Australian Bureau of Statistics

✅ **Latest release**

Web Content Guidelines

Content guidelines for authors of ABS web content

Reference period Version 1.0

Released 31/08/2022

Getting started

Great website content comes from focussing on our users and following some simple principles.

Useful content resources

Other resources available to assist you produce web content

- IPE User guide (/statistics/standards/internal-publishing-environment-user-guide/version-10) - Provides content approvers and authors information on how to use the internal publishing environment.

- IPE Learning (https://learning.abs.gov.au/course/view.php?id=1244) - Capability Plus module which includes an eLearning module and training scenarios

- Australian Government Style Manual (https://www.stylemanual.gov.au/about-style-manual) - The standard for Australian government writing and editing

Who to contact for support

Any content related queries you can contact Dissemination Customer Support via the following channels

- Skype the chat room: Client open Forum: Dissemination Customer Support (ma-chan://abs.gov.au/1fb09120-0aab-4e62-899b-ce68be987ff4) (8.30am - 4.30pm weekdays)
- Email: Dissemination Customer Support WDB (mailto:Dissemination Customer Support WDB)

Feedback and comments

Web content guidelines are evolving and frequently updated. You should check back in regularly.

If you have any feedback or suggestions, please email them to Web Content Guidelines feedback (mailto:Dissemination Customer Support WDB?subject=Web Content Guidelines feedback)

Writing guides

ABS writing style

This writing guide provides advice on how to prepare your content for the ABS Website.

It uses the concepts of

- Accessibility
- Plain English
- Active language
- Structured content

It aligns with the Australian Government Style Manual (https://www.stylemanual.gov.au/)

Plain English

Plain English

Plain English is using simple, and direct language to explain complex things.

There is lots of information in the Australian Government Style Manual (https://www.stylemanual.gov.au/writing-and-designing-content/clear-language-and-writing-style/plain-language-and-word-choice) .

Reduce risk of misunderstanding

- Use language everybody can understand, even statistical experts prefer plain English. Our customers often describe our pages as 'full of jargon'.
- If you can, test your writing with someone who isn't familiar with your topic.
- Avoid acronyms and technical terms. Use simple terms and explain those terms in the methodology.
- Remember, we all want to understand what we're reading the first time, even academics.

Easier to find

- Most people use search, either directly on our website or a search engine. We need to be writing with simple language to help them find what they need.

What to avoid

- Avoid italics and bold. Sentences in bold or italics are harder to read.
- Avoid abbreviations such as eg, ie and etc. Use 'for example'.

Sentence case

Write headings in sentence case

- It is easier to read sentence case than all capitals
- Avoid colons where possible

Use capitals for single entities

Use of capitals for single entities such as specific people, places, things or ideas. Includes names of organisations, geographical areas, policies and programs.

Examples

- 2021 Census
- Australian Business Register
- Economic Unit Model
- Greater Sydney
- Aboriginal and Torres Strait Islander people

Common nouns

Do not use capitals for common nouns such as classes of entities, they name generic people, places, things or ideas. This includes statistical concepts

Examples

- relative standard error (RSE)
- clerical and administrative workers

Don't capitalise second references to proper nouns

Do not capitalise when writing about a proper noun or when using it as a second reference.

Examples

- The register...
- The model...
- historical censuses

After colons

Do not capitalise when writing about a proper noun or when using it as a second reference.

Examples

- Enhancing the CPI: a roadmap

Active language

Active voice and direct language

Active voice describes the situation from the perspective of the person or object that acts. Look for the use of 'by' in your sentences and see if there is a more direct approach.

- In 2017, it was most likely that jam would be eaten by people aged 15-20. (passive)
- In 2017, people aged 15-20 ate the most jam. (active)

Know what you are trying to say, and edit your work ruthlessly. Avoid terms that extend your sentence needlessly.

Example

A brief summary is needed owing to the fact that each and every person doesn't have the time to read long sentences.

Can be shortened to:

People don't have time to read long sentences, so they need a summary.

See the Australian Government Style Manual (https://www.stylemanual.gov.au/writing-and-designing-content/clear-language-and-writing-style/sentences#use_active_voice) on active voice

Headings

Simple and effective headings

- Headings exist to help navigation.
- Users are scanning and headings are the easiest way to find your way around a page.
- Keep it short, but accurately describe the content in each section.
- Every sentence should fit under a heading somewhere on the page.
- Use headings often and use language the user understands, not jargon and acronyms.

Heading Levels

A hierarchy of headings helps people to find content. They are especially important for screen reader users.

Available heading levels

- H1 Content title
  The title of the product. Appears at the top of the webpage and is defined in IPE in the Title field of the content type.
- H2 Sections headings
  These headings create the On this page menu on the left side of the screen. Use them to break your content down into related pieces of information.
- H3 Subsections
  They are added as subsections. They can be fixed or collapsible in IPE
- H4 Sub headings
  Use of these should be minimised as a simpler structure is easier to read.
- H5 Sub headings
  This level is only to be used for very complex content such as concepts, sources and methods.

Do not skip heading levels

Maintaining the heading hierarchy helps people to scan the content. Screen readers users also rely on this hierarchy.

Heading structure in IPE

H4 Sub headings are not to be used in collapsible sections

All H4 level headings within a collapsible should be entered as H4 Subsections. This is in order to maintain the correct hierarchy to meet accessibility requirements.

Social statistics

Categories could include:

- Key statistics
- Age
- Gender
- Education
- Employment
- Health

Economic statistics

Categories could include:

- Key statistics
- Quarterly change
- Annual change
- States and territories
- Job vacancies by industry.

Punctuation

Full stops

Full stops mark the end of a sentence. Users need them to scan text easily.

Dot points that are full sentences need a full stop. Dot points in a fragmented list get a full stop at the end of the final dot point.

Example of full sentences
To write well:

- Use everyday words.
- Learn about the words people use.
- Choose simple words, not complicated expressions.

Example of fragmented list
The committee met yesterday. It discussed:

- office space
- working hours
- managers' salaries.

Do not use a full stop after a web or email address if it's part of a sentence fragment or on a line by itself.

Example

Website: department.gov.au

Email: example@department.gov.au

More details on full stops can be found in the Australian Government Style Manual (https://www.stylemanual.gov.au/grammar-punctuation-and-conventions/punctuation-and-capitalisation/full-stops)

Colon

Use a colon to introduce examples, contrasts, lists and block quotes. Only use a colon if it is needed.

When writing a list, use lower case following the colon.

Example

The participation rate:

- remained at 1%
- increased to 10% for women
- decreased to 5% for men.

Don't include a colon when the list flows on as part of a full sentence.

- Pick any 2 of low price, high speed and high quality.
- The requirements for the position are strong communication skills and experience across content management platforms.

More details on colons can be found in the Australian Government Style Manual (https://www.stylemanual.gov.au/grammar-punctuation-and-conventions/punctuation-and-capitalisation/colons)

Paragraphs and bullet points

Paragraphs

- Most people do not read long paragraphs in detail.
- People scan content quickly for key words and figures.
- Short paragraphs and bullet points are easier to scan than long, dense paragraphs of text.

The most scannable way to write content

- Write short paragraphs (no more than 3 sentences) that focus on one idea.
- Put the most relevant information first in every sentence and paragraph.
- Lists should be presented in bullet points - use a lead in sentence.
- Figures presented first, followed by analysis/narrative.
- Narratives can be in short paragraphs.

Use structure and language to make reading easier

- Use informative headings and subheadings
- Use plain English and active voice
- Front load key information
- Avoid repetition

Not all content should be placed into bullet points

Website users rarely read full paragraphs from beginning to end. They often scan for key words to find the answer they are looking for.

However some analysis is best left in paragraphs. Aim for less than 20 words per sentence and keep to one thought or point per sentence.

Bullet point lists

Bullet point lists are easier to scan for key information than paragraphs of text.

- All lists should be in bullet points.
- Use lead in sentences to add context and avoid repetition of words.

- Every bullet point should focus on a single idea.
- Only use one level of bullet points (no bullets within bullets).
- Keep lists short (aim for no more than 5 points).

Punctuation

- In sentence style bullet points, capitalise the first word only and use a full stop at the end of each sentence.
- In fragment lists, use a full stop on the final bullet point.
- In stand-alone lists, don't use any full stops.

More detail on the punctuation of list can be found in the [Australian Government Style Manual (https://www.stylemanual.gov.au/structuring-content/lists#punctuate_lists_according_to_style)](https://www.stylemanual.gov.au/structuring-content/lists#punctuate_lists_according_to_style).

When the sentence before the bullet points contributes to the list sentences don't use:

- capitals at the start of each line
- 'and'
- 'or'
- semicolons (;)
- commas (,)

Use bullet points to list information

They are easier to read than paragraphs of text.

Instead of:

Attending classical music concerts was one event where a significantly greater proportion of older people attended: 14% of people aged 65 to 74 years and 10% of people aged 75 years and over, compared with 6% of 15-17 year olds.

Try this:

More older people attended classical music concerts compared to younger people.

- 14.1% were 65 to 74 years old.
- 1 in 10 (10%) were 75 years old and over.
- 6% were 15 to 17 years old.

Social Statistics

- Begin the sentence with a fraction (such as 'one in four') and follow it up with a percentage in brackets (25%).
- Avoid comparing fractions unless they have the same denominator. For example: 1 in 5 people x, compared to 3 in 4 who y.
- Fractions are more relatable to the reader and help them understand the relevance to them.
- Avoid using multiple figures in brackets (for example, percentage and number of people) as it breaks up the flow of the sentence. Percentage is better than number of people.
- Provide the main statistics upfront and make comparisons after. One statistic is easier to read and comprehend than a comparison of two.

Example

Almost two-thirds (63.4%) of adults were overweight or obese.

- 70.8% of men and 56.3% of women.
- 79.4% of men and 65.7% of women aged 45 year and over.
- 63.4% of adults in 2015 compared to 56.3% in 1995.

Economic statistics

The most important data for economic users is the change. Provide this as simply and clearly as possible. Key changes (month / quarter / year) in short bullet points first, followed by a simple table that highlights changes since the last release.

Examples

The main contributors are:

- 2.5% rise in property rates and charges
- 3.0% rise in gas and other household fuels

- 2.3% rise in water and sewerage.

This is the lowest September quarter rise since 1998 and is due to modest changes:

- 0.7% rise in utilities
- 0.1% rise in rents
- 0.2% fall in new dwelling purchased by owner-occupiers.

What not to do

You should not have a list of items within a single bullet point, this information can be better presented as a lead sentence followed by bullet point list as shown above.

- The main contributors to the rise in the housing group are property rates and charges (+2.5%), gas and other household fuels (+3.0%) and water and sewerage (+2.3%).
- This is the lowest September quarter rise since 1998 and is due to subdued rises in utilities (+0.7%) and rents (+0.1%), while new dwelling purchased by owner-occupiers fell 0.2%.
- September quarters typically observe annual price changes in property rates and charges. The modest rise in property rates and charges reflects rate caps in some capital cities and a lower inflationary environment.
- The main partially offsetting contributor is a 0.7% fall in electricity. The introduction of the Default Market Offer (DMO) and Victorian Default Offer (VDO) to replace standing offers in the eastern capital cities contributed to the fall.

Names and terms

Names and terms

It is important to check official sources for correct names and terms. Use consistent capitalisation and punctuation.

Australian place names

Using official Australian place names and styling them correctly helps to communicate more clearly.

Examples:

- Shortened forms for states and territories such as NSW, Vic, Qld, WA, SA, Tas, ACT, NT. Do not use a full stop after the shortened forms unless it ends a setence.
- Use capitals for names of places, roads and streets.

Government terms

Use capitals only for formal names and titles of government entities and office holders. Use lower case for generic references.

Examples:

- For departments and agencies, use capital letters only for the formal names such as the Victorian Government, Department of Defence, Federal Court of Australia
- For government programs and agreements, use capitals for the full names such as the Artesian Basin Initiative, Consumer Price Index
- For heads of state and prime ministers, use capitals for the formal and abbreviated titles of current heads of state such as Prime Minister of Australia or PM

Organisation names

Organisations determine how their names should be spelled and punctuated. Write the name as the organisation writes it. For examples, eBay, State Library Victoria, Meat & Livestock Australia, United Nations Educational, Scientific and Cultural Organization.

The For more detail on names and terms see the Australian Government Style Manual (https://www.stylemanual.gov.au/grammar-punctuation-and-conventions/names-and-terms)

Meaningful links

Precise links

- Make the destination of the link clear.

- When linking to related information, hyperlink a key word or phrase within the sentence.
- Don't use vague terms such as "click here" or "read more".
- Don't make the link text too long.

Anchor links

When referencing content on another page, you can link directly to the relevant heading on that page.

For information on creating anchor links refer to the IPE User guide (https://author-mirror.absweb.aws.abs.gov.au/statistics/standards/internal-publishing-environment-user-guide/version-10/linking#other-options) .

Numbers and measurement in text

Percentages

The standard approach is to show percentages to one decimal place.

This recommendation is flexible and you should use your judgement to decide what is best for your data. You can round to whole numbers or include one more decimal place if appropriate.

Remain consistent throughout the page.

Large numbers

Add a comma between the third and fourth digit from the right for numbers 1,000 and above.

Write 'million' rather than digits for large, rounded numbers. For example:

- 10 to 9,999
- 10,000 to 1 million

Abbreviate in headings, tables and graphics— 1km, 2m, 3bn, 4tn.

Use digits instead of words where possible, they are easier to read on a screen than words. It is acceptable to start a sentence with a number, percentage or fraction.

Use symbols for common units of measurement

You don't need to spell out units of measurement, even for the first use, if they're well known. For example:

- 'mm' for millimetres
- 'cm' for centimetres
- 'km' for kilometres

For a complete guide to numbers and measurements refer to the Australian Government Style Manual (https://www.stylemanual.gov.au/grammar-punctuation-and-conventions/numbers-and-measurements) .

Replacing FAQ page

Avoid questions as headings

Reading questions are more work for customers

- They take longer to scan and understand than simple headings
- Key information is usually at the end of the question.

What to do instead

- Bring key words to the front
- Change your question to a short, simple statement that broadly describes the content underneath.

Avoid FAQ pages

- Where complex information and concepts need to be explained, it should be done within the content.
- Customers generally don't like to use help pages.

- The customer has to make a conscious choice to search for their question on a different page - this buries rather than surfaces key information.

A more in-depth discussion of issues when using FAQ format is contained in the article Infrequently asked questions about FAQ pages (https://www.stylemanual.gov.au/blog/infrequently-asked-questions-about-faq-pages)

Website content types

Existing content types

Content types are used to group similar content and provide the structure of the website.

The table below provides a listing of available content types and examples of when to use them.

Content Template	Examples when to use	Additional information
Topic	Used when releasing statistics with key points, important findings and data. A topic is the old 'main features' in WCA.	A statistical release based on a theme and reference period, usually released regularly. It show cases key points and statistical analysis supported with data. A 'Topic' (e.g. Job Vacancies) is connected to one of the website's 'themes' (e.g. Labour) and a parent topic (e.g. Employment and Unemployment). Typical audience could include education/research based users (students, researchers and teachers/lecturers etc.), media and government.
Methodology	Methodology was previously called Explanatory notes. Describes the methods and practices used to collect, process, prepare and release information.	Very detailed information explaining the methods and practices used to collect, calculate and analyse the data that are used to develop Articles and statistical releases. Typically appeals to audiences interested in the granular details behind a statistics release such as education/research based users (students, researchers and teachers/lecturers etc.).
Story	Linked to a social media post or when promoting the ABS.	A short and engaging time related piece of content used to promote the ABS, and is usually linked to ABS social media posts. Typical audience could include the broad public.
Media Release	The media release presents the most noteworthy statistics from Topic.	Journalists want a high level summary of statistical information that impacts the community.
Media Statements	Used to present our response to, or in anticipation of a media article.	
Article	Previously known as Feature article. Used when subject matter areas want to provide more detailed content to data users.	In depth analysis on a statistical release. More detailed than a topic page. Typical audiences could include users specifically interested in the details behind the Topic/statistics release and Story such as education/research based users (students, researchers and teachers/lecturers etc.), media and government.
Standard	A set of rules that govern the way certain data are collected, produced and disseminated.	Typical audiences could include niche and targeted users interested in statistical background and detail such as education/research based users (students, researchers and teachers/lecturers etc.), media and government.
Research	Used when wanting to inform users of changes and statistical developments.	Content, including public engagement outcomes, research findings or conference materials, to inform proposed ABS statistical developments and decisions. Typical audiences could include education/research based users (students, researchers and teachers/lecturers etc.), media, government and users specifically interested in statistical background and detail.
About	Creating 'About Us' content.	The information is timeless and details what the ABS' purpose, role and responsibilities are, and outlines its vision. Typical audience could include general public, media and government.
Release	Links IPE to Release Approval System (RAS).	Links a statistical release to the release calendar on the website. Is the means by which a group of statistical content is linked together via common metadata.

Content Template	Examples when to use	Additional information
		Is an internal publishing tool and does not have an audience.

Topic page

Purpose of a topic page

Users want a single page with all the information they need on a particular topic so they can easily find, understand and use information.

This is achieved by providing:

- A high level overview of findings
- Displays the most sought after information
- The page navigation allows users to see what is on the page at a glance and jump to relevant headings quickly
- Provides pathways to more detailed data
- Designed to be useful for high skilled, technical users as well as those with no statistical knowledge or low literacy levels

Topics pages are best suited to

- Releasing statistics with key points, important findings and data.
- A statistical release based on a theme and reference period, usually released regularly. It show cases key points and statistical analysis supported with data.
- A 'Topic' (e.g. Job Vacancies) is connected to one of the website's 'themes' (e.g. Labour) and a parent topic (e.g. Employment and Unemployment).
- Typical audience could include education/research based users (students, researchers and teachers/lecturers etc.), media and government.

Writing topics page content

- Keep all 'like' content together in one place, users should not need to jump between different sections to get a full picture.
- Graphs and images should support and summarise the written content. We recommend a maximum of one graph per heading if possible.
- Tables, graphs and images, should be simple, concise and be interpreted at a glance.

Detailed guide and checklist

This guide will help you meet the following recommendations for topics pages:

- Contains high-level summary and analysis only
- Page description includes the search terms used by customers
- Headings are easy to scan, understand and navigate
- Key statistics reflect the most sought after information
- Content is scannable using plain English, bullet points and short paragraphs
- Tables, graphs and images are easy to understand and accessible

Topic page structure

Topic titles (Product name)

- Easy to understand, scannable and use plain English
- Written in sentence case (unless it is a proper name)
- Australia, catalogue numbers, release dates and collection method (for example, survey) should not be included in the title
- Geographical references should only be used in an established title (Australian National Accounts) or where essential to the release (Integrated water accounts for the Canberra region)
- Titles should never include acronyms

Heading Level 2 (H2) structure

Use this guide to order heading structures on your topics page.

An H2 will appear in the left hand navigation so should be succinct and designed to help users navigate the page. Too few means the user is not aware of the different sections in the release. Too many or too complex creates cognitive overload where users can't determine where the information they need is presented.

The Headings (https://author-mirror.absweb.aws.abs.gov.au/statistics/standards/web-content-guidelines/version-10/writing-guides/headings) section of this guide provide more details on heading levels

(only if required) Use a call out box after Key statistics to highlight major changes or promote new articles or spotlights - then anchor link to relevant section below data downloads.

Key statistics

Their value

- A short summary of the key findings at the top of the page
- Key statistics are the most sought after information that your customers are after
- Key statistics feature on all topic pages
- Highlights the most important information, or most significant change since the previous release
- Option to include a summary table
- Aids users understanding of the type of content covered on the page

Writing key statistics

- Up to four bullet points that highlight the most important items or changes in the release (300 character limit)
- A lead in sentence if needed
- Use short sentences to make it easier to scan and understand
- Front load statistics in fractions followed by the percentage when relevant. E.g. 'Three in four (75%) defendants were male'
- Can include a table to show high level overview, or changes since last release.

Recommend

- One of the key statistics should be used to create the headline for the latest releases section of the homepage.
- Key stats can also be shown in the media release.

For sensitive business areas either:

- Use the statistics you would have normally included in the media release
- Use the same type statistics for each release, to be impartial

Example CPI

Key statistics

The consumer price index (CPI) in December 2018:

- rose 0.5% this quarter

- rose 1.8% over the 12 months since December 2017

- rises in tobacco (9.4%), domestic holiday travel and accommodation (6.2%) and fruit (5.0%)

- falls in automotive fuel (2.5%), audio visual and computing equipment (3.3%) and wine (1.9%)

Weighted average of 8 capital cities

CPI groups	Change previous Qtr	Change same period last year
All groups CPI	0.5%	1.8%
Food and non-alcoholic beverages	0.9%	1.5%
Alcohol and tobacco	3.2%	6.8%
Clothing and footwear	-0.2%	-0.7%
Housing	0.2%	1.5%
Furnishings, household equipment and services	0.5%	-0.8%
Health	-0.4%	3.3%
Transport	-0.7%	2.8%
Communication	-1.3%	-4.3%
Recreation and culture	1.1%	1.7%
Education	0.0%	2.7%
Insurance and financial services	0.3%	1.5%
All groups CPI, seasonally adjusted	0.4%	1.8%
All groups CPI, trimmed mean	0.4%	1.8%
All groups CPI, weighted median	0.4%	1.7%

Example religion

Key statistics

- Three in five people (61.1%) were religious.

- Over half of the population (52.1%) were Christian, down from 61.1% in 2011.

- Islam (2.6%), Buddhism (2.4%) and Hinduism (1.9%) were the next most common religions.

- Nearly one in three (30.1%) people in 2016 had no religion, up from 22.3% in 2011.

         ⌄ Download table

Religious group	2011 Population ('000s)	2011 Percentage	2016 Population ('000s)	2016 Percentage
Christianity	13,149.3	61.1%	12,201.6	52.1%
- Catholic	5,439.3	25.3%	5,291.8	22.6%
- Anglican	3,679.9	17.1%	3,101.2	13.3%
Islam	476.3	2.2%	604.2	2.6%
Buddhism	529.0	2.5%	563.7	2.4%
Hinduism	275.5	1.3%	440.3	1.9%
Sikhism	72.3	0.3%	125.9	0.5%
Judaism	97.3	0.5%	91.0	0.4%
Other Religious Groups	95.9	0.4%	95.7	0.4%
No Religion	4,804.6	22.3%	7,040.7	30.1%

Commentary sections, graphs and tables

- Information about the data in this release. Any non-data information should be placed below data downloads
- Section headings divide content up into sections to help readers scan

Examples:

- Quarterly/Annual change
- States and territories
- Aboriginal and Torres Strait Islander people
- Gender
- Employment
- Health
- Industry

Interactive map

Only if required

- An interactive map can display more complex information at a wide range of geographic scales.
- Users can also zoom into areas of interest for closer examination, and interactive with the map to receive additional information and statistics.

Relevant Web content guideline

Data downloads

- Only create one data downloads section. Call it 'Data downloads'. Add subsections if you need to categorise the data.
- Add a callout box identifying any future additional data which will be released later on the same Topic page
- For more details view the Data downloads (/statistics/standards/web-content-guidelines/version-10/internal-publishing-features-and-sections-content-guides/data-downloads) section of this guide

Changes in this release

Only used when there are changes in relation to this issue or notes about the data you need users to be aware of.

Add in relevant collapsible sections/H3 as needed, for example:

- Suspension of trend estimates
- Update to seasonal adjustment methods
- Re-referencing of chain volume estimates
- Managing the impact of COVID-19
- Changes to industry groups
- Updates to classifications
- Revisions

If there are changes identified in a previous release which continue to affect this release it should be added into Methodology as ongoing data collection and processing detail.

Post release changes

- To advise users about changes to this issue after it was published. This information was previously placed in history of changes.
- Don't create this as a collapsable section.
- Only include changes to the most recent release. Previous changes needs to go in the methodology history of changes.
- Keep information concise.

Related releases

An optional section for areas whose users often jump to other relevant releases for context.

- This heading should be in its own section (h2). The related releases list should include:
- Maximum of 5 related topics pages (Linking to large amounts of products makes them all feel less relevant as it comes across as an index of all products).
- Do not use a collapsable section.
- Make the page title a hyperlink to the product
- Include a short, one sentence blurb (can be the page description) of the product to aid in user in understand what that page is about.
- Put the section after the data downloads near the end of the page.

Examples

Related information

Australian national accounts: Quarterly estimates of key economic flows in Australia, including gross domestic product (GDP), consumption, investment, income and saving.

Economic measurement used during covid-19: We are releasing a range of new statistics including additional analysis and information on economic statistics to help understand the impacts of COVID-19.

Australian system of national accounts: Annual estimates of key economic measures, including GDP, consumption, investment, income, capital stock, productivity and balance sheets.

National accounts: Tourism satellite account: Estimates of tourism's direct contribution to the economy including GDP, value added, employment and consumption by product and industry.

National accounts: Finance and wealth: National, public and private corporations, government and household financial and capital accounts, and household balance sheets.

Methodology

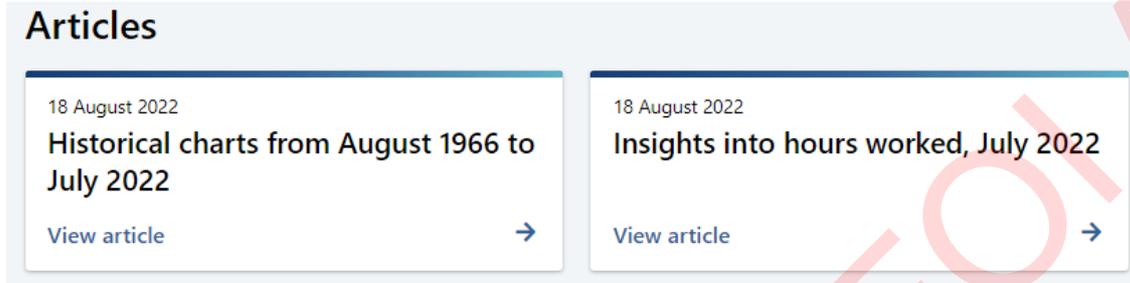This is a system set link to the relevant methodology page

Example of methodology

Methodology

Consumer Price Index, Australia methodology, June 2022

Articles

This is a system set link to relevant article which creates tile link at the end of the product

Example of media article tile

Articles

18 August 2022	18 August 2022
Historical charts from August 1966 to July 2022	**Insights into hours worked, July 2022**
View article →	View article →

Media releases

This is a system set link to relevant media release which creates tile link at the end of the product

Example of media release tile

Media releases

18 August 2022
Unemployment rate falls to 3.4%

View media release →

Headings not to include

- Catalogue numbers - instead use an H3 at the bottom of the page, under the last H2. Note this is being phased out.
- Survey material - this must go in methodology
- Forthcoming issues - already contained under future releases

Methodology

Purpose

Methodology pages support topics by providing users with important information on how the release is created together with other contextual information. They need to allow users to broadly understand the statistics provided.

