



WRITER REQUIRED TO DEVELOP AND EDIT KEY COMMUNICATION DOCUMENTS FOR INNER SOUTH COMMUNITY HEALTH SERVICE

1. Purpose of the project

Inner South Community Health Service (ISCHS) wishes to engage the services of an experienced writer and editor to develop a range of communication products.

The communications products developed need to:

- support organisational positioning (for example, in areas such as service provision, advocacy and recruitment), by communicating brand 'personality', brand identity and vision
- enhance ISCHS's profile in the public arena through the creation of plain English and jargon free communication products

Specific deliverables are documented in Section 3 of this document.

2. About Inner South Community Health Service (ISCHS)

ISCHS is an award-winning provider of health and community services located in the inner southern metropolitan region of Melbourne.

Our mission is:

- To develop and deliver quality health services that respond to the needs of our communities, with a particular focus on engaging those who may not readily access mainstream services (because of financial barriers, chronic and enduring mental illness, homelessness or other forms of social exclusion)
- To advocate for a social model of health and address the structural reasons for health inequity.

Our services span the continuum of prevention, early intervention and treatment, and include:

- allied health (e.g. physiotherapy, occupational therapy, speech therapy and podiatry)
- counselling;
- community mental health;
- community rehabilitation;
- diabetes services;
- drug and alcohol support;
- early childhood intervention (e.g. preschool screening to identify developmental delays);
- family violence services;
- Gamblers' Help;

- GP services;
 - Indigenous access;
 - Needle exchange;
 - public dental services;
 - sexual and reproductive health;
 - support for people living in precarious housing and/or experiencing homelessness;
 - social inclusion/community development initiatives;
 - the 'Resourcing Health and Education in the Sex Industry' program;
 - youth services.
- ISCHS is known as a pre-eminent (and highly influential) Victorian community health service, whose 'brand value' is founded on integrity and innovation.

3. Specific deliverables

ISCHS requires a writer with a minimum of 5 years-experience to develop and edit a range of communication products for the organisation. The key deliverables are outlined below:

3.1 Copy writing and editing content for the new ISCHS website

- ISCHS is in the process of redeveloping its website and is looking for an experienced writer and editor to write selected components of the website and undertake overall editing of content
- The writer will be responsible for development of a consistent and appropriate 'voice' throughout. (Audience for the website varies and is diverse but inclusive of: clients and carers; government and service agencies; and the media).
- The writer/editor will need to utilise jargon free and plain English language. (Desirable if have knowledge of health literacy principles but not essential)

It is envisaged that this will be the first piece of work to be completed and will assist in building an understanding of the organisation to be able to develop subsequent deliverables. It is anticipated that this piece of work will need to occur over a 3 week period with the writer working in a full time capacity to meet other website deadlines. Refer to the website sitemap (Appendix 2) to see the sections / breadth of the website.

3.2 Develop the ISCHS narrative

- ISCHS is keen to develop some text introducing ISCHS / explaining what we do in jargon free, easy English.
- Some of the key questions to address include:
 - What does ISCHS do?
 - What happens at ISCHS?
 - What is community health?
 - What is it about ISCHS that's different to what say, Dousta Galla Community Health does?
 - What does working to create an equitable and inclusive community mean?
- The narrative should be able to be read by someone who has no knowledge of community health but can pick it up and understand what we do
- Development of the narrative will require consultation / discussions with staff and community groups to help identify the story
- ISCHS will require the writer to research and develop content to determine the best way to present this information

3.3 Developing various communications and publications collateral

- ISCHS is seeking to have a presence on Wikipedia through the development of a Wiki stub. The Wiki stub will need to develop an explanation of *what is community health*
- Redeveloping key organisational publications, this includes rewriting some of ISCHS's information and service brochures, posters and other items to be negotiated

4. **Timeframe for delivery**

It is anticipated that the writer will be available to begin in early June through to end July / early August 2012.

