

Artwork for healthAbility's Reconciliation Action Plan – request for Expressions of Interest

We are seeking Expressions of Interest (EOI) from Aboriginal and Torres Strait Islander artists and designers who are interested in creating an original artwork to be used for resources related to healthAbility's Reconciliation Action Plan (RAP).

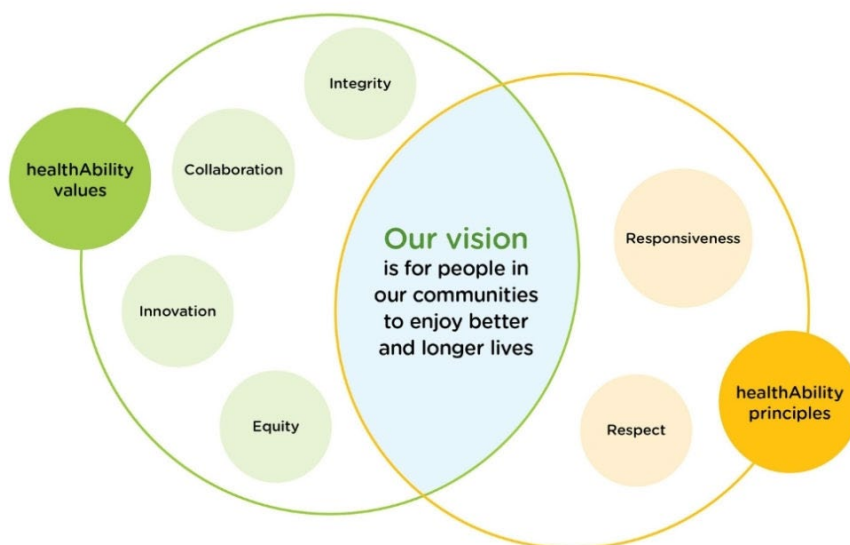
Expressions of Interest are due by 30th of June 2023.

Who we are

Our Vision is for people in our communities to enjoy better and longer lives. We focus on creating equitable access to high quality community-based care for everyone in our community. We work to address the root causes of vulnerability, prevent disease, and promote lifelong health and wellbeing.

As a not-for-profit community health organisation, we provide support to over 23,000 people each year. For nearly 50 years our professional and supportive team have worked together in the North and North-eastern regions of Naarm to support our community members to live their best lives. We provide a broad range of health and wellbeing services including allied health, in home and community support, care management, day programs, dental, mental health, chronic disease management and social support groups.

Everyone is welcome, regardless of age, ability, ethnicity, gender, or stage of life.



Box Hill 43 Carrington Road, Box Hill VIC 3128 | **Eltham** 917 Main Road, Eltham VIC 3095

Other service locations Boronia, Nunawading and Wellington Road, Box Hill | **Email** contact@healthability.org.au

Phone (03) 9430 9100 | **Website** healthability.org.au | **Fax Box Hill** (03) 9898 8010 | **Fax Eltham** (03) 9431 0339

ABN 32 180 310 839

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By encouraging choice, confidence, and control, we empower people along their health journey.

To find out more, you can visit [our website](#), view our [digital Annual Report](#), [Strategic Plan 2019-2024](#), or watch our [Careers with Meaning video](#).

Our Vision for Reconciliation

In partnership with Aboriginal and Torres Strait Islander peoples, we seek to understand and acknowledge injustices, support active expression of culture, apply culturally appropriate practice, make a measurable difference in addressing health and social inequities and helping to improve health and social outcomes for and with Aboriginal and Torres Strait Islander peoples.

The first step to achieving our vision is through our RAP. Our Reflect RAP will commit to building relationships and trust with Aboriginal and Torres Strait Islander Peoples and build an understanding of Aboriginal and Torres Strait Islander histories and inequities as the foundation of our reconciliation work.

Artist's brief

We are seeking an artwork that aligns to the themes and vision outlined above and as reflected in our forthcoming Reflect RAP. We would like the artwork to symbolise the journey of hope and coming together, and the journey of outcomes this could create.

We would also like this artwork to highlight healthAbility's principles, vision and values as seen in the diagram above. The role we play is working in partnership to enhance the health and wellbeing of our community. Our approach is compassionate, welcoming, nurturing, empowering and healing.

The artwork will initially be used primarily for the cover of our RAP, throughout the document and within associated resources in printed and digital formats, including in healthAbility's social media and printed collateral. In the future, this artwork will be applied to other touchpoints to signal reconciliation, welcoming and inclusion for Aboriginal and Torres Strait Islander people.

The aim of the artwork is to provide visual representation of healthAbility's commitment to reconciliation. Individual and collaborative artworks are accepted, as well as contemporary and/or traditional art forms.

We would welcome a section in our Reflect RAP about the artist and the artwork. This will provide the artist an opportunity to express their art and story through words.

Size and format

- Two-dimensional canvas painting/digital design
- As an indication, the minimum dimensions are 70x100 centimetres and the maximum dimensions are 1200 x 1800 centimetres. The dimensions will be agreed upon before the artwork commences.

- Incorporation of healthAbility's colour palette – to be used according to the artist's interpretation.
- Capacity for components of design/artwork to be represented independently or collectively as a means of telling our Reconciliation story.

Terms and conditions

- The successful artist will receive a total fee of \$5,000 (ex GST).
- The artwork will be reproduced digitally and used on resources related to healthAbility's RAP. It may also be displayed across healthAbility's sites, and components of the artwork could be included on our website design and physical collateral.
- The chosen artwork will be the property of healthAbility and will be used and reproduced in its materials – both digital and hardcopy. For that purpose healthAbility will have a perpetual exclusive licence to reproduce the artwork and use it for its own purposes.

How to submit an Expression of Interest

To apply, please submit:

- A short statement about yourself, including your full name, your connection to Country, your address, contact number and email.
- A4 size concept of your intended artwork, submitted on paper or as an email attachment (drawings or photos of the design concept are accepted)
- A statement describing your proposed artwork and its story (written or verbal)
- Any relevant examples of previous work (pictures/photos)

Selection process

EOIs will be assessed by a panel of our RAP Champions who are members of staff across the organisation. Panel members may include Aboriginal and Torres Strait Islander Peoples and any conflicts of interest will be disclosed as part of the process (if any).

If requested, representatives from the panel are available to hold a briefing session.

Each EOI will be assessed on the following criteria:

- Demonstrated relevance of the design to healthAbility's Reflect RAP and commitment to reconciliation.
- Capacity to meet the required timelines.

All submissions will be considered, however **submissions from Wurundjeri artists are highly encouraged.**

Timelines

- Submissions of the EOI close on 30th of June 2023
- The successful applicant will be announced by 7th of July.
- Submission and final delivery of final artwork by successful applicant by 18th of August.

Successful submission

The successful applicant will be eligible to receive a fee of:

\$5,000 exclusive of GST (\$2,500 excl. GST is payable to the artist on acceptance of the design with the balance of \$2,500 excl. GST payable to the artist upon delivery of the final artwork).

