

# ACARP MATTERS

## REVITALISED ACARP WEBSITE

Digital downloads and e-commerce part of revitalised ACARP website  
[www.acarp.com.au](http://www.acarp.com.au)

Digital downloads of ACARP reports, a vastly improved search facility and a streamlined e-commerce payment system all feature on ACARP's dynamic new website. The website not only is easier to navigate, it has a whole new look and feel through its colour, fonts and graphics.

The ACARP home page now opens with a list of the most recently published reports and current news. The main pages feature less industry jargon to ensure that non-industry visitors to the site can achieve a better understanding of what ACARP is and does, and the site has been optimised to ensure a better internet search ranking.

Changes in technology and customer expectations of websites, together with the recommendations adopted from an internet report commissioned by ACARP last year, provided the driving force behind the modernisation and simplification of the ACARP website. A recent decision by ACARP to make its research reports available to levy payers at no charge, also means they can now receive automatic access to free reports on the new website.

ACARP Administration Manager Anne Mabardi says the new website will make research reports far more accessible to users who will also be pleased with its improved search capabilities.

"Since the website's original development ten years ago, the quantity of ACARP reports available has grown to more than 750," Anne said. "The old site was slow to navigate through, the search facility was inadequate, reports had to be ordered by mail, and the payment process was overly complicated."

ACARP website users can now search either full reports, abstracts only, or the entire website. The search facility has been expanded using database fields so customers can refine their search parameters. Users can now limit their searches by category, as well as by date, and search for authors and keywords within the reports. Ultimately, making the search facility extremely useful and relevant.

The purchase process has not changed dramatically in its concept, however, its functionality has been greatly improved.

"Customers are asked simple questions and as each question is answered, the purchase process expands to only show the information that is relevant," Anne said.

"The downloadable reports are presented as either pdf documents or zip files if they include multiple elements such as animation or movies. The digital download is presented to the customer as a link within an email, which expires after three days. Download sizes will range from a couple of hundred kilobytes up to around 40 megabytes."

Security for the ACARP website is managed via the user's email. If a customer is from an ACARP levy paying company, their email is in an 'allowable' list and they are able to gain immediate access to their downloadable reports.

"We have also recently introduced targeted electronic notifications to industry members who have registered their desire to be notified of the availability of new research reports," she said.

The ACARP site has become an even more valuable tool when problem solving.

## ACARP

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