Creating a methodology

Just as with other content, write as simply as possible without losing statistical rigour. You may be required to define certain technical phrases in call out boxes and in the glossary.

Keep the needs of your customers in mind. They are here to complete a task, so present the information in a way to help them do this.

Paragraph numbering is not required.

Incorporate dot point lists when helpful.

Structure

Use the heading structure shown below to organise your methodology content.

Most of the content you would expect to see about the methods will fit under Data collection, Processing the data and Data release. You can also include additional headings for content that doesn't fit easily into these categories. Other sections shown can be incorporated as useful and relevant.

Overview/Introduction

Your methodology overview will appear here if you have chosen to use it for your release.

For more on how to correctly create one, see the Methodology overview guide (/statistics/standards/web-content-guidelines/version-10/ipe-features-and-sections/methodology-overview) .

If you're not using the feature, you can include a short introduction for your survey or program.

Data collection

Include information relating to how the data is collected in this section.

The following are examples of subheadings that will fit here, but you may want to include others as appropriate.

- Scope
- Source
- Sample design
- Collection method
- Target population and statistical units
- Response rates
- Questionnaire
- Prompt cards

If you include survey materials like a questionnaire, you will need to create a data downloads subsection.

Processing the data

Use this section for any information relating to how the data is processed.

The following are examples of potential subheadings:

- Weighting
- Estimation methods
- Seasonal adjustement and trend estimation
- Imputation
- Rounding
- Aggregation
- Suppression
- Data validation
- Revisions

Data release

Include any information about the release of the data here.

Examples of subheadings include:

- Release strategy
- Survey output
- Data item list
- Confidentiality
- Reliability
- Accuracy

If you want to include a data item list, you will need to create a data downloads subsection.

Choice for author to add headings

Add any headings that don't fit into how the data is collected, processed and released.

Some examples may include:

- a subject needing special attention

- topics from the collection
- Concepts, sources and methods
- standards and classifications.

If you are linking to another publication, provide a brief description and its relevance to this release.

Example:

> For more detailed information about the data presented in this publication, refer to <u>Total Value of Dwellings: Concepts, Sources and Methods</u>.

Quality declaration

A Quality declaration is no longer a requirement of methodology.

Author areas can determine if using this format would be useful for users.

If you remove it, include any important information elsewhere in the methodology.

If using a Quality declaration section:

- create a section (H2 heading) "Quality declaration"
- use collapsibles for subsections
- include it before History of changes in the on this page menu.

Quality declaration example

Quality declaration

Institutional environment	⌄
Relevance	⌄
Timeliness	⌄
Accuracy	⌄
Coherence	⌄
Interpretability	⌄
Accessibility	⌄

History of changes

Describe significant changes to the collection methodology and when occurred.

Important changes include:

- if the publication is new
- changes in order of significance
- gaps in the series.

Glossary

List your technical terms, definitions and acronyms used in this section. It can also include formulas and equations.

Present it as a collapsible section titled 'Show all', with each term as a separate subsection within the collapsible.

Example:

Glossary

Show all ⌃

Attached dwellings

Dwellings which share a structural component with one or more other dwellings. This may include walls, ceiling, floor or roofing. For example, flats, units and apartments, and semi-detached, row and terrace houses.

Billion

The term 'billion' means 'thousand million', in line with Australian standards.

Dwelling

A suite of rooms contained within a building which are self-contained and intended for long-term residential use

Abbreviations

Include abbreviations in a collapsible section using a table, as shown below.

Example:

Abbreviations

Show all ⌃

⌄ Download

'000	thousand
ABS	Australian Bureau of Statistics
b	billion (one thousand million)
m	million
RPPI	Residential Property Price Index

Appendices

Include any other additional information that might be relevant to your methodology, such as additional research.

Article

Purpose of articles

You can use them to explain:

- More in depth analysis of underlying factors for a topic
- Why the changes are important / significant
- Why we collect information
- Historical context (e.g. 70 years of CPI)

How to write an article

All content on the website should follow the web content guidelines.

- Highlight your key findings and most important information first, so readers can find them quickly. They can then go deeper into the content if they want to.
- Articles have section headings just like topics pages, to divide up your content into scannable sections
- Use plain English to make your content more user friendly.
- You can use a call out box to help readers understand definitions or contextual information.

Story

Story guide

- Stories are short (300 – 800 words) engaging pieces that are relatable and conversational in tone

- They can provide a link between our social media channels and the website
- They provide a space to promote interesting findings and facts pulled from the data.
- Use active language and plain English when writing stories, just like other content types.

Purpose

- ABS users have a desire for content that is interesting to them and relatable. Stories are where business areas can promote their value, provide informative entertainment and write relatable content.
- Users want our statistics to be explained to them in a way that is personally relevant and to understand why the data are important.
- Our internal motivation may be to promote the value of our statistics or increase understanding in the general community.
- Enhancing our interactions with users through channels like stories develops community trust. This enhances our ability to collect high quality information with better response rates from participants.

Example concepts for stories

- Relatable explanations of data / change (how is it relevant to me)
- Media stories (the narrative of the content)
- Longitudinal stories (history of topic)
- Social media engagement pieces
- Educational case studies

Media Release

What is it?

Journalists want a high level summary of statistical information that impacts the community

- Content that highlights key ABS information
- May include quotes from ABS spokespeople
- Provides pathways to more information (topics page)

Concept sources and methods, standards and classifications

Purpose

- Present findings first and analysis afterwards (this can be done in an executive summary)
- Ask yourself - what is the goal of the user when accessing this content? How can you help them achieve it as quickly as possible.
- Be short and concise where possible, explaining complicated terms as required (definitions in context (/statistics/standards/web-content-guidelines/version-10/definitions-context) and call out box (/statistics/standards/web-content-guidelines/version-10/internal-publishing-environment-ipe-features-and-sections-content-guides/callout-box) will help).
- Use intelligent heading structures that allow users to quickly find the section most relevant to them.
- Accordions and subsection headings can be used to hold more in-depth information that users can find by scanning.
- Put content in dot points where possible.
- Content still needs to be written in a way that is accessible, this includes any use of graphs, charts and images.

Guiding principles

By follow these principals you are:

- decreasing the risk of misinterpretation
- building trust through improved reader experience
- being more transparent as your content is more easily understood
- increasing the likelihood people will actually read the content, and not make 'best guess' assumptions because content is too hard to find, or understand. (This happens more than you would like to think with ABS content).
- adding value your whole product, the data you provide is only as useful as your readers ability to understand and interpret it.

Principle 1

CSM users are looking for answers to questions, building their understanding of your product through searching. This means they will be scanning and skipping through your content to find what they need. They will not be reading content in the order you have written it. To aid them in their ability to find the content they need you should:

- Use short clear headings, people are likely to 'CTRL F' their way through content as it is often long and complex.
- Present lists in bullet points
- Avoid essay style writing formats, use short, to the point language instead.
- Use the reverse pyramid approach to authoring, with your most sought after and valuable content first, then more depth and detail afterwards.

Principle 2

CSM users are using this content in relation to their employment or work. If they are working for a government organisation, in academia or in private industry. Just like you or I, they are time poor and want to understand answers to the questions quickly and easily.

- Use simple plain English whenever possible. Although most of your readers more than capable of understanding complex statistical jargon, its easier to read, interpret and understand plain English making their job easier.
- Avoid acronyms, and where you must use them, never assume the reader understands them.
- Avoid repetition, when someone reads the same thing in two places they are more likely to start skipping through content as it frustrates time poor people. This makes it harder for them to find what they actually need.

Principle 3

CSMs are complex in nature, and it is not uncommon for our key stakeholders at other government departments to not fully understand our content. We have found this to be the case with a number of ABS products.

- When explaining complex content keep sentences short and concise (aim for 20 words or less). This decreases the cognitive drain on the reader
- Ensure paragraphs are short and to the point.
- Again where possible use plain English and avoid acronyms

By follow these principals you are:

- decreasing the risk of misinterpretation
- building trust through improved reader experience
- being more transparent as your content is more easily understood
- increasing the likelihood people will actually read the content, and not make 'best guess' assumptions because content is too hard to find, or understand. (This happens more than you would like to think with ABS content).
- adding value your whole product, the data you provide is only as useful as your readers ability to understand and interpret it.

Understanding statistics

When are they useful

- To explain technical or complex terms or ideas to help our users understand the content on the website.
- To answer common questions that users have about products, such as methodological or theoretical explanations.

Writing understanding statistics

- Break down content into paragraphs with simple, scannable headings, like all content on the website. Users do not read from beginning to end, they look for the answer they think they need, and then leave.
- Front load content with the most relevant sought after information up front, followed by more in depth analysis and explanation if required. Write lists in bullet point format, and keep sentences to less than 20 words each.
- Avoid using FAQs. Instead, write answers to important questions using appropriate structure and headings where the user will expect to find them.

Important caveats and short falls of understanding pages:

Don't use understanding statistics pages to explain the nuances between a number of similar collections.

Research and best practice for website content tells us that users tend to only read answers caveats for content in context of the content they wanted to find. If it is not evident on the topic page what the data should be used for, the content on that page should be adjusted.

Remember that users take the first best answer they find. If context and caveats are required to use the data properly, most users will not go to the understanding statistics section to check. As it requires the reader to know that they are not using it correctly for them to seek our the correct use and application of the data.

This is the case, regardless of the statistical literacy of the user. There are cases of major government stakeholders using the wrong data set due to a lack of understanding in the nuance between similar collections. As a rule of thumb, business areas should assume no one out side of the ABS fully understands the complex nuances of the different collections.

IPE features and sections

The internal publishing environment (IPE) has features that you can use to develop your content
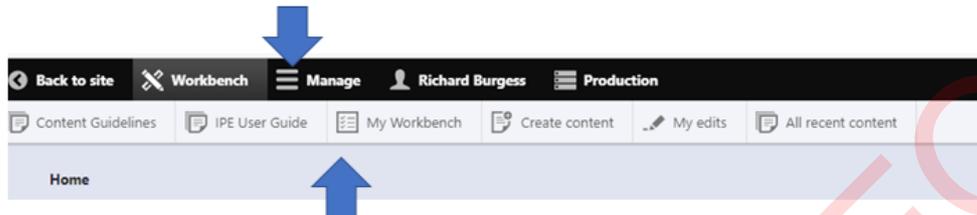
- Collapsible content sections

- Data downloads
- Sections (H2s) and subsections (H3s)
- Heading Level 2 (H2) Structure
- Callout box
- Promoting significant changes
- Related information

Technical assistance

For technical assistance on how to implement these features in your product refer to the latest version of IPE User Guide (https://author-mirror.absweb.aws.abs.gov.au/statistics/standards/internal-publishing-environment-user-guide/version-10) .

Please note the user guide is updated regularly with new features and functionalities.

Collapsible content

Purpose

- Users want to quickly scan for meaningful content.
- Users who need to access more detailed content or further breakdowns can expand the headings.
- They enable users to self select the level of detail they need, as all information is not relevant to every user.
- They are used to aid scanning and should not hide large blocks of text as a way to reduce page size and scrolling.

How to use

- Place the most sought after information above the collapsible section.
- They work best for subheadings repeated throughout your content (for example: sex, age, industry category or state and territory breakdowns).
- Use a meaningful heading to describe the content contained in your collapsible section.
- Content within a collapsible section still needs to follow the web content guidelines (using plain English, short paragraphs and bullet points).
- As a general rule, avoid placing graphs, tables and images in collapsible sections.

Examples

Industry category

Geographical categories

Capital city highlights:

At the All groups level, the CPI rose in all eight capital cities, ranging from 1.6% in Sydney and Canberra to 2.1% in Adelaide, Brisbane and Darwin.

Sydney (+1.6%)	⌄
Melbourne (+1.8%)	⌄
Brisbane (+2.1%)	⌄
Adelaide (+2.1%)	⌄
Perth (+1.7%)	⌄
Hobart (+1.8%)	⌄
Darwin (+2.1%)	⌄
Canberra (+1.6%)	⌄

Abbreviation and Glossary

Abbreviations

Show all	⌄

Glossary

Show all	⌄

Data downloads

Data downloads structure

- Only one data downloads section per page called 'Data downloads'
- Add subsections if you need to categorise the data. E.g. If you have more than 10 files, consider categorising.
- Create subsections by file type OR subject. E.g:
  File type = Data cubes or Time series spreadsheets
  Subject = Employment/ Hours worked/ Underemployment etc.
- If you have ABS.Stat/Data explorer links, they should be in a subsection within Data downloads. (see ABS.Stat/Data explorer section below)

- Note: For economic releases, ensure your stakeholders are aware of any changes being made to your spreadsheets (title, layout, formatting etc.).

Data downloads by subject

Labour Force status

Table 1. Labour force status by Sex, Australia - Trend, Seasonally adjusted and Original   ↓ **Download XLS**
[6.92 MB]

Table 4. Labour force status by Sex, New South Wales - Trend, Seasonally adjusted and Original   ↓ **Download XLS**
[4.24 MB]

Table 5. Labour force status by Sex, Victoria - Trend, Seasonally adjusted and Original   ↓ **Download XLS**
[4.26 MB]

Table 6. Labour force status by Sex, Queensland - Trend, Seasonally adjusted and Original   ↓ **Download XLS**
[4.27 MB]

Table 7. Labour force status by Sex, South Australia - Trend, Seasonally adjusted and Original   ↓ **Download XLS**
[4.29 MB]

Table 8. Labour force status by Sex, Western Australia - Trend, Seasonally adjusted and Original   ↓ **Download XLS**
[4.28 MB]

[Show all data (12 hidden) ⌄]

Hours worked

Table 19. Monthly hours worked in all jobs by Employed full-time, part-time and Sex and by State and Territory - Trend and Seasonally adjusted   ↓ **Download XLS**
[3.08 MB]

Table 19a. Monthly hours worked in all jobs by Employed full-time, part-time and Sex and Territory - Seasonally adjusted   ↓ **Download XLS**
[94.5 KB]

Table 21. Quarterly hours worked in all jobs by Market and Non-market sector - Seasonally adjusted   ↓ **Download XLS**
[82.5 KB]

Underemployment and underutilisation

File names

- File names should be consistent with previous publications
- The File naming conventions (https://author-mirror.absweb.aws.abs.gov.au/statistics/standards/internal-publishing-environment-user-guide/version-10/data-downloads#file-naming-conventions) section of the IPE user guide provides more details on naming conventions.

Title

Short heading that describes the main data in the file

- Should help the user find the data most relevant to what they want
- Be as precise as possible
- Don't use ABS language or jargon
- May be reflective/similar to the headings on the page

Description

A brief summary of the variables in the spreadsheet

- Try to keep it under 150 characters, as people struggle to scan large blocks of text
- Should give users more context of what is in the file to help them decide which one to download

Excel file type

- Is .xlsx - for information on how to upload files please read the IPE user guide

Consolidating your data

- Data spreadsheets should be put together in a way that is easy and logical for users
- We should be reviewing our data releases regularly, rather than continuing to do the same or add to what was done last time

Data Explorer

- If your data is available in Data Explorer, links should be provided to datasets in the Data downloads section
- Data Explorer links should be provided under an addition subsection (h3) at the end of the Data downloads section.
- Each link should also have a very short description of variables that are used or the data displayed when you open the link.
- If your data isn't available in Data Explorer, you can still include a link to the Data Explorer home page as a pathway for users (see below for an example).

Linking to Data Explorer

Authors should:

1. Add a text subsection called- Data Explorer datasets
2. Add a Callout subsection with the following text-
   Caution: Data in Data Explorer is currently released after the 11:30am release on the ABS website. Please check the reference period when using Data Explorer.
3. Include a link to the Data Explorer user guide
   For information on Data Explorer and how it works, see the Data Explorer user guide (https://www.abs.gov.au/about/data-services/data-explorer/data-explorer-user-guide)
4. Add links to datasets in Data Explorer with descriptions of variables

Example of Data explorer section

Instructions for setting up Data Explorer links

Data Explorer has persistent URLs that can link directly to custom data tables, including any filtering of data and customising of rows, columns, etc. You can create any custom tables you want in Data Explorer, then copy the URL into IPE as a persistent link. Your Data Explorer tables will be updated automatically with any new or corrected data in the future.

If you need any assistance in setting up your Data Explorer links, please email Data_APIs@abs.gov.au (Data_APIs@abs.gov.au) and the APIs team can assist you.

1. Open Data Explorer (https://explore.data.abs.gov.au/), publically available
2. Browse or search for your data. You can search for the name of your Topic page or your catalogue number.
3. Your dataset will open with a default view. If you wish to link to this view, simply copy the URL and paste it into IPE

4. You can use the links on the left hand side of Data Explorer to filter what data is displayed. Detailed instructions are available in the Data Explorer User Guide. (https://www.abs.gov.au/about/data-services/data-explorer-user-guide/exploring-data)

5. Ensure you do not set an 'End' time period when filtering your table as this will prevent it updating when future data is released.

6. Don't make your table too big or it won't display all available data. You will see a yellow warning symbol near the table title if you exceed the maximum table size (a few thousand observations)

7. Use the Customise tab above the table to change the layout such as what is in the rows and columns. Detailed instructions are available in the Data Explorer User Guide (https://www.abs.gov.au/about/data-services/data-explorer-user-guide/exploring-data) .

8. Once you are happy with your table, copy the URL from your web browser and paste it into IPE. Make sure you set the link text to a description of the data in your table.

9. You can then return to Data Explorer and customise the table again to generate a new link to a different view of your data if you wish.

Linking to the Data Explorer home page

If your data isn't available in Data Explorer, links can still be provided in the Data downloads section to create a pathway for users. See the Linking data explorer example below:

1. Add a Callout subsection after their excel files as demonstrated below:

2. In the title field of the callout add the following text

   Create your own tables and visualisations

3. In the text field of the callout add the following
   We provide access to a number of other datasets for you to create your own tables and make visualisations.
   See what's available in Data Explorer (https://explore.data.abs.gov.au/) .
   Caution: Data in Data Explorer is currently released after the 11:30am release on the ABS website. Please check the reference period when using Data Explorer.
   For information on Data Explorer and how it works, see the Data Explorer user guide. (https://www.abs.gov.au/about/data-services/data-explorer/data-explorer-user-guide)

Example of linking to the Data Explorer home page

Sections (h2) and subsections
Section heading

Section headings divide content up into sections to help readers scan for what they need as easily as possible. Section headings feature on the left-hand navigation.

Headings:

- Are short, simple and accurate, describing the content underneath.
- Are understandable to everyone. Use language the user understands not internal ABS language.
- Reflect the reader's priority of what is most relevant.

- Logically divide up information, such as location, time and relevant subject matter breakdowns.
- Help scanning by making it easier to navigate through the page.

Avoid questions as headings

Reading questions are more work for customers

- Questions take longer to scan and understand than simple headings
- This of often because the key information is placed at the end of the question.

What to do instead:

- Bring the key words to the front
- Change your question to a short, simple statement that broadly describes the content underneath.

Examples

Customers often look for certain types of information. It is recommended that authors use the following headings when relevant to help customers find what they need:

Geographical Breakdown:

- States and Territories
- Capital cities
- Rural/ remoteness areas

People or cultural breakdowns

- Aboriginal and Torres Strait Islander people
- Not citizens etc.
- Age
- Gender

Changes over time

- Quarterly change
- Yearly change
- Trends and estimates

Statistical specific

- Employment
- Health
- Education
- Job vacancies by industry

Callout box

Callout box

- A blue box that highlights important information for the reader help them understand the content and statistics on the page.
- Ensure users are aware of qualifying and critical information in context

> The number of actively trading businesses in this release differs from the total number of entities with an Australian Business Number (ABN).
>
> A table of the conceptual and practical basis of counts is published in the Methodology section of this release detailing how these counts differ.

When and how to use callout boxes correctly

Callout boxes can be used at the page or section levels.

These boxes can be used to:

- Allow the author to use replace a complex term with a simplified term used throughout the page.

- Highlight when sought after content isn't available.
- Highlight when there is information that the user needs to know to interpret the content correctly.
- Highlights any majors changes, adjustments and/or corrections to the release

To keep the boxes small and less intrusive, authors can:

- Provide links to further detail in the methodology
- Use intext definition over definitions?

Important to remember

- Never used to highlight data
- Callout boxes should be used sparingly and only when necessary. If too many callout boxes are used on the same page, it will distract users and diminish their value.
- When required, a callout box can be used after the key statistics on a topic page to aid the user in understanding the content.

Promoting significant changes

Communicating changes

Ensure readers stay informed of collection changes and have a consist experience across collections.

Change in the way data is presented

- Explain the details of the change in an article
- The explanation should answer any questions users may have about the change. These questions should be answered in statements (see FAQ guide (/statistics/standards/web-content-guidelines/version-10/writing-guides/replacing-faq-page))
- Reference the article using a call out box at the top of the topics page
- For example - the suspension of trend estimates

Change in methodology (How the data is collected processed or released)

- High impact changes use a callout box on topics page that links to methodology page
- Low impact changes should be placed in the methodology page under the history of changes

Example

Having something short and succinct users are less likely to skip over it.

Key statistics

- The Australian economy fell 7.0% in seasonally adjusted chain volume measures.
- GDP fell 7.6% in seasonally adjusted current price measures.
- The terms of trade rose 0.2%.
- Household saving ratio increased to 19.8% from 6.0%.

Unless otherwise stated all figures are in seasonally adjusted terms.

To understand more about the suspension of trend estimates, please read the revisions and changes.

Definitions in context

Purpose of definitions in context

Easy to understand definitions help users understand content without going further to seek clarification.

Only create a definition when really necessary

Definitions in context can be used when a plain English alternative to a statistical or technical term doesn't exist and it is not understood in the broader community.

Best practice

Use plain English as your first choice

- Be sure there really are no plain English equivalents to your term before creating a definition.
- Plain English terms are more accessible and inclusive than technical terms for our users.

Create concise definitions and use them sparingly

- Definitions need to be as short as possible. The feature has a 250 character limit but they can be shorter.
- Aim to make your definitions clear and concise. Use the simplest possible words.
- For reoccurring terms, apply a definition the first time it appears in a H2 section. Only reapply the definition once per H2 section after this.
- Use definitions consistently, don't use different definitions for the same terms.

Avoid creating confusing definitions

- Technical, complex or uncommon language blocks understanding, use simple language.
- Don't use definitions that need more definitions to understand. For more information visit Government Style Manual for Defining words: harder than it sounds (https://www.stylemanual.gov.au/blog/defining-words-harder-it-sounds)
- If you find you need to define a lot of terms, this is a sign that your content needs to be developed. For support with content development contact the Content design team (mailto:Dissemination Customer Support WDB?subject=Content development support) .

Don't use the feature for other purposes

The definitions in context feature is not for:

- Spelling out acronyms
- Providing contextual information
- Defining technical terms which have plain English alternatives.

Examples

Income unit:

A group of two or more people who usually live in the same household and are related to each other through a couple relationship or parent/dependent child relationship; or a lone person who is not party to either such relationship.

Independent schools:

Schools associated to religious (excluding Catholicism) or non-religious bodies, or are entirely independent from government administration.

Inflation:

Increase in prices over time.

Seasonally adjusted:

Removes seasonal price changes in goods and services to make trends more accurate and clear.

Examples of what not to do

Inflation

The phenomenon where, in the economy, the purchasing power for goods and services diminishes with ongoing time progression.

- Unnecessary words and complexity, includes technical terms which have plain English alternatives or need further definitions

The inflation rate rise was the largest since 20xx

- Contextual information - external

Note the methodology for calculating inflation changed this quarter - see methodology for details.

- Contextual information - internal

Related information

Related information releases

This is an optional section for areas whose users often jump to other relevant releases for context.

This heading should be in its own section (h2). The related releases list should include:

- Maximum of 5 related topics pages (Linking to large amounts of products makes them all feel less relevant as it comes across as an index of all products).
- Do not use a collapsable section.
- Make the page title a hyperlink to the product
- Include a short, one sentence blurb (can be the page description) of the product to aid in user in understand what that page is about.
- Put the section after the data downloads near the end of the page.

Related information

Australian national accounts: Quarterly estimates of key economic flows in Australia, including gross domestic product (GDP), consumption, investment, income and saving.

Economic measurement used during covid-19: We are releasing a range of new statistics including additional analysis and information on economic statistics to help understand the impacts of COVID-19.

Australian system of national accounts: Annual estimates of key economic measures, including GDP, consumption, investment, income, capital stock, productivity and balance sheets.

National accounts: Tourism satellite account: Estimates of tourism's direct contribution to the economy including GDP, value added, employment and consumption by product and industry.

National accounts: Finance and wealth: National, public and private corporations, government and household financial and capital accounts, and household balance sheets.

Methodology overview

Purpose

The methodology overview gives users a high-level summary of essential information.

There are six fields to complete. Suggested content for each field is shown below.

If there's a section you don't need, write 'not applicable to this release'.

Example

Building approvals

Overview

Scope

Approvals included:
- construction of new buildings
- alterations and additions to existing buildings
- non-structural renovation and refurbishment
- installation of integral building fixtures
- full demolitions of existing dwellings.

Geography

Data available for:
- Australia
- States and territories
- Greater Capital City Statistical Area (GCCSA)
- Statistical Area Level 4 (SA4)
- Local Government Areas.

Source

Administrative data collection from local government or other approving authorities.

Collection method

Statistics of building work approved are compiled from:
- local government authorities and other principal certifying authorities
- contracts authorised by government authorities
- media reports and the Building Activity Survey.