Please note: All finished artwork, that is, the artwork for which the stated fee is paid, will be the property of healthAbility. As owners of the copyright of the finished artwork, healthAbility will use the artwork or part thereof for its non-commercial, promotional activities as required (predominantly for use on the healthAbility RAP).

Lodgement details

Please submit all applications to:

Attn Melanie Coupe
healthAbility
43 Carrington Road
Box Hill VIC 3128

Or via email to: melanie.coupe@healthability.org.au

Enquiry contact

Melanie Coupe (she/her)

General Manager, Strategy and Growth

Direct (03) 9430 9130

Mobile 0413 490 595

Email: melanie.coupe@healthability.org.au

Terms and conditions in relation to the Commissioned Artwork

- The project will require the artist to enter into a contractual agreement with healthAbility which will set out the approved use of the artwork.
- The value of the fee/commission to the successful applicant is \$5,000 (GST exclusive) as per the agreed contract on the following schedule: \$2,500 excl. GST payable to the artist upon acceptance of the design; and \$2,500 excl. GST payable to the artist upon delivery of the final artwork.
- The artist will always be formally recognised as the artist of the artwork.
- The artist can use the artwork for their own personal business activities which includes the following:
 - Promotion of their artistic works and style
 - Use on their websites and social media as an example of their work but not as part of their website/logo design.
- The artist agrees that the artwork will not be reproduced, sold, or used by any other entity without the agreement of healthAbility.
- The legal title to the artwork (ownership) will rest with healthAbility.
- healthAbility will have the right in perpetuity to use and reproduce the artwork and/or a portion of the artwork in its promotional activities and materials.
- No further or ongoing payment will be made by healthAbility to the artist other than the commission fee payment.

The artist on signing of any document is accepting the Terms and Conditions of the commissioning and future use of the artwork by healthAbility.

Unsuccessful EOI submissions

The EOI will be returned to the applicant within one month of the successful EOI being selected.

healthAbility will take all care in relation to the safekeeping of the submission but will not undertake any responsibility in the event of loss or damage.

healthAbility colours

The following colours are to be used for the artwork. Please refer to the primary palette as first reference. Our complete Brand and Communications Guide follows for reference.

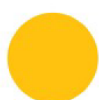
Primary Palette



Light Green

C: 45 R: 154
M: 0 G: 202
Y: 100 B: 60
K: 0

Hex 9aca3c
PMS 2300



Light Orange

C: 0 R: 255
M: 25 G: 194
Y: 100 B: 14
K: 0

Hex ffc20e
PMS 7408



Blue

C: 25 R: 185
M: 0 G: 229
Y: 0 B: 251
K: 0

Hex b9e5fb
PMS 291



Dark Green

C: 62 R: 83
M: 1 G: 149
Y: 100 B: 54
K: 25

Hex 539536
PMS 370



Light Grey

C: 0 R: 140
M: 0 G: 140
Y: 0 B: 140
K: 55

Hex 8c8c8c
PMS 423



Black

C: 0 R: 0
M: 0 G: 0
Y: 0 B: 0
K: 100

Hex 000000
PMS Pantone Black

Black for all
document text

Secondary Palette



Mid Green

C: 60 R: 114
M: 0 G: 191
Y: 100 B: 68
K: 0

Hex 72bf44
PMS 368



Mid Orange

C: 0 R: 249
M: 45 G: 157
Y: 100 B: 28
K: 0

Hex f99d1c
PMS 137



Mid Blue

C: 50 R: 109
M: 0 G: 207
Y: 0 B: 246
K: 0

Hex 6dcff6
PMS 297



Dark Blue

C: 100 R: 0
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Hex 0066b3
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Purple

C: 60 R: 127
M: 90 G: 63
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Violet

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Hex c775b0
PMS 514



Watermelon

C: 0 R: 241
M: 80 G: 91
Y: 55 B: 97
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Hex f15b61
PMS 1787



Brand and Communications Guide

UPDATED JUNE 2022

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healthAbility

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Consistent and proper representation of healthAbility, whether that be visual, verbal or written, conveys professionalism and strengthens the brand.

Our brand is one of our most important organisational assets. It builds trust and confidence and is often why clients, partners and stakeholders choose us.

This guide provides standards for visual, verbal and written communications.

Please read this guide thoroughly as adhering to these standards is imperative when producing communications.

Before any communication is published, it must be checked and approved by the Marketing and Communications team.

For approval please contact

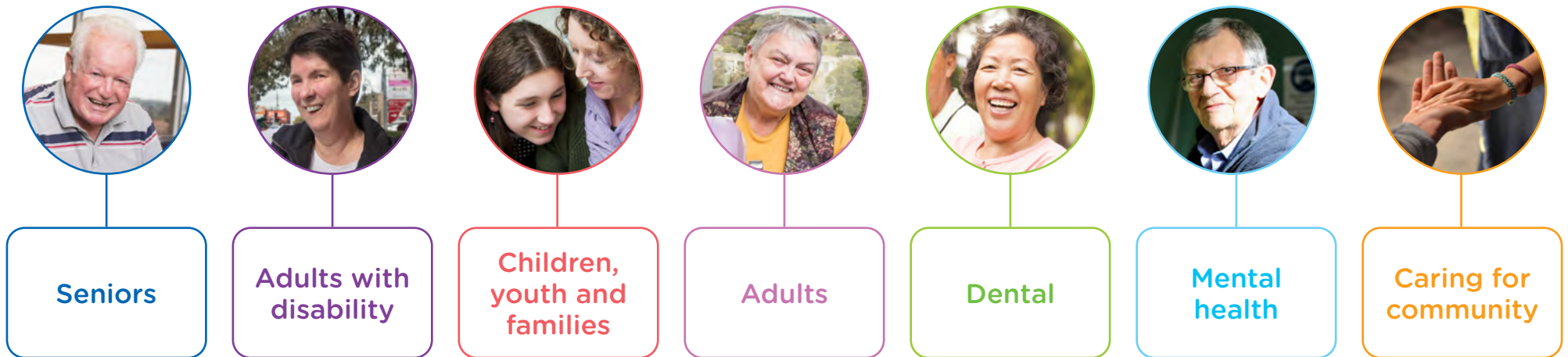
[helpdesk.marketing](mailto:helpdesk.marketing@healthability.org.au)

@healthability.org.au

healthAbility overview | What we do



healthAbility overview | Who we help



healthAbility overview | The difference we make



For the people we help

Our professional and supportive teams work in partnership to deliver a diverse range of holistic, affordable, accessible and tailored services which empower people of all ages and abilities to live their best life.

For the people who work with us

Although our clients are at the heart of what we do and we strive to positively impact our communities and those who need it most, the wellbeing of our employees is just as important.

When joining healthAbility's supportive, kind, caring and ethical culture, you are welcomed by multi disciplinary teams passionate about the health

and wellbeing of clients and communities, from prevention through to specialist care, and passionate about continually learning and building on their areas of expertise.

We embrace this passion and are values driven, offering careers with meaning and environments that are flexible, evolving, creative and connected.



Our brand



Our brand | Complete brand overview

Complete brand

Brand strategy

Brand substance

Empowerment

Purpose

We work in partnership to enhance the health of our communities.

