



# **Accessible and Inclusive Communications Policy 2021 – 2024**

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# 1. INTRODUCTION

## **Purpose**

The purpose of the Accessible and Inclusive Communications Policy is to facilitate equitable access to information on and participation in Council services, programs, events and other resources.

This policy seeks to equip Council staff to better understand and cater to the diverse and changing communication needs of the Moreland community.

Council is putting its community at the heart of our work, and this includes our approach to communications. As such, this policy applies to every Council staff member sharing information with the Moreland community. This policy also applies to contractors and consultants working on behalf of Moreland.

In practice, this policy will ensure that:

- The high profile and critical information Council shares with community is accessible and inclusive
- Council is taking tangible steps towards more consistently delivering accessible and inclusive communications, and
- Community members can easily connect and communicate with Council.

While everyone benefits from inclusive and accessible communications, this policy seeks to serve the below groups in particular:

- People with low or no spoken English,
- People with low literacy,
- People with complex communication support needs, and
- People with little knowledge of Council operations and functions.

This policy seeks to support the priority groups outlined in the Human Rights Policy:

- Aboriginal and Torres Strait Islander communities,
- Migrant and refugee communities,
- People with disability,
- Women, and
- LGBTIQ+ communities.

This policy replaces the former Language Services Policy, and Inclusive and Accessible Communication Policy (2012-2015).

The policy will be reviewed once every three years. However, the policy implementation will have ongoing monitoring and annual evaluation.

## Scope

This policy applies to all Council staff. It refers to both external and internal communications. Moreland City Council staff have diverse communication needs, just as the community we represent.

Common communication channels referred to in this policy include, but are not limited to, print media, social media, Council website, Conversations Moreland, interpreter services, and events.

The policy is limited to enabling inclusive and accessible communications. It stipulates how communication content and channels can be more accessible for people with varied communication needs but does not cover accessibility more broadly. For example, details on how a built infrastructure is Disability Discrimination Act compliant are not covered in this policy.

## 2. DEFINITIONS

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Term	Definition
Communications	In this policy “communications” means the provision or exchange of information. This can be done through verbal communication, written word, audio/visual content, body language, or any other forms of media. Effective communications ensure that the audience can understand the message that is being communicated, and has access to that message. Every unit of Council communicates its services to customers from time to time. As such, every organisation area within Moreland City Council does communications.
Accessible communications	Accessible communications present information in a way that is clear and easy to understand for the entire intended audience.  Accessible communications: <ul style="list-style-type: none"><li data-bbox="735 1659 1193 1727">• recognise people have different communication needs,</li><li data-bbox="735 1756 1337 1823">• removes barriers that prevent people from accessing and sharing information, and</li><li data-bbox="735 1852 1310 1919">• reflects on and asks how future communications can be more accessible.</li></ul> Accessible communications are inclusive.

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## Inclusive communications

Inclusive communications ensure we are aware of, accommodate and value the different ways different people:

- receive information,
- express themselves, and
- participate in the world around them.

We must consider who our intended audience is and the best way to engage with them.

Inclusive communications recognise that unless deliberate steps are taken to be inclusive, some community members or groups are likely to be excluded. Inclusive communications work:

- to make people feel valued,
- to invite and welcome people to participate, and
- to foster a sense of belonging.

Inclusive communications are accessible and must be intersectional.

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## Intersectionality

Intersectionality recognises that a person's gender, ethnicity, sexuality, religious beliefs, ability, migration status, age and socio-economic status influence the levels of privilege they have or discrimination they might face.

For accessible and inclusive communications, this means recognising that how the above identities intersect for an individual will influence their communication needs.

For example, someone who is blind, doesn't speak English, and has low digital literacy will have different communication needs to someone who is fluent in English, highly digitally literate and has no vision impairments.

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## Plain English

Plain English is a style of writing for people who have a basic level of English literacy. Writing in Plain English often involves reducing the reading level, so more people can understand the message clearly. Plain English helps people who want to read and understand information quickly.