Concepts, sources and methods

Buildings are classified according to the ABS Functional Classification of Buildings, January 2021.

History of changes

Concurrent seasonal adjustment was reinstated from the May 2022 release.

Example of Methodology overview

Headings

Headings are predetermined and have been chosen to answer the most commonly asked questions from our customers.

Scope

Describe who or what is included and excluded in the release. You might include:

- Target population or Statistical unit
- Sample inclusions and exclusions

Geography

List the statistical geographies available. You might include:

- What area level the data is available at (national, state, etc.)
- Significant and relevant geographical exclusions

Source

Provide the name of the collection or provide a succinct description of it if it doesn't have one.

Collection method

Describe the most important aspects of how the data is collected. You might include:

- Collection type (survey, admin, census)
- How the information is collected
- Frequency
- Number of items / people in the sample
- Where data is derived from (dataset combinations)
- Response rates

Concepts, sources and methods

Provide a link to the relevant Concepts sources & methods document if available.

Use the text: Descriptions of the underlying concepts and methods used are available in Name of concept sources and methods (Not a link)

If no Concept, sources and methods documents exist, other supporting material may be linked here, for example standards and classifications. Otherwise you can write "Not applicable for this release".

History of changes

Briefly describe when significant changes to the collection methodology occurred.

If there are multiple, describe the most recent or significant change and link to the relevant section in the methodology using the text: Full history of changes (This is not a link)

If there are no history of changes write "Not applicable to this release".

Important changes include:

- Changes in order of significance
- Gaps is series
- If the publication is new.

History of changes

Link to History if changes section will need to be updated each release.

Formatting

- Each box is limited to 250 characters, including spaces.
- Use dot points for lists.
- Hyperlink to relevant pages as appropriate.
- As with all content, use plain language, front loaded active sentences.

Character count

There is a known issue with the 250 character count. Currently dot points in lists are being counted as characters. This will be rectified with an IPE release in Dec 2023. Until then you will need to include dot points as part of the character count.

Visualisation

Choosing the right visualisation

When thinking of using a visualisation, you should ask the following questions:

- Who is the target audience?
- What is the simplest way to present this information?
- How will this visualisation help the reader understand the information quickly?

Visualisations reveal stories, patterns, clusters, relationships, anomalies and outliers that are not as obvious or are harder to see in table or text. A simple visualisation reduces the risk of misinterpretation and is more likely to be read.

Example: A highly detailed graph that shows a number of ideas with caveats is difficult to understand quickly. A topic page will provide limited value as users of these pages are time poor and looking for quick answers. However, this detailed graph in an in-depth article or information paper would be of higher value, as users are there to understand more complex issues.

When to use a graph

Graphs and visualisations are traditionally used to reveal stories, patterns, clusters, relationships, anomalies and outliers that are not as obvious or are harder to see in table or text. They show:

- Trends, such as change over time
- Statistical distributions and patterns
- Simple comparisons, such as totals for different categories or different rates of change
- Processes and relationships, such as an organisational structure or a workflow chart

When to use an image

- Images should be used sparingly and only when there is necessity to improve understand through a visual medium
- Any useful information displayed in an image, needs to be repeated in text. Having images described in text also helps search engines find content
- Users want to easily understand information

How to?

- To ensure value, please read the detailed image and diagram guide (/statistics/standards/web-content-guidelines/version-10/images-and-diagrams)
- Ensure your image looks professional and is and works well in IPE by following the improve image quality guide (/statistics/standards/web-content-guidelines/version-10/images-and-diagrams#ensuring-image-quality)
- To ensure your image is accessible (/statistics/standards/web-content-guidelines/version-10/making-visualisation-accessible), use the articulated purpose of the image to guide your authoring of the long description

When to use a map

- What is the purpose of releasing the information in a map?
- In the context of your release, what do you want your users to know?
- How is a map going to assist them in understanding this release or key data?
- Consider whether a map is the best and clearest way to tell the story you want to tell - written content or a table may be better, or referring to the downloads

Understanding user needs

The ABS is responsible for presenting information in a way that is accurate and easy to understand. To do this, content needs to be presented in graphs and charts that are easy to read and interpret.

Quotes from ABS website users:

- "Give me the data behind the graph so I can use it!"
- "ABS graphs are unattractive and hard to understand, so I usually have to recreate them myself. This can be difficult when it's not clear where the data has come from."
- "...sometimes if the graphs are there then we'll take those graphs and use those, but they don't always fit what we need them to fit in terms of being easy to understand"

By making graphs easy to read and interpret:

- Decreases the likelihood of misinterpretation
- Improves overall understanding of the content
- Makes scanning and quick analysis of the content easier
- Is more relevant to data consumers

"I just want to read it and understand it. Sometimes when you're looking at a graph, you're like, what was all that?"

Our research told us that users:

- Want to scan and understand content at a glance
- Need easily digestible content that can be copied and pasted
- Desire to understand our information, irrespective of their statistical experience or cognitive ability
- Can be overwhelmed by the amount of information on the current website
- Are confused by the lack of consistency in style of current graphs

"Having really easy to access complete data stats and graphs are the things that I would like to see on the site."

How do we keep it simple and consistent?

- Identify graph types that are easy to read whilst being statically accurate
- Understand the narrative of the data and match it to a digestible graph type
- Understand the best graph to convey different types of information
- Refine and update content based on user needs and feedback. Don't repeat because we didn't get a complaint last time
- Ensure the data is easy to access so customers can make their own graphs

"If I wanted to customise it I would pull it out and put it into excel"

*All quotes where collected during research with ABS users. These users are from a range of statistical backgrounds, including data analysts, academics and data journalists.

Making visualisation accessible

Why it's important

Accessibility is about ensuring our website and content is easy to use for everyone, including the vision impaired. By making it easier for people who find it the most difficult, you will inherently make it easier for everyone to use.

Easy to consume content results in improved understanding and appreciation. This leads to an improved sense of value.

Alt text, captions and long descriptions

- Alt-text is a hidden description of an image that can be read by screen readers or appears when the image fails to load
- A caption is a viewable description of what an image is. This is also read by screen readers
- Alt-text and captions both describe what an image is. The difference is that alt-text will also describe that there is an image, and any system functions, such as if the image is also a link
- A long description is optionally viewable for the user and describes in text what the image conveys in full. This is also read by screen readers.

Long descriptions

A long text description is a full description of a complex image. It helps people who don't understand diagrams as well as those who can't see them, such as those using screen readers.

Long descriptions also aid search engine discovery.

When a long description isn't needed

When the image does not contribute any additional information to what has already been described in the text on the page. (If this is the case, you may reconsider whether you still wish to include the image).

How to write

To write long description, imagine you're describing the essential elements of the image in a radio interview or over the phone. Explain the important data aspects, not necessarily the visual details.

Be sure to include:

- The type of image. E.g. graph, diagram, map (unless this has been specified in the alt text)
- Information contained in the image not described elsewhere in text

Static map example
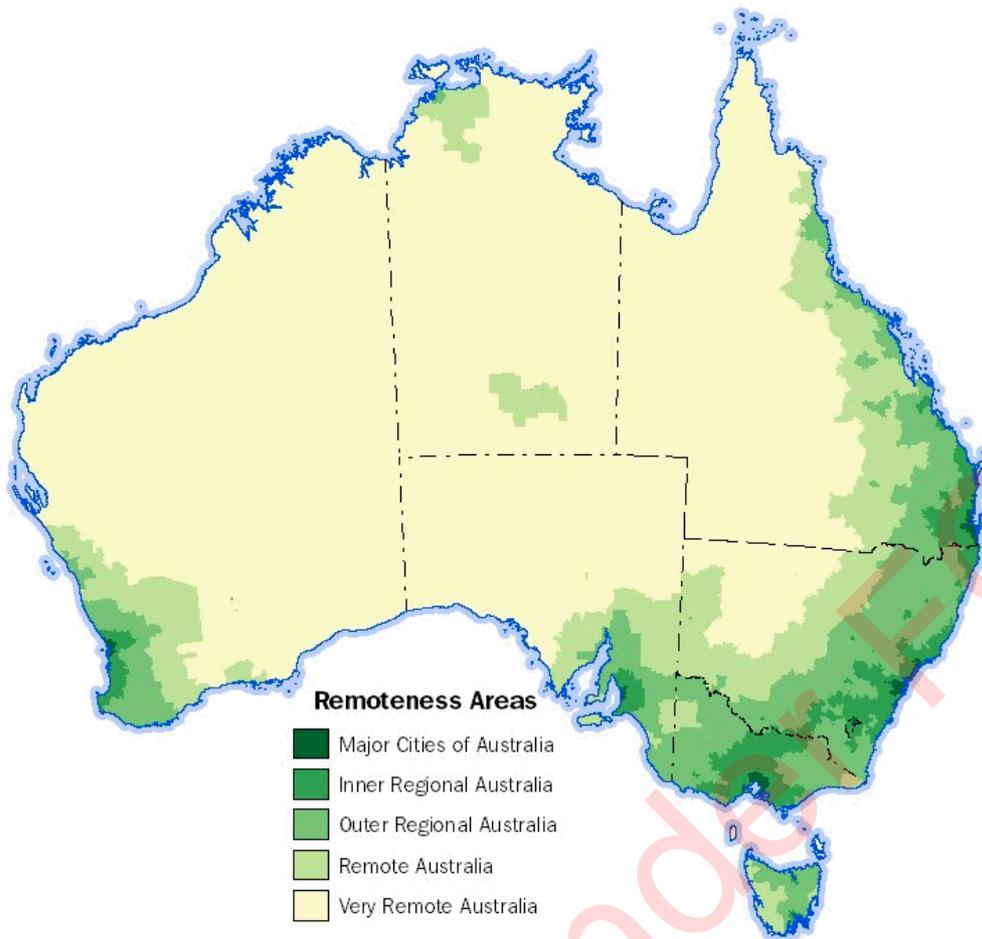
Map of the 2016 Remoteness areas of Australia that shows the distribution of remoteness areas in Australia. The map divides Australia into the five remoteness area categories: major cities of Australia; inner regional Australia; outer regional Australia; remote Australia and very remote Australia. Very remote areas make up the vast majority of the country. The less remote areas are shown to be mainly along the east and south east coast, as well as in the south west. Levels of remoteness tend to increase with increased distance from the coastline. Major cities comprise the smallest areas, surrounding the capital cities in each state or territory except the Tasmania and Northern Territory.
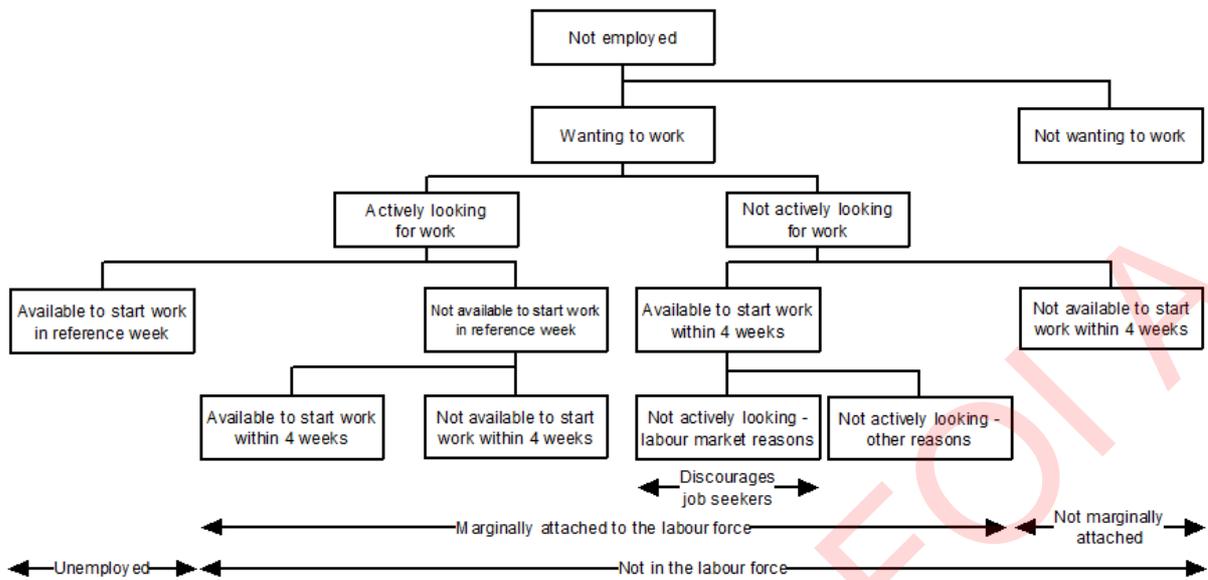
Long text:

Map of the 2016 Remoteness areas of Australia that shows the distribution of remoteness areas in Australia. (Potentially leave this out if this information is contained in the alt text).

The map divides Australia into the five remoteness area categories: major cities of Australia; inner regional Australia; outer regional Australia; remote Australia and very remote Australia.

Very remote areas make up the vast majority of the country. The less remote areas are shown to be mainly along the east and south east coast, as well as in the south west. Levels of remoteness tend to increase with increased distance from the coastline. Major cities comprise the smallest areas, surrounding the capital cities in each state or territory except the Tasmania and Northern Territory.

Example: Flow diagram

Figure 8.1: Conceptual Framework: Persons Not in the Labour Force

The not employed population is classified by the conceptual framework as either unemployed or not in the labour force. The population not in the labour force is further subdivided according to their level of marginal attachment to the labour force. This is determined by their desire to work, whether they are actively looking for work, and their availability to start work in the next four weeks. To be considered marginally attached to the labour force, persons must be wanting to work. Those actively looking for work but not available to start work in the reference week are considered marginally attached. They may either be available to start work within four weeks or not available to start work within four weeks. Those not actively looking for work but available to start within four weeks are also considered marginally attached. They may be not actively looking for labour market reasons or not actively looking for other reasons. Those not actively looking for labour market reasons make up a subcategory called discouraged job seekers. The populations considered not marginally attached are those not wanting to work, as well as those wanting to work but not actively looking for work and not available to start work within four weeks.

Long description behind image

The not employed population is classified by the conceptual framework as either unemployed or not in the labour force. The population not in the labour force is further subdivided according to their level of marginal attachment to the labour force. This is determined by their desire to work, whether they are actively looking for work, and their availability to start work in the next four weeks.

To be considered marginally attached to the labour force, persons must be wanting to work. Those actively looking for work but not available to start work in the reference week are considered marginally attached. They may either be available to start work within four weeks or not available to start work within four weeks. Those not actively looking for work but available to start within four weeks are also considered marginally attached. They may be not actively looking for labour market reasons or not actively looking for other reasons. Those not actively looking for labour market reasons make up a subcategory called discouraged job seekers.

The populations considered not marginally attached are those not wanting to work, as well as those wanting to work but not actively looking for work and not available to start work within four weeks.

Images and diagrams

Ensure their value

Images such as flow charts, diagrams and word clouds should be used sparingly and only when they support the story you are trying to tell with the data.

Ensure their value

- Clearly articulate the purpose of your image
- Use sparingly and only when they support users understanding the content
- Everything on the new website must be fully accessible, so include a long description

Guidelines

- 'Decorative' images are not to be used in statistical content
- Graphs should be produced in high-charts in IPE and should not be uploaded as an image

- Images and diagrams should avoid having large amounts of data or text in them, as it can be difficult to read. A guiding principal is one idea or concept per image.

Ensuring image quality

The ABS website has limited horizontal space for images. As a result, large images can suffer in quality when re-sized on devices such as tablet and smart phones. To ensure the best image quality, apply the following principals:

- Use the correct file type and canvas size. To learn how to do this, follow the step by step guide to higher quality images
- Avoid the use of decorative colours. When colour must be used, ensure you use the correct colour contrast ratios. See Making accessible visualisations for colour contrast recommendations
- Use large text, clear font types (Segoe UI or Calibri) and use more line spacing
- Avoid large amounts of data and text in the images. Instead follow the image with a table and/or text
- For wider images like time lines, present them vertically instead

Important: Always preview your image in IPE at different screen sizes before you publish and check for mistakes or reduced visibility of content.

Important

Always preview your image in IPE at different screen sizes before you publish and check for mistakes or reduced visibility of content.

Accessibility

- Any useful information displayed in an image, needs to be repeated in text
- Having images described in text also helps search engines like Google find content
- We provide detailed descriptions for our images, supporting those who may be vision impaired
- Images must contain accessible colours and colour contrasts

Why we avoid infographics on the new website

- They don't scale well on mobile devices
- Aren't accessible for people with vision impairments- screen readers can't read text in a picture
- Not findable - text is effectively hidden from Google searches

Graphs

Graphs on the website

Graphs and visualisation are traditionally used to reveal stories, patterns, clusters, relationships, anomalies and outliers that are not as obvious and/or are harder to see in table or text. They show:

- trends, such as change over time
- statistical distributions and patterns
- simple comparisons, such as totals for different categories or different rates of change
- processes and relationships, such as an organisational structure or a workflow chart.

Guide to better graphs

The Guide to better graphs (https://author-mirror.absweb.aws.abs.gov.au/articles/guide-better-graphs#key-principles) helps you create graphs that are:

- easy to read and understand
- statistically accurate
- in line with best practice data visualisation techniques

Available graph templates

- Area - Stacking
- Bar - Default
- Bar - Stacked Normal
- Bar - Stacked Percentage
- Bubble - Default
- Column - Default
- Column - Stacked Normal
- Column - Stacked Percentage
- Combination - 2 Column with Line
- Combination - Bar with Line
- Combination - Bar with Spline

- Combination - Column with Dot
- Combination - Column with Line
- Combination - Column with Spline
- Combination - Column with Two lines
- Combination - Line with Area Stacking
- Combination - Line with Spline
- Combination - Stacked Column with Line
- Dot plot (Cleveland)
- Dual Axis - Column(Reversed) with Line
- Dual Axis - Column Overlaid
- Dual Axis - Column with 2 Lines
- Dual Axis - Column with Column
- Dual Axis - Column with Dot
- Dual Axis - Column with Line
- Dual Axis - Column with Spline
- Dual Axis - Combination Column with Line Overlaid
- Dual Axis - Line with 2 Lines
- Dual Axis - Line with Line
- Dual Axis - Line with Shaded area
- Dual Axis - Line with Spline
- Dual Axis - Stacked Column Overlaid
- Dual Axis - Stacked Column with Line
- Line - Connected Nulls
- Line - Default
- Line - Delayed (Concept)
- Line - Logarithmic
- Line - Series Break
- Line - Standard RSE area
- Line - Standard with Shaded area
- Pyramid - 1 series (Gender)
- Pyramid - 2 series (Gender)
- Scatter - Default
- Scatter - Line of Best Fit
- Spline - Default
- Treemap - Default
- Treemap - Grouping

Tables

Key principles

Good tables allow users to scan, analyse and compare information quickly.

- Provide data in a manageable and easy to read format.
- Should be self-explanatory, as often users read tables before reading text.
- Use informative, plain English titles, row and column headers for easier understanding.
- Only include the most sought after data, the rest can stay in the spreadsheets (data downloads).

See the Australian Government Style Manual Tables (https://www.stylemanual.gov.au/structuring-content/tables) guide for additional information.

Tips on how to simplify tables

Simplify your tables to reduce cognitive overload and make it easier for people using screen readers.

- Split large tables into smaller tables that focus on a single idea or data set.
- Avoid indentation where possible. Screen readers have difficulty navigating a table with blank cells.
- Flatten the heading structure of the table.
- Do not leave cells empty. Use 'zero' or 'nil' or 'n/a' where there is no data.
- If it is numeric data, use the numeric zero (0). Only use zero if that is the true value.
- Align text to the left and numeric data to the right. It's helpful to give column headers the same alignment as the data in the cells below.
- Decimal points in a column should align
- Before importing excel tables to IPE using macro, it is important to format the tables correctly such as column alignment, bold text, thousand separator for numeric data, and adding unit to column headings.

Simple tables

Have a maximum of 1 row/column of headings. These tables are easier to read and more accessible.

Type of long-term health condition(a) by dwelling type, 2021

Type of long-term health condition	Living in non-private dwellings (%)	Living in private dwellings (%)
Arthritis	11.2	8.4
Asthma	5.4	8.2
Cancer	4.0	2.8
Dementia	11.3	0.4
Diabetes	5.6	4.7
Heart disease	7.5	3.8
Kidney disease	2.0	0.9
Lung condition	2.8	1.7
Mental health condition	13.4	8.6
Stroke	3.1	0.9
Any other long-term health condition(s)	13.2	7.9

a. Respondents had the option to record multiple long-term health conditions therefore aggregations of percentages will not equal 100%.

Hierarchical tables

For more in depth analysis the data may display better using a hierarchical table.

These are tables with:

- irregular headers have header cells that span multiple columns and/or rows.
- multi-level headers have multiple header cells associated per data cell.

Accessibility of complex tables

To improve the accessibility of complex tables it is important to minimise the number of blank cells in a table. This is why it is recommended to merge cells where possible. The examples below demonstrate some complex tables with the collapsible section providing details of how to achieve the most accessible table possible.

Irregular headings

Dwellings approved, states and territories, trend

	Private sector houses		Total dwelling unit approvals	
	no.	Monthly change (%)	no.	Monthly change (%)
New South Wales	2,243	-1.8	3,923	-2.5
Victoria	3,144	0.6	4,657	-3.1
Queensland	2,047	0.3	3,082	-0.1
South Australia	873	3.4	1,087	2.0
Western Australia	1,178	-0.6	1,499	0.6
Tasmania	na	na	269	3.1
Northern Territory	na	na	61	5.2
Australian Capital Territory	na	na	442	0.7
Australia	9,842	0.0	14,974	-1.5

Table setup when using irregular headings

Merge 2 rows into 1 to improve accessibility.

Irregular headings
Merge cells that irregular heading relates to and left align the heading

Dwellings approved, states and territories, trend

	Private sector houses		Total dwelling unit approvals	
	no.	Monthly change (%)	no.	Monthly change (%)
New South Wales	2,243	-1.8	3,923	-2.5
Victoria	3,144	0.6	4,657	-3.1
Queensland	2,047	0.3	3,082	-0.1
South Australia	873	3.4	1,087	2.0
Western Australia	1,178	-0.6	1,499	0.6
Tasmania	na	na	269	3.1
Northern Territory	na	na	61	5.2
Australian Capital Territory	na	na	442	0.7
Australia	9,842	0.0	14,974	-1.5

Multi-level headings

March key figures, percentage changes (a)

	Dec 20 to Mar 21	Mar 21 to Jun 21	Jun 21 to Sep 21	Sep 21 to Dec 21	Dec 21 to Mar 22	Through the year, Mar 21 to Mar 22
Chain volume GDP and related measures (b)						
GDP	1.8	0.8	-1.8	3.6	0.8	3.3
GDP per capita (c)	1.8	0.6	-1.8	3.5	0.3	2.5
Gross value added market sector (d)	1.9	1.4	-1.6	3.6	0.7	4.2
Real net national disposable income	3.4	2.5	-4	2.6	1.4	2.4
Productivity						
GDP per hour worked	0.8	-1.1	3.1	-0.8	1.7	2.8
Real unit labour costs	0.3	-	0.1	-0.8	-2	-2.7
Prices						
GDP chain price index (original)	3.1	3.4	0.2	-0.6	4.9	8.2
Terms of trade	7.7	8	-0.5	-4.9	5.9	8.3
Current price measures						
GDP	3.8	3.2	-0.6	3.5	3.7	10.2
Household saving ratio	13.8	11.8	19.7	13.4	11.4	na

na not available

a. Change on preceding quarter, except for the last column which shows the change between the current quarter and the corresponding quarter of the previous year. Excludes Household saving ratio.
b. Reference year for chain volume measures and real income measures is 2019-20.
c. Population estimates are as published in the National, state and territory population (https://www.abs.gov.au/statistics/people/population/national-state-and-territory-population/latest-release) and ABS projections.
d. ANZSIC divisions A to N, R and S. See Glossary - Market sector.

Table setup when using multi level headings

March key figures, percentage changes (a)

	Dec 20 to Mar 21	Mar 21 to Jun 21	Jun 21 to Sep 21	Sep 21 to Dec 21	Dec 21 to Mar 22	Through the year, Mar 21 to Mar 22
Chain volume GDP and related measures (b)						
GDP	1.8	0.8	-1.8	3.6	0.8	3.3
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Gross value added market sector (d)	1.9	1.4	-1.6	3.6	0.7	4.2
Real net national disposable income	3.4	2.5	-4	2.6	1.4	2.4
Productivity						
GDP per hour worked	0.8	-1.1	3.1	-0.8	1.7	2.8
Real unit labour costs	0.3	-	0.1	-0.8	-2	-2.7
Prices						
GDP chain price index (original)	3.1	3.4	0.2	-0.6	4.9	8.2
Terms of trade	7.7	8	-0.5	-4.9	5.9	8.3
Current price measures						
GDP	3.8	3.2	-0.6	3.5	3.7	10.2
Household saving ratio	13.8	11.8	19.7	13.4	11.4	na

Sub headings
All cells in the Sub heading row need to be merged.

Table footnotes

These are notes at the bottom of a table to assist users to understand the table.

They should be applied in the following order:

- abbreviations (na, np)
- lower case alpha list of annotations
- general note to the table
- source of data (if from external source).

The IPE user guide provides information on creating a lower case alpha list in the section Adding bullet, number and alpha lists (https://author-mirror.absweb.aws.abs.gov.au/statistics/standards/internal-publishing-environment-user-guide/version-10/editing-ipe#adding-bullet-number-and-alpha-lists) .

Creating tables in IPE

When creating tables in IPE it is recommended to use the Complex table from the Add paragraph menu. Complex tables in IPE have more formatting options that align with content guidelines.

For more information on how to create tables in IPE refer to the IPE user guide section Complex tables (https://author-mirror.absweb.aws.abs.gov.au/statistics/standards/internal-publishing-environment-user-guide/version-10/tables#complex-table) .

Maps

Purpose of maps

- Maps can help people visualise statistical data and discover spatial patterns hidden in tables and charts.
- Maps can present a clear story if they are simple and easy to read.
- Maps are not always the best option; written content, a table, chart, or referring to available downloads may be better for your publication.

