

Aged Care Quality and Safety Commission style guide

version 2.0 | Nov 2023



Australian Government
Aged Care Quality and Safety Commission

Engage
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Safeguard

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introduction

This style guide prescribes the use of the visual elements that represent the Aged Care Quality and Safety Commission's brand identity. This includes the logo, colour, type, imagery, graphical elements and how all these work together.

Each of us is responsible for protecting the Aged Care Quality and Safety Commission's interests by preventing unauthorized or incorrect use of the Commission's name and marks.

Original design files are held by the Commission's communication teams.
If you have any queries about correct use for the Commission's visual identity, please contact communications@agedcarequality.gov.au

Word templates are available to access on our intranet page:

<https://agedcarequality.sharepoint.com/businessunits/iec/com/sitepages/brand.aspx>

Aged Care Quality and Safety Commission
style guide 2.0

logo

The logo is the primary visual element that identifies the Aged Care Quality and Safety Commission. It consists of the Coat of Arms, the 'Australian Government' text, a horizontal dividing rule and the 'Aged Care Quality and Safety Commission' identifier.

Several options are provided below for use depending on the size and layout space available on the communication product you need. The inline version is the preferred version of the three options, aligned left.

Inline version (preferred version)



Stacked inline version (preferred stacked version)



Stacked version



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clear space

All versions of the Aged Care Quality and Safety Commission logo have a clear space zone to retain the integrity and clarity of the brandmark.

The zone, and area of 'X', based on the distance between the top of the capital 'A' in 'Australian Government' and the bottom of the horizontal line, defines the space around the logo that should not be encroached upon.

Inline version



Stacked inline version

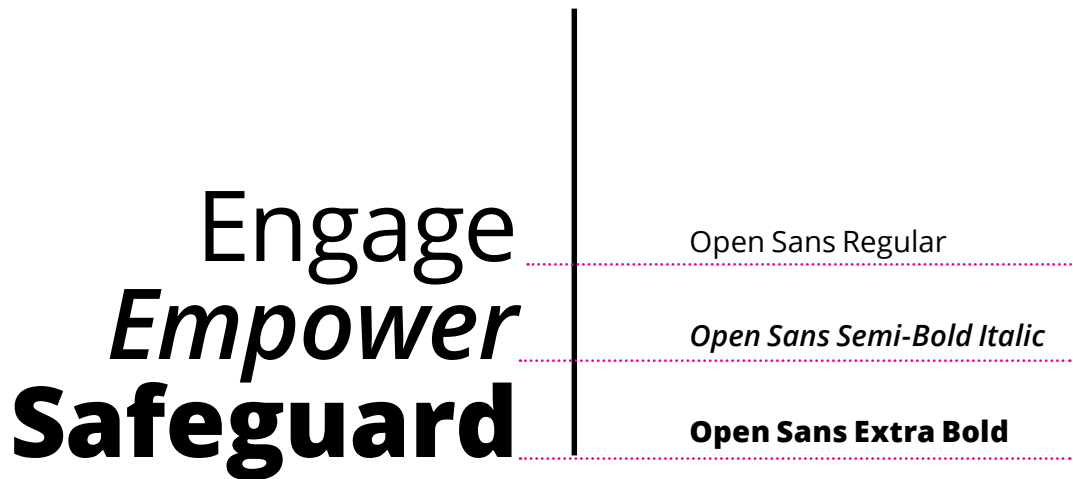


Stacked version

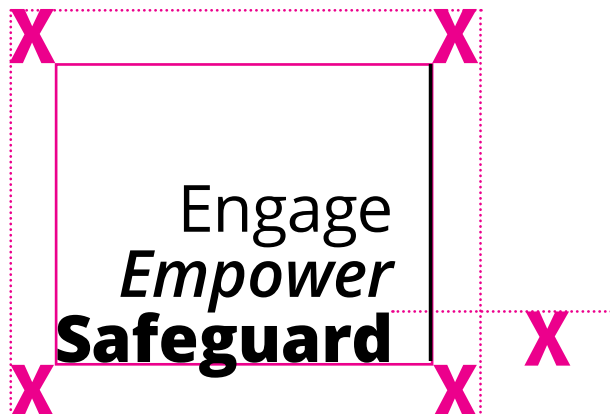


strapline

The strapline is only available as a stacked version. Ideally the strapline should be used on all materials unless space does not allow, such as signage.



Clear space



logo positioning

In most cases, the Aged Care Quality and Safety Commission logo must have prominence over and above the other brand elements.



Government logo should always be positioned on the **left** hand side of the communications material

strapline should always be positioned on the **right** hand side of the communications material

fonts

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces the identity and ensures clarity and harmony in all communications.

The chosen font is corporate looking with clearly defined characters and figures. A contrasting mix of weights helps the user easily navigate through a document.

All body copy must be a minimum of **11pt**.

For consumer communications all body copy must be a minimum of **12pt**.

For online communications all body copy must be a minimum of **16px**.

If Open Sans isn't available Arial bold and Arial regular can be used as the default font.

Open Sans (Google font)

main headings: Extra Bold

abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789!@#\$%^&*()_+''''''

sub headings: Bold

abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789!@#\$%^&*()_+''''''

body text: Regular

abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789!@#\$%^&*()_+''''''

H1:
Open Sans
Extra Bold
33/35pt

H2:
Open Sans Bold
17/20pt

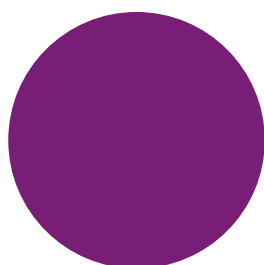
H3: Open Sans Bold: 14/17 pt

H4: Open Sans Bold: 12/15 pt

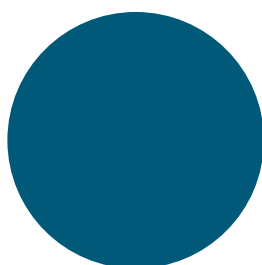
Body text: Open Sans Regular:
 11/14 pt

colours

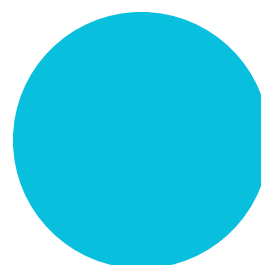
The Commission's corporate colours offer a confident, trustworthy and positive feeling to the brand and should be consistent across all material (print or online).