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Easy English	Easy English is a way of making information easy to understand. It uses a lower reading level than Plain English. It also involves using short sentences, lots of white space, and images that help readers understand each sentence.
Communication channel	A communication channel is the method you use to deliver a message to your intended audience. This could be verbal (e.g. face-to-face and phone call), print media (e.g. pamphlets and posters), digital media (e.g. website and social media), broadcast media (e.g. TV and radio), or events.
Audience	An audience is the group of people who you want to receive your communication. An audience could be the entire Moreland community, or it could be more specific, such as Fawkner residents, business owners, or people from multicultural backgrounds.

### 3. OBJECTIVES

Moreland City Council's Human Rights Policy (2016-2026) states that "all people should have dignified and equitable access to information, goods, services and life opportunities as a result of good governance democracy."

A key tenet of upholding a strong democracy and good governance is enabling the democratic voice of everyone who lives, works and plays in Moreland. Council must also ensure equitable and accessible services. This is reliant on inclusive and accessible communications across all aspects of Council operations.

The Accessible and Inclusive Communications policy therefore works to:

1. Ensure that Council endeavours to provide Moreland's community with equitable access to Council information, services, and programs, which are determined by the **appropriate communication standards**.
2. **Support Council staff with knowledge and resources** to confidently communicate in inclusive and accessible ways to their respective audiences.
3. Ensure **community members can confidently and easily communicate with Council**.
4. Ensure the communication needs of Moreland City Council staff are met by **inclusive and accessible internal communication practices**.

## 4. CONTEXT

Moreland City Council represents a highly diverse community. 38.1% of people speak a language other than English at home, which comprise of over 140 different languages<sup>1</sup>. 10,336 Moreland residents have low or no English proficiency<sup>2</sup>. Almost 1 in 5 people in Victoria live with a disability<sup>3</sup>, and 44% of Australians struggle with day-to-day literacy<sup>4</sup>. This diversity means the communication needs within our community are many and varied.

Every single Moreland resident has the right to access information and to communicate with the government bodies that represent them. To uphold a strong democracy Council needs to embed inclusive and accessible communications practices in our systems and day-to-day operations.

Importantly, the policy sits aligned with Council's Community at the Heart Promise and its Accountability Framework. The promise Council made to its community in 2020 will not be possible without inclusive and accessible communications. This includes being helpful, engaged, accountable, respectful, and timely.

Council's approach to inclusive and accessible communications is guided by legislation and human rights frameworks as outlined in section 7 of this policy.

This policy explains the guiding principles and high-level approach for inclusive and accessible communications. The day-to-day operational practice will be provided to Council officers through the Accessible and Inclusive Communications Implementation Plan.

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<sup>1</sup> Australian Bureau of Statistics Population Census 2016

<sup>2</sup> Australian Bureau of Statistics Population Census 2016

<sup>3</sup> Department of Families, Fairness and Housing <https://providers.dffh.vic.gov.au/people-disability-victoria>

<sup>4</sup> Adult Literacy and Life Skills Survey, Australian Bureau of Statistics

## 5. POLICY DETAILS

### Principles

Principle	Detail
<b>1. Enabling the democratic voice of everyone who lives, works and plays in Moreland; free from communication barriers, discrimination and disadvantage.</b>	Moreland City Council is committed to involving communities in decisions that impact and interest them. We are informed by relevant legislation and human rights frameworks.
<b>2. Our communications are informed by the diverse Moreland community.</b>	Council's work is more effective when people with a diverse range of experiences, backgrounds and needs are invited, welcomed and empowered to meaningfully contribute to our community. Council works for the Moreland community. Therefore, through our communications, we must actively seek, listen and respond to the requests, needs, human rights and ideas of the community.
<b>3. Accessing information is a human right.</b>	The Disability Act 2006 and Disability Discrimination Act 1992 stipulate that it is unlawful to discriminate against someone because of their disability. Failing to provide information that is accessible for people with a disability is discrimination. Council acknowledges our diverse community needs access to meaningful information to effectively contribute to Council's processes, decision making and to exercise their rights.
<b>4. Knowing our audience and their diverse and changing communication needs.</b>	Council will tailor all information to the audience's specific communication needs. This requires Council to be flexible, and to offer a range of communication options community can choose from. We are informed by direct community feedback, and local demographic data such as Profile and Atlas ID, Australian Census information, annual Moreland community surveys.

