

Naming and branding of services

If you are considering naming or creating a brand for a service, DO NOT PROCEED without discussing with your Contract Manager who will consult with WA Primary Health Alliance's Communications and Marketing team.

Acknowledgment of funding

Funding must be appropriately acknowledged. The wording below must be applied in a prominent position on all printed and online materials intended for consumers, including media releases:

This [service/activity] is supported by funding from the Australian Government under the PHN Program and commissioned by WA Primary Health Alliance.

Disclaimers

A prominent disclaimer in the approved form is required on any website and in any material disseminated to the public containing health advice.

'While the Australian Government Department of Health, Disability and Ageing has contributed to the funding of this [website/activity], the information on this website does not necessarily reflect the views of the Australian Government and is not advice that is provided, or information that is endorsed, by the Australian Government. The Australian Government is not responsible in negligence or otherwise for any injury, loss or damage however arising from the use of or reliance on the information provided on this [website/activity].'

Where space is limited, such as mobile applications:

'Although funding for this [website/activity] has been provided by the Australian Government, the material contained herein does not necessarily represent the views or policies of, nor is endorsed by, the Australian Government.'

OR

'While the Australian Government has contributed funding support for this [website/activity] the information contained within it does not necessarily represent the views or policies of the Australian Government and has not been endorsed by the Australian Government.'

Digital Platforms

If you are required to register on a digital platform such as the Clinician Assist WA or National Health Services Directory, the information provided should be as complete and up to date as possible to ensure these resources deliver the most benefit to platform users.



The minimum information required, where applicable, is:

- Service location
- Contact details
- Opening hours and after hours availability
- Online booking appointment availability
- Service modality
- Practitioner information
- Referral process
- Eligibility criteria
- Payment options/information
- Appointment and accessibility options
- Details to support secure messaging

Media

Media announcements of new services, funding or significant changes to a service model will be undertaken by WA Primary Health Alliance and/or the relevant Australian Government representative. Otherwise, WAPHA encourages service providers to promote their services via the media.

However, statements to or via the media must not negatively impact the services, WAPHA or the Australian Government. If this situation arises, DO NOT PROCEED without discussing with your contract manager who will consult with WA Primary Health Alliance's Communications and Marketing team.

Events

Prior to setting a date, invitations to attend significant events, such as service launches, should be extended to WAPHA and the relevant Federal Minister or elected member (via WAPHA), providing at least six weeks' notice.

Promoting target audience understanding

When developing information for users (and potential users) of the service, it may be appropriate to modify 'official' terms, instead using language that is meaningful and appropriate for the intended audience, giving consideration to culture, perspective, orientation, preference and other relevant factors. The meaning and intent must be retained.

Promoting accessibility

The following accessibility standards must be applied where new website development is being funded:

- Level AA accessibility requirements in the Web Content Accessibility Guidelines 2.0.
- World Wide Web Access: Disability Discrimination Act Advisory Notes version 4.0 (2010) issued by the Australian Human Rights Commission.

If you have any questions, or need any help with the interpretation and application of the information in this guide, please contact our Communications and Marketing team at

communications@wapha.org.au