Main colour
spot: PMS 258
c53 m99 y3 k18
r120 g30 b119
#781e77



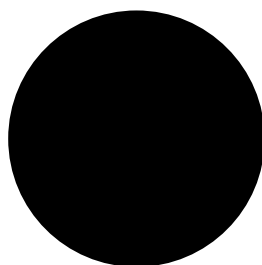
Secondary colour
spot: PMS 308
c100 m59 y35 k16
r0 g87 b125
#00577d



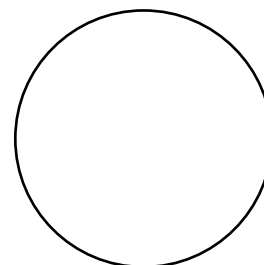
Accent colour
spot: PMS 311
c69 m0 y11 k0
r0 g194 b223
#00c2df



Grey
black 8%
c0 m0 y0 k8
r235 g235 b235
#ebebec



Black
c0 m0 y0 k100
r0 g0 b0
#000000



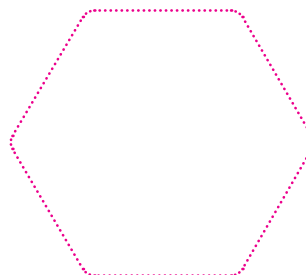
White
c0 m0 y0 k0
r255 g255 b255
#FFFFFF

gradient

The Aged Care Quality and Safety Commission gradient and arrow are graphic devices that support the brand. Both graphic elements are important parts of the overall brand and help make the Commission's brand easily identifiable and unique.

The colour gradient is made from the main and secondary corporate colours starting with purple on the left and teal blue on the right side of the arrow.

The angles of the arrow are in proportion with a hexagon and the point of the arrow is softened to a curve.



imagery

Imagery plays an essential role in communicating the correct message, appropriate mood and underpins the narrative of the brand. Imagery should humanise older people and cultivate empathy and compassion toward them.

The available image library contains a selection of emotive, trusting, humanistic, slightly candid imagery. There is a mix of provider and consumer focused imagery that is light, modern and 'real'.

Do

- positive ageing
- diversity
- empowering
- LGBTQI+ and Indigenous
- connections to family members, friends and carers
- participating in activities or hobbies
- favourite possessions and family photographs
- digital technology.

Avoid

- frail, isolated, or lonely
- passive recipients of care
- disembodied visual clichés, such as clasped hands, mobility aids (walking sticks, wheelchairs), or pills being dispensed
- white coat
- stethoscope
- limited diversity.



how the brand works together



Photography
— consumer focused imagery that is light, modern and 'real'

Gradient arrow
— with reverse white type

Strapline
— a designed arrangement that places visual emphasis on each individual word.

Government logo

Body text
— 11pt minimum with important details in bold to make them visually stand out

sample collateral

business card



front



back

sample collateral

Letterhead



Australian Government
Aged Care Quality and Safety Commission

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Salutation First Name Surname

Address 1

Address 2

Suburb STATE Postcode

Dear Provider

The role of the Commission is to protect and enhance the safety, health, wellbeing and quality of life of people in aged care. We are committed to promoting high quality care and services to safeguard everyone who is receiving Australian Government funded aged care. We will be the single point of contact for quality and regulation in aged care which will strengthen the focus on consumers, streamline regulation, support better engagement with both consumers and providers, and promote transparency.

We are committed to working with providers to improve aged care in Australia and I am looking forward to engaging with as many of you as possible in the coming months.

I have included some material in this resource pack for you to display at your service, highlighting our **1800 951 822** number and website address. I also encourage you to visit **agedcarequality.gov.au** to access additional resources about the Commission.

The Aged Care Quality and Safety Commission may be contacted on **1800 951 822** or in writing to: **Aged Care Quality and Safety Commission, GPO Box 9818, in your capital city.**

I look forward to working with you in the future.

Yours sincerely

Janet Anderson PSM

Commissioner

Aged Care Quality and Safety Commission

December 2023

sample collateral

Letter continuation page

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur.

Yours sincerely

Janet Anderson PSM

Commissioner

Aged Care Quality and Safety Commission

December 2023

sample collateral

Email signature



sample collateral

B4 envelope




Australian Government
Aged Care Quality and Safety Commission

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If undelivered, please return to: Aged Care Quality and Safety Commission, GPO Box 9819, in your capital city

sample collateral

Meeting minutes



Australian Government
Aged Care Quality and Safety Commission



Meeting minutes

Meeting No: 000
Date & Time: [Click or tap to enter a date.](#)
Venue: [Click or tap here to enter text.](#)
Participants: Name (chair), name, name, name, name, name, name, name, name, name.
Meeting objective: [Click or tap here to enter text.](#)
Apologies: [Click or tap here to enter text.](#)
Copies to: [Click or tap here to enter text.](#)

Agenda 1: [Previous minutes, matters or actions arising \(delete as necessary\)](#)
 Previous minutes were accepted.
 Amendments to previous minutes are as follows:


- [Click or tap here to enter text.](#)

Agenda 2: [Subject as described on agenda](#)
[Click or tap here to enter text.](#)

- [discussion points](#)
- [discussion points](#)

Mtg no	Action no	Action item	Due date	Assigned to

1 of 2



Agenda 3: [Subject as described on agenda](#)
[Click or tap here to enter text.](#)

- [discussion points](#)
- [discussion points](#)

Mtg no	Action no	Action item	Due date	Assigned to

Next meeting:
 The next meeting will be held on [Click or tap to enter a date.](#)

Action items summary


Mtg no	Action no	Action item	Due date	Assigned to	Resolution document/ action	Closed date

The purpose of this summary is to trace active or open action items from previous minutes. Copy or summarise the active action items from the previous minutes here. Do not remove them until they are resolved and closed.


