

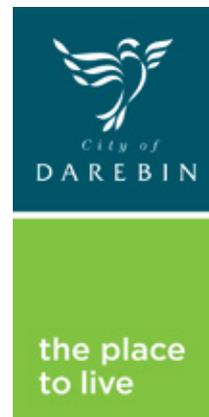


City of
DAREBIN

the place
to live



INCLUSIVE COMMUNICATIONS CHARTER



INTRODUCTION

The purpose of this Charter is to ensure Darebin staff communicate services, activities and facilities provided by City of Darebin in an inclusive and accessible way.

This Charter supports the Equity and Inclusion principle in the 2017-2021 Council Plan

(Goal 5.1, p.31; Goal 5.2, p.32):

- ‘We will ensure our services, facilities and programs benefit all, including our most vulnerable.
- ‘5.2 We bring the ideas of our diverse community into our decision-making’.

1. We understand the local demographics and social circumstances of the city so that we communicate effectively.

- We use search tools such as Profile and Atlas ID, as well as advice from Community Engagement Team to identify demographic trends and social circumstances to establish the best methods to communicate.
- We will regularly review and adapt to changes in the make-up of our city, including income, disability, education levels, English-language proficiency, ethnicity, religion, gender, age and sexuality. We will use this information to adapt our strategy, where necessary, to ensure the most appropriate communication channels are used to engage effectively with the whole community.

2. All publications comply with the Brand Guidelines prior to being sent out to the community to maintain a quality standard.

- We will ensure our publications comply with Brand Guidelines and are approved by the Communication and Marketing department prior to making them available to the community.
- We will ensure that all promotions and external publications and promotional items are in line with the corporate style.

3. We will use plain English, not industry jargon so that we communicate clearly with our audience

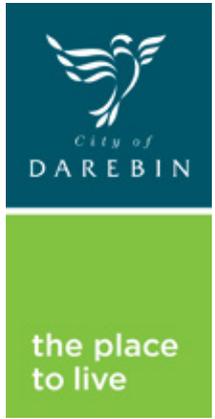
- We will keep sentences and paragraphs short, avoiding acronyms and abbreviations.
- We will be clear and concise.
- We will be sensitive to the way key messages may be interpreted by different people.
- We will deliver translation and interpretation services of our content, for residents whose first language is not English, to help provide fair and equal access to information and services
- We will follow Council’s Corporate Writing Style Guide which incorporates an LGBTIQ Writing Style Guide when putting together publications.

4. We will ensure that design work and images are reflective of the community.

- Staff will have an understanding of different cultures and religious beliefs that exist within the City of Darebin.
- We will carry out research in the community to help create and identify messages and images that reflect our community groups.

5. Where possible, we will engage with the community by going to them rather than expecting them to come to us.

- We will promote our services and events to the community by attending religious places, community centres, public spaces and events where our communities congregate.
- We will incorporate best practices
- We will constantly seek to improve and adapt our methods of engaging with the community to achieve the best possible outcomes.



6. We will encourage collaborative working methods across all departments and ensure we coordinate our services effectively, increasing opportunities for residents to access information

- We will not only promote our own departmental services and events, but where possible communicate and promote inter-departmental services focusing on whole-of-Council information provision to the community.

7. We will ensure we promote the Council's various methods of engagement with the community, to actively encourage residents to participate in Council consultation opportunities. Current communication channels include:

- Council's website.
- Social media, including Facebook, Twitter, YouTube, Instagram.
- Use of the portable hearing loop in public settings.
- Email and telephone (including National Relay Service).
- Council publications.

8. We will communicate our decision making effectively and transparently to our diverse community inclusive of, webcasting Council meetings to provide greater accessibility for people who are unable to attend in person.

Including, but not limited to:

- Older people
- Mobility impaired
- Parents with children

9. We will seek regular feedback on our communication approach and materials in order to improve and meet communication needs.

- We will receive feedback from residents and advisory committees and where possible incorporate and take into consideration their suggestions about ways to improve communication with residents.
- We will conduct an annual review of all Council's key communication tools to ensure accessibility and equality is maintained to a high standard and meets the needs of residents.

This Charter should be read in conjunction with the City of Darebin Service Excellence Standards Guidelines and Council Plan.

CITY OF DAREBIN

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National Relay Service
relayservice.gov.au

If you are deaf, or have a hearing or speech impairment, contact us through the National Relay Service.



Speak Your Language
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