Our pillars are:

1. Person-centred
2. Professional
3. Progressive
4. Pathways
5. Partnership

Vision

For people in our communities to enjoy better and longer lives.

Empowerment is achieved through a deep understanding of clients' needs, intentions, goals and challenges, and a willingness to assist people to reach their full potential.

Mission

We will redefine the role that Community Health plays, by empowering people with a person-centred approach and providing tailored care plans.

We will make a difference with specialist clinicians and a holistic approach.

Values

1. Integrity
2. Collaboration
3. Innovation
4. Equity
5. Principles (Responsive and Respect)

Positioning strategy

Caring Magician

The compassionate visionary enabler

Audience

- Seniors
- Adults with disability
- Children, youth and families
- Adults
- Dental
- Mental Health
- Caring for community

Competitors

Difference

Professional and supportive teams work in partnership to deliver a diverse range of holistic, affordable, accessible and tailored services which empower people of all ages and abilities to live their best life.

Brand expression

Brand persona

Personality and Voice

Caring Magician is:

- Welcoming
- Compassionate
- Generous
- Nurturing
- Patient
- Helpful
- Healing
- Inspires change
- Turn problems into opportunities
- Effective use of resources

Communication

Core Message Framework

Caring and relationship focused while being visionary and transformative.

Storytelling Framework

Language of empowerment is warm, inspiring, optimistic, sensory, forward-looking and hopeful. Appeals to the senses and emotions, striving for self actualisation.

Name - Tagline

healthAbility
By your side

Visual expression

Logo and identity system

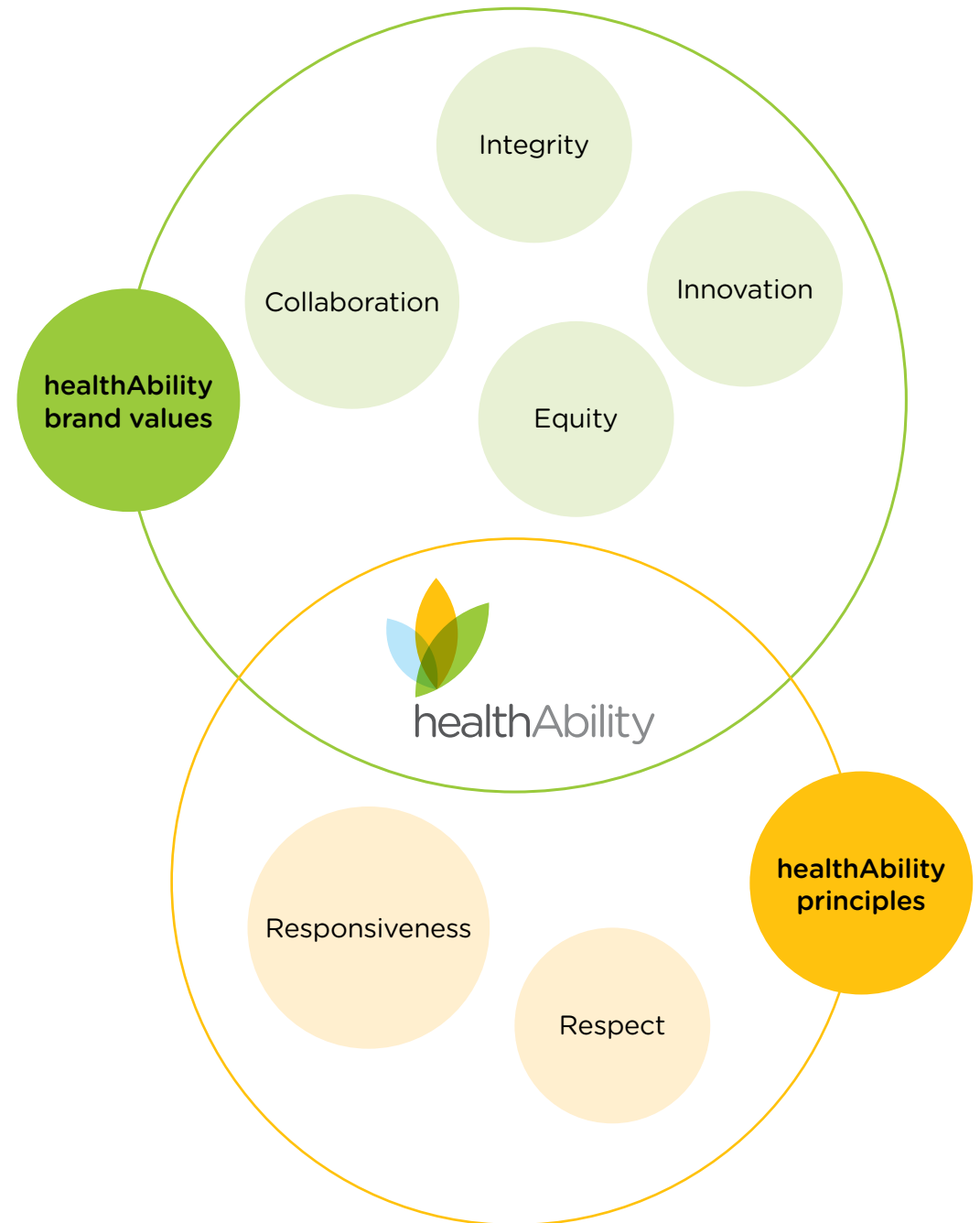
Presence

- Website
- Signage
- Social Media
- Printed & electronic collateral. etc.

Our brand | Brand values

Our organisation values integrity, collaboration, innovation and equity, along with principles of responsiveness and respect, which inspire our work in the community we serve.

- We will practice the highest ethical standards and be accountable
- We will share knowledge, participate and partner with our colleagues and community
- We will have the courage to try new ideas and look for opportunities to improve
- We will be respectful and responsive to individuals' needs and create equal opportunity



Our brand | Customer experience



A customer is the most important visitor on our premises, they are not dependent on us. We are dependent on them. They are not an interruption in our work. They are the purpose of it. They are not an outsider in our business. They are part of it. We are not doing them a favour by serving them. They are doing us a favour by giving us an opportunity to do so.

Attributed to Mahatma Gandhi

What is customer experience?

Customer experience is created every single time a customer interacts with our organisation.

This interaction includes a broad range of touchpoints such as our website, social media, events, phone calls, during appointments, when they receive their invoice, signage, etc...

Why is it important?

Customer experience is key to the integrity of our brand.

'Your brand is what other people say about you when you're not in the room.'

Jeff Bezos, the founder of Amazon.com

There are many choices available to our customers. A customer experience that not only meets but exceeds their expectations, means that our customers will choose us for now and into the future.

'The purpose of a business is to create a customer who creates customers.'

Shiv Singh

Who creates the customer experience?

We all have the opportunity to create a positive customer experience and a strong brand.

Customer experience isn't carried out by one particular department, it's up to everyone to champion of our brand.

Our brand | Brand pillars

The five pillars of our philosophy are:



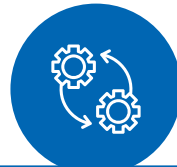
Person-centred

We tailor individual care plans that give people choice, convenience and control, meet their mental, physical and social needs, and achieve their personal goals.