2 of 2

sample collateral

Executive brief, Agenda, Briefing note and Memo



Australian Government
Aged Care Quality and Safety Commission



Executive Brief

Date: [Click or tap to enter a date.](#) **Reference Number:** [Click or tap here to enter text.](#)

Title: [Click or tap here to enter text.](#)


Paper
 For Decision For Discussion For Information

Recommendation
 That the Commissioner:
 a) approves the recommendation/s to....


1. **Purpose** (of this paper)
2. **Background** (regarding context)
3. **Issues/ Risk Management**
The risks identified are
4. **Financial Implications**
Operating Expenditure
Estimated costs
5. **Consultation**
6. **Communication Implications**
7. **Attachments**

Author: [Click or tap here to enter text.](#) **Date:** [dd/mm/yyyy](#)
Title: [Click or tap here to enter text.](#)

1 of 2



Australian Government
Aged Care Quality and Safety Commission



Agenda

Meeting No: [Click or tap here to enter text.](#)
Date & Time: [Click or tap to enter a date.](#)
Venue: [Click or tap here to enter text.](#)
Participants: [Click or tap here to enter text.](#)

Objective
The reason that the meeting has been convened — regular team meeting or a specific purpose

Agenda

Time 1: Previous minutes, matters or actions arising
Time 2: Brief Description

- Dot Points Listing; these are suggestions only, you do not need to have them
- Discussion Points;
- Issues To Be Raised;


Time 3: Subject
Time 4:
Time 5: Subject

- Dot Points Listing; these are suggestions only, you do not need to have them
- Discussion Points;
- Issues To Be Raised;


Time 6: Subject
Time 7: Other Business

Next Meeting
 Scheduled for [Click or tap to enter a date.](#)

1 of 2



Australian Government
Aged Care Quality and Safety Commission



Briefing note


Name of home: [Click or tap here to enter text.](#)
Address: [Click or tap here to enter text.](#)
RACS ID: [Click or tap here to enter text.](#) **Accreditation expiry date:** [dd/mm/yyyy](#)
No. of places: # **Approved provider:** [Click or tap here to enter text.](#)
Background: [Click or tap here to enter text.](#)
Key information: [Click or tap here to enter text.](#)

Date/Event	Comment	NC


Case management action: [Click or tap here to enter text.](#)
TFI expiry date (if applicable): [Click or tap here to enter text.](#)

Next Visit: [Click or tap here to enter text.](#)
Cleared by: [Click or tap here to enter text.](#)
Date: [dd/mm/yyyy](#)

1 of 1



Australian Government
Aged Care Quality and Safety Commission



Memo

Memo to: [Enter text.](#) **Position title:** [Enter text.](#)
From: [Enter text.](#) **Position title:** [Enter text.](#)
Subject: [Enter text.](#) **Short title:** [Enter text.](#)
File reference: [Enter text.](#) **Registry file number:** [Enter text.](#)
Date: [Click or tap to enter a date.](#)

[Enter text.](#)

Name of author: [Enter text.](#)