**5. Communication channels will reach audiences where they already are, rather than always relying on them to seek out Council information.**

Council is responsible for ensuring our community is informed about Council services. When audiences are not reached by regular communication channels, we will arrange communications to go directly to those communities. This work will be enabled by better knowing and being connected to the community.

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**6. Prioritising a reflective process of learning and improvement.**

Council will embed monitoring, evaluation and learning practices into our inclusive and accessible communications work. This will serve two purposes:

1. Holding Council accountable to setting and meeting commitments made to community.
2. Encouraging a culture of reflection, learning and constant improvement on inclusive and accessible communications amongst Council staff.

## **Types of communications content and accessibility standards**

This policy endeavours to apply consistent accessible and inclusive communication standards to Council communications and materials.

- All content on Council's main communication channels including the HTML content on the website, social media, My Moreland (email newsletter), Inside Moreland (quarterly printed magazine), must be supplied in an accessible format including being written in Plain English and aligned to Council's accessible communication guidelines.
- Other more targeted, direct forms of communications supplied by individual business units should endeavour to meet accessible standards whenever possible. This will be supported by training, resources and accessible communication toolkits to support staff.

## **Key focus areas**

This policy identifies 7 focus areas that will enable Moreland's communications to become more inclusive and accessible. These are:

1. Preparation
2. Understanding audience communication needs
3. Creating inclusive and accessible content
4. Utilising inclusive and accessible communication channels
5. Enabling multidirectional communications
6. Supporting staff
7. Monitoring and evaluation progress

Each of these focus areas is discussed in more detail below.

Detail on how the Key Focus Areas will be implemented will be shown in the accompanying Accessible and Inclusive Communications Implementation Plan.

### **1. Preparation**

- Communication content, channels and community engagement efforts, should endeavour to:
  - Have identified target audiences
  - Be aware of the communication needs of the respective audiences (through community consultation and resources provided)
  - Cater to their audience's communication needs
- For certain community engagement initiatives, Council will be required to provide documentation that is in alignment with legislative requirements. As such, this

language might not be written in Plain English. Where a high reading level is unavoidable, Council will endeavour to provide a summary of this content in accessible formats.

## **2. Understanding audience communication needs**

Council will consult with community members to develop and test appropriate content and channels. This feedback and findings will be captured and shared to support all Council staff with their communications. Where possible, Council staff will endeavour to identify target audiences and allow time to understand and tailor content to their needs.

This will require Council to:

- Have systems in place that facilitate ongoing research and documentation of community communication needs.
- Have strong understandings of more complex communication support needs, and strategies to address these.
- Recognise that the communication needs of some people in our community might conflict with those of others'. We will recognise and accommodate these variations by providing flexible options.
- Support staff to better understand and tailor information to different communities.

## **3. Creating inclusive and accessible content**

Council will ensure that:

- Standards for accessibility and inclusivity will be defined and available to staff via the Council intranet.
- Where appropriate, minimum standards are enforced (such as WCAG 2.1 web accessibility standards).
- When seeking community feedback on large scale engagement projects, Council will provide accessible, summarised information for community members to review.
- Aboriginal and Torres Strait Islander language, culture and artwork will be utilised in Council communications where appropriate (with the permission of and in consultation with Wurundjeri Woi Wurrung traditional Elders).
- Different communication options are available to our audiences, and they can choose which works best for them.
- Accessibility is embedded into the Moreland City Council Brand Guidelines.
- Where necessary, content notes (eg: trigger warnings) and information on where to find support are provided.
- Where appropriate, published material, including web-based content, includes information on how to access interpreter services.
- Content is aligned with existing Council documents, such as:

- Working Effectively with the Aboriginal and Torres Strait Islander Community” (particularly regarding language and terminology)
- Acknowledgement of Country guidelines
- Writing Guide for Sexuality, Sex and Gender Diversity Inclusive Forms and Surveys

#### **4. Utilising inclusive and accessible communication channels**

Council recognises that while it is important content be accessible, it is equally important that this content reaches the intended audiences. This means ensuring the communication channels currently in use are made more inclusive and accessible, and where there are gaps, developing and investing in additional channels to reach a broader audience.