Professionalism

Our professional and supportive workforce has extensive experience in assessing and diagnosing conditions, addressing complex needs, and creating seamless and responsive care.



Progressive

We embrace an agile, forward-thinking approach to our work so that we can offer innovative solutions and programs while keeping services affordable, and advocate for positive change.



Pathways

We educate clients on the range of treatment options available and help them to navigate their health options and the health system to ensure they optimise the resources available to them.



Partnerships

We collaborate with clients and carers, other health professionals and the wider community to address the wide spectrum of people's mental, physical and emotional health needs.

Our brand | Brand personality and voice

Brand personality and voice is the manner in which we communicate. We must consider these when communicating and by doing so we will ensure clarity and build trust with our community.





Our visual communication



Visual communication | Our logo

The full colour logo should be used as the preferred version where possible, as shown here.

The primary logo is always the preferred option. Black and white logos are generally used for internal documentation.

The secondary logo should only be used where there is a constraint in the space available for branding.

The logo should always appear on a white background.

Primary logo



Secondary logo



Black and white logo



Spot colour (Pantone) logo



Single colour avatar

Note: Limited use only



A5



A4



A3



Visual communication | Our logo – spacing and sizing

Please allow a minimum clear space on all sides of the logo, equal to the 'x' width of the logotype (shown here by the width of the 'A').

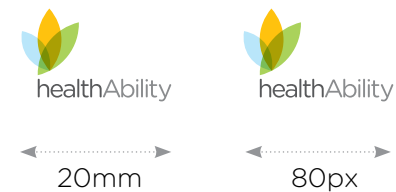
When correctly observed, clear space protects the logo from being crowded by other elements such as text or images.

Under no circumstances should the logo be reproduced to a size smaller than 20mm wide.

Clear space



Minimum size



Visual communication | Our Logo - usability

AX The logo should never sit on a coloured, black or textured background

BX The logo should never appear reversed

CX The logo should never appear transparent

AX —



AX —



AX —



AX —



BX —



CX —



Visual communication | Our Logo - use with third party logos

To ensure the integrity of the healthAbility logo is maintained, third party organisations are required to comply with the following guidelines:

- No one may manufacture for sale a product containing or featuring the logo
- The logo must always be clearly visible and distinct from the background
- The logo must be the same height as the highest other logo on the same line/space
- Always ensure the logo is at a legible size (see minimum size requirements on page 7) and it should always remain at 90 degrees (not angled)
- healthAbility reserves the right to request that publications be removed from circulation if the document does not meet the above mentioned requirements

Third party organisations should send a copy of the final artwork with logo for approval before distribution. Contact:

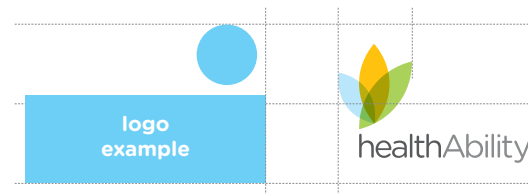
helpdesk.marketing@healthability.org.au

Correct

Base aligned, if height can't be matched

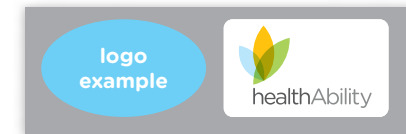


Vertically centered



Incorrect

Do not place in shapes



Do not place on coloured backgrounds



Do not have uneven sizes or base alignment



Visual communication | Vision statement lockup

This is a lockup (two elements) with the primary logo and vision statement. This will be applied wherever the vision statement appears.

The dividing green line must be utilised between the logo and statement.

This lockup is available as a complete file to ensure spacing consistency.

To ensure the integrity of the logo, please do not copy logos from other sources.

If you need a version of the logo, please contact helpdesk.marketing@healthability.org.au

Vision statement lockup



Vision statement lockup with website - landscape format



Vision statement lockup with website - portrait format



Visual communication | Colour palette

Primary Palette



Light Green

C: 45 R: 154
M: 0 G: 202
Y: 100 B: 60
K: 0

Hex 9aca3c

PMS 2300

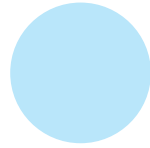


Light Orange

C: 0 R: 255
M: 25 G: 194
Y: 100 B: 14
K: 0

Hex ffc20e

PMS 7408



Blue

C: 25 R: 185
M: 0 G: 229
Y: 0 B: 251
K: 0

Hex b9e5fb

PMS 291

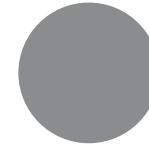


Dark Green

C: 62 R: 83
M: 1 G: 149
Y: 100 B: 54
K: 25

Hex 539536

PMS 370

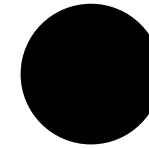


Light Grey

C: 0 R: 140
M: 0 G: 140
Y: 0 B: 140
K: 55

Hex 8c8c8c

PMS 423



Black

C: 0 R: 0
M: 0 G: 0
Y: 0 B: 0
K: 100

Hex 000000

PMS Pantone Black

Black for all
document text

Secondary Palette



Mid Green

C: 60 R: 114
M: 0 G: 191
Y: 100 B: 68
K: 0

Hex 72bf44

PMS 368

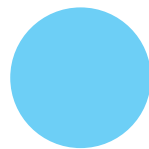


Mid Orange

C: 0 R: 249
M: 45 G: 157
Y: 100 B: 28
K: 0

Hex f99d1c

PMS 137

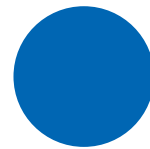


Mid Blue

C: 50 R: 109
M: 0 G: 207
Y: 0 B: 246
K: 0

Hex 6dcff6

PMS 297

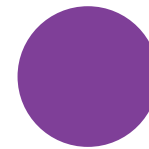


Dark Blue

C: 100 R: 0
M: 60 G: 102
Y: 0 B: 179
K: 0

Hex 0066b3

PMS 7684

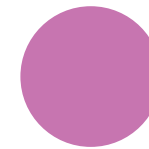


Purple

C: 60 R: 127
M: 90 G: 63
Y: 0 B: 152
K: 0

Hex 7f3f98

PMS 2592

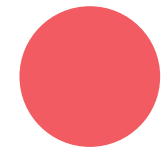


Violet

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PMS 514



Watermelon

C: 0 R: 241
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PMS 1787

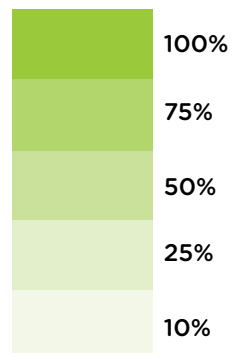
Visual communication | Colour palette tints

Tints of our colour palette can be used when developing materials and allow for greater flexibility in creating designs. Tints can also be used to provide suitable levels of contrast to ensure legibility when text is used together with our colour palette.

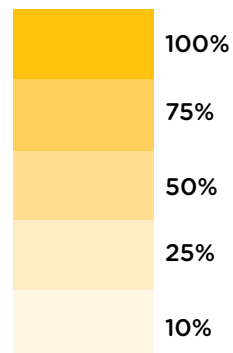
For guidelines on accessibility considerations, including colour contrast examples please see pages 21, 22, 32, and 33.