1 of 1

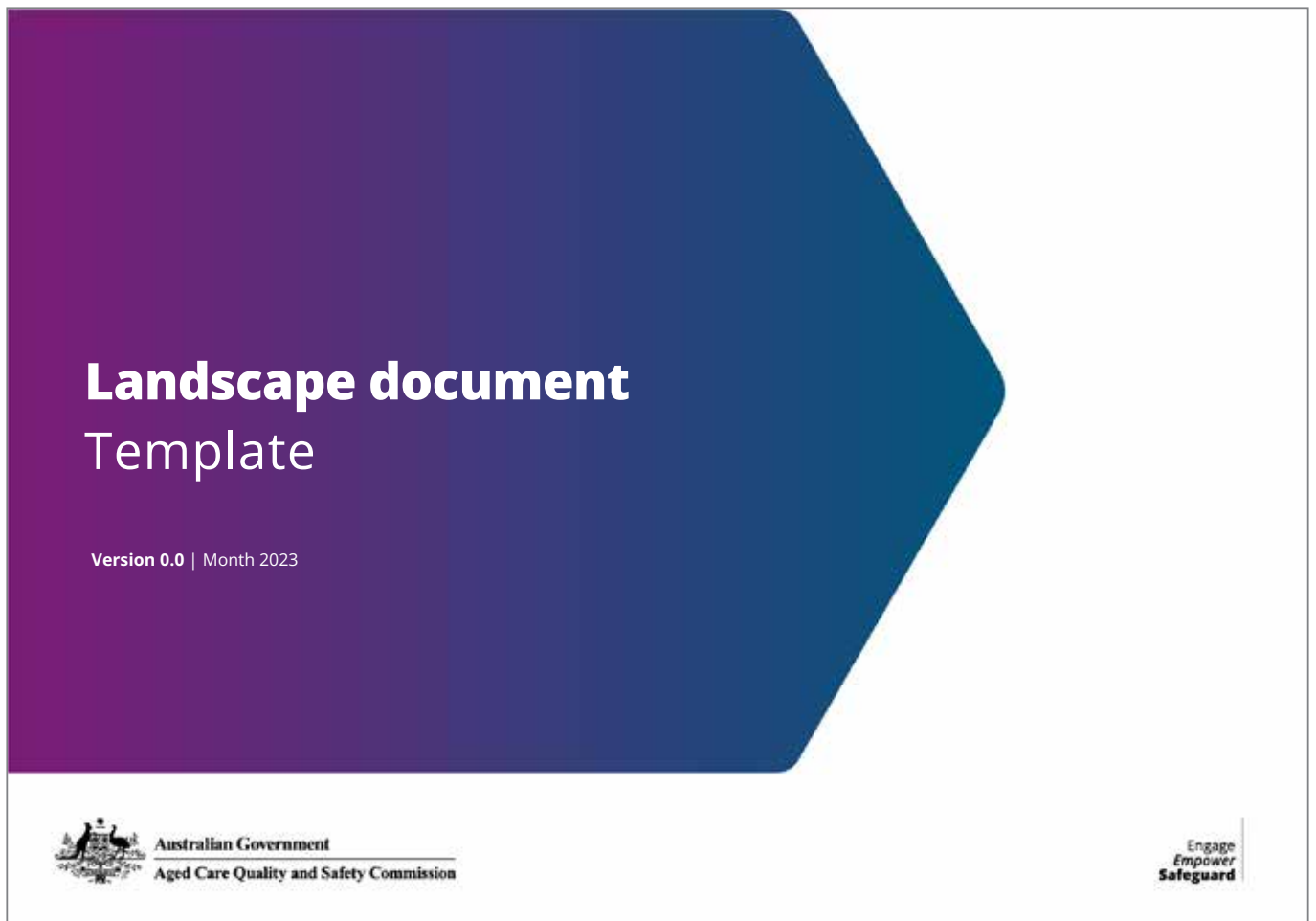
sample collateral

Portrait template



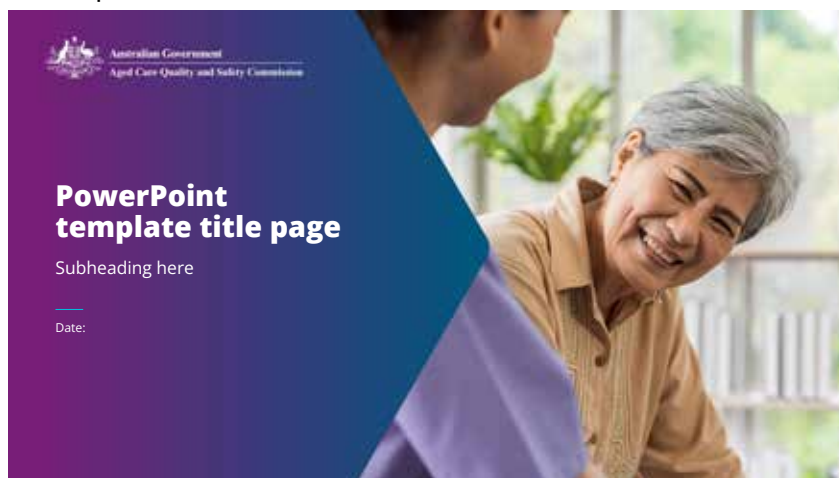
sample collateral

Landscape template

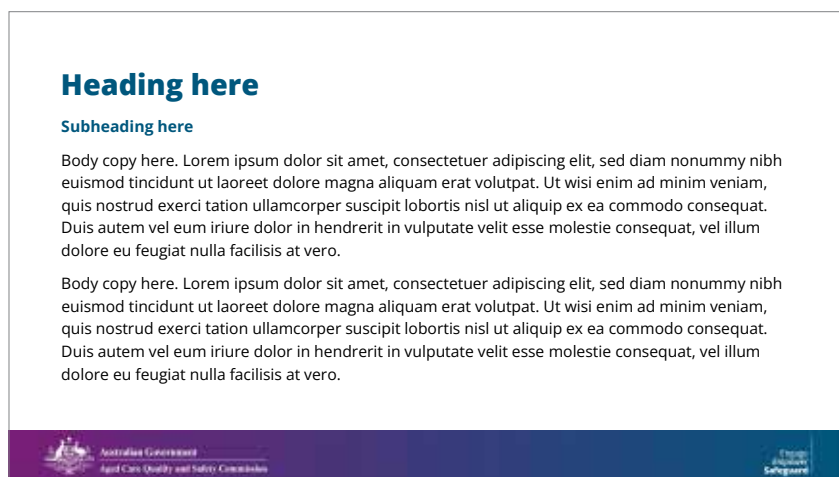


sample collateral

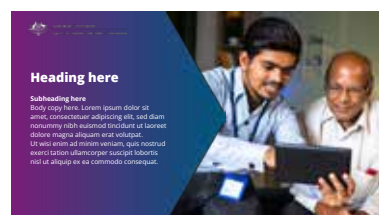
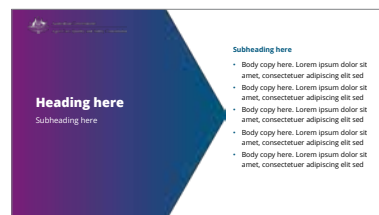
Powerpoint



title slide



text slide



options

sample collateral

A4 1pp fact sheet template



Australian Government
Aged Care Quality and Safety Commission

Engage
Empower
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Fact sheet heading

Subheading here



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Phone
1800 951 822



Web
agedcarequality.gov.au



Write
Aged Care Quality and Safety Commission
GPO Box 9819, in your capital city

sample collateral

A4 2pp fact sheet template



Australian Government
Aged Care Quality and Safety Commission





Fact sheet heading

Subheading here

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Australian Government
Aged Care Quality and Safety Commission



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Possible table option...