There are different type of maps as well as many different ways of presenting information on a map. The type of map used will depend on the topic and the data's geography.

- In the context of your release, what do you want your users to know?
- How would a map assist users to better understand this release or key data?

Maps

Maps also sometimes referred to as 'Graph maps' allow you to visualise your data using a geographical region. They are the preferred over Static maps.

These maps are available at

- State and territory (2016)
- Greater Capital City Statistical Area (GCCSA 2016)
- SA4 Australia and individual State and territory (2016 & 2021)
- SA3 Individual State and territory (2016 & 2021)

For more details on these maps refer to the IPE user guide section on Maps (https://author-mirror.absweb.aws.abs.gov.au/statistics/standards/internal-publishing-environment-user-guide/version-10/maps)

Interactive maps

An interactive map can display more complex information at a wide range of geographic scales. Users can also zoom into areas of interest for closer examination, and interactive with the map to receive additional information and statistics.

- An interactive map may be a useful tool for complex comparisons across regions or for more detailed data.
- These maps are linked externally through a direct ArcGIS URL (https://absstats.maps.arcgis.com/ (https://absstats.maps.arcgis.com/home/index.html) ...), not embedded directly into the page.
- The link name should have 'interactive map' at the end.
- Don't rely on the map to reveal the key highlights. Include an adequate summary before or after the map link on the topic page.
- After new data is released, existing interactive maps can be updated in turn. Embargoed or non-released content is not to be published in interactive maps.

To discuss the development of an interactive map please contact the Geography section. (mailto:geography.reference.wdb@abs.gov.au)

Example: At risk populations: health conditions distribution interactive map (https://absstats.maps.arcgis.com/apps/MapSeries/index.html?appid=bacd58f73b554c329f431ceb02ef9ab8)
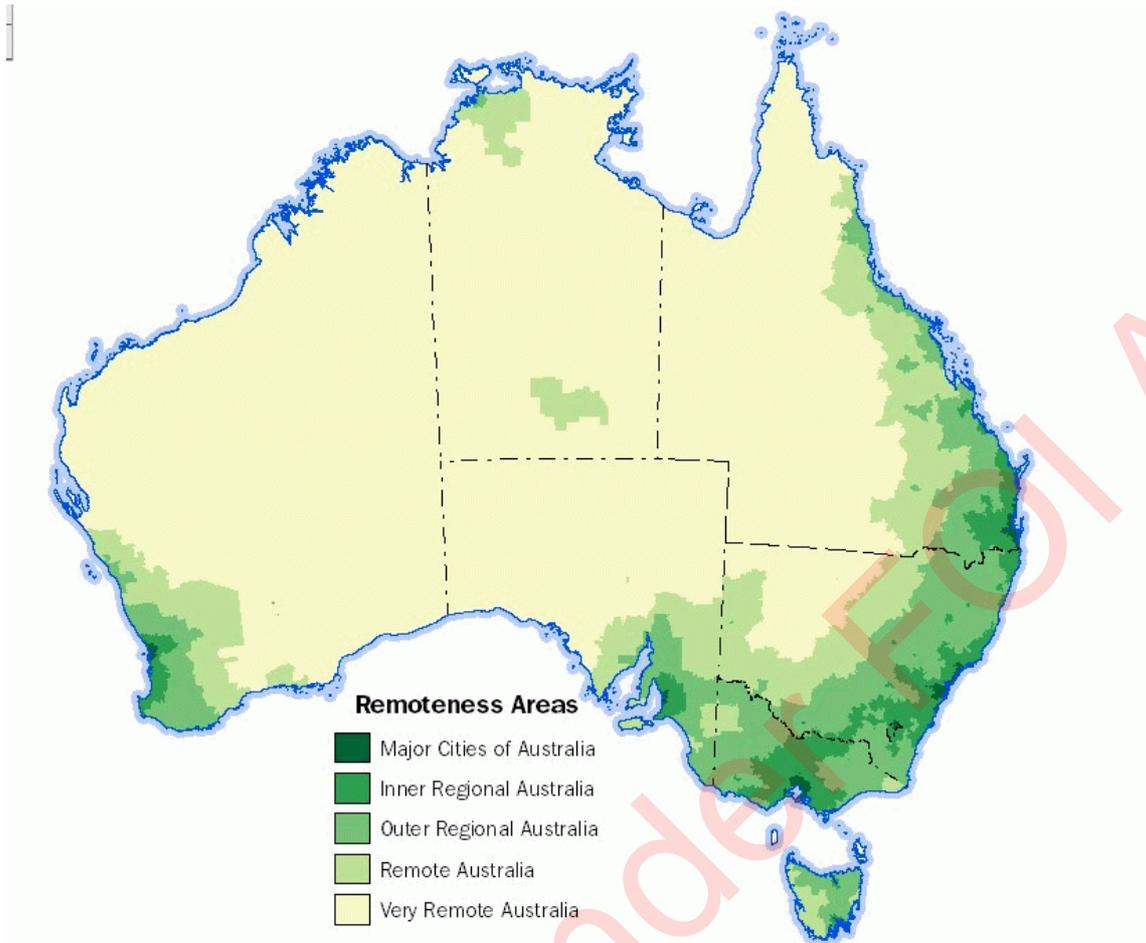
Static maps

This option is the least preferred map

- Are captured as an image and used to demonstrate simple information.
- Users should be able to quickly understand the information displayed.
- ABS Standards for colours, fonts, and format etc. must be used in all maps.
- If detailed information is included as part of the map image, then further description may not be required. Otherwise, a detailed description will need to accompany the map.

To discuss the requirements of a static map please contact the Geography section (geography@abs.gov.au)

Static map example

Remoteness Areas

- Major Cities of Australia
- Inner Regional Australia
- Outer Regional Australia
- Remote Australia
- Very Remote Australia

Detailed description:

2016 Remoteness Areas of Australia

The map divides Australia into the five Remoteness Area categories: Major Cities of Australia; Inner Regional Australia; Outer Regional Australia; Remote Australia and Very Remote Australia.

Very Remote Areas make up the vast majority of the country. The less remote areas are shown to be mainly along the east and south east coast, as well as in the south west. Levels of remoteness tend to increase with increased distance from the coastline. Major Cities comprise the smallest areas, surrounding the capital cities in each state or territory except Tasmania and Northern Territory.

Help and support

Contact geography@abs.gov.au (mailto:geography@abs.gov.au) for more information on:

- whether your publication could, or should, include a map,
- what type of map is right for your publication, and
- established mapping standards.

Our Story.
Our Future.

Aboriginal and Torres Strait Islander Brand Guidelines

Acknowledgment

The Australian Bureau of Statistics acknowledges the Traditional Owners and Custodians of Country throughout Australia and recognises their continuing connection to land, waters and community. We pay our respects to their cultures and Elders, both past, present and emerging.

Contents

The artists

Luke Penrith

Luke Penrith's ancestry is connected through the Wiradjuri, Wotjobaluk, the Yuin and the Gumbaynggirr Nation. His passion is mentoring and nurturing Indigenous Australian job seekers and supporting Aboriginal businesses.

Lore, culture and heritage are paramount to Luke. His art reflects what he sees, hears and can smell and touch; he is a modern contemporary Aboriginal Artist living in Brungle NSW.

Luke's bloodlines are connected through the rivers, the mountains, the coastline and the plains.

Naseli Tamwoy

Badu Island artist Naseli Tamwoy's works focus on cultural traditions and practices. Naseli's works are inspired by cultural traditions embedded in him through his father's knowledge and teachings. His identity and heritage comes from the Maluililgal people of Badu Island on his father's side.

Naseli's artworks tell of his strong connection with cultural traditions and practises and depict his style of Torres Strait linocut designs. Many of his works capture sea life and food sources through hunting practices shown in many of his linocut prints.

"Words cannot define my emotions of being away from country but my art keeps me connected to my stories, family and Island"

Artwork

Artwork title:
Our Story. Our Future.

The artwork should be credited at all times. Credit should be applied by including either the citation or the brand story.

Brand story

'Our Story. Our Future.' was created by proud Wiradjuri, Wotjobaluk, Yuin and Gumbaynggirr artist **Luke Penrith** and Maluililgal people, Badu Island artist **Naseli Tamwoy**.

It tells the story of how the ABS works with communities to see, hear and acknowledge Aboriginal and Torres Strait Islander peoples, cultures and experiences in our national story.

The artwork celebrates our stories being seen and heard for the benefit of future generations. It embraces the cultural importance of storytelling and information sharing, entwined with a focus on working together for a strong future for children, family and community.

The use of colours and inclusion of country, land and sea, rivers and desert, reflect the diversity of our peoples and culture across the country.

Citation

'Our Story. Our Future.' was created by proud Wiradjuri, Wotjobaluk, Yuin and Gumbaynggirr artist **Luke Penrith** and Maluililgal people, Badu Island artist **Naseli Tamwoy**.

Understanding the artwork

Across the top left of the image, **blue and green** reflect the land, sea and communities of the Torres Strait Islands.

The six moons reflect Torres Strait communities sharing stories, trading goods, dancing and learning – passing knowledge from one generation to the next.

The stars allow us to navigate naturally and know the true path, while the moon tells us the different tides and time of the seasons.

The artists aknowledge all **people** from the **sea**, to the **rivers**, into the **mountains** and through to the **desert**. Working together for a strong future for children, family and community.

The yellow **river of knowledge** flows through the center of the piece, representing the two way flow of information, from and to community – a central stream of sharing and a sign of unity. Also representing the importance of the old people to carry culture with strength into the future and their footsteps reflected on either side of the river.

The Torres Strait Islander communities joining and sharing in the **river of knowledge**.

The Aboriginal communities joining and sharing in the **river of knowledge**.

The yarning circles in the river reflect the role communities play, engaging with data and sharing insights that enhance individual and family life, through health, education and employment outcomes. It shows a coming together through people, cultures and knowledge to develop relationships based on trust, capability, and support.

The white inside the Aboriginal community yarning circles represents a cleansing smoke from ceremony, a commitment to journey forward together.

Across the bottom right of the image, the **red, sand and ochre** colours reflect the communities of the Aboriginal nations.

6

Extended brand story

'Our Story. Our Future.' was created by proud Wiradjuri, Wotjobaluk, Yuin and Gumbaynggirr artist **Luke Penrith** and Maluililgal people, Badu Island artist **Naseli Tamwoy**.

It tells the story of how the ABS works with communities to see, hear and acknowledge Aboriginal and Torres Strait Islander peoples, cultures and experiences in our national story.

The artwork celebrates our stories being seen and heard for the benefit of future generations. It embraces the cultural importance of storytelling and information sharing, entwined with a focus on working together for a strong future for children, family and community.

The use of colours and inclusion of country, land and sea, rivers and desert, reflect the diversity of our peoples and culture across the country.

The river of knowledge flows through the center of the piece, representing the two way flow of information, from and to community – a central stream of sharing and a sign of unity. Within the river of knowledge, are two yarning circles, representing both Aboriginal (with a sequence of dots coming together) and Torres Strait Islander communities (through the traditional star motif). The flowing river of knowledge also symbolises the importance of the old people to carry culture with strength into the future, their footsteps reflected on either side of the river.

The yarning circles in the river reflect the role communities play, engaging with data and sharing insights that enhance individual and family life, through health, education and employment outcomes. It shows a coming together through people, cultures and knowledge to develop relationships based on trust, capability, and support.

Across the top left of the image, blue and green reflects the land, sea and communities of the Torres Strait Islands. The stars allow us to navigate naturally and know the true path, while the moon tells us the different tides and time of the seasons. These elements signify our strength in culture, traditionally gathering for ceremonies, for lore and for celebration. Within this section the moons reflect Torres Strait communities sharing stories, trading goods, dancing and learning – key elements of Torres Strait culture and shared knowledge from one generation to the next.

Across the bottom right of the image, ochre represents the land and country of the many Aboriginal people who have walked before us and the long and continuing connection to country. The white lines represent the cooler climate where frost is frequent, the browns represent the river people, blues represent the saltwater people, and the green is for the mountains. The white inside the Aboriginal community yarning circles represent a cleansing smoke from ceremony, a commitment to journey forward together.

Headline font

An important ingredient in our brand is the soft and rounded san serif font, Quicksand.

It is designed for display purposes but legible enough to use in small sizes as well. Quicksand font family is available in three styles which is Light, Regular and Bold including true italics for each weight.

Use this fonts for:
• Headlines
• Pull quotes
• Feature text
• Covers
• Captions

Quicksand is a free google font that can be used across all applications. It can be downloaded from here: https://fonts.google.com/specimen/Quicksand

If Quicksand, is unavailable for general business use, please use Arial Regular and Bold.

Arial Regular / **Arial Bold**

* **Please note:** The following page should be reviewed in relation to corporate templates and font use.

Headline font

**Quicksand Bold
ABCDEFGHJKLMN
OPQRSTUVWXYZ
abcdefghjklmn
opqrstuvwxyz
1234567890**

Aa

Headline font

Quicksand Regular
ABCDEFGHJKLMN
OPQRSTUVWXYZ
abcdefghjklmn
opqrstuvwxyz
1234567890

Aa

Body font

Supporting brand synergy with the ABS corporate brand, our Aboriginal and Torres Strait Islander brand features the same body font family.

Frutiger Condensed has been shown here for use in all body and table copy. A san serif condensed font like Frutiger is perfect for use when a lot of information needs to fit in a smaller space.

Use this fonts for:
• Body copy
• Graphs
• Tables

As per the ABS brand guidelines. If Fruitger, is unavailable for general business use, please use Calibri Regular and Bold.

Calibri Regular / **Calibri Bold**

* Please note: Calibri is the only font that should be used when creating corporate templates to share within the organisation. This is to maintain a simplified and consistent standard.

Body font

**Frutiger Condensed Bold
ABCDEFGHJKLMN
OPQRSTUVWXYZ
abcdefghjklmn
opqrstuvwxyz
1234567890**

Aa

Body font

Frutiger Condensed Light
ABCDEFGHJKLMN
OPQRSTUVWXYZ
abcdefghjklmn
opqrstuvwxyz
1234567890

Aa

Title

When locking up the ABS logo and the brand title, please use the EPS files supplied to ensure consistent spacing is applied.

Please adhere to the minimum size requirements of the ABS corporate logo. The minimum width of the ABS logo is 20mm. The minimum width of the artwork title is also 20mm. However, where it may not be possible to adhere to this, the logo and title may be altered in width, but must remain recognisable. They must not be stretched disproportionately for any reason and must not be overlaid over each other.

When minimum sizing is a concern. The ABS logo can be used as the official logo, and the **Our Story. Our Future.** title can be used independently within the design.

Title

Our Story.
Our Future.

Minimum size 20mm

ABS logo and title in-line lockup

Australian
Bureau of
Statistics

Our Story.
Our Future.

Minimum size 20mm

ABS logo and title vertical lockup

Australian
Bureau of
Statistics

Our Story.
Our Future.

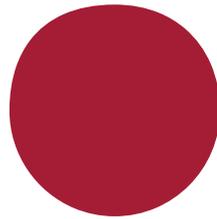Minimum size 20mm

10

Primary colours
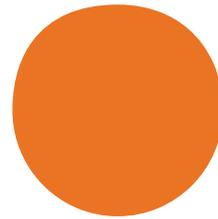
To ensure synergy with the ABS corporate brand, the Aboriginal and Torres Strait Islander brand features the same colour palette with the addition of tints to soften the colours to enable use with the artwork.
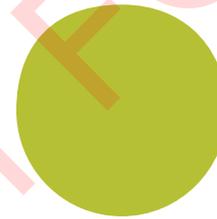
Existing ABS colour palette

CMYK: 24/100/79/18
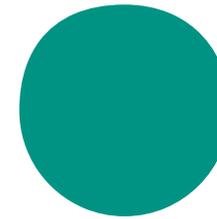**RGB:** 164/30/52
HEX: #a41e34
PMS: 201

CMYK: 4/67/100/0
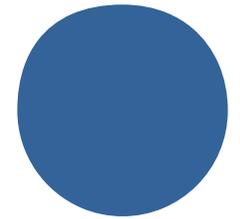**RGB:** 235/114/3
HEX: #eb7203
PMS: 152

CMYK: 4/16/87/0
RGB: 246/207/63
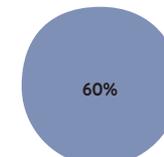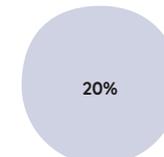**HEX:** #f6cf3f
PMS: 129

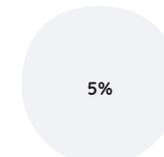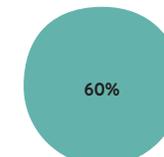**CMYK:** 34/12/100/0
RGB: 181/190/0
HEX: #b5be00
PMS: 376

CMYK: 100/15/59/2
RGB: 0/147/131
HEX: #009383
PMS: 3285

CMYK: 87/63/17/2
RGB: 50/98/151
HEX: #326297
PMS: 653

5%	5%	10%	10%	5%	5%
20%	30%	30%	30%	20%	20%
60%	60%	60%	60%	60%	60%

11
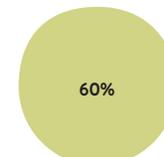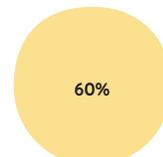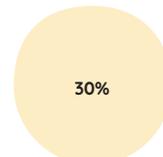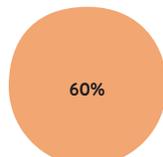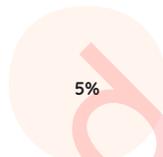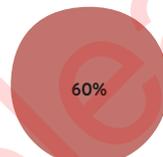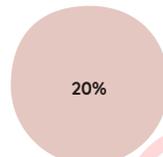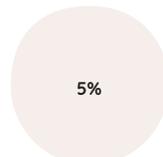
Supporting colours

Additional colours have been chosen to support the iconography.

These colours may be used in higher level brand communication in replacement of the ABS coporate brand colours as a hero colour where approved by Strategic Communications.

See following pages for more information on iconography.

Indigenous brand supporting colours
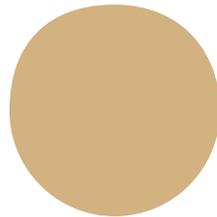
CMYK: 13/25/52/6
RGB: 199/171/126
HEX: #c7ab7e
PMS: 466
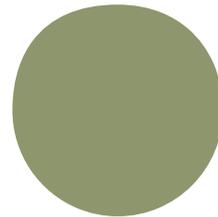
CMYK: 38/22/59/18
RGB: 138/145/106
HEX: #8a916a
PMS: 5773
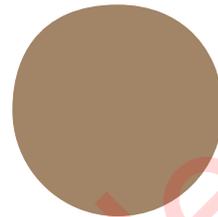
CMYK: 25/38/55/20
RGB: 154/128/103
HEX: #9a8067
PMS: 2470
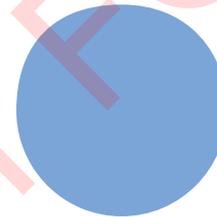
CMYK: 51/26/0/0
RGB: 123/165/233
HEX: #7ba5e9
PMS: 659
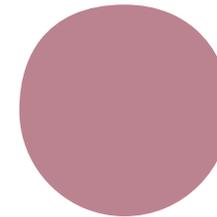
CMYK: 20/50/27/9
RGB: 176/124/139
HEX: #b07c8b
PMS: 5005

CMYK: 0/31/97/0
RGB: 244/98/151
HEX: #f4af2d
PMS: 4008

10%	10%	10%	10%	10%	10%
30%	30%	30%	30%	30%	30%
60%	60%	60%	60%	60%	60%
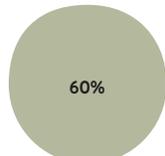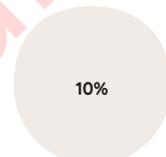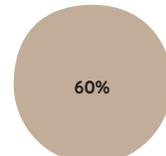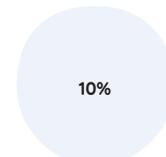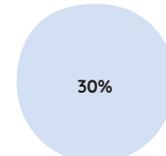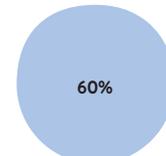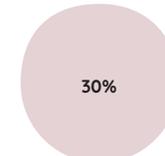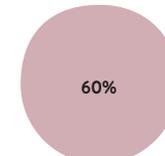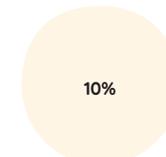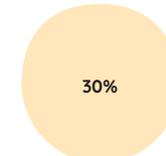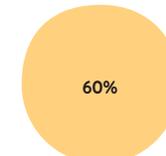
Elements and iconography

The commissioned artwork features a series of yarning circles, moons, and meeting place iconography.

These graphics will build a visual language around connection, representation, inclusion, sharing information and storytelling.

These designs and elements can be combined with additional **storytelling illustrations (see following page)** to improve communication and reduce the number of words needed.

Visually representing important points and key messages can improve readability.

Luke Penrith (Wiradjuri, Wotjbaluk, Yuin and Gumbaynggirr) – Artist elements

Naseli Tamwoy (Maluililgal people, Badu Isand, Torres Strait) – Artist elements

Combined iconography examples. More can be created from combinations of the elements above and these can be adapted as required
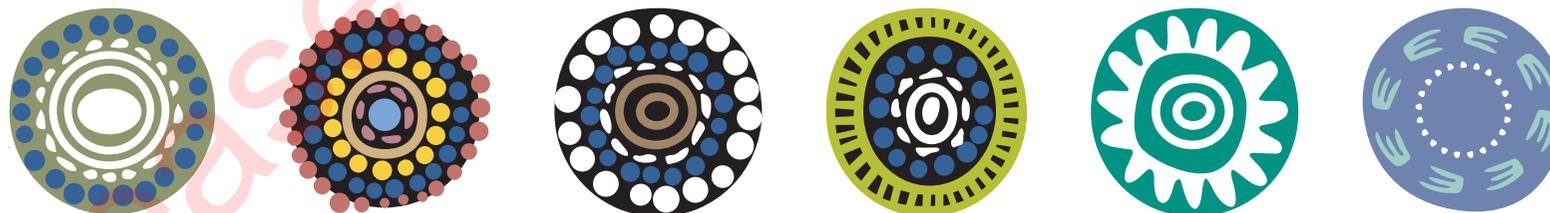
Story illustrations

Illustrations can be created to visualise the story the data is telling.

Illustrations should be made up primarily of the brand colours, with flexibility to create new tones where context is needed.

Story telling illustrations are colourful, fun, engaging and help to visualise the data.

Using the artist elements to create these circular illustrations helps to add character, texture, interest and connection to the brand artwork.

On the following page is a general guide for how to create new story telling illustrations.

14

Creating story illustrations

Create new story illustrations to suit your content. Illustrations support visual story telling, break up heavy content and create a focus point.

A handrawn circle, that isn't a perfect shape is the ideal base.

Use colours from:
• ABS corporate brand palette
• ABS Indigenous brand palette

Use tints of 80%, 50% or 40%.
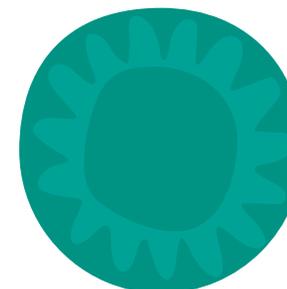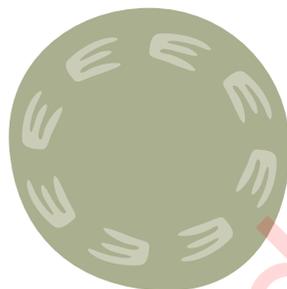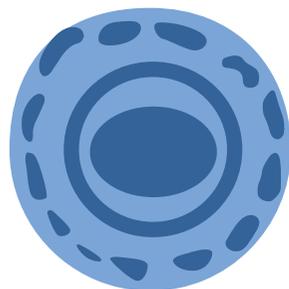
Create illustration elements that are simple, friendly and have character. Examples provided.

This may mean a traditional symmetrical shape will need to be redrawn so that it isn't perfect.

Colours outside of the brand can be introduced in small amounts here.

Final step is the layer together.

Sometimes it is nice to:
• Have the pattern on the circle protrude slightly
• Use the circle to hold the shape of the character as seen in our doctor icon
• Use an outline to emphasis a shape

15

Cropping the artwork

The area of the artwork highlighted in blue represents the Torres Strait Islander culture through colour and design. Equally the opposite corner is strong with Aboriginal designs and recognisable colour palette.

These colours are also reflected in the ABS corporate brand and symbolise the way we partner with communities.

This portioning of the artwork ensures brand flexibility which can be tailored for specific audience communication.

When cropping the artwork, ensure elements from both the Aboriginal and Torres Strait Islander portions are included to create balanced cultural representation. Where possible the white stars from the top left should be included.

Balance may not always be an even 50% split, and may vary depending on your audience.

However, for general use, a 50% split is ideal.

When cropping, it is nice to focus on a key element.