5. **Expression of Interest Process**

ISCHS is inviting interested parties to provide a written response by **C.O.B. Wednesday 30th May.**

5.1 All Providers are asked to:

- Submit a current CV outlining experience – ISCHS is seeking a minimum of 5 years- experience, with strong preference for a background in the non-for-profit sector
- Supply a brief portfolio of your work
- Provide contact details for 3 referees
- Take Appendix 1 (at end of document) and submit how you would write / edit the text to still communicate key concept/s using plain English principles
- Indicate dates and times available to start as there may be the capacity to work full time initially for deliverable 1, followed by part time for deliverables 2 &3
- Submit a breakdown of each cost associated with the various components outlined in *Specific Deliverables*. Note the Deliverables 1 & 2 are mandatory tasks, whilst Deliverable 3 is desirable but dependent on funds.

5.2 ISCHS will be guided in their selection of a writer by, but not limited to, the following criteria (listed below in no particular order):

- demonstrated understanding of the project requirements
- quality of past work
- demonstrated experience writing in plain English/jargon free language
- performance in responding to Appendix A
- value of additional relevant skills and experience which may contribute to the brief
- nature of the endorsement from referees (referees may not necessarily be contacted)
- financial soundness and viability

All queries and submissions are to be directed to:

Inner South Community Health Service
ATT: Kathleen Mitakakis
341 Coventry St, South Melbourne 3205

Phone: 8644 3307
Mobile: 0457 986 734
Email: kmitakakis@ischs.org.au

Due C.O.B. Wednesday 30th May 2012

APPENDIX 1

Clinical Governance

(Article appeared in a Quality of Care Report - intended audience is our local community and Department of Health. Should be written so local person can read and understand)

Clinical Governance is defined as “the system by which the governing body, managers and clinicians share responsibility and are held accountable for patient or client care, minimising risks to consumers, and for continuously monitoring and improving the quality of clinical care.” (Australian Council on Healthcare Standards 2000)

ISCHS ensures that systems are in place to support, evaluate, improve and report on the safety and quality of client services across the organisation. A number of new initiatives have been introduced over the last 12 months.

In addition to the ISCHS Board of Directors, a number of committees have been established. Firstly, the Quality, Review and Planning committee is responsible for overseeing organisational performance in relation to Quality, Clinical Governance and activity reporting to ensure service delivery is met.

Secondly, an Audit and Risk committee has been established to oversee and monitor the ISCHS’s audit and risk process. Two Board Directors and two new community members have been appointed to participate in quality and safety improvement.

In June, 2010, the appointment of a Joint Chair position in partnership with Monash University was approved. The aim of this position is to provide leadership and support to ISCHS to develop organisational capability in the areas of advocacy, research and practice.

We successfully completed a mid-year review in line with the Quality Improvement Council Standards. Feedback indicated that we are ahead of schedule and are well on the way to achieving re-accreditation in June 2011. A three year Clinical Governance Plan has been established and actions include:

- an annual Risk Management Plan
- a scheduled 18 month policy review plan is in place to ensure that all policies are reviewed and are available via our internal intranet
- introduction of a care plan trial based on a consistent whole of ISCHS response developed by the Partners for Better Health project
- regular supervision, practice reviews and case reviews occur across all programs and disciplines

APPENDIX 2

Sitemap for the redeveloped ISCHS website

Home Page	
About Us	Mission, Vision, Values
	Community Health – what is it?
	Board – profiles
	CEO & Senior Management
	Membership Information
	Org Structure
	Achievements
	Strategic Plan
	Constitution
Programs and services	Need Help?
	Case Management *
	Children & Young People *
	Counselling *
	Dental *
	Doctors *
	Drugs & Alcohol *
	Families *
	Financial Counselling
	Gamblers Help
	Groups *
	Housing and Homelessness *
	Indigenous People *
	Legal Services
	Men *
	Mental Health *
	Older People *
	Physical Health *
	Sex Workers *
Women *	
Your Rights	Feedback
	Freedom of information
	Privacy
	Your rights and responsibilities
Work with Us	Current vacancies
	Why choose us?
	Staff Stories
	Application Process
	Employment contracts
	Volunteering
Support our work	Donations
	Funders and service providers
	Members
	Students
	Volunteering
News & Events	In the news section
Publications	Our Reports
	Strategic Plan
	Being published – includes journal articles

	Conference presentations
Media	List of ISCHS spokespeople
	Media Releases
	In the News Section
Your Toolkit	Taking control of your health
	Tips & Advice
	Taking action
	Having a say
Translations	Key contact info translated
Contact us	Key phone numbers
	Feedback forms
	Link to journey planner and how to travel to our site

* Denotes that there are subsequent pages that sit within this section