The Commission will	How you can help us
Con pra cus everibus expel int, as denda sum andiant otaepuditi reri volorrum repelis maio omniendam nis dunt cus everibus expel int, as denda sum andiant ot	Con pra cus everibus expel int, as denda sum andiant otaepuditi reri volorrum repelis maio omniendam nis dunt cus everibus expel int, as denda sum andiant
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Phone
1800 951 822



Web
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Write
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sample collateral

A4 Reports



Site Audit Report
Re-accreditation audit

1800 951 822
agedcarequality.gov.au

Name of service:
[Home Name]

RACS ID:
[Home Racsid]


Approved provider:
[Home Approved Provider Name]

Date:
[Date]




Australian Government
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Introduction

This is the report of a [Activity Type] from [Activity Start Date] to [Activity End Date] submitted to the Australian Aged Care Quality Agency (Quality Agency). There are four Accreditation Standards covering management systems, health and personal care, care recipient lifestyle, and the physical environment. There are 44 expected outcomes such as human resource management, clinical care, medication management, privacy and dignity, leisure interests, cultural and spiritual life, choice and decision-making and the living environment.

An approved provider of a service applies for re-accreditation before its accreditation period expires and an assessment team visits the service to conduct an unannounced site audit. The team assesses the quality of care and services at the service and collects evidence of whether the approved provider of the service meets or does not meet the Accreditation Standards. The site audit report is completed by the assessment team and outlines the team's assessment of the approved provider's performance in relation to the service. The approved provider may, within 14 days, give the Quality Agency a written response to the report.

The Quality Agency will make a decision whether to re-accredit or not to re-accredit the service, taking into account this site audit report, any response by the approved provider, and any other relevant information. In making a decision, the Quality Agency must be satisfied that approved provider will undertake continuous improvement in relation to the service.

If the Quality Agency makes a finding of non-compliance the Department of Health is notified.


All accredited services are subject to ongoing monitoring of compliance with the Accreditation Standards by the Quality Agency.

Name of service: [Home Name] RACS ID:[Home Racsid]
Dates of re-accreditation audit: [Activity Start Date] to [Activity End Date]


RPT-ACC-0103v1.1
Sensitive
Page 2 of 4

sample collateral

A4 Notice of collection



Australian Government
Aged Care Quality and Safety Commission



Notice of collection

General

What are our functions and activities?

The Aged Care Quality and Safety Commission (Commission) is the national end-to-end regulator of Australian government funded aged care services. Our functions and activities include:

- protecting and enhancing the safety, health, well being and quality of life of aged care consumers
- regulating aged care services through accreditation, quality reviews and monitoring, and registering quality assessors
- responding to provider non-compliance with aged care responsibilities, taking compliance and enforcement action where appropriate
- dealing with complaints about aged care providers
- taking action in relation to compliance with the Code of Conduct for Aged Care (Code of Conduct)
- responding to reportable incidents under the Serious Incident Response Scheme
- engaging with consumers and their representatives, and providing education to aged care providers, consumers and their representatives, and the public

- deciding whether to grant approval to providers to deliver aged care
- reviewing and investigating the use of refundable deposits and the charging of fees, and assessing whether providers are financially sound to sustainably deliver quality services to consumers.

For more detail about our functions, see the [Aged Care Quality and Safety Commission Act 2018](#) (Commission Act) and read our [Privacy Policy](#).

Why are you receiving this notice of collection?

We have collected your personal information in exercising one of our functions or activities. We may have collected this information directly from you, or in some circumstances from a third party. Third parties we collect information from include aged care consumers and their representatives, aged care providers, aged care workers and external organisations (such as other government agencies).

This collection of your personal information is required or authorised by or under the Commission Act and the Aged Care Quality and Safety Commission Rules 2018.

How do we collect personal information?

We collect personal information through a range of different channels, including when:

- people give us information over the phone, in person, by letter, email, through our website and social media, and via the My Aged Care Service Provider Portal
- we have conversations and conduct interviews when we visit aged care services or during investigations
- other organisations give personal information to us because it is relevant to our functions or activities.

When could your personal information be disclosed?

Your personal information won't be disclosed to any other person or organisation unless:

- you give us permission; or
- it's authorised or required by law; or
- it meets one of the other exceptions in the Australian Privacy Principles.

Organisations we routinely disclose personal information to include the Department of Health and Aged Care, Australian Health Practitioner Regulation Agency, NDIS Quality and Safeguards Commission, State Coroners' offices and the police. This is done in compliance with parts of the Commission Act that allow us to disclose information in certain circumstances. We have Memorandums of Understanding setting out our information sharing arrangements with other agencies, which are available on our [website](#).

If you ask us to keep your personal information confidential, we will do so unless that will, or is likely to, place the safety, health or wellbeing of any person at risk. We will take all reasonable steps to notify you before we decide to not keep your personal information confidential.

How will your personal information be used?

We collect personal information so that we can protect and improve the safety, health, wellbeing and quality of life of people receiving Australian funded aged care. Your personal information will be used to undertake our functions and activities to achieve this purpose.

We use personal information for the purpose of collection, such as to deal with a complaint or assess an aged care provider's compliance with its obligations. Sometimes we will use personal information for different purpose, where this is permitted under the Commission Act and the Australian Privacy Principles.

For example, we may use personal information collected in a complaint process to inform a performance assessment of an aged care provider against the Aged Care Quality Standards, or to assess whether there has been non-compliance with the Code of Conduct.

Sometimes we use personal information to survey people about how we can improve our services, and to get information about their experiences and needs. We may engage other companies to contact people to gather this information. We, and the companies we use, must meet privacy laws which restrict how we collect, store and use the information you give us.

Overseas use and disclosure of personal information

We do not usually use or disclose personal information overseas, except in limited circumstances:

- Email traffic may be assessed by overseas service providers for malicious and harmful content, to mitigate security risks.
- We may send personal information offshore to the person the information is about or with the consent of the individual concerned.