Brand artwork areas
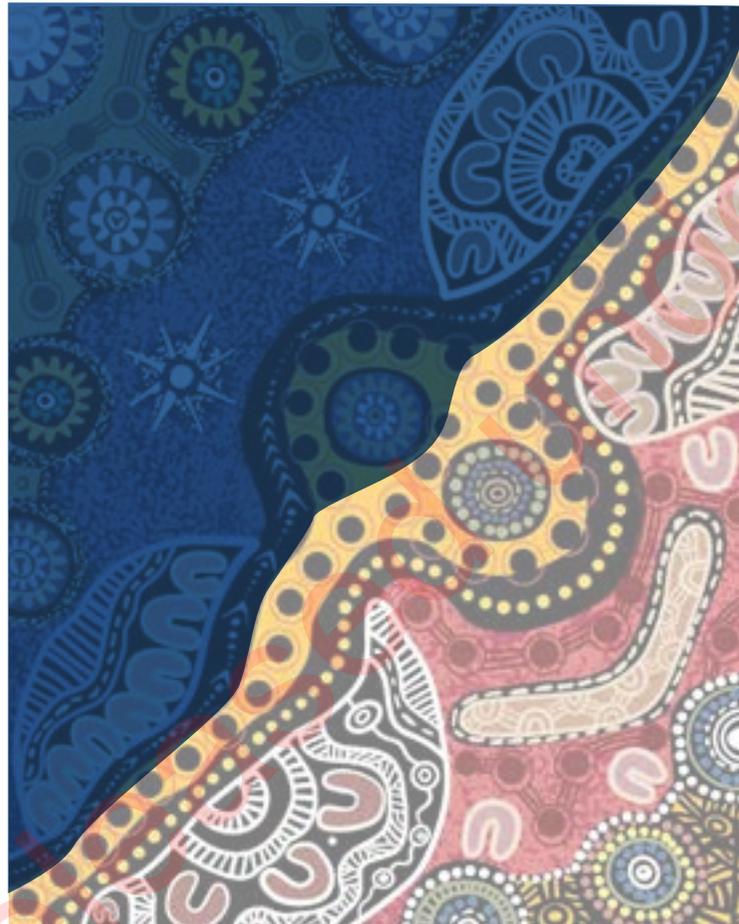
Brand artwork example crops

✓ GOOD – This example shows the yellow and green moon element

✓ GOOD – This example shows the star element

✓ GOOD – This example shows the two moons and star elements

✓ GOOD – This example shows the moon element on left

✗ NOT AS GOOD – Only a little slice of the star and moon elements

✗ NOT AS GOOD – Only a little slice of the star, no clear focus

Do's and don't's
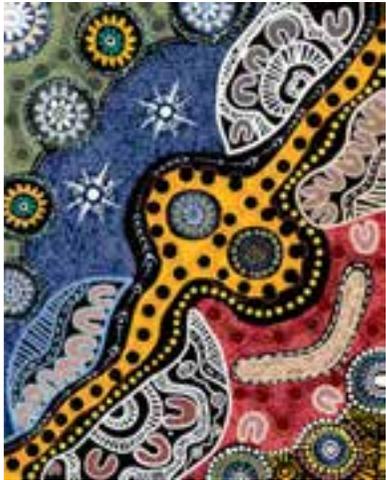
✓ Do maintain the artwork in 1:1 proportion
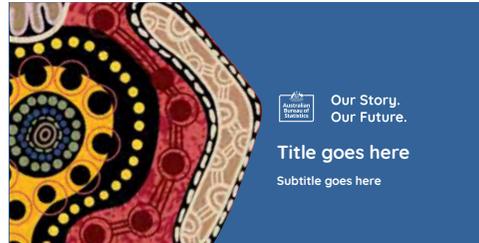
✓ Do neatly cut around elements in the artwork to create a shaped edge
✓ Do rotate the artwork

✓ Do use artwork elements

✓ Do use the artwork in black and white where colour printing is not available.
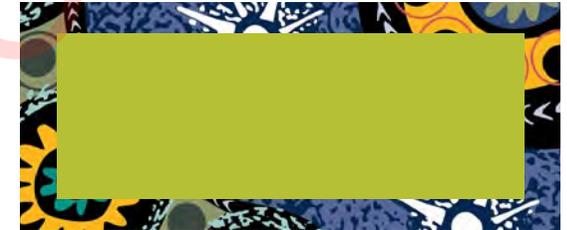
✓ Do crop and zoom the artwork in any banner or boarder format to suit a design layout

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✗ Don't skew the artwork out of 1:1 proportion

✗ Don't flip/mirror the artwork

✗ Don't combine elements to create a new version of the artwork

17

Application of the brand

There are four ways to apply the brand to allow for flexibility to meet different project requirements.

1. Artwork as a solid block or background

This block and background application allows the artwork to surround or punctuate content. This is the truest application of the artwork.

2. Artwork outline to finish on an element

A more fluid application of the brand that allows for creating a custom shape that wraps around an artwork element.

Be mindful that this application can be harder to achieve balanced representation of Aboriginal and Torres Strait Islander elements.

3. Artwork elements in colour

A subtle application of the brand. The Artwork elements are featured in any combination of the brand colours that is suitable for the audience and application.
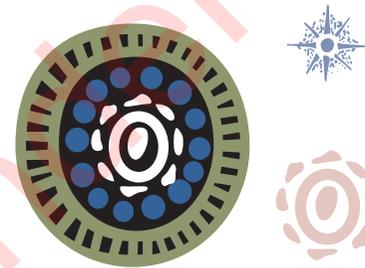
4. Artwork elements as a watermark

A subtle application of the brand. The Artwork elements are made one single brand colour and used in a light tint (Generally 5-20% tint).

18
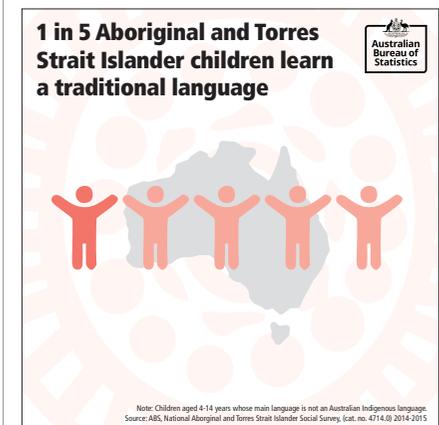
Links to the corporate brand

The Aboriginal and Torres Strait Islander brand has been developed in consideration of the existing ABS corporate and social media brands.

It uses the ABS corporate brand colours and body font, and has been designed to be flexible in application to support use with other ABS brands.

The range of options for application of the Aboriginal and Torres Strait Islander brand can be seen on the **Application of brand** page.

Colours

Body Font

Frutiger Condensed Bold
ABCDEFGHJKLMN
OPQRSTUVWXYZ
abcdefghjklmn
opqrstuvwxyz
1234567890

Frutiger Condensed Light
ABCDEFGHJKLMN
OPQRSTUVWXYZ
abcdefghjklmn
opqrstuvwxyz
1234567890

Social media

Where required, the artist elements or combined iconography can be added as a pale tint to the background. 5% is used in these examples

Ether of the two social media colours can be used.

Placement and size of elements and combined iconography can vary depending on the complexity of the data being depicted.

Original

Updated design with background
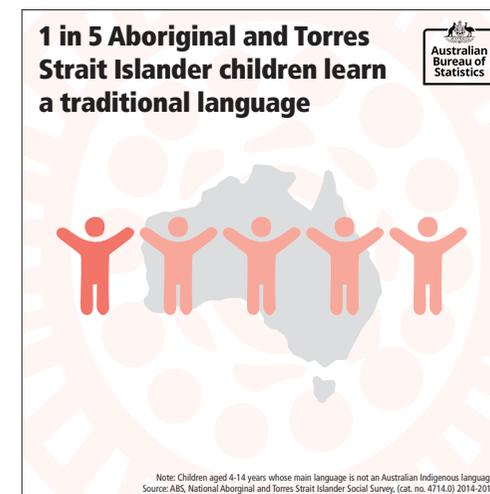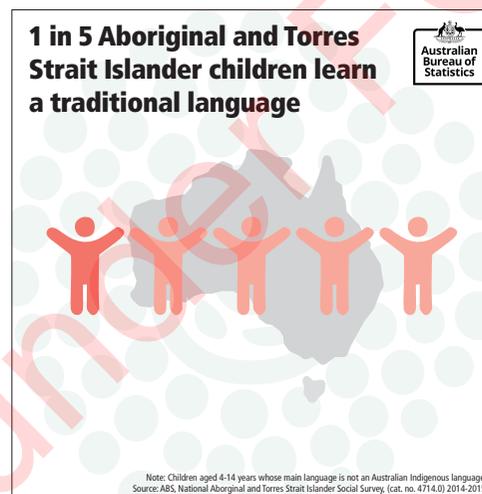
Elements can be used to create unique backgrounds. Here are a few examples.

20

Merchandise – Full print polo shirt

Artwork adjustment for clear space – A few elements have been removed to make way for clear space around the logo.

This is acceptable to achieve a high impact merchandise item. Elements should only be removed in consultation with the Strategic Communications team.

21

Merchandise – Full print polo shirt

Noting mandatories:

Sleeve – The artwork on sleeves is a separate section of the artwork rather than continued wrap of the artwork. This was done to maximise elements visual on the shirt body.

Star – This element must be on every shirt in this area.

ABS Our Story Our Future logo – ABS logo size requirements may need to be larger than the minimum 20mm to ensure clear visibility of the Australian Government crest. For this particular design, the ABS logo needed to be 45mm.

Artwork wrap around – On the left side.

22

Merchandise – Partial print polo shirt

An example of a more subtle approach to the brand.

23

Factsheet template

Limiting graphics to the artwork, or specific iconography related to content.

Draw out key figures at top of page representing content.

Use of simpler language and clearer tables for data delivery. Separation of content neatly into columns.

Use of corporate Frutiger font as body copy, with a clearer and softer font replaced for headings and subheadings.

Australian Bureau of Statistics

Our Story.
Our Future.

About the 2018-19 National Aboriginal and Torres Strait Islander Health Survey

What is the NATSIHS?
The National Aboriginal and Torres Strait Islander Health Survey (NATSIHS) 2018-19 was conducted by the Australian Bureau of Statistics (ABS) from July 2018 until April 2019.

The survey collected information about the health status of Aboriginal and Torres Strait Islander peoples. It focused on health conditions, lifestyle factors, health service use, social and emotional wellbeing, and physical measurements. For the first time, in 2018-19 the NATSIHS also included a voluntary, self-administered hearing test for people aged 7 years and over who did not have a cochlear implant.

Who was included
A random selection of Aboriginal and Torres Strait Islander peoples of all ages were interviewed. The survey took place across all States and Territories, including remote communities. Nationally, the sample included about 10,500 people from around 6,500 households.

How the NATSIHS supports our communities
Information from the survey is used to better understand the health and wellbeing of Aboriginal and Torres Strait Islander peoples to assist in improving services and health programs to help them live healthier and happier lives.

Thank you
The ABS thanks everyone who contributed to the survey, especially the Aboriginal and Torres Strait Islander people who shared their stories – your support and help are so important.

'Our Story. Our Future.' was created by proud Wiradjuri, Wotjobaluk, Yuin and Gumbaynggirr artist **Luke Penrith** and Maluililgal people, Badu Island artist **Naseli Tamwoy**.

2018-19

Our Story. Our Future.

14% of people who needed to go to the doctor but didn't. This reduced to 8% in remote areas.

57% of 2-17 year olds saw a dentist or dental professional.

45% people aged 15+ rated their own health as very good (compared to 39% in 2012-13).

Health conditions	2018-19	2012-13
More people aged 15+ rated their own health as excellent or very good	45%	39%
Overweight and obesity rates have increased for children aged 2-14 years	37%	20%
Overweight and obesity rates have increased for children aged 15+ years	71%	66%
More people had at least one chronic condition that posed a significant health problem	46%	40%
More people had hypertension	8%	5%
Depression reported by people aged 2+.	13%	–
Depression reported by people aged 2+.	17%	–
People living with profound or severe disability		
– non-remote areas	9%	–
– remote areas	6%	–
Asthma		
– non-remote areas	9%	–
– remote areas	6%	–
Mental or behavioural conditions for people 2+		
– non-remote areas	28%	–
– remote areas	10%	–

Risk factors	2018-19	2012-13
Never smoked, people aged 15-17 years	85%	77%
Never smoked, people aged 18-24 years	50%	43%
Less people smoke every day, aged 15+	37%	41%
Less people 18+ drank more than four standard drinks on one occasion in the last 12 months	54%	57%
More people aged 15+ had used substances for non-medical purposes	28%	22%
Sugar sweetened* drinks drunk every day by children		
– aged 2-14 years	20%	
– aged 15+	24%	
Recommended daily amounts of fruit and vegetables were consumed		
– aged 2-14 years	6%	
– aged 15+	3%	

	2018-19	2012-13
People aged 15+ getting enough exercise	11%	–
Physical or threatened physical harm was experienced at least once in the last 12 months by of people aged 15+.	16%	–

Use of health services	2018-19	2012-13
The proportion of people who needed to go to the doctor but didn't (at least once) in the last 12 months		
– non-remote areas	14%	–
– remote areas	8%	–
People aged 2-17 years saw a dentist or dental professional in the last 12 months	57%	–

Placeholder headline	2018-19	2012-13
Example of content across two columns	X%	XX%
Example of content across two columns	X%	XX%
Example of content accross two columns	X%	XX%
Example of content across two columns	X%	XX%
Example of content	X%	XX%
Example of content accross two columns	X%	XX%
Example of content across two columns	X%	XX%
Example of content	X%	XX%
– non-remote areas	X%	XX%
– remote areas	X%	XX%
Asthma		
– non-remote areas	X%	XX%
– remote areas	X%	XX%

Placeholder headline	2018-19	2012-13
Example of content across two columns	X%	XX%
Example of content	X%	XX%
– non-remote areas	X%	XX%
– remote areas	X%	XX%
Asthma		
– non-remote areas	X%	XX%
– remote areas	X%	XX%

Note: Where age is not specified, data refers to people 0 years and over.
*Sugar sweetened drinks include soft drinks and non-carbonated drinks.

24

Flyer template

Example 1 (front)

Our Story. Our Future.

Have your say!

Aboriginal and Torres Strait Islander health survey workshops

The Australian Bureau of Statistics (ABS) is committed to early and ongoing conversations with Aboriginal and Torres Strait Islander people to help shape an **upcoming Aboriginal and Torres Strait Islander health survey**. We want to hear about your data needs, including how it should be collected to help make the survey **culturally appropriate** and successful.

The results of this survey are important to:
• Provide a picture of Aboriginal and Torres Strait Islander peoples' health and wellbeing
• Inform policy, services and programs to help people live healthier and happier lives.

About the workshops

Workshops will be held from **now until May 2020** in urban, regional and remote locations across Australia.

You can choose from the following sessions:
• Content for Aboriginal and Torres Strait Islander surveys
• Biomedical tests and ethics
• Data integration – getting the most out of data

Get involved

To register for a workshop, go to **consult.abs.gov.au** or scan the QR code.

Example 1 (back)

What is biomedical testing?

Biomedical testing collects samples of blood, urine or saliva to test for illnesses like diabetes, cholesterol and kidney disease, and nutrient levels such as iron, folate and Vitamins B12 and D.

What is data integration?

Data integration brings together information from multiple sources to help answer important questions about people, families, places, businesses or life events.

Benefits of biomedical testing and data integration

• Improving Australia's health status through influencing decisions made across the health sector
• Providing insights into the relationship between biomedical results and behavioural risk factors and rates of chronic disease
• Better understanding of people's lived experiences
• Better services and planning for the future
• More opportunities for data at the local level
• Better use of existing data, and replacing some data collected in surveys, to help reduce the burden of surveys on participants.

Find out more…

For more information on the workshops or ABS data, contact the ABS Centre of Excellence for Aboriginal and Torres Strait Islander Statistics: **coeatsis@abs.gov.au** or call the National Information Referral Service: **1300 135 070**

'**Our Story. Our Future.**' was created by proud Wiradjuri, Wotjobaluk, Yuin and Gumbaynggirr artist **Luke Penrith** and Maluilligal people, Badu Island artist **Naseli Tamwoy**.

Example 2 (front)

Our Story. Our Future.

Have your say!

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Example 2 (back)
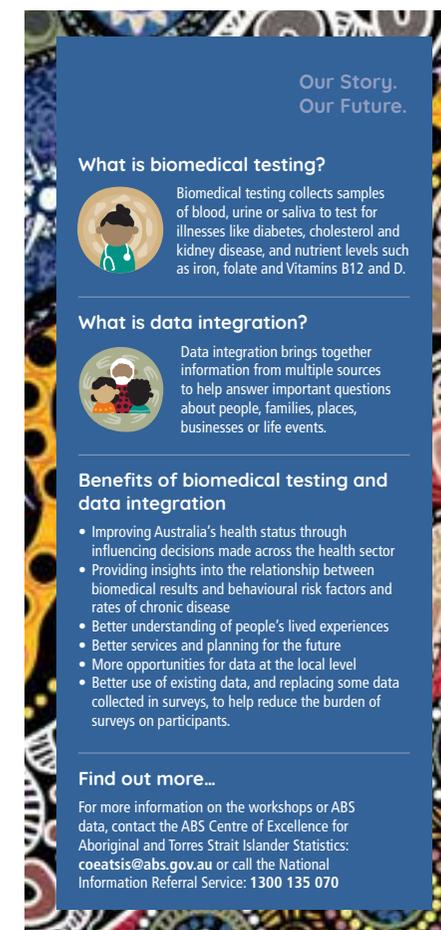
Our Story. Our Future.

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Powerpoint template

26

Document template

Our Story.
Our Future.

s47E

Simple factsheet template

Our Story. Our Future.

Have your say on how we collect information on Aboriginal and Torres Strait Islander peoples' health

Planning for upcoming Aboriginal and Torres Strait Islander health surveys

Your views and ideas are important. We want to talk to you about things like what information should be collected, and how it should be collected to ensure surveys are culturally appropriate, and the information is useful for Aboriginal and Torres Strait Islander peoples.

The results of the surveys will help to:

- Provide a picture of Aboriginal and Torres Strait Islander peoples' health and wellbeing
- Inform policy, services and programs to help people live healthier and happier lives

What are the surveys?

The Australian Government has announced a new health study called the **Intergenerational Health and Mental Health Study (IHMHS)** to inform Australia's Long Term Health Plan. The IHMHS includes seven surveys which will collect information on things like health conditions, nutrition, physical activity, and biomedical samples. The surveys will be run by the Australian Bureau of Statistics (ABS) and take place between 2021 and 2023.

How will it affect Aboriginal and Torres Strait Islander peoples?

Aboriginal and Torres Strait Islander peoples may be selected to participate in one of the surveys. This could be a survey that goes out to all of the Australian population, or one that is specifically for Aboriginal and Torres Strait Islander peoples. There are three Aboriginal and Torres Strait Islander surveys – one about general health, one about nutrition and physical activity, and one about specific diseases and health conditions which we would test for using **biomedical testing***.

Let's have a yarn

We want to hear your ideas on things like:

- Have you ever participated in an ABS survey? What was it like and how can we improve?
- What are the most important topics you would like us to include in the surveys?
- What information should or shouldn't be collected?
- How important is it for Aboriginal and Torres Strait Islander peoples to take part in biomedical testing?
- Is **data integration*** useful? And should it be used for these health surveys?
- What things do we need to think about (ethics, consent and/or governance processes) for biomedical testing and data integration to be done in a culturally appropriate way?
- Are there specific things you are worried about in keeping your information safe?

How to get involved

Attend a workshop or community session

We will be holding workshops and community sessions between March and June 2020 in urban, regional and remote locations across Australia.

One day Workshops

These workshops are a chance to talk about your views on survey design and operation, and will focus on three broad topics:
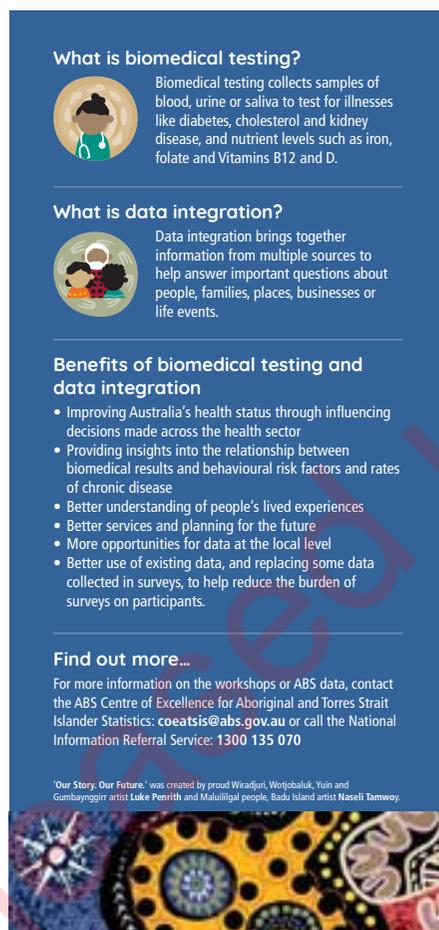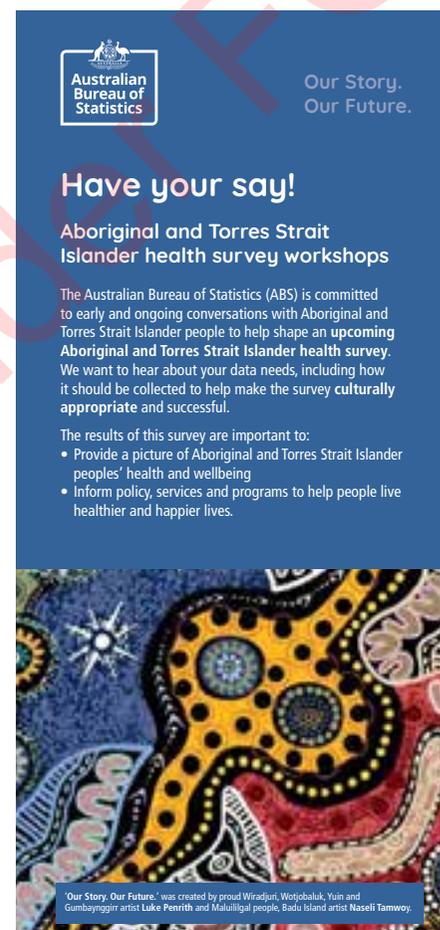
1. Content of Aboriginal and Torres Strait Islander surveys
2. Biomedical tests and ethics
3. Data integration – getting the most out of data

Informal community sessions

These community sessions are a chance for you to come and talk about the health surveys with our Aboriginal and Torres Strait Islander Engagement Managers and other ABS staff. You can share your thoughts on the surveys or just find out more about what happens when you take part in an ABS survey, and how the information is collected and shared with people and communities.

Register to attend a workshop or community session

Workshops and community sessions in <City> will be held in <Month> 2020. You can register, or find out about other sessions available at Eventbrite. Visit <include URL> or scan the QR code.

Complete an online survey or send us an email

If you are unable to attend a workshop or community session but still want to share your thoughts, there will be opportunities to provide your feedback online. A discussion paper and online survey will be available on the ABS website from 6 March 2020. You can also provide any feedback by email to coeatsis@abs.gov.au.

Find out more…

For more information on the workshops and community sessions, or ABS data, contact the ABS Centre of Excellence for Aboriginal and Torres Strait Islander Statistics by email to coeatsis@abs.gov.au or call the National Information Referral Service: 1300 135 070.

Breakout box example

Heading 2

Normal. Cae accum quam est, culpa volor as ut vitem quo dent, tem re, sequossi del idescita nus in cumquaeri il ipiciet et quodis.

Heading 3

Normal. Cae accum quam est, culpa volor as ut vitem quo dent, tem re, sequossi del idescita nus in cumquaeri il ipiciet et quodis utat ut volupic aessimust labor maximus apidios.

Breakout box example

Heading 2

Normal. Cae accum quam est, culpa volor as ut vitem quo dent, tem re, sequossi del idescita nus in cumquaeri il ipiciet et quodis.

Heading 3

Normal. Cae accum quam est, culpa volor as ut vitem quo dent, tem re, sequossi del idescita nus in cumquaeri il ipiciet et quodis utat ut volupic aessimust labor maximus apidios.

'**Our Story. Our Future.**' was created by proud Wiradjuri, Wotjobaluk, Yuin and Gumbaynggirr artist **Luke Penrith** and Maluiililgal people, Badu Island artist **Naseli Tamwoy**.

Contact

For more information contact the Strategic Communications team

ABS infographics style guide

Version 1

Australian Bureau of Statistics
Informing Australia's important decisions

Background

▶ The ABS seeks to make data more accessible to new audiences by engaging on topical, relatable issues.

▶ One way to appeal to broader audiences is creating infographics and data visualisations that simply and clearly tell the stories of ABS data.

▶ These infographics are published on the ABS website and adapted for social media channels.

Note: An existing social media data visualisation guide outlines the design dimensions, use of graphics and colours for social media content, so references to social media here will be limited to where infographics are adapted from the corporate style.

Scope

▶ This document outlines how to design infographics for the ABS website and social media.

▶ It provides guidance around dimensions, and the use of graphics and colour.

▶ Infographics can include text, illustrations, charts and other data visualisations.

▶ The examples provided in this document are for print and device-friendly, digital formats.

Design approach

▶ Where a full-page infographic is required, this should be the first product designed. This product can then be adapted to suit subsequent formats.

▶ Infographics should be designed using the corporate style (unless it is a COVID-related product). Colours can be adjusted for publishing to social media channels.

▶ The icons and illustrations used must be simple and appropriate for the subject matter. Avoid use of names or brands.

▶ Illustrations should consider diversity and inclusiveness, e.g. representation of different skin tones, ages and sex, and disability.

Two visual styles

Corporate infographics

- Used for high-profile releases, corporate initiatives and projects. E.g. NPPs, ABS Trust Survey, Gender Indicators
- **Colour scheme:** navy and orange
  (in-line with the ABS colour palette)
- Includes a footer with landscape imagery and people
- Clear headings and dates
- Links to more information on the ABS website

COVID-19 infographics

- Used for COVID-19 releases, statistical products and stories
- **Colour scheme:** teal and coral
  (in-line with the ABS social media colours)
- Includes clouds and virus icons in header and footer
- Uses speech bubble shapes for data points
- Clear headings and dates
- Links to more information on the ABS website
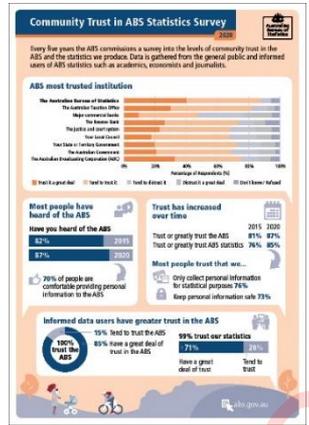
Colours must be adjusted for social media application
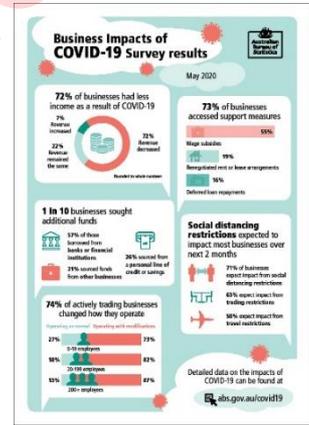
Colour scheme

When using text on colours, always check the contrast ratio by using a Colour Contrast Analyser to ensure it is WCAG 2.1 Level AA compliant.

