

# template:

## Developing inclusive communication

The following template is designed to assist you to develop/redevelop communication that incorporates inclusive messages based on an understanding of diversity. Work through the template to identify the 3 key elements: **purpose of communication**, **target audience** and **maximising accessibility** as discussed in diagram 1 (previous).

Brainstorm with your team, volunteers and/or consumers. Once you have completed this section you will be clear about what you want to communicate, why, who your target audience is and what platform/s you intend to use.

Steps	Actions and comments																		
<p><b>Define the purpose of communication</b> Write a statement of purpose that describes what you want to happen in response to the intended communication (the outcome). Be specific. <i>e.g. We want to increase the number of people who attend the Friday social group by 10%</i></p>																			
<p><b>Clearly define your target audience</b> Who will be participating in your program? Do they have particular needs you should be aware of, or that your service caters for?</p>																			
<p><b>Accessibility</b> Describe any specific characteristics of the target audience that will affect how they access your service information</p> <table border="0" data-bbox="152 858 1480 954"> <tr> <td>Age</td> <td>LGBTIQ</td> <td>People with a disability</td> <td>Socially isolated</td> </tr> <tr> <td>Gender</td> <td>Dementia</td> <td>Homeless/at risk of homelessness</td> <td>Other (please list)</td> </tr> <tr> <td>Culture</td> <td>Aboriginal &amp; Torres Strait Island</td> <td>Financial disadvantage</td> <td></td> </tr> </table> <p>Describe any known preferred communication approaches of the target audience</p> <table border="0" data-bbox="152 1062 640 1158"> <tr> <td>Large print</td> <td>Communication board</td> </tr> <tr> <td>Braille</td> <td>Other (please list)</td> </tr> <tr> <td>Pictograms</td> <td></td> </tr> </table>	Age	LGBTIQ	People with a disability	Socially isolated	Gender	Dementia	Homeless/at risk of homelessness	Other (please list)	Culture	Aboriginal & Torres Strait Island	Financial disadvantage		Large print	Communication board	Braille	Other (please list)	Pictograms		
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<p><b>Key messages</b> Identify the key messages you want to communicate <i>e.g. We offer you the opportunity to connect with others... Our priority is.... Having fun doing what you want...</i></p>																			
<p><b>Communication platform</b> Identify the communication platforms you intend to use</p> <table border="0" data-bbox="152 1398 1167 1493"> <tr> <td>Newsletter</td> <td>Poster</td> <td>Newsprint</td> <td>Instagram</td> </tr> <tr> <td>Brochure</td> <td>Online website</td> <td>YouTube</td> <td>Twitter</td> </tr> <tr> <td>Information Booklet</td> <td>Radio</td> <td>Facebook</td> <td>Other (please list)</td> </tr> </table>	Newsletter	Poster	Newsprint	Instagram	Brochure	Online website	YouTube	Twitter	Information Booklet	Radio	Facebook	Other (please list)							
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