Primary Palette

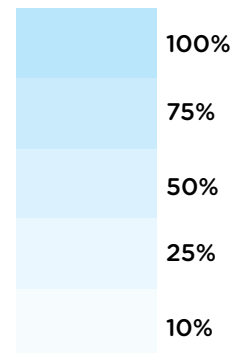
Light Green



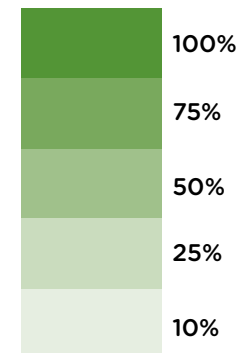
Light Orange



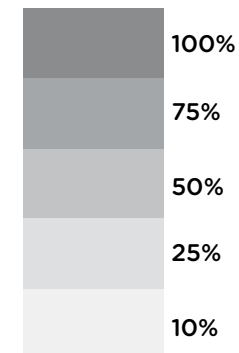
Blue



Dark Green

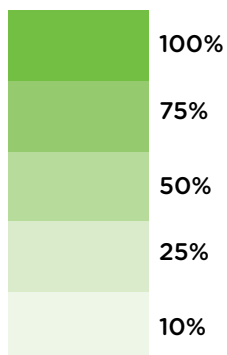


Light Grey

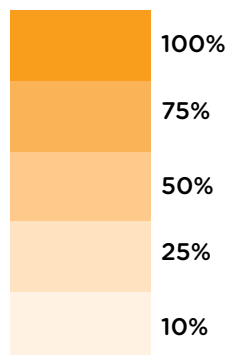


Secondary Palette

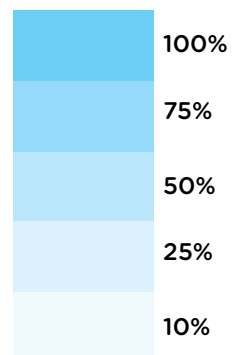
Mid Green



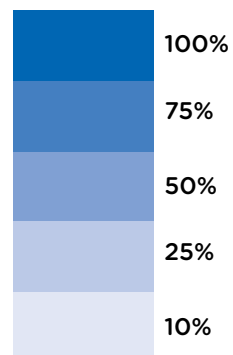
Mid Orange



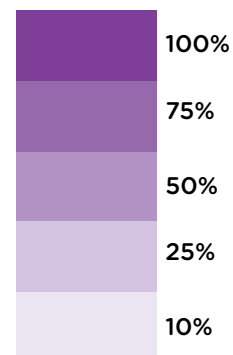
Mid Blue



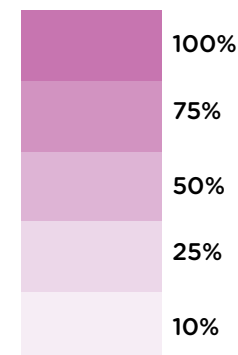
Dark Blue



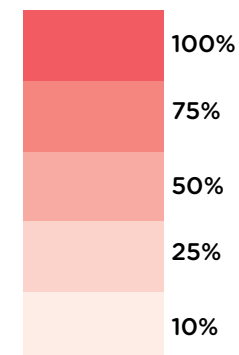
Purple



Violet



Watermelon



Visual communication | Fonts

Gotham Rounded is our primary use typeface and can be used in book, medium and bold weights.

Consistent use will help reinforce and maintain the brand, especially when used in conjunction with other visual identity elements.

Gotham Rounded is used for professionally designed pieces of communication.

For online and internal documents like Word and PowerPoint, please replace Gotham Rounded with Calibri.

Gotham Rounded can be purchased at: typography.com/fonts/gotham-rounded/styles/

Unsuitable fonts

The fonts Gotham Rounded Light or Calibri Light must never be used as they are not suitable for legibility.

Do not use:

Gotham Rounded Light
Calibri Light

Primary Font

Main text

Gotham Rounded Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

Headings and emphasised text

Gotham Rounded Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()**

Emphasised text

Gotham Rounded Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

Secondary Font

Main text

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

Headings and emphasised text

Calibri Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()**

Font size

Where possible and practical, text should appear no smaller than 12 point in size. For guidelines on accessibility considerations please see pages 21, 22, 32, and 33.

Visual communication | Accessibility

Clear formatting

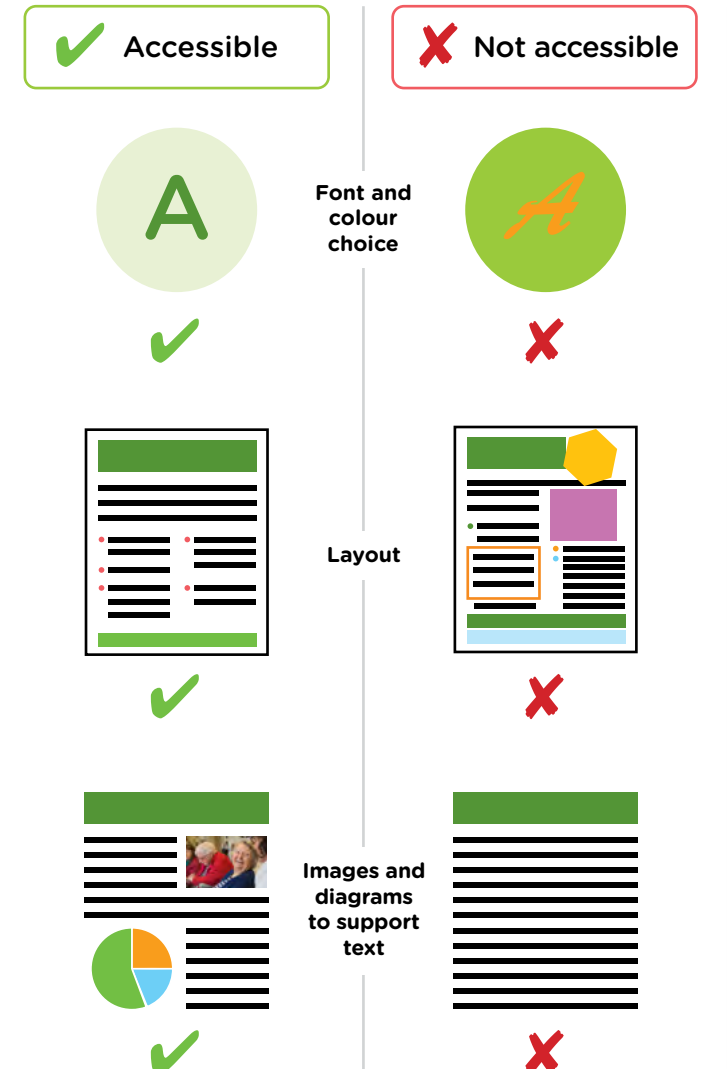
Poor access to health information can be a barrier to people receiving the care and support they need.

With such a diverse audience it is important that we have excellent communication access, especially for people with low literacy, low vision or blindness, intellectual disability, learning difficulties, deafness or English as a second language.