Corporate colours

DARK
Hero colour

Navy
CMYK: 100, 77, 28, 12
RGB: 13, 73, 121
HEX: 0d4979

LIGHT
Contrast colour

Orange
CMYK: 0, 60, 81, 0
RGB: 245, 131, 67
HEX: F58243

COVID and social media colours

Teal
CMYK: 100, 15, 59, 2
RGB: 0, 147, 131
HEX: 009383

Coral
CMYK: 0, 69, 54, 0
RGB: 250, 114, 104
HEX: FA7268

Dark teal
CMYK: 87, 30, 61, 11
RGB: 0, 125, 111
HEX: 007D6F
Always use dark teal background with white text

Full page infographics

ABS website and social media

- Original artwork: 1080 (w) x 1350 (h) px - social media*
  Resize artwork to 832 (w) px – ABS website
- Format: JPG
- *Teal and coral version for social media

A4 (printable format)

- Size: 210 (w) x297 (h)mm
- Colour: CMYK
- Format: PDF

Australian Bureau of Statistics Informing Australia's important decisions
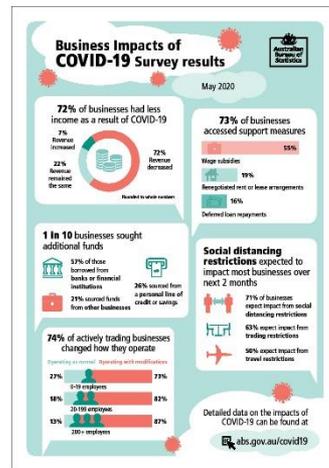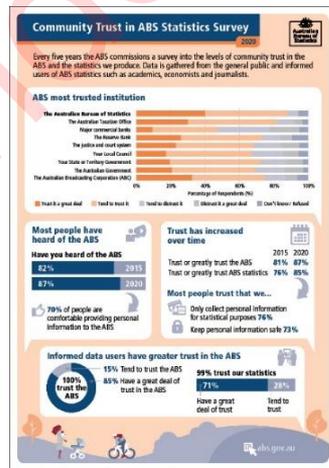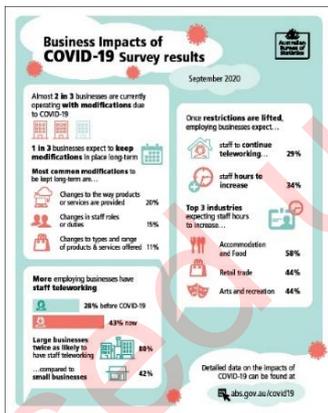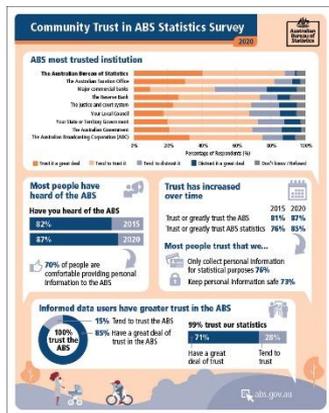
Footer illustration library

Footers appear along the bottom of full page corporate infographics. They should use icons and illustrations that are appropriate for the subject matter, and should always feature people figures.

Example of visual elements developed for use in footer
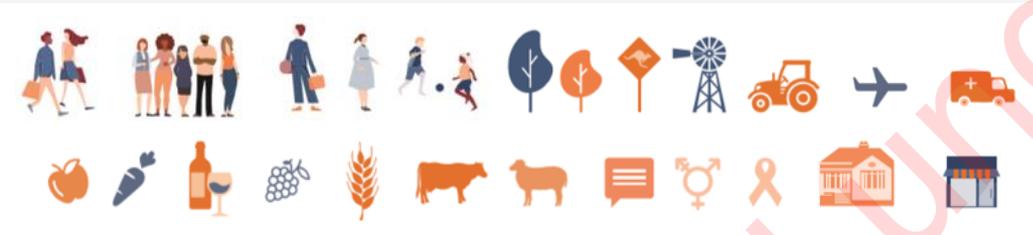
Example footer (from Trust Survey)

Library of people illustrations available from iStock (tidy and colour artwork to match style)

Varijanta
https://www.istockphoto.com/au/portfolio/Varijanta?license=rf&mediatype=illustration&assettype=image&sort=best
Andrii Kolomiiets
https://www.istockphoto.com/au/portfolio/AndriiKolomiiets?license=rf&mediatype=illustration&assettype=image&sort=best
shtonado
https://www.istockphoto.com/au/portfolio/shtonado?license=rf&mediatype=illustration&assettype=image&sort=best
VectOrOvich
https://www.istockphoto.com/au/portfolio/Vect0r0vich?license=rf&mediatype=illustration&assettype=image&sort=best
RaStudio
https://www.istockphoto.com/au/portfolio/RaStudio?license=rf&mediatype=illustration&assettype=image&sort=best
Dmi+T
https://www.istockphoto.com/au/portfolio/Dmitrii_Kharchenko?license=rf&mediatype=illustration&assettype=image&sort=best
Yapanda
https://www.istockphoto.com/au/portfolio/Yapanda?license=rf&mediatype=illustration&assettype=image&sort=best
Grivina
https://www.istockphoto.com/au/portfolio/grivina?license=rf&mediatype=illustration&assettype=image&sort=best
AlisaRut
https://www.istockphoto.com/au/portfolio/AlisaRut?license=rf&mediatype=illustration&assettype=image&sort=best
Helgakhorimarko
https://www.istockphoto.com/au/portfolio/HelgaKhorimarko?license=rf&mediatype=illustration&assettype=image&sort=best
Luckyvector
https://www.istockphoto.com/au/portfolio/luckyvector?license=rf&mediatype=illustration&assettype=image&sort=best

Single data visualisations for web stories

Stand-alone data visualisations can be developed or pulled from full page infographics for use in ABS website stories, and adapted for social media.

Full page infographic

Adapted for web

ABS website

Adapted for Social media
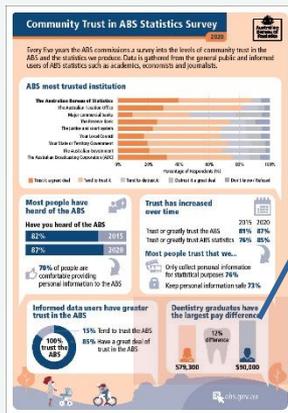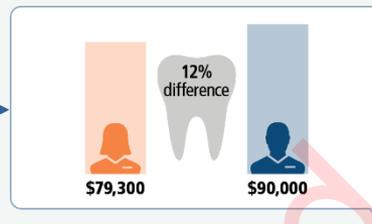
Social media

Border: *Add a 3pt, 50% Navy colour speech bubble*
Text: *Title, Notes and Source not required*
Size: *ABS website – 832 (w) px (scale proportionately)*
Colour: *Corporate*
Format: *Digital – JPG*
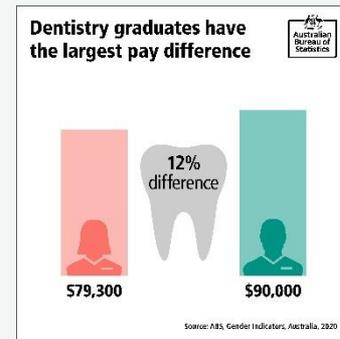
Size: *Social media – 1200 (w) x 1200 (h) px*
Colour: *Social media*
Format: *Digital - JPG*

Australian
Bureau of
Statistics

VISUAL STYLE GUIDE

CONTENTS

Last updated August 2022

THE BRAND

The importance of the ABS brand

Successful branding of the ABS has benefits both externally and internally. Externally, our ABS brand creates an organisational identity that positively resonates with our stakeholders and the Australian public. This can benefit response rates, confidence in ABS products, and increase the value of official statistics by increasing their use. Internally, a strong ABS brand can serve as a focus for motivation to strive in producing high-quality outputs.

What is the ABS visual style?

The ABS visual style forms part of the ABS brand. It is the way in which the ABS presents visually, which along with our name, and the written and spoken language we use, forms the complete ABS brand. In ensuring the maintenance of a trusted, high quality statistical brand of significant value to Australia, the ABS needs to maintain a strong visual style.

How the ABS can build and maintain a strong visual style

All ABS employees need to follow the ABS *Visual Style Guide* to build and maintain the ABS brand. Everything employees produce and say reflects the ABS brand.

This ABS *Visual Style Guide* provides guidance and instruction for ABS employees in relation to how to protect and promote the visual aspects of the ABS brand in their day-to-day work. To keep brand quality high, the ABS must ensure that anything that may be viewed by the public is correct and professional in content, and consistent with our *Visual Style Guide* in format and design.

Internal sub-brands

Some programs within the ABS have their own 'sub-identities' or 'sub-brands' that have been developed by or in consultation with the Strategic Communication Section.

Alternative design elements, other than those officially approved by Strategic Communication, detract from the ABS's ability to project a consistent identity. Any project branding must be developed in a way that is consistent with and supports the broader ABS visual style. All logos or alternative branding that deviates from the approved ABS visual identity guidelines are not allowed. For further clarification, please contact Strategic Communication Section.

GRAPHIC DESIGN

Arrangements for graphic design work

All ABS graphic design work is to be produced by the Design and Production team. The graphic design service is free (but must be prioritised), supported by Strategic Communication Section, and is available to all staff. ABS staff should not do their own graphic design work. The Design and Production team are highly skilled professionals and have extensive knowledge of ABS and government branding. This provides consistency and quality to all ABS design output.

To request an ABS graphic design job submit a *Graphic Design service request* which will require your Director's approval. Once received, a member of the design team will contact you. More information is available in the Services@ABS Knowledge Articles.

Creating pull up banners and posters

Pull up banners are an effective way to promote ABS products, services or events. They are a high impact, portable promotional tool that can be used to promote trade shows, conference exhibits, or as a back drop to support presentations and events. The user pays the cost of printing banners. For this reason, the use of banners is not recommended for single use activities.

Posters

Posters can be used as part of an integrated communication campaign although the use of LCDs is preferred to printing posters for internal use. The Design and Production team is able to design posters ranging in size from A4 (210mm x 297mm) to A0 (841mm x 1189mm). The SMA pays for the cost of printing larger format posters.

Merchandise

- Please contact the Strategic Communication Section when considering the purchase of merchandise.

- Merchandise is discouraged in general.

- There may be exceptions where merchandise is a useful tool but this will require approval from the Program Managers of both the SMA and the Strategic Communication Section.

- ABS branding must be applied.

- SMA covers the cost.

THE ABS LOGO

The core component of the Australian Bureau of Statistics (ABS) brand and image is the logo. The ABS logo must be applied consistently across all materials published or produced by the organisation.

Logo files

- The ABS logo are set-up for print and digital reproduction.
- The ABS can supply files in different sizes and formats for various needs.

Correct use of the logo

- These guidelines have been developed to help departments and agencies ensure the ABS logo is consistently applied to products.

Placement

- Logo should always have prominence over and above other images and graphic elements. Where possible, the logo should be placed at the top of the item it appears on.
- If unclear about where to place the ABS logo contact the Strategic Communication Section for assistance.

Size

- The minimum width of the ABS logo should be 20mm as shown below. However, on items such as name badges and identity cards where it may not be possible to adhere to this, the logo may be altered in width, but must remain recognisable.
- It must not be stretched disproportionately for any reason and must not be overlaid over each other.

Spacing

- An isolation zone has been established to ensure that the dignity of the logo is not jeopardised through crowding. This zone is defined as 'X' of at least 4mm around a 20mm logo.
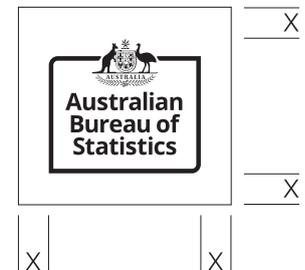
Use of colour in the logo

It is intended that the ABS logo be reproduced in one colour only, preferably black and can also be reversed – white on black. It is essential that any use of colour does not compromise the integrity of the logo. Attention to contrast must always be considered carefully.

Incorrect use of the logo

Do not:

- present the logo without ample space around it
- rotate
- skew or distort when scaling
- dismantle and reconfigure
- make it transparent
- crop or use it in part
- apply any special effects.

Overlay the logo on images

The logo must not be used as decorative or artistic element or as a watermark, and must not be overprinted with text or over complex background and images.

Examples of the use of the ABS logo

Reports

Social Media
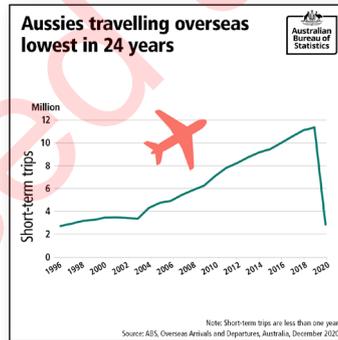
Examples of the use of the ABS logo

Infographic
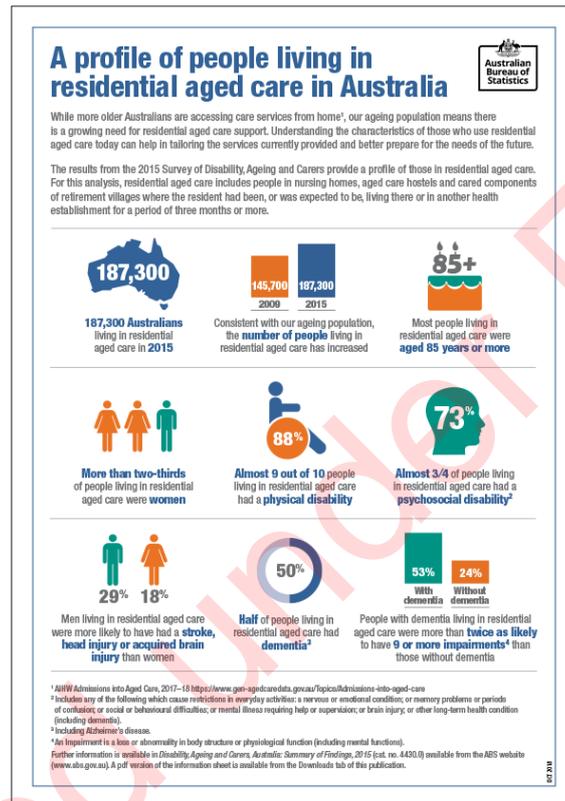
Pull up banner
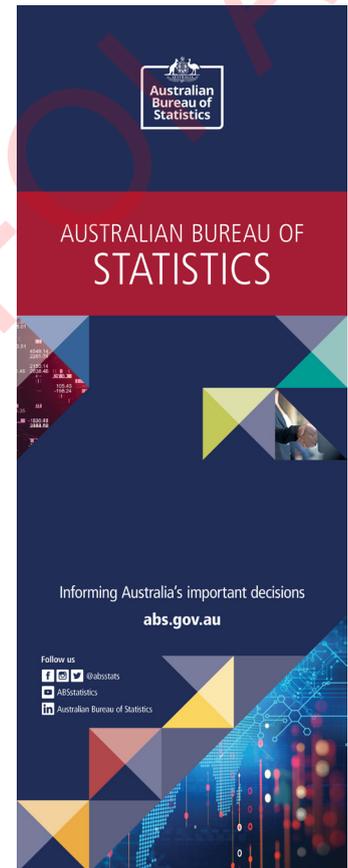
CO-BRANDING WITH THE ABS LOGO

We co-brand to signify a partnership between two or more organisations or agencies. Take care when considering co-branding to ensure we maintain our brand and its sense of trust, confidentiality and independence. First talk to Strategic Communication Section and gain their approval. We must present the ABS as apolitical and maintain our independence. The ABS logo must be used where the ABS is involved in joint projects with other government agencies. The ABS is exempt from the Federal Government visual identity guidelines.

Co-branding order and prominence

The ABS logo should appear to the left or above an accompanying brand whilst observing the 20% isolation. The accompanying logo should be no larger than the ABS logo. The ABS logo should always maintain equal or greater prominence than the co-branded logo.

Example of co-branding:

Co-branding guidelines

- Co-branded logos may only be used once approval has been confirmed in writing by the Director, Strategic Communication Section.

- Approved co-branded logos may be used for marketing, communication and promotional purposes.

- Co-branding must follow the same usage guidelines as the standard ABS logo.

- If production is being done elsewhere, final design approvals must be made by Strategic Communication Section.

- Copies of materials must be provided.

- A contact for the co-branding organisation must be provided.

ABS Sub-branding

Any ABS project or project specific branding must be developed in a way that is consistent with and supports the broader ABS visual style. Sub-branding is discouraged and should only be an exception to the rule. Branding must not deviate from the approved ABS visual identity guidelines. For further clarification, please contact the Strategic Communication Section.

THE ABS COLOUR PALETTE

Use of colour

Tints of the PMS colours can be used behind text in tables and diagrams.

PMS 201	PMS 152	PMS 129
40% Tint	60% Tint	60% Tint
30% Tint	30% Tint	30% Tint

PMS 376	PMS 3285	PMS 653
60% Tint	40% Tint	40% Tint
30% Tint	20% Tint	20% Tint

PMS colours converted to other colour value models

PMS colours may need to be converted to RGB (Red, Green, Blue) for screen use, or CMYK (Cyan, Magenta, Yellow, Black) for print or HEX for HTML coding.

Corresponding colour value sets are set out below:

PMS 201

RGB	CMYK	HEX
R: 164	C: 24	#a41e34
G: 30	M: 100	
B: 52	Y: 79	
	K: 18	

PMS 152

RGB	CMYK	HEX
R: 235	C: 4	#eb7203
G: 114	M: 67	
B: 3	Y: 100	
	K: 0	

PMS 129

RGB	CMYK	HEX
R: 246	C: 4	#f6cf3f
G: 207	M: 16	
B: 63	Y: 87	
	K: 0	

PMS 376

RGB	CMYK	HEX
R: 181	C: 34	#b5be00
G: 190	M: 12	
B: 0	Y: 100	
	K: 0	

PMS 3285

RGB	CMYK	HEX
R: 0	C: 100	#009383
G: 147	M: 15	
B: 131	Y: 59	
	K: 2	

PMS 653

RGB	CMYK	HEX
R: 50	C: 87	#326297
G: 98	M: 63	
B: 151	Y: 17	
	K: 2	

TYPOGRAPHY

The ABS core brand typefaces are Frutiger, Calibri and Arial. We chose them to create a harmonious and consistent approach across a variety of designed communication products.

The primary type family, Frutiger, is distinctive and highly legible. It reflects the reliability and professionalism of the organisation. When Frutiger is unavailable, the typeface Calibri should be used for all ABS documents and presentations. Use Arial, Helvetica or Default Sans Serif when creating content for our website. Do not substitute similar typefaces.

FRUTIGER
Primary sans serif typeface

This is the primary font family used by the Design and Production team on corporate, marketing and promotional material. When outsourcing graphic design, ensure the external design agencies are aware that Frutiger is the preferred font for all ABS corporate, marketing and promotional material.

ABCabc123
Frutiger Light Condensed

ABCabc123
Frutiger Condensed

ABCabc123
Frutiger Bold Condensed

ABCabc123
Frutiger Black Condensed

ABCabc123
Frutiger Light

ABCabc123
Frutiger Roman

ABCabc123
Frutiger Bold

ABCabc123
Frutiger Black

ABCabc123
Frutiger Light Condensed Italic

ABCabc123
Frutiger Condensed Italic

ABCabc123
Frutiger Bold Condensed Italic

ABCabc123
Frutiger Black Condensed Italic

ABCabc123
Frutiger Light Italic

ABCabc123
Frutiger Italic

ABCabc123
Frutiger Bold Italic

ABCabc123
Frutiger Black Italic

Microsoft/PC equivalents

The PC/Microsoft equivalent of the primary sans serif typeface, Frutiger, is 'Calibri'. Please use Calibri on ABS documents and presentations when the primary typeface, Frutiger, is unavailable.

Use Calibri when creating PowerPoint presentations, letters, reports, name tags and name plates using the ABS Microsoft Word templates.

ABCabc123
PC equivalent for Frutiger typeface – Calibri Regular

ABCabc123
PC equivalent for Frutiger typeface – Calibri Italic

ABCabc123
PC equivalent for Frutiger typeface – Calibri Bold

ABCabc123
PC equivalent for Frutiger typeface – Calibri Bold Italic

ABS website typeface

The ABS uses a set of preferred web safe fonts. Open Sans (Google web font) for Macs and Segoe UI for Windows. These fonts have been chosen as they are highly legible, approachable, and add to the overall ABS brand identity as a professional presence. For further clarification, please contact the Strategic Communication Section.

IMAGES

Professional imagery can greatly enhance the look of the ABS design products and help strengthen the corporate brand. The Strategic Communication Section can assist with coordinating a photographer.

The ABS has a corporate photo library that showcases ABS staff, innovative new activity-based working environments and reflect the diversity and inclusion we have at the ABS. These images are available through the Design and Production team and should be used.

Copying and pasting Google images into ABS reports and presentations breaks copyright and is illegal. If you require images for any design products, please contact the Design and Production team and it will help you in sourcing copyright free images.

Examples of images from the ABS Corporate Photo Library

ABS POWERPOINT PRESENTATIONS

Templates

To maintain consistency, ABS PowerPoint Templates must be used for all internal and external presentations. The templates are available to download via Services@ABS Knowledge Articles - *ABS PowerPoint Templates*.

ABS presentation slide template *-*
TITLE SLIDE

TITLE SLIDE - WHITE BACKGROUND

- CONTENT SLIDE, HORIZONTAL

Content guidelines

The purpose of a presentation is to illustrate key points for the audience to follow while the speaker discusses that topic. Include minimal text on the slides and more information in the speaking notes. Consider using images or diagrams instead of text and limit the number of slides.

All ABS PowerPoint slide presentations must include the ABS logo in the form of a vertical or horizontal banner (see previous page).

Presentation slide formatting

Use the font Calibri.

- Headings should be 26 pt Calibri Bold.
- Subheadings should be 22 pt Calibri Bold.
- Text should be 20 pt Calibri Plain.
- Line spacing should be 1, 0.5 before paragraph.
- Margins to be maintained as per slide template.
- The size of the text on a presentation slide should not be smaller than 20 pt type. Do not reduce font size to fit more text on a slide. This may prevent audience members from being able to read your presentation. If the space for your text is insufficient, cut back the text.
- Do not increase font size to fill a slide.
- Always use an opening slide at the beginning of each presentation. The slide should contain the title of the presentation, a sub title (if required) and the presenter's name and position.
- The title of the presentation should appear in the top panel of the screen. The title of the screen and relating text should appear in the main part of the screen.
- Always use a closing slide at the end of each presentation.

OTHER ABS TEMPLATES

The following ABS Word templates are available upon request:
- Certificate
- ABS Word templates
- Media releases
- Name tags
- Table name plates

Examples of templates

Certificate

s47E

Report

s47E

Word document - short

s47E

ABS Word template - long

s47E

Name tags

First Last
Position
Company / Agency / Department

First Last
Position
Company / Agency / Department

First Last
Position
Company / Agency / Department

First Last
Position
Company / Agency / Department

First Last
Position
Company / Agency / Department

First Last
Position
Company / Agency / Department

First Last
Position
Company / Agency / Department

First Last
Position
Company / Agency / Department

Table name plates

Name
Position
Company / Agency / Department

ABS CORPORATE STATIONERY

Business card

The ABS corporate business card can be ordered through Services@ABS.
Please consider the need and cost associated.

s47E

Letterhead

The ABS corporate letterhead is available in both hard and soft copy, but in general
with colour printing, soft copy should be sufficient.
Please refer to Services@ABS.

s47E

LCD SCREENS

LCD screens are located in the lift areas of many ABS offices. They are an excellent tool for displaying promotional messages, and are especially effective when utilised as part of an integrated communication campaign.

To utilise this communication tool please:

- Submit a Graphic design service request.
- Ask for an LCD briefing template to assist you with writing.
- Keep wording brief including a call to action.
- Please allow at least three days for design development and provide loading dates.

Design elements to consider when drafting a LCD request:

- The ABS logo will be used on all LCD notices in the top right hand corner.
- The designer will apply the ABS approved standard templates.
- LCD advertising is highly visual and consideration should be given to the types of images applied to enhance your message.
- Your EL1 and above will be the final approver.

Examples of LCD advertisements:

NEWSPOINT

NewsPoint is an important way to communicate information to all ABS employees. NewsPoints are considered to be a formal corporate record.

NewsPoints are designed to be read on screen. For this reason, they should be kept as brief as possible, using concise sentences and short paragraphs. The short summary opening sentence is critical. Please adhere to the Style Guide Summary within the knowledge document *Proposing a Newspoint* available on Services@ABS.

All NewsPoint articles must feature the relevant banner. Banners approved for use can be found under *NewsPoint banners*.

Examples of NewsPoint banners:

THE ABS WEBSITE

Visual identity of the ABS website

The visual identity of the ABS website is managed by the Dissemination Customer Support team. A client open forum on Skype is also available, see more on Knowledge Articles.

Follow these guidelines when creating web content:

- In approving web content for release, the delegate is providing assurance that the content is prepared to standards. Delegates will require authors to correct and resubmit content if it does not comply with these standards.

- Current ABS Publishing Standards outline specific requirements for clear and appropriate language use to effectively communicate with the ABS audience. Guidance is given in *Principles of Good Writing.* These principles were extracted from the *Style Manual* and are covered in greater detail in that publication.

- Open Sans (Google web font) for Macs and Segoe UI for Window are the recommended fonts when creating content for the website. This is in line with the *Commonwealth Government Style Guide for authors, editors and printers* and Digital Transformation Office advice.

CONTACT US

For further clarification about any of the information
provided in these guidelines please contact the
ABS Strategic Communication Section

ANZSCO visual identity

The ANZSCO identity is distinctive and easily recognisable. To further clarify and promote inclusivity, the full name of the acronym, "Australian and New Zealand Standard Classification of Occupations," is also used. The ABS logo and the entire ANZSCO lock-up will be co-branded. The ABS core brand typeface Frutiger is used to create a harmonious and consistent approach across a variety of designed communication products.