If we intend to disclose personal information to an offshore recipient in other circumstances, we will take reasonable steps to notify you.

sample collateral

Resource pack folder (front)



Resource Pack

1800 951 822
agedcarequality.gov.au

 Australian Government
Aged Care Quality and Safety Commission

Engage
Empower
Safeguard

sample collateral

Regulatory Bulletin



Australian Government
Aged Care Quality and Safety Commission

Engage
Empower
Safeguard

Regulatory Bulletin

Publication of provider
performance information

RB 2020-11

The Aged Care Quality and Safety Commission (the Commission) undertakes a range of functions to determine whether aged care providers are delivering high quality care and services to aged care consumers.

This Regulatory Bulletin details the information the Commission publishes in accordance the [Aged Care Quality and Safety Commission Act 2018](#) (Commission Act) and the [Aged Care Quality and Safety Commission Rules 2018](#) (Commission Rules) about aged care service providers' performance in relation to their responsibilities under the *Aged Care Act 1997* (Aged Care Act), or the Commonwealth funding agreement that relates to a service.

Refer to the [Commission's glossary](#) for definitions of key terms.

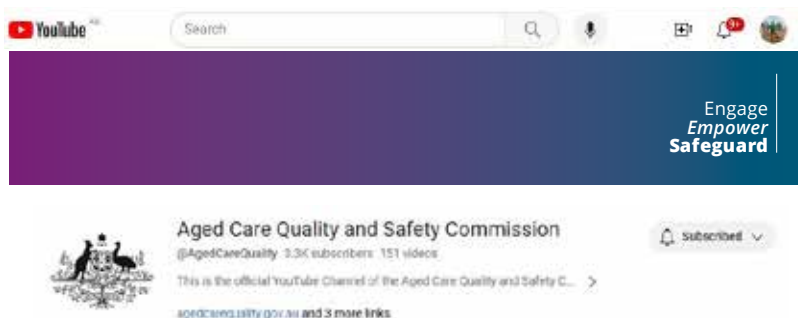
- 1 <https://www.legislation.gov.au/Series/C2018A00149>
- 2 <https://www.legislation.gov.au/Series/F2018L01837>
- 3 <https://www.legislation.gov.au/Series/C2004A05206>
- 4 <https://www.agedcarequality.gov.au/resources/aged-carequality-and-safety-commission-glossary>
- 5 <https://www.agedcarequality.gov.au/>
- 6 <https://www.myagedcare.gov.au>

Key Points

- The Commission is committed to providing transparency of performance information about providers to support consumer choice, promote continuous improvement and performance benchmarking with providers, and to give visibility to the Commission's work.
- The Commission publishes information about a provider's performance in relation to their responsibilities as an aged care provider on the Commission website.
- The Commission Rules require the Commission to publish certain information including performance reports, accreditation and re-accreditation decisions, reconsideration decisions and Administrative Appeals Tribunal (AAT) decisions.
- The Commission also publishes other information on the [Commission's website](#) and the [My Aged Care](#) website about the outcomes of its regulatory and complaints functions including the Service Compliance Rating; non-compliance decisions; complaints directions; and sector performance data.

sample collateral

Social media banners



sample collateral


Communique banner

Staff Communique

An update from our Commissioner

Engage
Empower
Safeguard

Wednesday 27 SEPtember 2023



Dear colleagues

Our new website is coming! As I'm sure you're all aware, work has been underway for some time on redesigning and redeveloping our website, and this has involved many staff from across the Commission in reviewing content. Many thanks to everyone who has contributed to this effort to date.

In the coming weeks, Commission staff will be invited to explore the new website through the beta site. The beta site will exist alongside our current site until the end of October, when we intend to switch permanently over to our new website. The point of opening up access within the Commission to the beta site is for all of you to give it a thorough "road test" to help identify any issues that need to be addressed before we switch over. This is a really exciting step in the development of our new website and I encourage you all to take the opportunity to visit the beta site and let us know what you think.

Look out for further communication advising on the exact 'go live' date of the beta site and the type of feedback that the project team will be seeking.

[Read more](#)

sample collateral

Quality Bulletin banner



Australian Government
Aged Care Quality and
Safety Commission

Aged Care Quality Bulletin

Issue #57 September 2023

Commissioner's message

Reforms that are likely to be front of mind for residential aged care providers at the moment include the new workforce-related responsibilities. From 1 October, providers must meet the minimum care minutes targets. [Read the full article](#)

sample collateral

Teams background



sample collateral

Name badge



sample collateral

Signage

LEVEL 9



LEVEL 7



Writing style guide and style sheet

Version 3.1 | August 2024





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1. Introduction and purpose

As an organisation we use the [Australian Government Style Manual](#) for all general writing and editing styles and conventions.

This document directs you to key sections of the Style Manual. It also includes:

- our writing principles
- any variations from the Style Manual that we use
- Commission-specific terms.

All staff should follow these writing style rules when drafting, editing, proofreading or approving written content for the Commission.

2. Our writing principles

Style

The Commission's writing style is authoritative, while being warm, supportive, respectful and accessible. We communicate with diverse audiences and we tailor our written communications to suit the needs of each audience. We use plain language to make our information more accessible and meet our requirements as a government agency.

Tone of voice

A clear and consistent tone of voice helps to build connection and trust with our audience.

The Commission's tone of voice is:

- respectful
- warm
- clear and direct
- authoritative and professional
- positive
- objective and impartial.

We aim to suit the tone and style of our writing to each audience.



Plain language

We write in plain language to make sure our content can be read and understood by a wide audience with different levels of [literacy](#). Plain language also helps people with limited time, at any literacy level, find the information they need quickly and easily.

What is plain language?

- Plain language is clear, concise and well-structured.
- Plain language aims for readers to understand the text the first time they read it.
- Plain language helps the audience find and understand the information they need.

