



# Project Update

November 2024

Empower. Advocacy. Justice

# Phase 1 - Developmental Stage

Empower. Advocacy. Justice



# Three Key Focus Areas

Pillar	What Are We Solving For?	How will we do it?
<b>Justice Seeking</b>	An organisation focused on supporting individuals who've been victims of Islamophobia related attacks	AAI will bridge the gap and support individuals by providing community with access to best in class UX/UI and guide on where & how they can seek justice.
<b>Empowerment</b>	Empower individuals/organisations deal with islamophobia/know their rights and raise awareness on microaggressions and what constitutes Islamophobia	Engage community, listening sessions, provide resources, guides & leadership to ensure we feel empowered to handle islamophobia & racism.
<b>Advocacy</b>	Advocating on behalf of Muslims and others who have experienced religious discrimination, defamation & hate crimes. AAI does this through research, publications and engaging with the community to better represent Muslims	Platform where our community feels safe and trusts AAI to advocate on its behalf across all level of government & courts.



# Phase 1 - Project Milestones

Empower. Advocacy. Justice



# March - September 2024

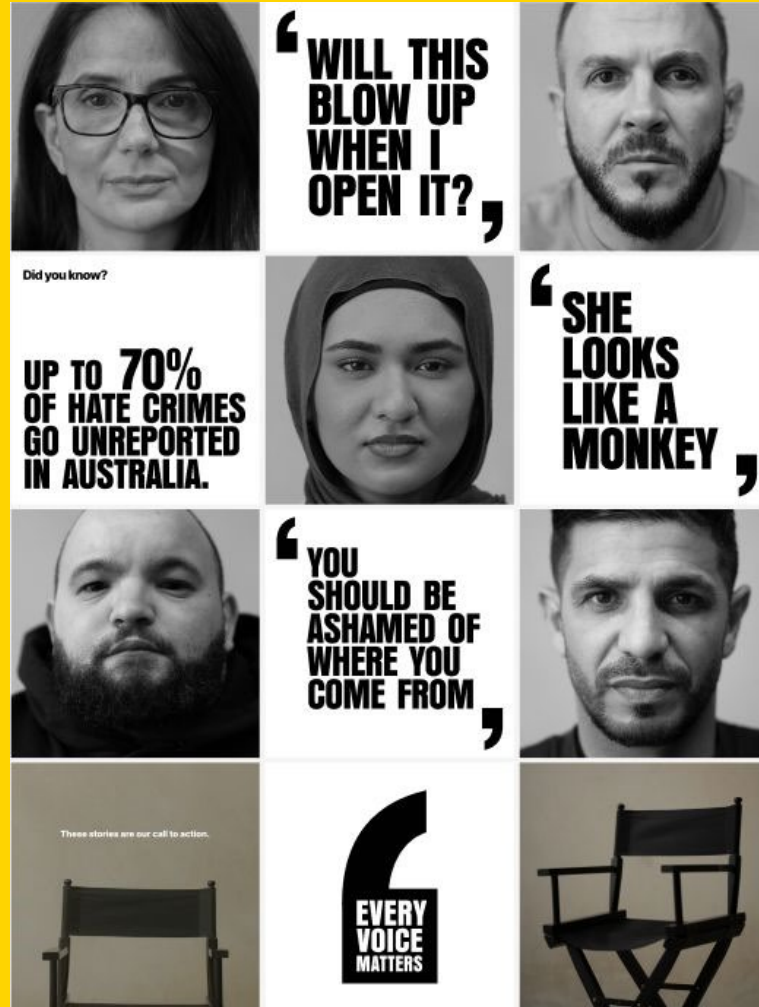
- Rebrand
- Community engagement activities and events
- Data collection
- Support Line
- New website and CRM design
- Content creation
- Stakeholder engagement
- Research proposals