As an ABS lead consultation, the ANZSCO visual identity should not be separated from the existing ABS brand. The purpose of the ANZSCO visual identity is to ensure that ANZSCO remains recognisable to stakeholders through the duration of the consultation.

Graphic elements have also been created that can be used in Microsoft templates, social media templates, and email banners.
This will serve as visual anchors and improve usability if required. The colours are in line with the ABS colour palette and align with the ABS website to maintain a strong visual style. Blue symbolises confidence, and stability.

Header

Updating ANZSCO
Reflecting a modern Australian labour market

Australian Bureau of Statistics

Footer

Australian and New Zealand Standard Classification of Occupations

Australian and New Zealand Standard Classification of Occupations

Colour palette

RGB 14,31,72 — HEX 0e1f48

RGB 50 98 151 — HEX 326297

Banner applied on a Word document

s47E
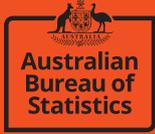
Census

January 2022

2022-23 Census Data Release Visual Style Guide

Contents

Section — 01

Our brand

The Census logo

The core components of the Census logo, shown below, are:

1. the ABS logo, and
2. Census (one word)

The Census logo must be applied consistently across all materials.

Census Communication can supply files on request. Different logo sizes and file types are available for different applications.

Correct use of the Census logo

Placement

The Census logo should always have prominence over other images and graphic elements. Where possible, the logo should be placed at the top of the item it appears on. However, exceptions do exist. If unclear about where to place the logo, contact Census Communication.

To scale
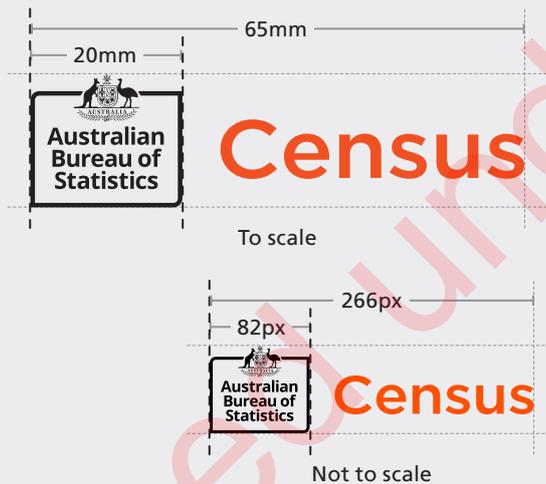
Minimum size for print

The minimum width of the Census logo should be 65mm. However, where it may not be possible for the minimum width to be adhered to, the Census logo may be altered in width. If the logo is reduced in size it must remain recognisable and the black version must be used.

Not to scale

Minimum size for web

The minimum width of the Census logo should be 266px. However, on items such as Avatars for social media and favicon where it may not be possible to apply the minimum size, the Census logo may be customised to suit. If unclear, contact Census Communication.

All logos should be compliant with the Web Content Accessibility Guidelines (WCAG) Version 2.1 Level AA.

Isolation zone

An isolation zone has been established to ensure that the Census logo is not crowded by another graphic or image. This zone is defined as 'X' of at least 5mm around a 65mm logo.
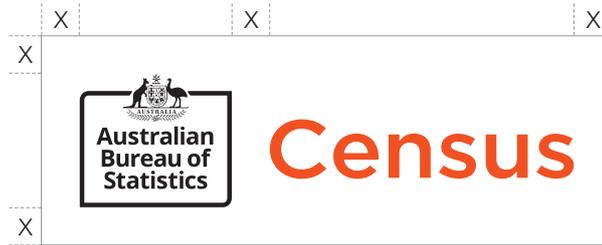
Use of colour in the logo

The Census logo can be reproduced reversed – black on white or white on black and PMS Orange 021 (or equivalent). Please ensure that no other colours are introduced.

The versions below marked ***** must meet the WCAG 2.1 accessibility standards and must not be used below the minimum size of 266px width to meet WCAG 2.1 AA.
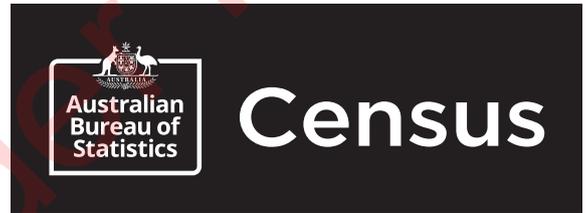
This version can only be used on black

This version can only be used on orange

The Census colour palette

Primary colour

The Census orange should always be the dominant colour. Orange tints should only be used as background colours. All visual presentation of text and images of text on application must be WCAG 2.1 Level AA compliant.

Print

PMS Orange 021 – tints

100%

60% Tint

30% Tint

Pantone spot colour

PMS Orange 021 C
PMS Orange 021 U

Print - 4 colour process only

CMYK   C:0, M:65, Y:100, K:0

Web (digital)

AA
AA

AA AA
AA AA

RGB   R:254, G:80, B:0
HEX/HTML   FE5000

Colour shown based on contrast on white on orange or orange on white which requires a contrast ratio of 3:1 for large text (14–17pt bold or 18pt and larger).

Colour shown based on contrast on black on orange or orange on black which requires a contrast ratio of 3:1 for large text (14–17pt bold or 18pt and larger) and 4.5:1 for smaller text (13pt and below).

Always check contrast when used over images or other colour backgrounds.

Vision Australia recommends Colour Contrast Analyser
https://www.visionaustralia.org/services/digital-access/resources/colour-contrast-analyser

For more information see Guidelines 1.4.3 and 1.4.6 https://www.w3.org/TR/WCAG20

The orange colours used in artworks of this style guide are created based on the output application for **Print** (PMS/CMYK) or **Web** (RGB/HEX/HTML).

Secondary colours

The secondary colour palette should be used selectively. Census orange should always be the dominant colour followed by teal then yellow. Controlling and managing the secondary colours is an important element in presenting work. Secondary colours can be applied on graphical representation of information and data such as graphs.

Print

PMS 3285

| 100% |
| 60% Tint |
| 30% Tint |

AA AA
AA AA

AA
AA

PMS 3285 can be used for black text on a teal background, or teal text on a black background.

PMS 3285 can be used for white text on a teal background, or teal text on a black background only when it is 14-17pt in bold or 18pt or larger in regular. This will ensure a contrast ratio of 3:1 which is required for WCAG 2.1 AA compliance.

Web

RGB	CMYK	HEX
R: 0	C: 100	#009383
G: 147	M: 15	
B: 131	Y: 59	
	K: 2	

Print

PMS 129

| 100% |
| 60% Tint |
| 30% Tint |

AA AA
AA AA

AA
AA

PMS 129 can be used for black text on a yellow background, or yellow text on a black background.

PMS 129 cannot be used for white text on a yellow background, or yellow text on a white background.

Web

RGB	CMYK	HEX
R: 246	C: 4	#F6CF3F
G: 207	M: 16	
B: 63	Y: 87	
	K: 0	

Released under For Act

Supporting colours

The supporting colours should be used to help enhance visualisation of data on infographics. Census orange will remain the dominant colour for infographics while secondary and supporting colours can be used interchangeably and in no order. Designers should preference complementary colours rather than using secondary colours followed by supporting colours.

Print

PMS 653 Blue

100%	
60% Tint	
30% Tint	
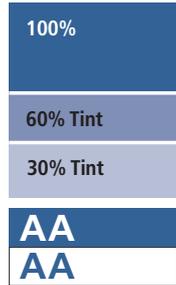
PMS 653 can be used for white text on a blue background only when it is 14-17pt in bold or 18pt in regular. Blue text can be used on a white background.

✔ AA / AA

PMS 653 can be used for black text on a blue background only when it is 14-17pt or be used for blue text on a black background.

✔ AA / AA

Web

RGB	**CMYK**	**HEX**
R: 50	C: 87	#326297
G: 98	M: 63	
B: 151	Y: 17	
	K: 2	

Print

Coral

100%	
60% Tint	
30% Tint	
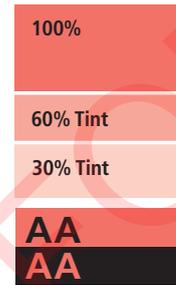
Coral can be used for black text on a Coral background, or Coral text on a black background.

✔ AA / AA

Coral cannot be used for white text on a Coral background, or Coral text on a white background.

✘ AA / AA

Web

RGB	**CMYK**	**HEX**
R: 250	C: 0	FA7268
G: 114	M: 69	
B: 104	Y: 54	
	K: 0	

Typography

The Census core brand typefaces are Frutiger, Calibri and Arial. They are the same as the ABS fonts and create a harmonious and consistent approach across a variety of designed communication products.

The primary type family, Frutiger, is distinctive and highly legible. It reflects the reliability and professionalism of the organisation. When Frutiger is unavailable, the typeface Calibri should be used for all ABS documents and presentations. Use Arial, Helvetica or Default Sans Serif when creating content for our website. Do not substitute similar typefaces.

Primary sans serif typeface

Frutiger

This is the primary font family used by the Design and Production team on corporate, marketing and promotional material.

Regular
Below the line corporate, operations, public relations, Culturally and Linguistically Diverse and enumeration

ABCabc123 **(Body text and bullets)**
Frutiger Light

ABCabc123
Frutiger Light Italic

ABCabc123 **(Subtitles, pull-quotes)**
Frutiger Roman

ABCabc123
Frutiger Italic

ABCabc123 **(Title and headers)**
Frutiger Bold

ABCabc123
Frutiger Bold Italic

ABCabc123
Frutiger Black

ABCabc123
Frutiger Black Italic

Condensed
Aboriginal and Torres Strait Islander recruitment and social media

ABCabc123
Frutiger Light Condensed

ABCabc123
Frutiger Light Condensed Italic

ABCabc123
Frutiger Condensed

ABCabc123
Frutiger Condensed Italic

ABCabc123
Frutiger Bold Condensed

ABCabc123
Frutiger Bold Condensed Italic

ABCabc123
Frutiger Black Condensed

ABCabc123
Frutiger Black Condensed Italic

Microsoft/PC equivalents

The Microsoft/PC equivalents of the primary sans serif typeface, Frutiger, is Calibri. Please use Calibri on ABS documents and presentations when the primary typeface, Frutiger, is unavailable.

Use Calibri when creating PowerPoint presentations, letters, reports, name tags and name plates using the ABS Microsoft templates.

ABCabc123
PC equivalent for Frutiger typeface – Calibri Regular

ABCabc123
PC equivalent for Frutiger typeface – Calibri Italic

ABCabc123
PC equivalent for Frutiger typeface – Calibri Bold

ABCabc123
PC equivalent for Frutiger typeface – Calibri Bold Italic

ABS website

Use Arial, Helvetica or Default Sans Serif when creating content for the website. This is in line with the Digital Transformation Office style guide.

Section — 02

Collateral

Need advice on a specific material, guidance on which graphics
to use or require a template? Contact Census Communication
census.communication@abs.gov.au

Census triangles

The iconic ABS triangle pattern forms the basis of the Census look and feel. It is used as a design feature to align with the Census campaign materials and visual language. The following examples show the application of the triangle pattern to communication materials.

Brochure

Pull-up banner
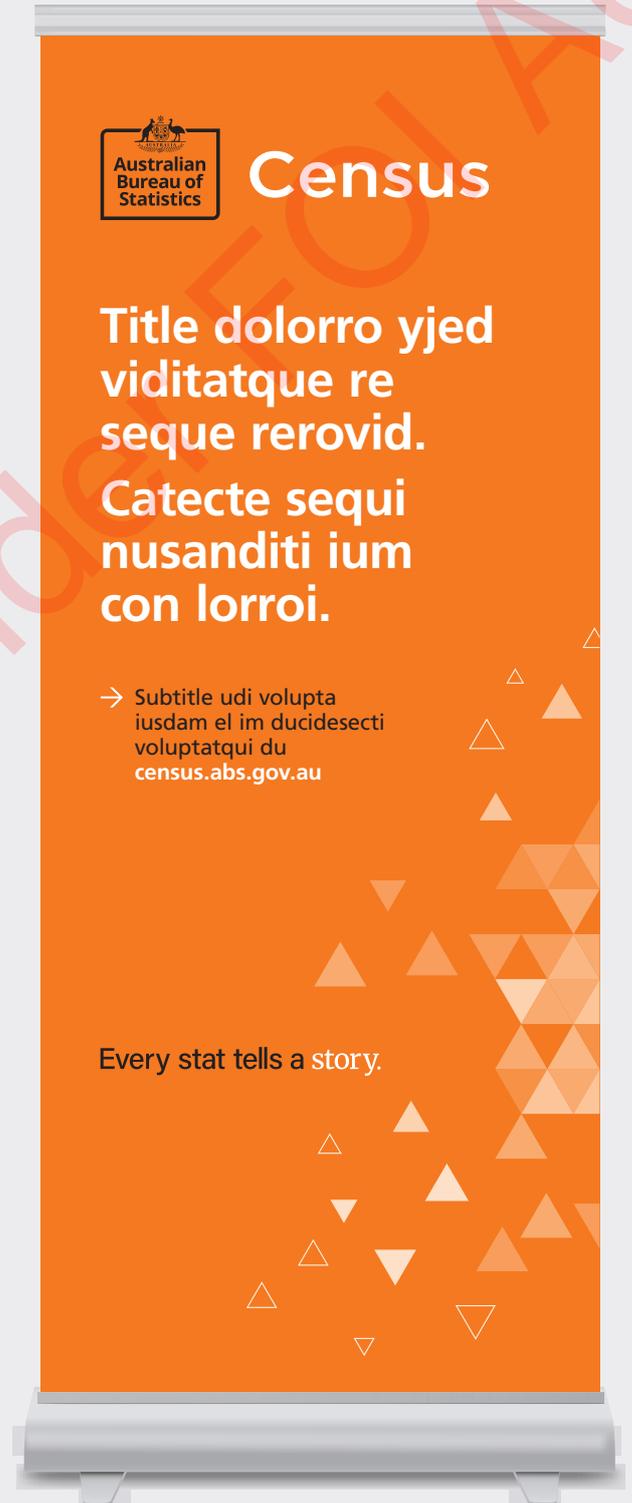
Census header banners

The visual elements of the Census header banners – Census logo, tagline, colourways, and the triangle pattern – play an integral role for a consistent and coherent communication.

Type H1 – Orange

Type H1 – Orange
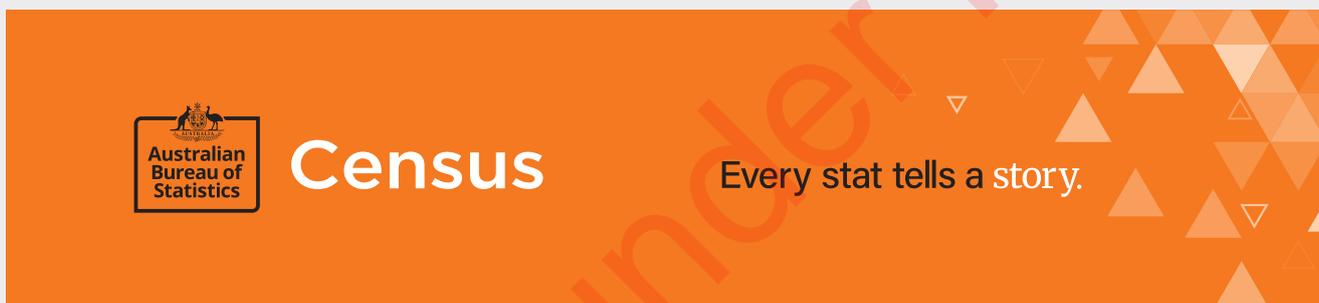
Type H2 – Reversed
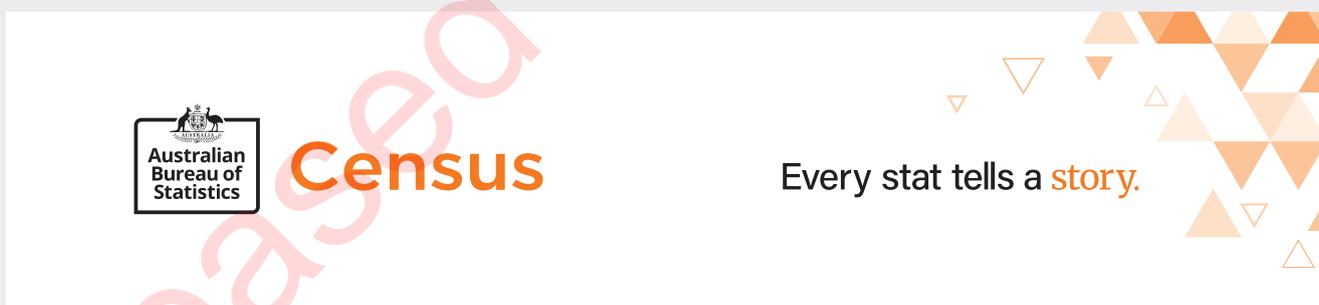
Census footer banners

The following types of footer banners are available for application.

Type F1 – Information (centre align)

For more information   🖥 **www.census.abs.gov.au**   📞 **1800 512 441**

Privacy Statement

The 2021 Census Privacy Statement must be included whenever 'compulsory' is mentioned in the content.

Type F2 – Act, Privacy Statement and information (centre align)

*See the 2021 Census Privacy Statement at www.census.abs.gov.au/privacy
The ABS collects your information and keeps that information confidential under the authority of the *Census and Statistics Act 1905.*

For more information   🖥 **www.census.abs.gov.au**   📞 **1800 512 441**

Type F3 – Privacy Statement (left align)

*See the 2021 Census Privacy Statement at www.census.abs.gov.au/privacy

Banner applications

Letterhead (L1 and F2)

Information sheet (H1 and F1)

s47E

Information sheet (H2 and F2)

Information sheet (H1 and F3)

s47E

Section — 03

Census Data Visualisation

Data Visualisation

Waves lines along with triangles will be used more heavily in this phase of the Census to help represent the journey to data release. This embellishment will add depth however is not mandatory as the triangles are the main decorative element.

The embellishment can be used as solid lines on social media tiles. While 30% transparency on factsheets, powerpoint and story tiles is preferred.

100%

30%
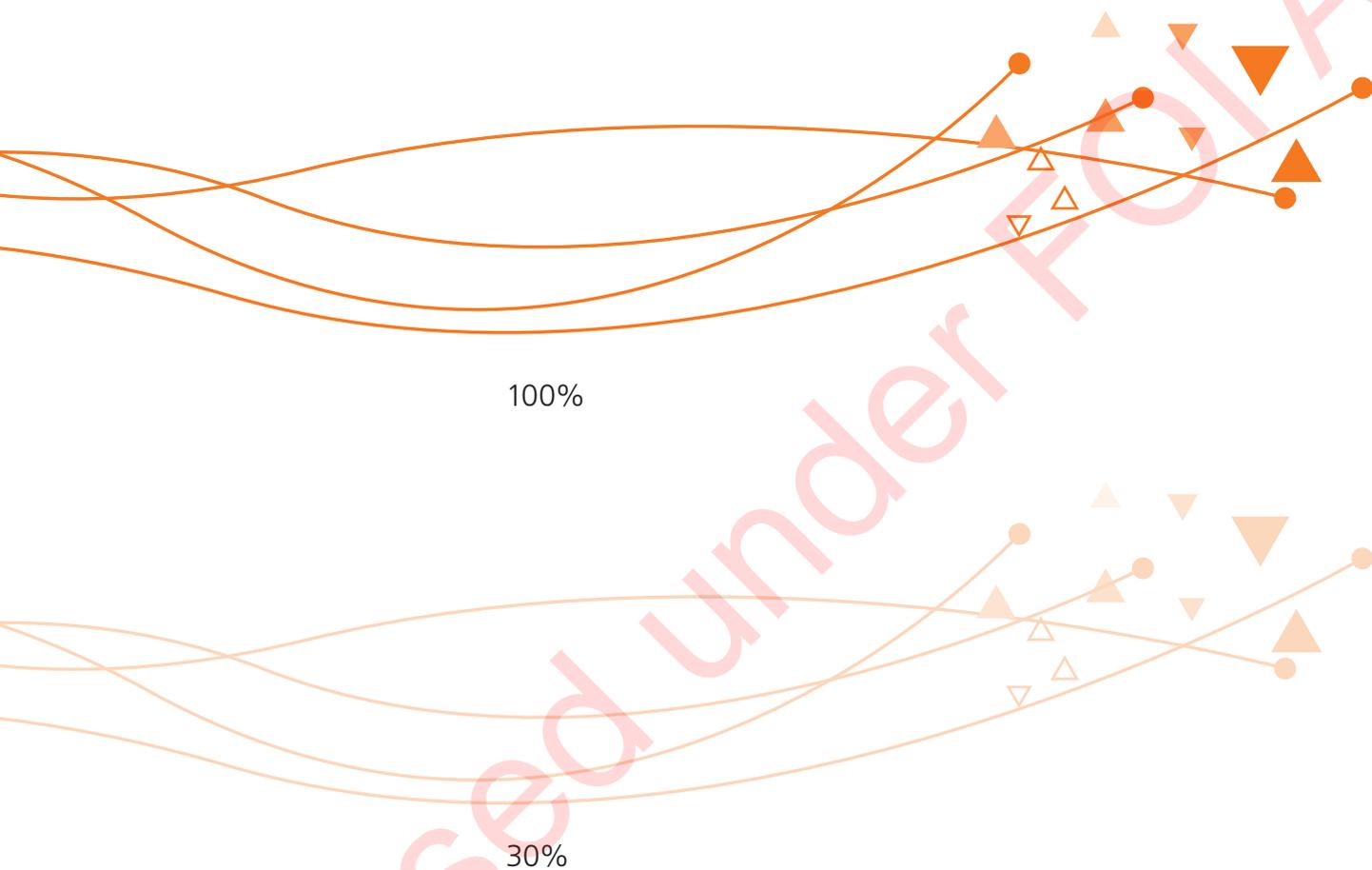
Set charts, icons and illustrations will be used to create consistency and coherence for visualisation of data.

Charts

Creating consistency and accuracy through charts is important for interpretation of data. Representing data correctly can influence how our audience retains and understands information.

It's also important to avoid complex charts. Charts should be easily digestible. The audience should understand the topic and purpose of the material in a glance. Complex charts such as tree maps, Sankey diagrams, chord charts, word clouds and complex bubble charts should be avoided to eliminate confusion.

The following examples show a selection of preferred charts to be used for different data purposes.

XX%

men

XX%

women
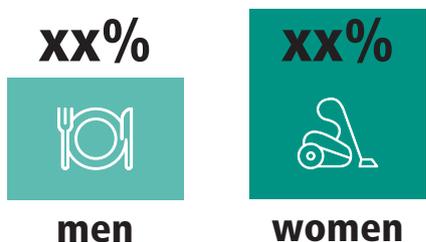
Column charts – suitable for displaying a small number of comparative items, including change in value over time.

rent

own
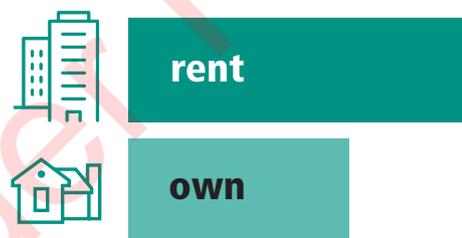
Bar charts – suitable for displaying a larger number of items, and preferably would be ranked from highlight to lowest.

XX% rent

XX% own

Line charts – suitable for displaying more than two comparative values across time.

First Generation

XXX%

Second Generation

XXX%

Third Generation

XXX%

Pie or donut charts – suitable to display comparative values that equal a whole number or total e.g 100%.

Website

Data presented on the website will be simple and accessible. Tables will be used for data points while charts as a visual element only.

Uriorumqui ducianis eos del Erum volut volor re nitem as etusdantinus

2.3 million, Australians **lived in small towns with populations of less than 10,000** people

Source: ABS, Census of Population and Housing, XXXX

Country of birth

The 2016 Census shows that two thirds (67%) of the Australian population were born in Australia. Of the 6,163,667 overseas-born persons, nearly one in five (18%) had arrived since the start of 2012.

Top Five		2018	2021
1	Australia	XX.X	XX.X
2	England	X.X	X.X
3	China	X.X	X.X
4	India	X.X	X.X
5	New Zealand	X.X	X.X

xxx%

xxx%

xxx%

xxx%

xxx%

Source: ABS, Census of Population and Housing, XXXX

Tables

Tables are used to display data plainly to ensure it can be easily read and understood. Charts are the preferred method of presenting data and tables should only be used to support these visuals. Tables will mainly be used on the website to ensure accessibility.

Maps

Maps can be used to display data based on location. When displaying data in relation to countries, cities and towns, maps are preferred. Maps enable personalisation of data and information, allowing users to identify themselves through their location.

xxx% England

xxx% China

xxx% India

xxx% Australia

xxx% New Zealand
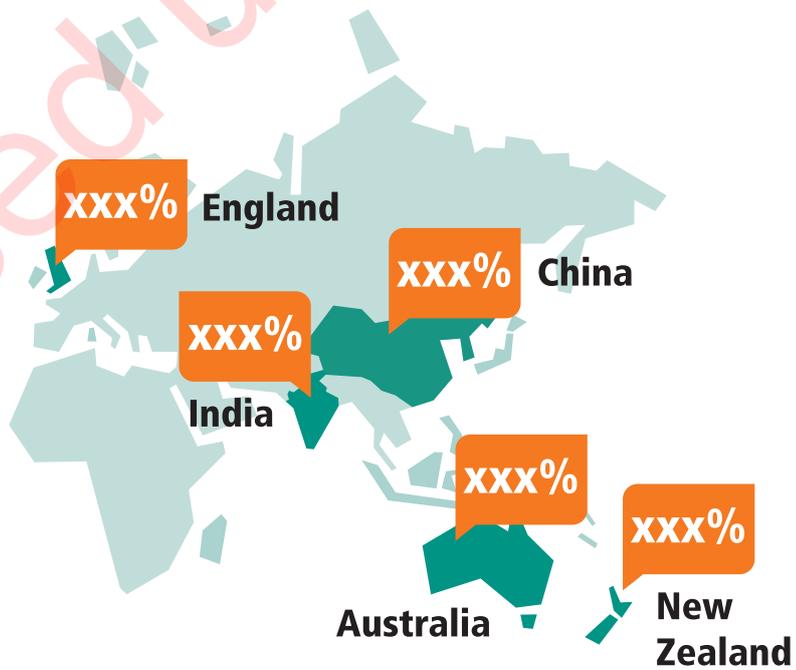
Icons and illustrations

Enhancing visualisation by incorporating icons and illustrations can help reduce text and keep pages clear and concise. Icons and illustrations have been created in association with key topics and should only be used when referring to the relevant data.

