

led by you.

consultation: responding to your needs, views & wishes.

August 2024



your voice at GINA HQ.

consultation: August 2024

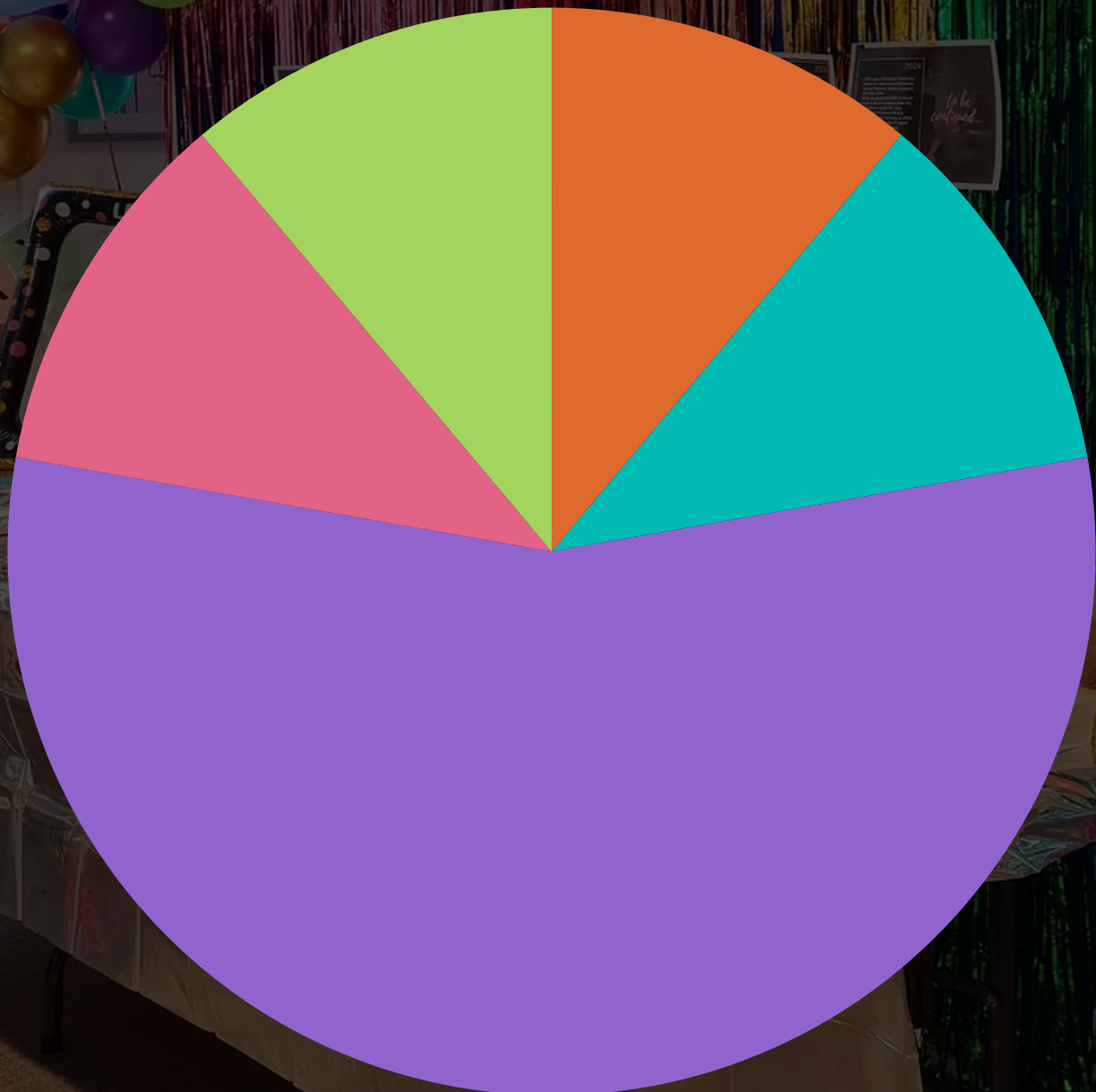
In August 2024, we invited our **GINA team, partner organisations & individuals subjected to sexual trauma** accessing our counselling/products/resources to share their thoughts on GINA's support via a survey.