The key principles of plain language writing are:

- Write in short [sentences](#) – aim for an average of 20 words per sentence.
- Use everyday language – choose the simplest word that still gets across your meaning.
- Use you and we – this is more personal, approachable and direct.
- Use [active voice](#) and avoid passive sentences.
- Avoid jargon, bureaucratic and technical terms where possible – where it isn't, define them.
- Break up blocks of content with headings, short paragraphs and lists.

Style Manual reference: [Plain language and word choice](#), [The basics of plain language](#) and [Plain language – the choice is clear](#).

Plain language at the Commission

In our plain language content, we are aiming for a Grade 7 to 9 [reading level](#). Grade 7 means that people need around 7 years of schooling to understand the content. At a Grade 7 level, around 83% of Australians should be able understand your content.

Testing your reading level

You can use the online tool [Hemingway Editor](#) to check the readability of your content, or you can use Word to find your reading level. (You can find instructions on how to do this in Word on page 15.)

Choosing simple over complex words

The following examples show common complex words we use in the Commission and their plain language alternatives. We have also included a longer list of examples on page 15 and you can find a similar list in the [Style Manual](#).



Complex word or phrase	Plain language alternative
additional	more, extra
assist	help, support
ensure	make sure
individual	person
complainant/s	person making a complaint/people making complaints
obligation	responsibility (where possible)
on behalf of	for
utilise, utilising	use, using

Inclusive language

Our writing must be inclusive, respectful and recognise the diversity of our audiences.

Older people

When writing to or about older people, we use a person-centred approach. We prefer ‘people who receive (or use) aged care services’. This is warmer and focuses on the individual rather than ‘consumers’, which has a more economic or business focus. We can also use the terms ‘older people’ or ‘older person’, depending on the context.

We also avoid ‘older Australians’ as this isn’t inclusive for the range of people who live here.

Aboriginal and Torres Strait Islander peoples

When writing about Aboriginal and Torres Strait Islander peoples, where possible use their specific group, nation, island or community name. When referring to both Aboriginal and Torres Strait Islander peoples, use the term ‘Aboriginal and Torres Strait Islander peoples’.

This preferred term has been confirmed through consultation with the Indigenous Staff Network.



Acknowledgement of Country

An Acknowledgement of Country is a way a person of any background can pay respect to Aboriginal and Torres Strait Islander peoples. You can include an acknowledgement in presentations, reports, training modules and other materials. It's a simple but important way of paying respect.

This is the wording of our standard Acknowledgement of Country that should be used:

In the spirit of reconciliation, the Aged Care Quality and Safety Commission acknowledges the Traditional Custodians of Country throughout Australia and their connections to land, water and community. We pay our respect to their Elders, past, present and emerging and extend that respect to all Aboriginal and Torres Strait Islander peoples.

You can read more in the Commission's [Protocols for Welcome to Country and Acknowledgment](#).

People with disability

If someone's disability is relevant to the context of your content, always describe them as a person with disability rather than a disabled person.

Cultural and linguistic diversity

Australians have different cultural backgrounds and speak many languages. Use inclusive language that respects this diversity. Mention heritage, cultural or other national identity only if it's necessary.

Gender and sexual diversity

Avoid terms that discriminate on the basis of a person's gender or sexual identity. It's important to respect a person's gender identity and chosen personal pronoun. If it's not clear, choose gender-neutral pronouns, for example 'they', 'their' or 'them'.

The term LGBTIQ is still often used, however, LGBTIQA+ is more inclusive and our preferred term.

Style Manual reference: [Inclusive language](#).



3. Planning your content

Before writing, it's important to think about the aim, audience and key message for your content.

- **Aim** – why you're writing and what you want to achieve.
- **Audience** – who will read and use this information?
- **Main message** – what is the main thing you want the audience to take away, understand or do?

If you're creating a report or product that will need input from Communications, please email agedcarecommunications@agedcarequality.gov.au.

Structuring your content

Organise your content to make it as user-friendly and readable as possible. Put the most important information first and break up content to allow readers to scan for the information they need.

A well-structured piece of content:

- matches how people read – for example people reading web content scan and rarely read every sentence
- has the most important information at the top of the page and the beginning of each paragraph
- has meaningful [headings](#) in a logical order
- uses short sentences, paragraphs and sections
- uses lists and bullet points to break up blocks of text and highlight steps in a process.

Style Manual reference: [How people read](#).

4. Style rules and conventions

This section directs you to the key pages of the Style Manual you might need when creating content.

Acronyms and abbreviations

Write out acronyms in full the first time they appear followed by the acronym in brackets – Aged Care Assessment Team (ACAT).

Only include the acronym if it's used more than once in the content.



Avoid acronyms in headings.

[Shortened words and phrases](#)

Bullet points

Most of the bullet lists we use are sentence fragments. A sentence fragment doesn't make sense if read on its own.

To format these lists:

- use a colon after a lead-in sentence to introduce the bullet list
- don't use any punctuation at the end of each bullet point – no commas or semicolons
- don't use 'and' or 'or' at the end of any of the bullet points
- the last bullet point has a full stop.

[Lists](#)

Capitalisation

Use minimal capitalisation and follow the Style Manual for [Government terms](#). For specific Commission preferences see the preferred terms on page 11.

Contractions

We use contractions (can't, don't, it's) in less formal content, such as on the website, but not in formal reports.

[Contractions](#)

Dates and times

The standard format for dates is Friday 12 May 2024.

Use 'am' and 'pm' in lower case, with a space after the number – 9 am or 9:00 am.

[Dates and times](#)

Document naming conventions

These conventions are for documents that are uploaded to the website.

- Keep file names short but meaningful.



- Ensure the purpose of the document can be quickly and easily understood.
- Use sentence case (capitalise only the first letter of the document title) unless the document title includes a term that we usually capitalise – for example Quality Standards.
- Avoid acronyms, abbreviations and special characters.
- Don't include the document type – for example, report or poster – as the website provides this as a tag under the document title.