Council will ensure that:

- Where audiences are not reached by mainstream communication channels (website, social media, regular publications), Council will go directly to the target audience. For example, disseminating information through community groups, events, neighbourhood houses, radio, places of worship etc.
- Adequate time is allowed for both the preparation of accessible content, and dissemination of this information through various channels.
- Internal communication channels are also inclusive and accessible.

#### **5. Enabling multidirectional communications**

Council will endeavour to ensure community members can easily reach and engage with council.

#### **Interpreter services**

Over 10,000 Moreland residents have low or no spoken English<sup>5</sup>. A user-friendly, well-known and well-utilised interpreter service is vital to enable Council and its residents to connect and communicate.

Council’s interpreter service is relevant to all staff who communicate with Moreland City community members. This service should be used both for general enquiries and communications, but also for more targeted engagement on specific projects.

Council strives to provide the Moreland community with an interpreter service that is helpful, timely, easy to use and makes community feel supported at each interaction. To achieve this, Council will also consider how interpreter services can work with the Community Language Aide program to support community members with more complex enquiries.

The Community Language Aide program refers to the use of bi-lingual Council staff to assist in interpreting services.

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<sup>5</sup> Australian Bureau of Statistics Population Census 2016

Interpreter services should include Auslan.

To enable this service, Council will ensure that:

- All frontline Council staff know how to and are able to use and request Council's interpreter service.
- All frontline Council staff are able to confidently communicate through an interpreter.
- All frontline Council staff know how to and are able to identify and enable residents whose preference is to use an interpreter, and can do so easily and in a timely manner.
- Council has systems and processes in place for frontline Council staff to document the conversation resolution for monitoring and evaluation purposes.
- The interpreter services work with the Community Language Aide program where necessary to support community members with more complex enquiries.
- The interpreter service is promoted by Council, so community members are aware this is a resource available to them.
- All Council staff working on community-facing projects incorporate the interpreter services into their community engagement, if the target audiences has an identified need.
- Interpreter services (including Auslan) will be made available to those asking questions at Council meetings and during Question time when needed.
- Language link (interpreter phone lines) are displayed prominently on communications and proactively communicated to the community.
- Language link is actively promoted to the community and Council strives to improve uptake of the interpreting service.
- Interpreter services (including Auslan) are available to objectors who wish to make submissions at Planning and Related Matters meetings in languages other than English. Should an objector wish to use an interpreter at the Planning and Related Matters meeting, Council will make every attempt to brief the interpreter prior to the meeting, so that they are familiar with the relevant planning application. This process will be incorporated into a protocol which Council will follow.
- Council officers will ensure that the planning permit process provides information in other languages at key touchpoints as part of public notice of an application. This aims to improve understanding and access for people from non-English speaking backgrounds.

### **Community engagement practices**

Community engagement is important to inform and enable Council's work. Some examples of community engagement include community forums, surveys, research, deliberative engagement, Advisory Committees, and services and programs.

When conducting broad-scale community engagement, Council will ensure:

- The communication needs of community members are identified and considered.
- In-language information and engagement are provided as required. Whether this be translated written material, or the provision of interpreters and interpreting equipment.
- Assisted Listening Devices, aids and alternative methods of communication are provided as required.
- Council will endeavour to circulate any written content to be considered at the forum or meeting well in advance. This will help all participants have adequate preparation time. Where possible, content will be written in Plain English, and translated into the

appropriate language (including Easy English if required). It should also be delivered in the requested media, for example, print media or media compatible with screen readers.

- When seeking community feedback on an issue, an accessible summary will be provided.

Please refer to the Community Engagement Policy 2020 for more information.

## **6. Supporting staff**

Relevant staff will be supported in their roles to effectively carry out inclusive and accessible communications. This will be enabled through induction processes, ongoing training, and being able to access supporting resources on Council's intranet.

