



One For All



## VIA COMMUNICATION CONSISTENCY

### Branding

VIA has invested in developing a brand including the Victorian Inclusion Agency bracketed wording and the art work above. Therefore it is optimal if this branding is used consistently in communication with the sector and other stakeholders. Once a Fact Sheet, Report, Form or Slide Show has been developed on VIA Branding. It is essential, for the sake of consistent delivery, that these are not changed or altered in anyway. If there is a change required it must be run past the Program Manager and go to Leadership Team for discussion, if required.

Every piece of information that goes out from the VIA must have an acknowledgement of the Program and the Department's funding. Therefore the statement below must be included in any communication to the sector or other stakeholders.

INCLUSION SUPPORT PROGRAMME (ISP) IS FUNDED BY THE AUSTRALIAN GOVERNMENT DEPARTMENT OF EDUCATION AND TRAINING. AS PART OF THE ISP, THE VICTORIAN INCLUSION AGENCY IS LED BY COMMUNITY CHILD CARE, AND IS DELIVERED IN PARTNERSHIP WITH YOORALLA AND KU CHILDREN'S SERVICES.

### Templates

The templates that have been developed so far, to support the consistent look of the VIA communication material, includes:

- Report – for large papers or reports
- Fact sheet – both portrait and landscape
- Letterhead – for interaction with Departments and state-wide stakeholders
- PowerPoint slide show
- MailChimp for email newsletters/information.

### VIA Documents (not to be changed)

At present the VIA documents that must be used consistently and without amendment include:

- **Parental consent form** for each partner organisation. These do not have VIA branding because our lawyer suggested if it had VIA branding it would also need to have each child care service's branding. As the form has a dual purpose, of permission for the service to share information about a child with us & for use to use and share that information if required.
- Specialist Equipment **Item Request Form**
- **Inclusion Planning for SIP**
- **SIP Data Proforma**
- **VIA Prospectus**
- Slide Shows – **Sector Intro to VIA & 16.09 Road Show – Program Intro**
- **VIA Regional Map**



WWW.VIAC.COM.AU  
CALL TOLL FREE: 1800 177 017



One For All



## Regional Communication

We do want to be able to be responsive and share region or local area specific information as required. However, the Governance Group would like to ensure that in sharing this information we consider:

1. Would the information be useful for the whole state or is it regional/local area specific?
2. The branding of the information. Is it VIA or organisationally branded?
3. The professional appearance of the information. Is it well presented? Broken up with appropriate images? Does it follow logically and well?
4. Will services have already received the information from another source? Will they get annoyed by getting the same information a number of times?

This will be further clarified with the Engagement and Communication Strategy.

INCLUSION SUPPORT PROGRAMME (ISP) IS FUNDED BY THE AUSTRALIAN GOVERNMENT DEPARTMENT OF EDUCATION AND TRAINING. AS PART OF THE ISP, THE VICTORIAN INCLUSION AGENCY IS LED BY COMMUNITY CHILD CARE, AND IS DELIVERED IN PARTNERSHIP WITH YOORALLA AND KU CHILDREN'S SERVICES.



[WWW.VIAC.COM.AU](http://WWW.VIAC.COM.AU)  
CALL TOLL FREE: 1800 177 017

VICTORIAN  
INCLUSION  
AGENCY

One For All



[WWW.VIAC.COM.AU](http://WWW.VIAC.COM.AU)  
CALL TOLL FREE: 1800 177 017