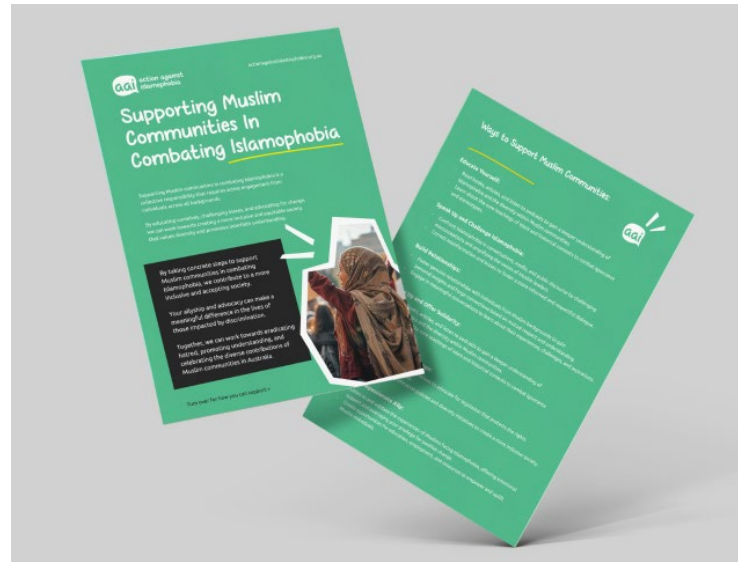


Empower, Advocacy, Justice



# Campaigns






# Resources

---

Empower | Advocacy | Justice



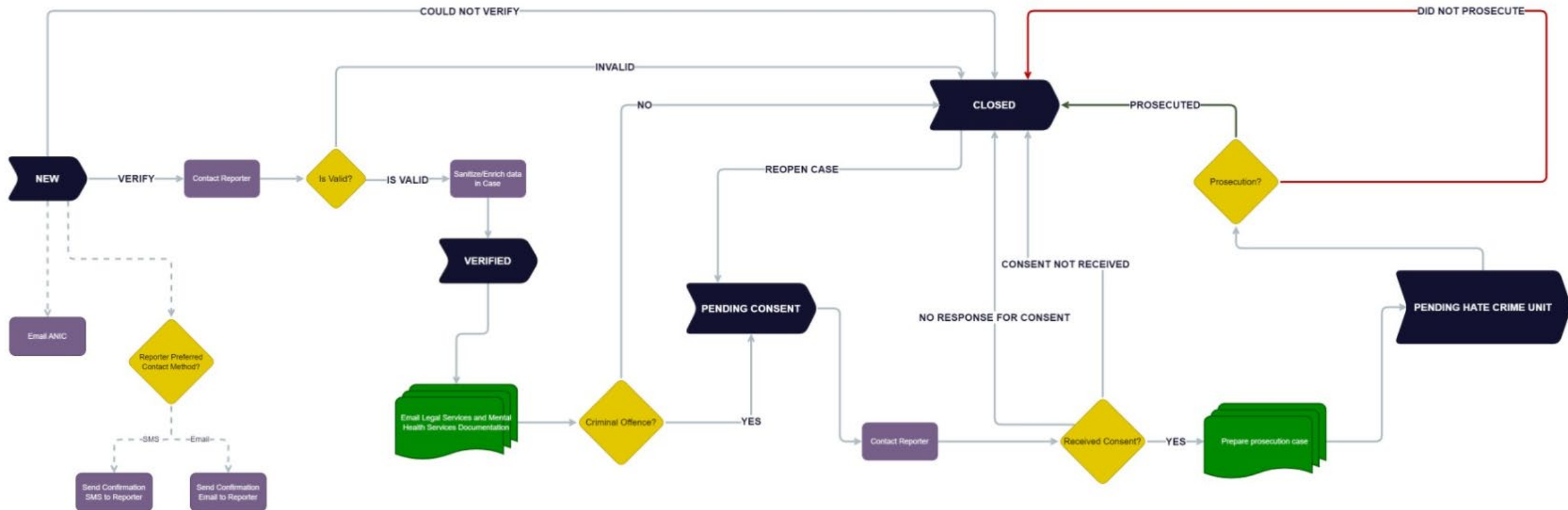


# Reporting Workflow Re-design

## ANIC - Dynamics 365 - Case Workflow

The below diagram depicts the Case Management Workflow to be implemented in Dynamics as part of the Islamaphobia project.

The entire context is omitted here as it is irrelevant. This diagram only shows the ideal behaviour in Dynamics once a Case record has been created.





# Community Perceptions and Experiences: Survey

# Phase 2 - Projected Milestones

Empower, Advocacy, Justice



# November 2024 - January 2025

- Official website launch
- Phase 2 - Community engagement activities
- Community Advisory Committee
- Anti-Islamophobia/ anti-Racism Campaigns – 15<sup>th</sup> March 2025
- Media training workshops
- Responding to Islamophobia Toolkit for educators
- Research projects
- Grant report