Staff will be supported to be able to:

- Clearly identify which audience their communication is targeting.
- Understand the communication needs of their target audience.
- Know how to create communications that meet the needs of their target audience.
- Know how to develop appropriate translations.
- Know where to go for additional support or information.
- Know how to use and refer to interpreters.

## **7. Monitoring and evaluating progress**

Council will develop and use a monitoring, evaluation and learning framework (MELF) to assess, learn from and improve inclusive and accessible communications.

In alignment with this policy's principles, the MELF will be for the purpose of:

- To identify what is working and what needs to be improved.
- To inform future work.
- To respond to community feedback, particularly if our communications are not reaching certain community members.
- Prompt internal Council reflection on how inclusive and accessible practices can be improved.
- Provide reliable data on inclusive and accessible communications work that can inform budgeting decisions and ongoing work.
- Hold Council accountable to setting and meeting commitments made to community.

The MELF will include collecting baseline data and conducting annual reviews. These reviews will inform the annual policy review. Representatives of the Moreland community will have the opportunity to be involved.

## 7. ROLES AND RESPONSIBILITIES

This policy applies to all Council staff, contractors, consultants, volunteers or any other persons engaged by Council's business to communicate with community or internally at Moreland City Council.

Communication is part of Council's core business and is the responsibility of all Council service areas, terms and employees. Roles and responsibilities are shown in the table below.

<b>Party/parties</b>	<b>Roles and responsibilities</b>
Directors and Senior Officers	Demonstrate commitment to inclusive and accessible communications through leadership, modelling good practice, and understanding the diverse communication needs of the community they represent and staff they might manage. Oversee MELF.
Council Officers	Inclusive and accessible communications is the responsibility of all Council employees as part of core business. It is the responsibility of Council officers to ensure quality communications and timely reporting is delivered in accordance with this policy.
Communications Unit	Oversee the implementation of this policy and accompanying Implementation Plan. Keep guidance documents up to date. Oversee the implementation of the Accessible and Inclusive Communications Policy.
Customer Service Unit	Review and update the Interpreter Services as needed.
Consultants and contractors	Responsible for working in alignment with this policy and other guidance documents (such as brand guidelines and accessibility checklists). These resources will be provided by the area of Council contracting these services.

## 8. ALIGNMENT

### Policies

Moreland City Council is committed to equitable access, inclusion and opportunity for our local community. This is captured in:

- Community Engagement Policy 2020

- Disability Access and Inclusion Plan 2016-2020 (extended to December 2021)
- Human Rights Policy 2016-2026
- Health and Wellbeing Plan (MHWP) 2017-2021
- Social Media Policy 2021-2024

## **Council documentation**

- Social Cohesion Plan
- Moreland Gender Equality Commitment (2019)
- Moreland City Council Brand Guideline
- Promise and Accountability Framework
- Writing Guide for Sexuality, Sex and Gender Diversity Inclusive Forms and Surveys
- Working Effectively with the Aboriginal and Torres Strait Islander Community
- Living and Ageing Well in Moreland: an Age-Friendly Framework
- Sport and Active Recreation Strategy (2020-2030) (includes Active Women and Girls in Moreland 2010 – 2014 objectives)
- Full Potential: A Strategy for Moreland’s Young People (2019-2021) (to be integrated into the new Children, Young People and Families Plan)

## **Legislative**

In Victoria, the law protects people from discrimination. Discrimination is treating someone unfavourably because of a personal characteristic, including disability, language spoken, or ethnicity. Discrimination is against the law when it happens in areas of public life, including employment, accommodation and goods and services.

Under the Victorian Local Government Act 1989, all councils have a responsibility to promote the overall quality of life of people in the local community and to ensure that services and facilities provided by the council are accessible and equitable. Addressing issues of discrimination and improving access and inclusion for all community members falls within these responsibilities.

The Victorian Equal Opportunity Act 2010 places a “positive duty” on organisations such as Council to eliminate discrimination, both as an employer and in the service we provide. This relates to people with disability, people from non-English speaking backgrounds, and LGBTIQ+ people.