The following is a list which will help improve accessibility when creating communications.

Checklist

- ☐ Use only our brand fonts
- ☐ All text is of an appropriate size
- ☐ Use of block capitals, italics and underlining is limited
- ☐ Text is left aligned and set horizontally
- ☐ Text is not condensed or stretched
- ☐ Space between lines and paragraphs is adequate.
- ☐ There is good contrast between text and background
- ☐ Layout is simple, consistent and logical
- ☐ Heading styles are consistent throughout the document
- ☐ There is a clear hierarchy of information
- ☐ Page numbers are visible and in a consistent location
- ☐ There is adequate space between columns
- ☐ Tables have visible borders, with adequate space between text and border
- ☐ Table headings are repeated at the top of each page, and cells are not split across page breaks
- ☐ Graphics are clearly designed
- ☐ Consider using images and diagrams to support text
- ☐ No information is conveyed solely on graphics or colour



Visual communication | Accessibility

Colour combinations

The contrast between text and background colours can affect some people's ability to distinguish the information online or in print.

Please use these colour combinations to ensure legibility and accessibility.

Where possible, text should appear black. For larger headings, a high-contrast colour choice can be made.

To check colour contrasts visit:

www.contrastchecker.com



Visual communication | Imagery

Seeing is feeling

Pictures tell a story very quickly, the challenge is telling the right story for the audience.

The images we use in our communications make a powerful impression.

When selecting images:

- Always make the client the focus, with our role secondary
- Consider our brand personality to build an emotional connection
- Use compelling images that engage the viewer and tell a powerful story
- Use images of people that are candid and natural
- Do not use images that are stereotypical

Our image library contains a collection of professional photographs that help create effective communications.

It is imperative that consent forms are used for all client photographs and testimonials taken.

For use of images in our library and consent forms, please contact helpdesk.marketing@healthability.org.au



Visual communication | Collateral

Booklet



Brochure

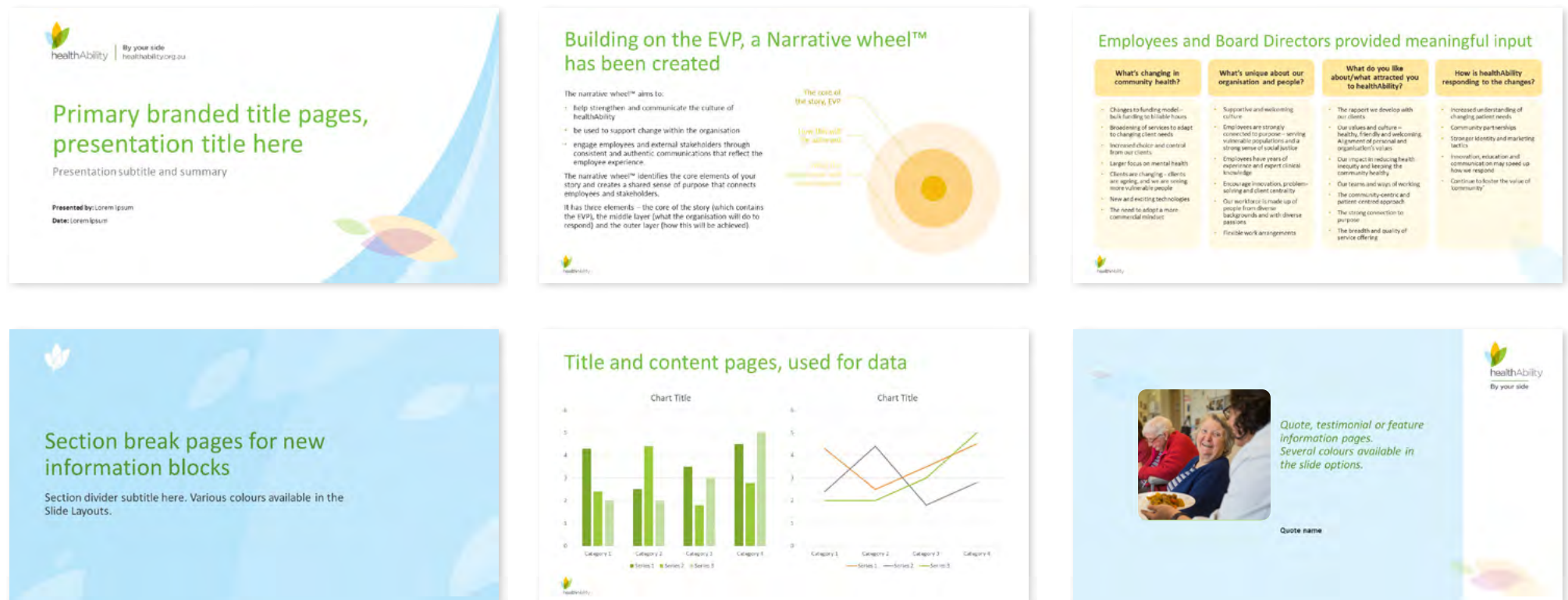


Information sheet



Visual communication | Templates

Powerpoint template



Available in standard and widescreen sizes.

Visual communication | Templates

Poster template

Good Life – Cancer Survivorship

Supporting effective self-management in cancer within a community health setting

Referral eligibility criteria



- People who have completed curative intent cancer treatment
- People with metastatic hormone sensitive prostate cancer
- People receiving maintenance immunotherapy
- People who meet the above criteria and are unable to participate in intensive ambulatory oncology rehabilitation or who would benefit from an individualised program incorporating other allied health services such as dietitian, psychology, podiatry input
- People who have bone metastases or severe osteoporosis who have been assessed by Eastern Health Oncology clinicians as having stable lesions and would benefit from an exercise-based program.

Exclusions:

- People who are near end of life and have stopped treatment to cure or control their disease
- People with highly unstable diseases
- People who have acute care needs

Referral forms available on Eastern Health intranet cancer site.

Please email or fax referrals to:
cancer@healthability.org.au or 9431 0339




healthAbility is a community health service providing primary allied health services and working in partnership with other community health services.

The project is targeted at frail, older cancer survivors who are unable to participate in intensive ambulatory oncology programs.

Participants should be ready and able to participate in a self-management program.

Cancer survivors will receive allied health interventions to support them to live well with a cancer diagnosis.

Phone: (03) 9430 9100 | Email: contact@healthability.org.au
Box Hill: 43 Carrington Road, Box Hill, VIC 3128
Eltham: 917 Main Road, Eltham, VIC 3095

 healthAbility | By your side healthability.org.au

Groups and programs

GROUPS AND PROGRAMS

Caring Together

The Caring Together group provides a safe and comfortable place to receive support, information and companionship.

Facilitated by a health professional, the group offers carers of adults the opportunity to:

- learn new information and hear from speakers to support you in your carer role
- meet other carers, listen to and share experiences, as you feel comfortable
- learn from others in a supportive environment
- experience and develop skills in relaxation and mindfulness

Subhead test

Get together with other people that truly understand the mix of emotions and challenges that come with being a carer.

