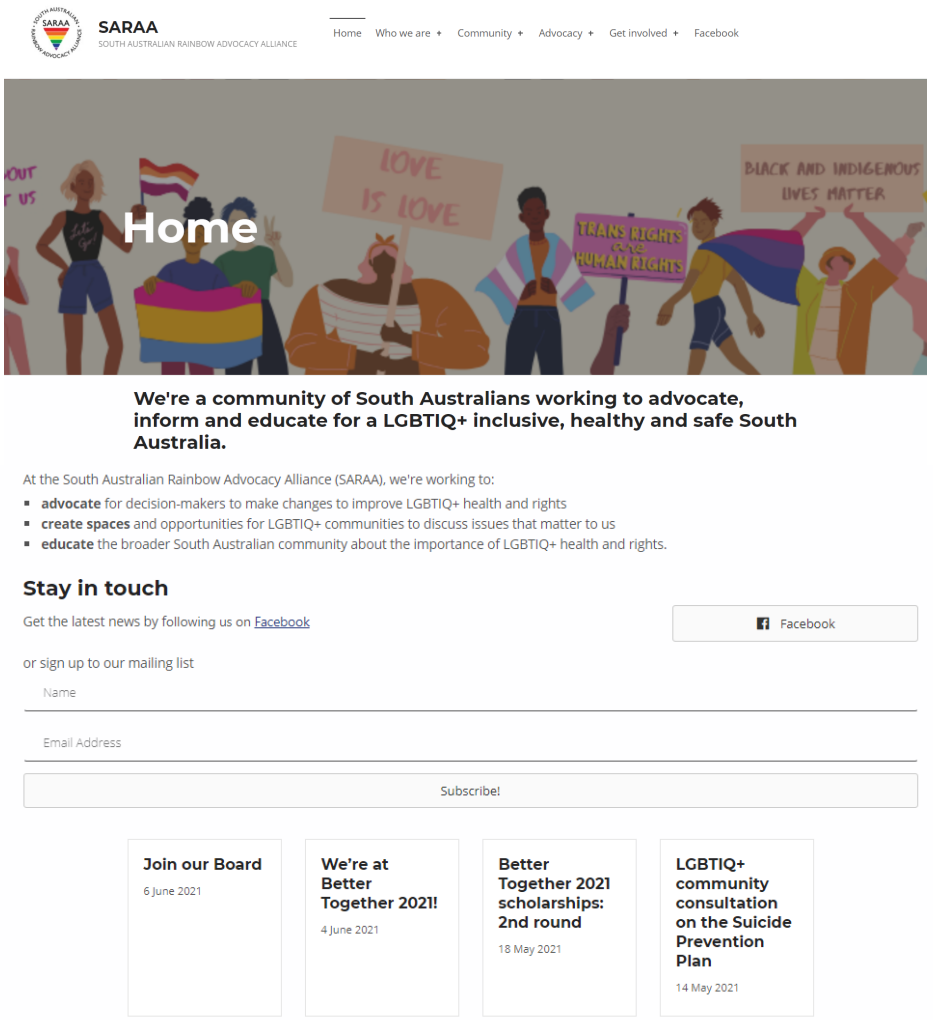

Image 3: SARAA website homepage after update. It has a modern theme, is easier to navigate and allows members to sign up to our mailing list.

SARAA
SOUTH AUSTRALIAN RAINBOW ADVOCACY ALLIANCE

Home Who we are + Community + Advocacy + Get involved + Facebook

Trans healthcare

Image 4: SARAA website now features webpages for issues we advocate on.

We want our transgender and gender diverse community, especially children and young people, to be able to access the vital gender affirming health care they need when they need it.

Through conversations with trans and gender diverse South Australians, their families, and the practitioners who assist them, we've heard time and time again of the barriers the community faces when trying to access support.

Whether it's the struggle of a parent trying to find a GP who understands gender diversity, the exasperation faced by a teenager waiting 12 to 18 months to see specialists who can diagnose gender dysphoria, or the frustration faced by transgender and gender diverse people of all ages when they're forced to educate their medical professionals about gender diversity - change is required.

We know that public health services for trans and gender diverse young people, such as the Women's and Children's Hospital Gender Clinic, are overstretched and under resourced. Meanwhile there's a lack of suitable and accessible private health alternatives. It's clear that South Australia's health system is unable to meet the increase demand for gender affirming healthcare that it's experiencing.

These delays, misunderstandings and experiences of discrimination cause unnecessary and preventable distress and can have devastating consequences for trans and gender diverse young people and the people who support them.

What we're doing

The South Australian Rainbow Advocacy Alliance (SARAA) has repeatedly called on the South Australian government to increase funding for the Women's and Children's Hospital's Gender Clinic.

In May 2020 we wrote to Stephen Wade MLC, Minister for Health and Wellbeing asking the government to increase funding for the Women's and Children's Hospital's gender clinic in the 2020 state budget. You can read our letter here.

After months of silence from Minister Wade, we were disappointed to see the SA Government fail to address the needs of trans and gender diverse young people in its State Budget. With no mention of trans or gender diverse people, trans healthcare or a gender clinic anywhere in the budget papers, the 2020 budget made it clear to us that a whole lot more work needs to be done to get our political leaders to deliver the basic healthcare needs for trans and gender diverse young people.

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IDAHOBIT 2021

Image 5: SARAA website has been updated with recent events, including picture galleries.

In 2021, SARAA was joined by members and allies of our LGBTIQA+ communities to recognise IDAHOBIT's theme 'Together: Resisting, Supporting, Healing!'.

Held at Uniting Communities, the event was opened by The Hon. Michelle Lensink, Minister for Human Services.

We heard a powerful and stirring speech from Dominic Guerrera, a Ngarrindjeri, Kaurna and Italian person who's primary work has been as an Aboriginal Health Worker and Educator for 17 years, with a focus on sexual health.

Dominic spoke about the need for the LGBTIAQ+ community to tackle its own prejudices and blind spots by committing to decolonisation and greater inclusion of First Nations peoples, and others who can be marginalised as a result of ableism and fatphobia.

Heartwarming performances were also held by Phi Theodoros, AKA. Ukelele Dream Girl, and Nancy Bates, a Song Woman originating from Far Western NSW.

This event was made possible by generous funding from the Department of Human Services, SA Government.

View photos from the event, and read Dominic's powerful IDAHOBIT 2021 address below.

Brand refresh

SARAA's logo was designed several years ago in house by a volunteer Board member. It's dated and no longer reflects SARAA's identity.

SARAA sought quotes from 3 SA based queer graphic designers to redesign its logo.

Digital Barn were selected as the designers for this work. They have clear connections to LGBTIQA+ communities, having previously hosted monthly LGBT+ Gayming Days, taken part in the Picnic in the Park, and ran events at the Queer Youth Drop-in.

Image 6: SARAA's previous logo.

Digital Barn worked closely with a subcommittee of the SARAA Board to complete:

1. An analysis of current brand
2. Research on similar organisations and community expectations
3. Concepting and logo design
4. Delivery of assets

The criteria for the logo update were:

- Logo will be readable and effective at all sizes
- Logo colours will be accessible
- Logo should consider containing the same core elements (the upside-down triangle and rainbow colours), and consider ways to work in the progressive pride flag colours if possible.
- Core concepts to communicate include inclusivity and community.

The updated logo (below) fulfils this criteria and reflects SARAA's current organisational identity. It was rolled out in June 2021.

Image 7: SARAA's new logo and social media tile designed by Digital Barn