Under the Victorian Gender Equality Act 2020, which commenced on 31 March 2021, Council has a duty to promote gender equality, including:

- Consider and promote gender equality; and
- Take necessary and proportionate action towards achieving gender equality.

The above applies when developing policies and programs or delivering services that have a direct and significant impact on the public. This necessarily includes communications. As

outlined in the Accessible and Inclusive Communications Implementation Plan, Council will conduct a gender impact assessment (GIA) of its communications.

Moreland City Council recognises its specific responsibilities to people with a disability and to people from multicultural, multi-lingual and multi-faith backgrounds, under the following state and federal legislation and policy direction frameworks:

- Victorian Charter of Human Rights and Responsibilities Act 2006
- Disability Discrimination Act 1992
- Disability Act 2006
- Victorian Equal Opportunity Act 2010
- A Fairer Victoria 2009
- Victorian State Disability Act 2006
- Multicultural Victoria Act 2011
- Commonwealth Disability Discrimination Act 1992
- Australian Human Rights Framework 2010
- National Disability Strategy 2010-2020 (COAG 2011)
- Victorian Equal Opportunity Act 2010
- Sex Discrimination Amendment (Sexual Orientation, Gender Identity and Intersex Status) Act 2013
- Australian Government Guidelines on the Recognition of Sex and Gender (2013)

## **9. ASSOCIATED DOCUMENTS**

- Accessible and Inclusive Communications Implementation Plan (2021-2024)

## **Accessible and Inclusive Communications Implementation Plan 2021-2024**

*Each external-facing activity in this Implementation Plan will be informed by further community engagement and consultation. This consultation will be tailored to the specific activity. For example, when reviewing the Interpreter Services, Council will speak directly with people who rely on these services. As such, the below activity details are subject to change, following more detailed community feedback and consultation. Ongoing community consultation will also include Traditional Owners the Wurundjeri Woi Wurrung Elders.*

### **Year 1 (2021-2022) Activities Include**

All year 1 activities will be managed with existing resources.

<b>Activity</b>	<b>Responsible</b>	<b>Details</b>	<b>End of Year 1 Success Measures</b>
<b>Collaborate with Community Development and Social Policy to ensure integration of policy into other frameworks</b>	Accessibility Communications Advisor Community Development and Social Policy	This will include, but is not limited to: <ul style="list-style-type: none"> <li>• Mid-term review of the Human Rights Policy. This is taking place in July 2021.</li> <li>• Bi-annual development of the Human Rights Policy Implementation Plan. Consider Communications Unit becoming a partner in this plan.</li> <li>• Wherever possible, monitoring and evaluation metrics will be shared to avoid a duplication of work.</li> </ul>	<ul style="list-style-type: none"> <li>• Council frameworks have been reviewed and the policy has been successfully integrated into Council's existing systems.</li> </ul>

<b>Undertake Gender Impact Assessment</b>	Accessibility Communications Advisor Social Planning and Policy Officer	This will ensure the communication needs and rights of people of all genders are clearly captured and acted upon under this policy.	<ul style="list-style-type: none"> <li>• Gender impact assessment completed and recommendations implemented.</li> </ul>
<b>Deliver Accessible and Inclusive Communications “Roadshow”</b>	Communications Unit	The Communications Unit will undertake a “road show” across different Council Directorates to promote the new policy, reflect on what we have learnt in this space during 2020, explain the plan for 2021-2022 and how this relates to different Units, and ask what support staff would like.	<ul style="list-style-type: none"> <li>• Roadshow completed across all Council directorates</li> </ul>
<b>Create an Accessible and Inclusive Communications Learning and Development Framework</b>	Communications Unit with support from Human Resources, Community at the Heart and Community Engagement Units	<p>The Accessible and Inclusive Communications Learning and Development Framework will capture the training required to better enable Moreland staff to implement this policy. Staff will be consulted in the development of the Framework. Training will include topics such as:</p> <ul style="list-style-type: none"> <li>• How to write in Plain English</li> <li>• How to use the Accessible and Inclusive Communications checklist (a resource developed by the Accessible Communications Advisor)</li> </ul>	<ul style="list-style-type: none"> <li>• Accessible and Inclusive Communications Learning and Development Framework completed</li> <li>• All relevant staff have been trained and equipped with the knowledge to implement</li> </ul>
<b>Review and develop Interpreter Services “Protocol”</b>	Accessibility Communications Advisor Customer Services Unit	<p>Current interpreter services will be reviewed and updated accordingly. This review will:</p> <ul style="list-style-type: none"> <li>• Be informed by meaningful consultation with people who not speak English.</li> <li>• Consider how interpreter services can be better promoted amongst the communities that need it.</li> <li>• Consider how the interpreter services protocol can work alongside the Community Language Aide program to support non-English</li> </ul>	<ul style="list-style-type: none"> <li>• Interpreter Services protocol developed and published</li> <li>• Customer Service unit trained in the interpreter protocol</li> <li>• All staff are made aware of interpreter services protocol</li> </ul>