Make a booking

To make a booking or for more information telephone **9430 9100**

When: Third Tuesday of each month (excluding January)

Time: 1.00pm–3.00pm

Where: The Womn Jeka room at healthAbility, 917 Main Road, Eltham

Cost: No charge for attendance

Bookings Essential



Phone: (03) 9430 9100 | Email: contact@healthability.org.au
Box Hill: 43 Carrington Road, Box Hill, VIC 3128
Eltham: 917 Main Road, Eltham, VIC 3095

 healthAbility | By your side healthability.org.au

Certificate of appreciation

Certificate of Appreciation

This certificate is awarded to:

[insert name]

In recognition of:

[insert role/title/success]

Highlight information (if needed) eg. #16dayseltham 2017

Summary section, eg. We all have a role to play in stopping violence against women

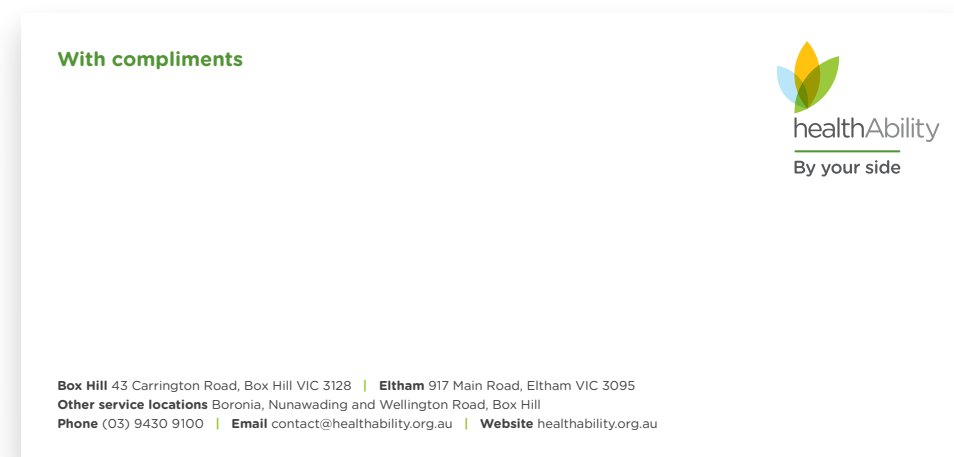
 healthAbility
By your side healthability.org.au

Visual communication | Stationery

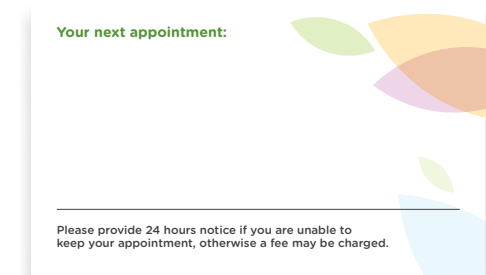
Business card



With compliments slip



Appointment card

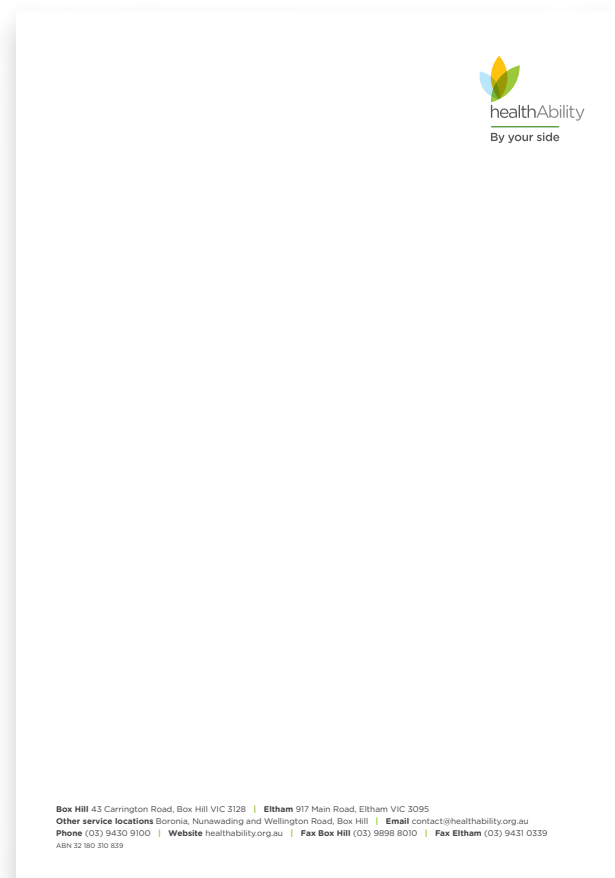


Three locations available

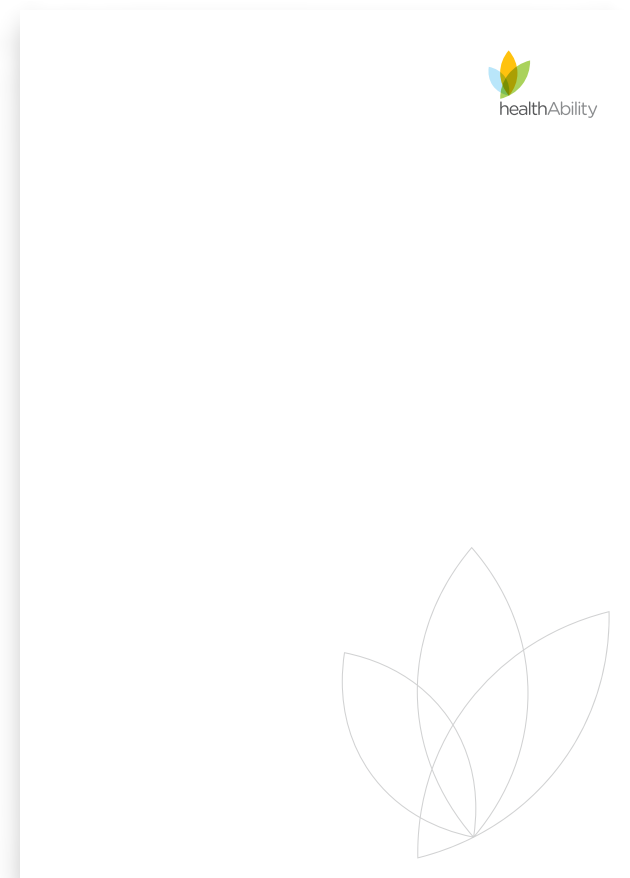
Visual communication | Stationery

Digital templates can be located on the Intranet, Communications Tools folder. Please take careful note of instructions within the template files.

Letterhead



Follow-on page





Our verbal and written communication



Verbal and written communication | Editorial guidelines

healthAbility wordmark best practice

The healthAbility wordmark is vital to our branding and should always appear with consistent formatting. The “h” at the beginning should appear as lower case, with the “A” for “Ability” in upper case.

Do not split healthAbility into two words, for example:

✗ — Health Ability

✗ — health Ability

Do not use capital H, for example:

✗ — HealthAbility

Do not abbreviate to an acronym:

✗ — hA

Language considerations

When creating content for healthAbility, the Brand Personality and Tone of Voice should always be considered (see page 11).

Capitalisation

Capitals should only be used where appropriate, ie: to commence a sentence. Do not use capitals within text to add emphasis, this is confusing to the reader.