Headings

Headings should be written in sentence case and should be in a correct and logical order.

[Headings](#)

Hyperlinks

Give links meaningful names so that readers know where a link will take them. Avoid generic terms like 'click here'.

[Links](#)

Italics

Use italics sparingly as it affects readability. Only use italics for published works, Acts and legal cases.

[Italics](#)

Legislation

Write the first reference to an Act out in full, in title case and in italics, including the date. After this first mention, write it without italics and without the year. For example, 'the *Aged Care Act 1997*' then 'the Aged Care Act'.

[Acts of parliament](#)

Numbers, measurements and percentages

Write all numbers, except for zero and one, in numerals – zero, one, 2, 3, 4 ...

[Numbers and measurements](#)



Punctuation – dashes, hyphens, quotation marks

Use minimal punctuation and follow the Style Manual to help readability. Avoid ‘and/or’ – choose the one that is most appropriate for that sentence.

[Punctuation](#)

Referencing

Use the Harvard system to reference your sources. Harvard is an author-date system of referencing, which is the type of system required by the Style Manual. With Harvard, you will have:

- in-text citations with the author’s name and date of publication
- an alphabetical reference list with the source’s full details.

[Referencing](#)

5. Preferred terms

These are our preferred options for the spelling and formatting of specific terms.

This is not an exhaustive list. For general formatting rules we follow the [Australian Government Style Manual](#).

We use Australian spelling with the Macquarie Dictionary as our reference.

We regularly update and add to this list.

A

Aboriginal and Torres Strait Islander peoples

Aged Care Act 1997 (Aged Care Act)

Aged Care Quality and Safety Commission (Commission) – ‘we’ or ‘our’ after first mention

Aged Care Quality and Safety Commissioner (Commissioner)

Aged Care Quality and Safety Commission Act 2018 (Commission Act)

Aged Care Quality and Safety Commission Rules 2018 (Commission Rules)

Aged Care Quality Standards (Quality Standards)



ageing – not aging

approved provider – use the full term in the first instance and then ‘provider’ (if there is a legal reason the information is only for approved providers this can be explained in the text). Treat as a plural noun (they and their, not it).

Assessment Teams

Australian Government instead of Commonwealth (unless this is part of an official title or program). Use initial capitals only when they are used together, then ‘the government’.

C

COVID-19

D

Department of Health and Aged Care (department)

F

fact sheet – not fact-sheet or factsheet

for example – not e.g.

H

high-quality

L

LGBTIQA+

N

non-compliance

Non-Compliance Notice

O

older people, older person or people who receive/use aged care services – rather than ‘older Australians’ or ‘consumers’



ongoing

onsite – instead of on-site

offsite – instead of off-site or virtual

P

people who receive/use aged care services, older people or older person – rather than ‘consumers’ or ‘older Australians’

% with numerals, with no space (15%) – not per cent

person making a complaint – instead of complainant

provider – treat as a plural noun (they and their, not it).

prudential review not Prudential Review

Q

Quality of Care Principles 2014 (Quality of Care Principles)

R

reaccreditation – not re-accreditation

S

sanctions – not Sanctions

self-assessment

self-assessment tool

short-term restorative care

T

targeted review not Targeted Review

W

wellbeing – not well-being



6. Definitions

Include an explanation of sector-specific terms (like refundable deposits or cognitive impairment) the first time it's included in a piece of content. Explaining terms in your content helps to keep the language plain and understandable to a wide audience with varied backgrounds.

If there isn't space to include a definition within the text, then provide a link to our [glossary](#) or to another page on our website that explains what the term means. Please note that currently you can't link directly to a specific term in the glossary.

7. Appendices

Appendix 1: Word readability check

If you have Word for Microsoft 365:

1. Select the *Home* tab.
2. Choose *Editor*, and then go to *Document stats*.
3. A dialog box will appear letting you know Word is calculating your document stats. Choose *OK*.
4. Word will open a window that shows you information about the statistics and reading level of your document.

If you have an older version of Word:

1. Go to *File > Options*.
2. Select *Proofing*.
3. Under *When correcting spelling and grammar in Word*, make sure to select the *Check grammar with spelling* check box.
4. Select *Show readability statistics*.
5. Return to your document.
6. Select *Spelling & Grammar*.
7. Correct or ignore any spelling or grammar corrections, and then Word opens the *Readability Statistics* window with information about the reading level of the document.



Appendix 2: Plain language word list

Complex word or phrase	Plain language alternative
additional	more, extra
adjustment	change
alternatively	or
approximately	about
assist	help, support
attempt	try
benefit	help, use
cease	stop, finish, end
commence	start, begin
communicate	talk, write, email, phone
consequence	result
consult	talk to, ask, meet with
enquire	ask
exit	leave
for the purpose of	for
forward, submit	send
in connection with; in relation to; in respect of; with reference to; with regard to	for, on or about
individual	person



make an application	apply
make a complaint	complain
numerous	many
observe	see, watch
on behalf of	for
permit	let, allow
proceed	go, start
provide	give
request	ask
submit	send
subsequently	after, later
undertake	do, take
utilise, utilising	use, using

You can find more comprehensive alternate word lists on [Plain English Campaign \(UK\)](#) and [plainlanguage.gov \(US\)](#).



8. Find out more

For more information on writing, editing and style, you can refer to the [Australian Government Style Manual](#). This is the standard we use to create clear and consistent content.

If you need help with writing, editing or style, you can contact the Communications team by email at digitalcomms@agedcarequality.gov.au.

9. Document control

Contact: Communications team

Email: digitalcomms@agedcarequality.gov.au

Review date

This guide will be reviewed and updated regularly by the Communications team.



Phone
1800 951 822



Web
agedcarequality.gov.au



Write
Aged Care Quality and Safety Commission
GPO Box 9819, in your capital city