		speakers with their enquiries, regardless of the complexity.	
<b>Improve the positioning of Language Link on collateral and understanding of interpreter phone lines</b>	Accessibility Communications Advisor  Communications Unit	<ul style="list-style-type: none"> <li>• This includes a minimum standard to entail that all broad scale communications have a translated introduction sentence introducing the topic, and then the call to action to call the interpreter line.</li> <li>• For example: 'This is important parking information. Avoid getting a fine. For information in Greek, call XXXX'</li> </ul>	<ul style="list-style-type: none"> <li>• Language Link position has been reviewed and improvements implemented.</li> </ul>
<b>Implement a marketing and communication campaign to promote interpreter services</b>	Accessibility Communications Advisor	<ul style="list-style-type: none"> <li>• Promote the use of interpreter services in the non-English speaking community</li> </ul>	<ul style="list-style-type: none"> <li>• Increased up take and awareness of interpreterservices.</li> </ul>
<b>Develop and implement a protocol to increase the accessibility and inclusion of the planning permit process</b>	Communications Unit  Accessibility Communications Advisor  City Development	<p>This protocol will capture steps such as:</p> <ul style="list-style-type: none"> <li>• The effective use of interpreter services at Planning and Related Matters meetings.</li> <li>• Relevant translated information provided for: <ul style="list-style-type: none"> <li>○ Public notification of a planning permit</li> <li>○ Making an objection</li> <li>○ Invitation to Planning meetings</li> <li>○ nterpreter briefing before Planning meetings</li> </ul> </li> </ul> <p>The protocol will be promoted to non-English speaking audiences in order to encourage uptake.</p>	<ul style="list-style-type: none"> <li>• Protocol developed</li> <li>• Protocol implemented</li> <li>• Protocol promoted</li> </ul>

<p><b>Develop Communication Personas</b></p>	<p>Communications Unit Community Engagement Unit Community at the Heart Unit</p>	<p>This document will provide a detailed break-down of multicultural, multifaith and multi-lingual audiences, audiences with disability, and other marginalised groups. It will outline the basic communication needs of key groups within the community, including information such as:</p> <ul style="list-style-type: none"> <li>• Language</li> <li>• Effective messages</li> <li>• Communication channels</li> <li>• Required assistive technologies</li> </ul>	<ul style="list-style-type: none"> <li>• Communication Personas are developed and published for the organisational use.</li> </ul>
<p><b>Provide key council documents in Plain and Easy English</b></p>	<p>Accessibility Communications Advisor Communications Unit Various business units</p>	<p>Key Council documents (important documents, and documents that are frequently used by the public) will be written in Plain English and Easy English. These versions will be made available to people who wish to use them.</p>	<ul style="list-style-type: none"> <li>• Updated key council documents from at least 5 high traffic business units.</li> </ul>