Punctuation

Punctuation such as exclamation marks and questions marks should only be used where appropriate. Do not use multiples of these marks or add them unnecessarily to add emphasis. Again, this is confusing to the reader.

Numerals

Numbers one through to nine should be spelt out in word form. Following this, the numeral may be used, ie: 10, 11, 12, etc.

Privacy and consent

We value our community and respect their privacy, therefore, it is imperative that consent forms are used for all client photographs and testimonials taken.

For consent forms, please contact

helpdesk.marketing@healthability.org.au

Bullet point or numbered lists

Each bullet point or numbered sentence should be in sentence case, i.e. Capital letter at the start of the sentence only.

No punctuation marks or connecting words like AND or OR are to be use at the end of each sentence in the list.

See below example:

Our Physiotherapists support you to improve your movement by providing assessment, treatment and management of a wide variety of conditions.

Physiotherapy helps those with injuries including:

- Acute or chronic back or neck pain
- Sporting related concerns
- Respiratory and other heart conditions
- Rehabilitation following fractures
- Surgery and pain management for recent or on-going pain difficulties

Verbal and written communication | Organisation profile

Customer value proposition

healthAbility's professional and supportive teams work in partnership to deliver a diverse range of holistic, affordable and tailored services which empower people of all ages and abilities to live their best life.

For customers

Enjoying good health is more than being physically healthy or without disease. It is about your wellbeing as a whole person, within your family, work and social environments.

Our professional and supportive team work together with you to tailor our broad range of health and wellbeing services to your unique needs.

Everyone is welcome, regardless of age, ability or stage of life. As a National Disability Insurance Scheme (NDIS) service provider, My Aged Care (MAC) provider and Community Health organisation with the ability to process Medicare Benefits Schedule (MBS) and Private Health Insurance claims, we will help you navigate pathways, to get the best care and support you need to live well.

By encouraging choice, confidence and control, we will empower you along your health journey. healthAbility is by your side, supporting you to live your best life.

Customers/segments, partners and stakeholders

healthAbility, as the name suggests, plays a unique and valuable role in the health system.

We work to address the root causes of vulnerability, prevent disease and promote lifelong health outcomes for people in our community.

Our role is also supporting people to self-manage long-term health conditions, such as diabetes and mental ill-health, with multidisciplinary teams delivering community-based programs in a comfortable non-acute setting.

We also support people, including older people and people with disability, to stay living at home longer and to live well in their community. A broad range of primary health services such as occupational therapy, physiotherapy and speech therapy, and in home and community care services, such as domestic assistance and personal care can be tailored to an individual's needs.

These individuals may be people who need:

- Help with a long-term physical condition to live better
- Help with mental ill-health to live better
- Support with disability to achieve their goals
- Help to stay at home longer because of age
- Support for their child or young person to achieve their potential
- Dental services

By responding to community need and working together with individuals, their families, support networks and other health services, people in our communities can enjoy better and longer lives.

Verbal and written communication | Accessibility

Poor access to health information can be a barrier to people receiving the care and support they need. With such a diverse audience it is important that we have excellent communication access, especially for people with low literacy, low vision or blindness, intellectual disability, learning difficulties, deafness or English as a second language.

Likewise language that isn't inclusive or supports stigma should not be used.

As advised by the Centre for Culture, Ethnicity and Health, plain English should always be used and generally can negate the need for translation. On occasion however translated materials can be provided using a professional translation service.

Communication can also be made more accessible by not using jargon, acronyms, symbols and highly clinical language.

Likewise, communication should not be ambiguous. Avoid sarcasm and jokes. State the message clearly and avoid using long sentences and elaborate words.

Do...		Do not...	
Write in plain language	"Well done"	Use figures of speech and idioms	 "You're on the ball"
Use simple sentences and bullet points		Create a wall of text	
State the message clearly	"There's a problem with..."	Use highly clinical language	"You have a dysfunctional..."
Be respectful of a client's need	"How can we help?"	Use sarcasm or jokes	"You'll be right"
Be informative	"Our experienced Podiatrists help manage and improve your foot health."	Assume audience knowledge level	"Improve foot function with one of our Podiatrists."

Verbal and written communication | Language considerations

Examples of accessible and inclusive language

Use...	Do not use...
Person or individual	Patient
Lives with	Suffers
Arm/Leg	Limb
Died	Passed away
Idea	Thought bubble
Groups of people	Cohort
Helping/Supporting	Intervention
Aboriginal and Torres Strait Islander people	ATSI
About	Approximately
Choice	Option
Large, great, a lot of	Substantial
Move	Transfer
Helpful, useful	Beneficial
Must	Are required to
Affects	Impacts upon
If	In case of
Often	Frequently

Terminology

Use....	Do not use....
Organisation	Company, Firm, Business, Clinic
Client or Customer as appropriate or Participant in context of NDIS	Consumer
Participant in context of NDIS or as appropriate Practitioner or Support Worker	Clinician
People with disability	Disabled, people with disabilities
Seniors	Old people, aged, elderly
Funding body	Funders

Note: Clients should never be referred to as 'Stakeholders'

Verbal and written communication | Inclusion statement, community safety message

Inclusion statement



We acknowledge the Wurundjeri people and other people of the Kulin nations on whose unceded lands our community takes place.

We are committed to inclusive communities.

Community safety message

Our community is a safe place

We are here to help you.
We appreciate your patience.
Let's respect each other.

Verbal and written communication | Fee statement

We welcome everyone in the community to use our services

We offer the unique combination of private and publicly funded health care which enables us to take a holistic approach to your health and support more people in the community.

Our fees are structured on a sliding scale and designed to support access for people on varying incomes.

You are eligible for public funded services if you are:

- A pensioner or healthcare card holder and their dependent/s
- A school student up to the age of 18
- Of Aboriginal or Torres Strait Islander descent
- A refugee or asylum seeker
- A pregnant woman

We also offer a range of health services if you are a:

- Full fee paying client
- Voucher recipient
- Patient referred from a GP
- Private health insurance member

As a National Disability Insurance Scheme (NDIS) service provider, My Aged Care (MAC) provider and Community Health organisation with the ability to process Medicare Benefits Schedule (MBS) and Private Health Insurance claims, we will help you navigate pathways, to get the best care and support you need to live well.

Difficulty or inability to pay will not be a barrier to receiving treatment or service. healthAbility services are jointly funded by the Commonwealth and Victorian Governments.

healthAbility | Contact

Contact for approval

All communications must be approved by the Marketing and Communications team prior to external publication.

Marketing and Communications team

helpdesk.marketing@healthability.org.au

T (03) 9430 9100

Contact healthAbility

Box Hill 43 Carrington Road, Box Hill VIC 3128

Eltham 917 Main Road, Eltham VIC 3095

Other service locations Boronia, Nunawading and Wellington Road, Box Hill

Email contact@healthability.org.au

Phone (03) 9430 9100

Website healthability.org.au

Fax Box Hill (03) 9898 8010

Fax Eltham (03) 9431 0339

 facebook.com/healthability

 twitter.com/health_Ability

 linkedin.com/company/healthability/



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