Their feedback enables us to **shape our activities** so that we can increasingly become more **responsive** to the needs of our team & individuals we support.

This survey explored themes surrounding **support provision, digital presence & accessibility.**

The voices reflected in our survey are as follows:

- Individuals currently accessing GINA's counselling/products/resources
- Individuals who have previously accessed GINA's counselling/products/resources
- A GINA team member
- A partner organisation
- RSVP steering group member



100% of respondents feel that GINA's support is accessible.

of respondents feel that GINA's counselling, products & resources are accessible.

75%

62% of respondents feel that our GINA website is accessible.

of respondents feel that GINA's social media channels/presence are accessible.

50%

the figures.

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responding to need.

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Respondents feel that we are successfully meeting the needs of individuals subjected to sexual violence & abuse through:

- Inclusive & trauma-informed approaches
- Kindness
- Safe spaces to share experiences
- Compassion
- Championing the importance of unity
- Accessible support & resources

Respondents feel that we can better meet the needs of individuals subjected to sexual violence & abuse through:

- More accessible resources (ie easy-read etc)
- Next day bookings for counselling sessions
- Enhanced marketing, communications & visibility (incorporating social media)
- More information on what happens in counselling sessions & what to expect from sessions
- Resources such as stickers, colouring, puzzles, wellbeing/mindfulness journals
- More support & resources for individuals supporting a loved one/family member who has been subjected to sexual violence & abuse
- Groups outside of 9am-5pm hours

website, branding & marketing.

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Respondents thought that GINA's website...

- Was **inviting**, **engaging** & **soothing**
- Was easily **accessible**
- Could be made to look **more professional**
- Very **intense** & could be made slightly more **calming**
- Could be made **more easily accessible**

Respondents thought that GINA's branding...

- Was **inviting** & **appealing**
- Could be made **softer** (ie colours)
- Was maybe a bit **bright**
- Could be **turned down a bit**
- Could be **simplified**
- Was **memorable** & **distinctive**, however extremely **vibrant**

Respondents suggested that we could enhance our marketing &/or presence online by...

- Working with more **universities** & **schools**
- Finding a way to reach a **broader audience**
- Improved choice of **colours**
- More up-to-date coverage of **news, press & headlines** related to sexual violence
- More **partnerships** with organisations
- **Infographics**

Respondents feel that individuals encountered the following barriers when accessing GINA's support:

Lack of **awareness** surrounding GINA's support

Complicated website to **navigate**

Lack of **awareness** surrounding the type of support that GINA offers

A lower **cost** to some counselling sessions

barriers.

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“ Inclusive & trauma informed approaches to supporting individuals. ”

“ Kindness & a safe space to share experiences. ”

“ GINA is a supportive & non-judgemental organisation which has provided a safe space & sense of community for many people. It aims to do this in a compassionate manner & champions the importance of unity in everything it does. ”

“ When you know about the service, it's really easy to seek help from GINA & access a range of resources. ”

“ I think the resources are incredibly useful, they are engaging & educational, & they cover such a wide range of topics. ”

“ GINA's commitment to accessibility & inclusion is excellent. ”



feedback & testimonials.

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In response to your thoughts, needs & wishes,
we are...

1. Re-vamping our **website** to ensure it is accessible & easy to navigate.
2. Enhancing our **social media** channels & presence.
3. Pivoting our **branding**.
4. Developing a **marketing & communications** plan to raise greater awareness surrounding our support & enhance visibility.
5. Diversifying **resources** to include more accessible resources, info for supporters & wellbeing products.
6. Enhancing our **partnerships**, connections & collaborations with organisations.



our response.
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