<p><b>Review Community Language Aide program</b></p>	<p>Accessibility Communications Advisor Human Resources Customer Service Unit</p>	<p>A Community Language Aide is an employee who can use a language other than English at work. They are informal interpreters who can assist customers and clients with non-critical and low-risk communication.</p> <p>Council will:</p> <ul style="list-style-type: none"> <li>• Review the current use of Community Language Aides</li> <li>• Develop a Community Language Aide program/protocol to guide this initiative and support staff</li> </ul>	<ul style="list-style-type: none"> <li>• Community language Aide review complete.</li> <li>• Established a clear set of guidelines for the way forward with the program.</li> <li>• Plan developed for implementation of the program for Year 2.</li> </ul>
<p><b>Review Moreland City Council Brand Guidelines</b></p>	<p>Communications Unit</p>	<p>The Moreland City Council Brand Guidelines will be reviewed to include more accessibility and inclusivity measures. This will include:</p> <ul style="list-style-type: none"> <li>• Minimum font size</li> <li>• Strong colour contrast</li> <li>• Formatting</li> <li>• Inclusive use of imagery</li> </ul>	<ul style="list-style-type: none"> <li>• Brand guidelines are updated to reflect accessibility and inclusivity measures.</li> </ul>
<p><b>Create Accessible Communications Guidelines</b></p>	<p>Communications Unit In partnership with organisation as required</p>	<p>A review of Council's formal communications, and standards on how accessibility and inclusion will be integrated going forward. This will include guidelines for:</p> <ul style="list-style-type: none"> <li>• Digital media (social media, Moreland website, Conversations Moreland)</li> <li>• Audio visual content (use of captions and subtitles, integrated descriptions, transcript etc)</li> <li>• Easy English documents (which key Council documents should be available in Easy English)</li> </ul>	<ul style="list-style-type: none"> <li>• Accessible Communications Guidelines are created.</li> <li>• All staff are made aware of the guidelines and have easy access to them.</li> </ul>

		<ul style="list-style-type: none"> <li>• Use of Easy Read (plain English) in all key Council communications</li> <li>• Translations (when and how to use translated content)</li> <li>• Imagery (use alternative text, add longer HTML descriptions)</li> <li>• Accessible and inclusive use of forms, surveys and other information gathering tools (inclusive self-identification category descriptions for different sexualities, sexes, gender diversities, ethnicities, language and cultural groups, disabilities)</li> <li>• Events (interpreters, accessible physical space, hearing induction loop or infrared hearing assistance systems, timely provision of preparatory information)</li> <li>• Use of radio/television stations</li> </ul>	
<b>Develop and promote to staff Accessible and Inclusive Communications Toolkit</b>	Accessibility Communications Advisor	<p>Available for all Council staff on Grapevine, the Toolkit will include resources such as:</p> <ul style="list-style-type: none"> <li>• Communication Personas</li> <li>• “Which Language” tool</li> <li>• Accessible communication checklist and how-to</li> <li>• Templates</li> <li>• How to use an interpreter</li> <li>• How to use a translator</li> <li>• How to plan a communication</li> </ul>	<ul style="list-style-type: none"> <li>• Staff toolkit developed and published</li> <li>• Staff are aware of where the toolkit is and how to use it.</li> </ul>
<b>Develop Monitoring, Evaluation and Learning Framework</b>	Accessibility Communications Advisor  Strategy and Research	Monitoring, evaluation and learning framework (MELF) developed and implemented. Including capturing baseline data, informed by local data and customer complaints/comments.	<ul style="list-style-type: none"> <li>• Framework implemented</li> <li>• Baseline data established</li> </ul>

**Year 2 (2022-2023) activities include**

- Create and convene an Accessible and Inclusive Communications Reference Group/Working Group
- Review accessible communications at Council meetings and during Question Time
- Complex Communications Needs Support Strategy (consider Scope Accreditation)
- Monitoring, evaluation and learning framework continuation (including policy review)
- Staff training support, including induction
- Plain English training
- Raise profile of Communications Personas and ensure its use across the organisation
- Raise profile of Accessible Communications Toolkit and ensure its use across the organisation
- Convene the Accessible reference group
- Run the Language Aide program

**Year 3 (2023-2024) activities include**

- Monitoring, evaluation and learning framework continuation (including policy review)
- Staff training support