Detailed illustrations can be used on all products however should not be used on the website. Avoid use in small spaces where data is presented to ensure design remains clear.

Simple illustrations can be used on all products to enhance visual presentation of data. Simple illustrations used on the website should not be associated with any data however can be used for the relevant topic.

Icons have been developed for specific topics and questions and should be exclusively used for representing data or information relevant to the topic.

KEY TIPS

Icons

- Maximum **XXX** words per page
- No more than 2 charts per page
- Avoid text over embellishment

Health

Service with the Australian Defence Force

Population

Household and families

Location

Cultural diversity

Disability and carers

Education and training

Unpaid work and care

Housing

Transport

Language

Homelessness

Calendar

Age

Population

Household
and families

Aboriginal and
Torres Strait
Islander peoples

Homelessness

Disability
and carers

Age

Income
and work

Transport

Text

Text can provide important information to support the visualisation of data. Highlight key points through simple and concise text. It's important to avoid complex terminology or provide too much detail.

The sizing, formatting and colour of text can be utilised to draw attention to main data points.

The following examples show application of formatting on key information.

Data **topic** year

2,059,030 renting in **NSW** in 2016

DATA Profession Visual style

Graphic, Colours and Typography

Typography

Montserrat – for headline text

AaBbCcDdEeFf 01234567890

Open Sans – for headline text

AaBbCcDdEeFf 0123456789

Colours

PMS 7545 C
CMYK: 74 50 31 36
HEX: 425563
Blue Grey

PMS 4173 C
CMYK: 48 0 20 0
HEX: 84C4C0
Teal

PMS 7487 C
CMYK: 44 0 74 0
HEX: 98CC70
Green

PMS 666 C
CMYK: 35 39 4 2
HEX: A192B2
Purple

PMS 117 C
CMYK: 0 26 100 15
HEX: C99700
Orche

**Australian
Bureau of
Statistics**

ABS **DATA SERVICES**
VISUAL GUIDE

DL BROCHURES

ABS **DATA SERVICES**

BLADE

**Business Longitudinal
Analysis Data Environment**

Business Longitudinal Analysis Data
Environment (BLADE) is a key ABS integrated
data asset and economic tool. It combines
tax, trade, intellectual property and ABS
data to provide a better understanding
of the Australian economy and business
performance over time.

ABS **DATA SERVICES**

MADIP

**Multi-Agency
Data Integration Project**

Multi-Agency Data Integration Project
(MADIP) is a key ABS integrated data asset
that enables research about people.
It combines information on healthcare,
education, government payments, personal
income tax, population demographics and
other themes, to create a comprehensive
picture of Australia over time.

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DATA
Explorer

POWERPOINT TEMPLATE

Title of Powerpoint presentation
Subtitle

Place, date

Presenter
Position

Australian Bureau of Statistics

1   01/01/2022

Title of Powerpoint presentation
Subtitle

Place, date

Presenter
Position

Australian Bureau of Statistics

1   01/01/2022

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picture of Australia over time.

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FACT Sheet and Letterhead

MADIP panel

ABS **DATA SERVICES**

MADIP

Multi-Agency
Data Integration Project

Pathways students take after leaving school
The Post-School Destinations Project

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The Project examines the impacts of…

For more information see the **ABS Data Integration pages** or email **data.services@abs.gov.au**

BLADE panel

ABS **DATA SERVICES**

BLADE

Business Longitudinal
Analysis Data Environment

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- To what extent is there an **energy productivity gap**?

- Why has the number of **entrepreneurs** declined?

- How do the effects of **collaborative R&D** accumulate in the years following R&D activity?

- Do manufacturing firms in Australia have (or develop) a **productivity advantage**?

- What are the **pathways for farmers** experiencing prolonged drought?

- How does the **use of digital technologies** vary by sector and by business size?

- What is the relationship between **management capability** and firm performance?

- How does **trademark use** impact the export behaviour and performance of Australian businesses?

- What are the **social benefits of Government investment in private R&D** by different types of R&D activity?

- What are the **characteristics of businesses entering the tourism industry** compared with those leaving the industry?

- What is the impact of Austrade programs on **trade and investment**?
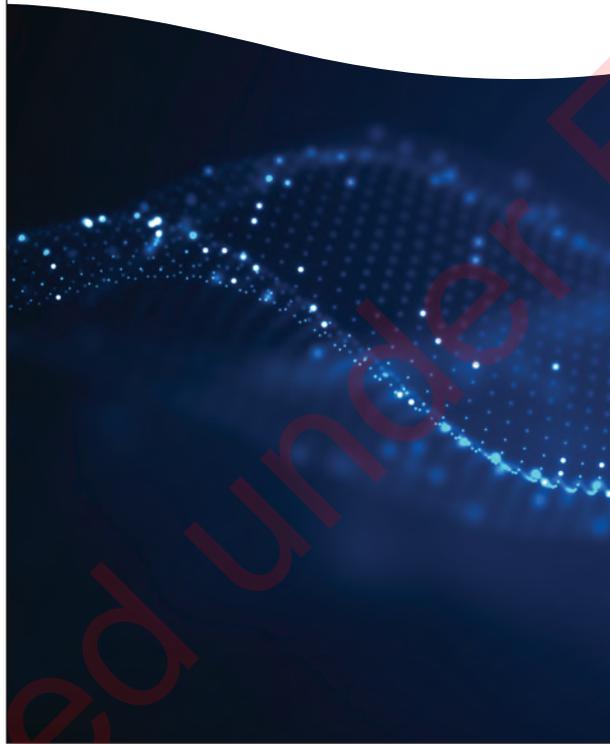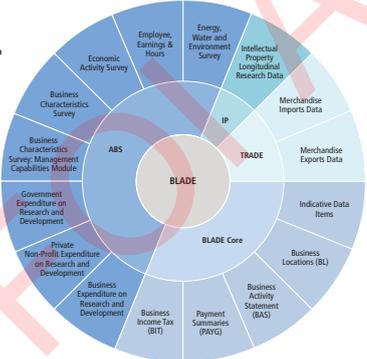

ABS **DATA SERVICES**

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Letterhead

ABS **DATA SERVICES**

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LCD templates

ABS **DATA SERVICES**

MADIP

**Multi-Agency
Data Integration Project**

Australian Bureau of Statistics

Presenter: Name

Date: Day XX Month

Time: 11:30am-12:30pm AEDT

Venue: Knibbs Auditorium
& ABS live broadcast

See **NewsPoint** for details

**Join us for a seminar about MADIP, a key ABS integrated
data asset that enables research about people.**

ABS **DATA SERVICES**

BLADE

**Business Longitudinal
Analysis Data Environment**

Australian Bureau of Statistics

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ABS **DATA SERVICES**

DATA
Explorer

Australian Bureau of Statistics

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INSIGHTS BANNER

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**Business Longitudinal
Analysis Data Environment**

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**Multi-Agency
Data Integration Project**

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Australian Bureau of Statistics

Data Collection Design Centre Visual Style Guide

The Branding

What is the DCDC visual style?

The Data Collection Design Centre (DCDC) visual style forms part of the Australian Bureau of Statistics (ABS) brand. Aligning with the ABS brand, it is the way in which the DCDC presents visually, which along with our name, and the written and spoken language we use, forms the complete DCDC brand.

Mainstream surveys led by the DCDC should follow this Guide to maintain consistency to present a strong visual style. The visual style can be adapted to suit various size and formats of a material.

The DCDC colour palette

PMS colours may need to be converted to RGB (Red, Green, Blue) for screen use, or CMYK (Cyan, Magenta, Yellow, Black) for print or HEX for HTML coding.

Corresponding colour value sets are set out below:

Primary

PMS 7711		
60% Tint		
25% Tint		
RGB	CMYK	HEX
R: 26 G: 155 B: 171	C: 79 M: 21 Y: 31 K: 0	#1a9bab

PMS 7711 + K50		
RGB	CMYK	HEX
R: 0 G: 92 B: 102	C: 79 M: 21 Y: 31 K: 50	#005c66

Supporting colour

PMS 653		
RGB	CMYK	HEX
R: 50 G: 98 B: 151	C: 87 M: 63 Y: 17 K: 2	#326297

Typography

The DCDC primary type family, Arial, is distinctive and highly legible. This font is chosen to create a harmonious and consistent approach across a variety of designed communication products.

ABCabc123
Arial Roman

ABCabc123
Arial Italic

ABCabc123
Arial Bold

ABCabc123
Arial Bold Italic

ABCabc123
Arial Black

ABCabc123
Arial Narrow

ABCabc123
Arial Narrow Italic

ABCabc123
Arial Narrow Bold

ABCabc123
Arial Narrow Bold Italic

Letter – Type 1 (Standard)
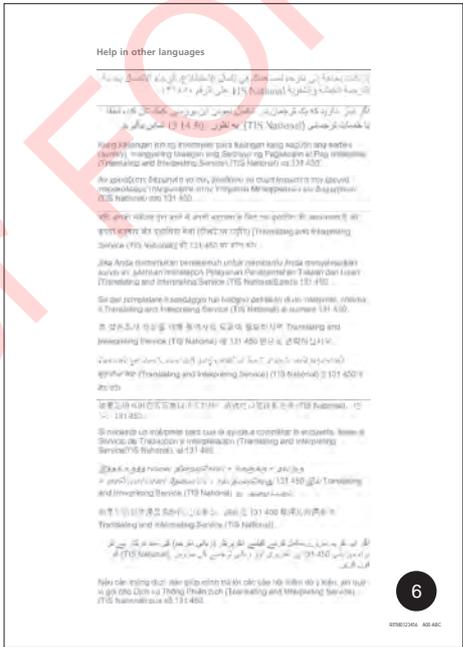
s47E

s47F

Help in other languages

⑥

Heading and body styles

① **Heading 1** 14pt /17 leading
Arial Bold (C93, M2, Y25, K50)

② **Heading 2** 12pt /14 leading
Arial Bold (C93, M2, Y25, K50)

③ **Heading 3** 10pt /13 leading centre
Arial Bold (Black)

④ **Body** 10pt /13 leading
Arial Regular (Black)

⑤ **Note** 8pt /13 leading
Arial Regular and Italics (Black)

Address and footer

① **Address** 10pt /11 leading
Arial Narrow Bold and Regular (Black)

② **Footer** 10pt /12 leading
Arial Regular and Bold (Black)

Overprint (Word document template)

This text requires updating, either manually
(e.g., **DD MM 20YY**), or through a mailmerge
(e.g.,**<<indicative>>**).

① **Obligation ID** 11pt in word
Arial Regular (Black)

② **DD Month 20YY** 10pt in word
Arial Regular (Black)

Overleaf

⑥ **Product identifier** 7pt /Auto leading
Arial Narrow (Black)
Located bottom right, horizontal

Below actual size of identifier –
GD Job number and DCDC Serial code

RITM0123456   A00-ABC

Letter – Type 2 (Steps)
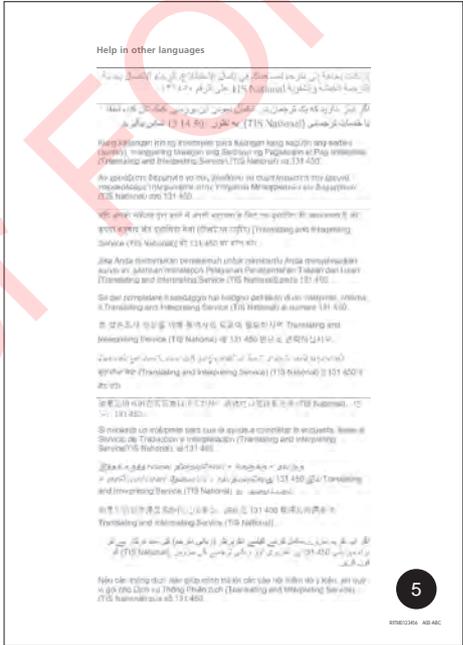
Australian
Bureau of
Statistics

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Help in other languages

5

RITM0123456 A00-ABC

Heading and body styles

1 **Heading 1** 14pt /17 leading
Arial Bold (C93, M2, Y25, K50)

2 **Heading 2** 12pt /14 leading
Arial Bold (C93, M2, Y25, K50)

3 **Heading 3** 10pt /13 leading centre
Arial Bold (Black)

4 **Body** 10pt /13 leading
Arial Regular (Black)

Step boxes

5 **Step Heading** 10pt
Arial Narrow Bold (Black)

6 **Step body** 10pt /13 leading
Arial Bold (Black)

Address and footer

1 **Address** 10pt /11 leading
Arial Narrow Bold and Regular (Black)

2 **Footer** 10pt /12 leading
Arial Regular and Bold (Black)

Overprint (Word document template)

This text requires updating, either manually (e.g., **DD MM 20YY**), or through a mailmerge (e.g.,**<<indicative>>**).

1 **Obligation ID** 11pt in word
Arial Regular (Black)

2 **Registration Due** 11pt in word
Arial Bold, Regular (Black)

3 **Step box URL and Date:**
URL 10pt Arial regular in word (Black)
Date 12pt Arial bold in word (Black)

4 **Form Access Code** 12pt in word
Consolas Bold (Black)

5 **DD Month 20YY** 12pt in word
Arial Bold (Black)

Overleaf

5 **Product identifier** 7pt /Auto leading
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Located bottom right, horizontal

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GD Job number and DCDC Serial code

RITM0123456 A00-ABC

4

Leaflet – DL

Australian Bureau of Statistics

Australian Bureau of Statistics

1 Insert heading 1 here insert heading 1

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Heading and body styles

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2 **Heading 2** 12pt /13 leading
Arial Narrow Bold (Black/White)

3 **Body** 10pt /12 leading
Arial Narrow (Black/White)

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Overleaf

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GD Job number and DCDC Serial code

RITM0123456 A00-ABC

Guide – A3 folded DL (Front)

Australian Bureau of Statistics

Your part in the

Insert Title here Insert

Your official guide

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Heading and body styles

1. **Your part** 17pt /Auto leading
Arial Narrow Bold (Grey)

2. **Title** 39pt /35 leading
Arial Narrow (C93, M2, Y25, K4)

3. **Offical guide** 21pt /Auto leading
Arial Narrow Bold (Grey/White)

4. **Heading 2** 13pt /15 leading
Arial Narrow Bold (Black)

5. **Body/Bullet** 11.5pt /13 leading
Arial Narrow (Black)

1. **Product identifier** 7pt /Auto leading
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   Below actual size of identifier –
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Australian Bureau of Statistics

RITM0016142

(Fold marks)

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Guide – A3 folded DL (Overleaf)

Australian Bureau of Statistics

1

Australian Bureau of Statistics

Your official Guide to the
Insert Title Here Insert Title Here **2**

3 Itatur? Elia net volorpor atquas repe conecab oreperuntis quatemo

Now
5 **Heading 1**
6 *Subheading*

7 Ad molor aut aut et aut as consequis

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Next
Heading 1
Subheading

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Heading and body styles

1 **Offical guide** 14pt /Auto leading
Arial Narrow Bold (Black)

2 **Title** 31pt /33 leading
Arial Narrow (Black)

3 **About text** 12pt /13 leading
Arial Narrow Bold (Black)

4 **Steps** 16pt /Auto leading
Arial Narrow Bold (White)

5 **Heading 1** 20pt /21 leading
Arial Narrow Bold (Black)

6 **Subheading** 12pt /13 leading
Arial Narrow Bold Italic (Black/White)

7 **Heading 2** 13pt /15 leading
Arial Narrow Bold (Black)

8 **Body/Bullet** 11.5pt /13 leading
Arial Narrow (Black)

1 **Box heading** 14pt /16 leading
Arial Narrow Bold (White)

2 **Infographic text** 12pt /14 leading
Arial Narrow (Black)

3 **Source** 7pt /8 leading
Arial Narrow (Black)

Themes

Design elements to consider when creating a theme

The 'ABS triangles' is a primary element of the organisation visual identity. The pattern is made up of solid colours, iconography and images creating an emotive and contemporary treatment.

When selecting images and creating illustrations, consider what message you want to communicate.

The core colour palette is the main identifier for each of the surveys. Incorporating the colours in the images and illustrations will provide a consistent approach and set a tone for the scene.

It is recommended that DCDC have ownership and endorse the design elements for mainstream survey materials.

For more information on Aboriginal and Torres Strait Islander co-brand, please consult the Strategic Communications Section.

Survey of Disability, Ageing and Carers

Core colours

General Social Survey

Core colours

Themes

Australian
Bureau of
Statistics

Survey of Adult Skills in Australia

Core colours

Wellbeing and Lifestyle Survey

Core colours

Monthly Population Survey

Core colours

Survey of Income and Housing

Household Expenditure Survey

Core colours

9

Themes

Time Use Survey

Core colours

National Health Survey
National Nutrition and Physical Activity Survey

Core colours

ABS SPATIAL IDENTITY
STYLE GUIDE

Location Insights is a new branch, established in the middle of 2021, consolidating ABS' geospatial analysis and technology, statistical geography, statistical address register, and area socio-economic statistics. The branch will play a key role in the ABS' goals to use data in new ways, linking it with location to provide insights and analysis. The work involves forging partnerships across the APS, with private enterprise and other levels of government.

Cus. Imus ut acessunt et ommolo esenisimi, omnit que suntur? Quiscit atiorum harum aspieni hilibusa que cuscia secatis elentem oluptat uritis apellabo. Nem et acesciis aute eume vitaspi ciisquis aspicae poriamendi bearchi licius desecto remque doluptibus ipsanti onseque pro ius, quodi non et omnis quae prero quate expliquas nullor as quide labore excerum dolorro eaque dem rem verae. Itas
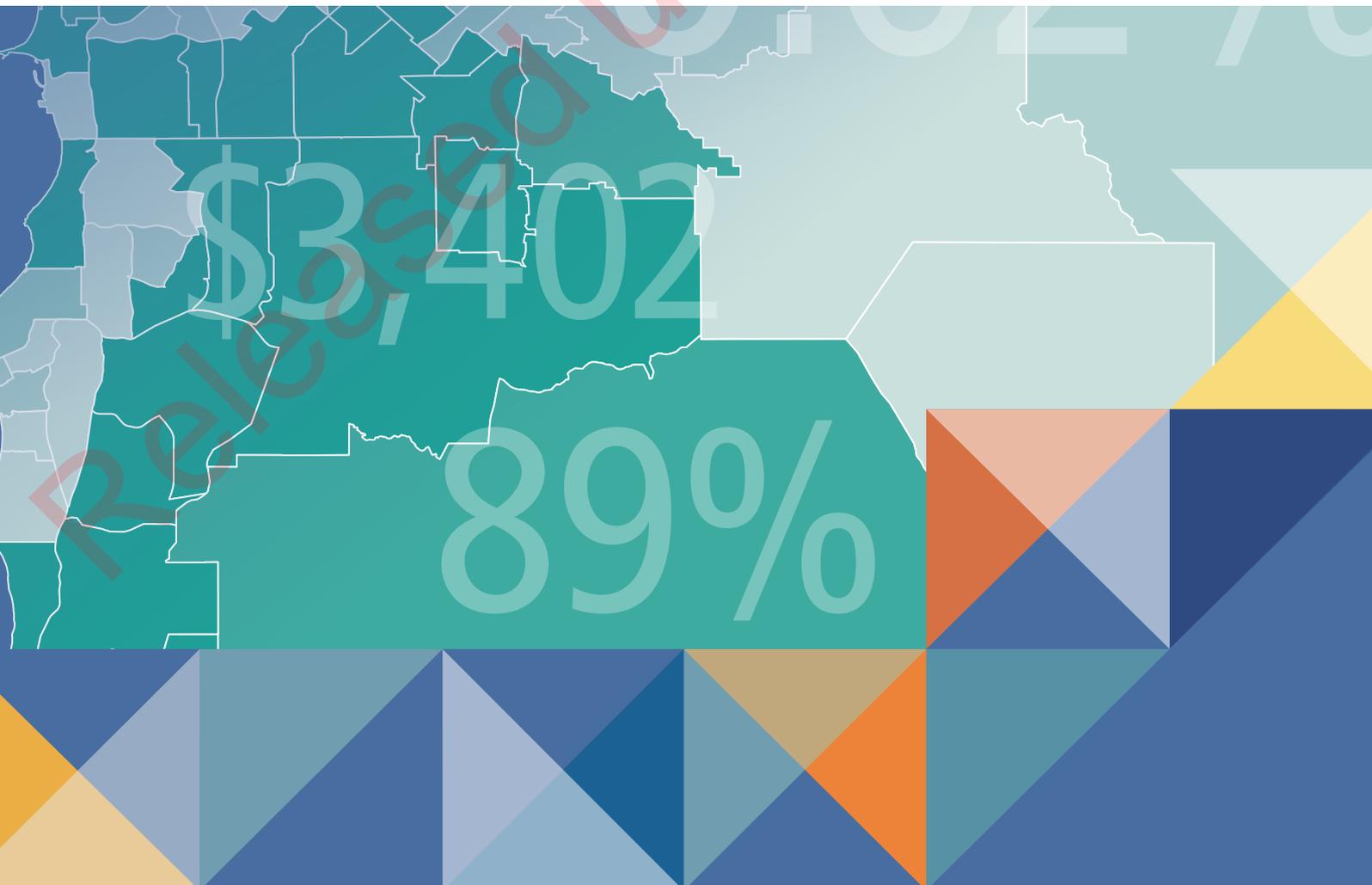
COLOUR PALETTE

PMS colours converted to other colour value models

PMS colours may need to be converted to RGB (Red, Green, Blue) for screen use, or CMYK (Cyan, Magenta, Yellow, Black) for print or HEX for HTML coding.

Colour value sets are set out below:

PMS 129

RGB	CMYK	HEX
R: 246	C: 4	#f6cf3f
G: 207	M:16	
B: 63	Y: 87	
	K: 0	

PMS 3285

RGB	CMYK	HEX
R: 0	C: 100	#009383
G: 147	M:15	
B: 131	Y: 59	
	K: 2	

PMS 152

RGB	CMYK	HEX
R: 235	C: 4	#eb7203
G: 114	M:67	
B: 3	Y: 100	
	K: 0	

PMS 653

RGB	CMYK	HEX
R: 50	C: 87	#326297
G: 98	M:63	
B: 151	Y: 17	
	K: 2	

Use of colour

Tints of the PMS colours can be used behind text in tables and diagrams.

PMS 129

60% Tint

30% Tint

PMS 3285

40% Tint

20% Tint

PMS 152

60% Tint

30% Tint

PMS 653

40% Tint

20% Tint

TYPOGRAPHY

FRUTIGER
Primary sans serif typeface

This is the primary font family used by the Design and Production team on corporate, marketing and promotional material. When outsourcing graphic design, ensure the external design agencies are aware that Frutiger is the preferred font for all ABS corporate, marketing and promotional material.

ABCabc123
Frutiger Light Condensed

ABCabc123
Frutiger Light Condensed Italic

ABCabc123
Frutiger Condensed

ABCabc123
Frutiger Condensed Italic

ABCabc123
Frutiger Bold Condensed

ABCabc123
Frutiger Bold Condensed Italic

ABCabc123
Frutiger Black Condensed

ABCabc123
Frutiger Black Condensed Italic

ABCabc123
Frutiger Light

ABCabc123
Frutiger Light Italic

ABCabc123
Frutiger Roman

ABCabc123
Frutiger Italic

ABCabc123
Frutiger Bold

ABCabc123
Frutiger Bold Italic

ABCabc123
Frutiger Black

ABCabc123
Frutiger Black Italic

Microsoft/PC equivalents

The PC/Microsoft equivalent of the primary sans serif typeface, Frutiger, is 'Calibri'. Please use Calibri on ABS documents and presentations when the primary typeface, Frutiger, is unavailable.

Use Calibri when creating PowerPoint presentations, letters, reports, name tags and name plates using the ABS Microsoft Word templates.

ABCabc123
PC equivalent for Frutiger typeface – Calibri Regular

ABCabc123
PC equivalent for Frutiger typeface – Calibri Italic

ABCabc123
PC equivalent for Frutiger typeface – Calibri Bold

ABCabc123
PC equivalent for Frutiger typeface – Calibri Bold Italic

ESRI equivalents

The ESRI equivalent of the primary sans serif typeface, Frutiger, is Roboto. Please use Roboto on all ESRI products when the primary Typeface, Frutiger, is unavailable.

ABS website typeface

The ABS uses a set of preferred web safe fonts. Open Sans (Google web font) for Macs and Segoe UI for Windows. These fonts have been chosen as they are highly legible, approachable, and add to the overall ABS brand identity as a professional presence. For further clarification, please contact the Strategic Communication Section.

Australian Bureau of Statistics

Our Interactive maps were viewed **23,835** times in Q1 2022

436,830 geographic areas available from statistical geographies

784 data variables across 9 data themes in Data by region

dbr.abs.gov.au

Follow us
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ABSstatistics
Australian Bureau of Statistics

ASGS
What ASGS regions equate to:

MB	Residential block/rural area
SA1	Neighbourhood/ rural district
SA2	Suburb or locality
SA3	Part of region
SA4	Region
S/T	State or Territory
GCCSA	Capital city broad regions
SUA	Large urbanised areas
UCL	Cities and towns
RA	Remoteness classification
LGA	Local Government Areas
SED	State Electoral Divisions
CED	Commonwealth Electoral Divisions

View all ASGS regions here
maps.abs.gov.au

POWERPOINT TEMPLATE AND SAMPLE

PULL UP Banner

Australian
Bureau of
Statistics

Putting location intelligence in the hands of decision makers

Follow us

@absstats

ABSstatistics

Australian Bureau of Statistics

abs.gov.au

-4.2 <15

12,193

0.02%

$3,402

89%

Report cover

s47E

FACT Sheet WORD template one column

FACT Sheet WORD template two column

ABS SPATIAL IDENTITY
STYLE GUIDE

Australian
Bureau of
Statistics
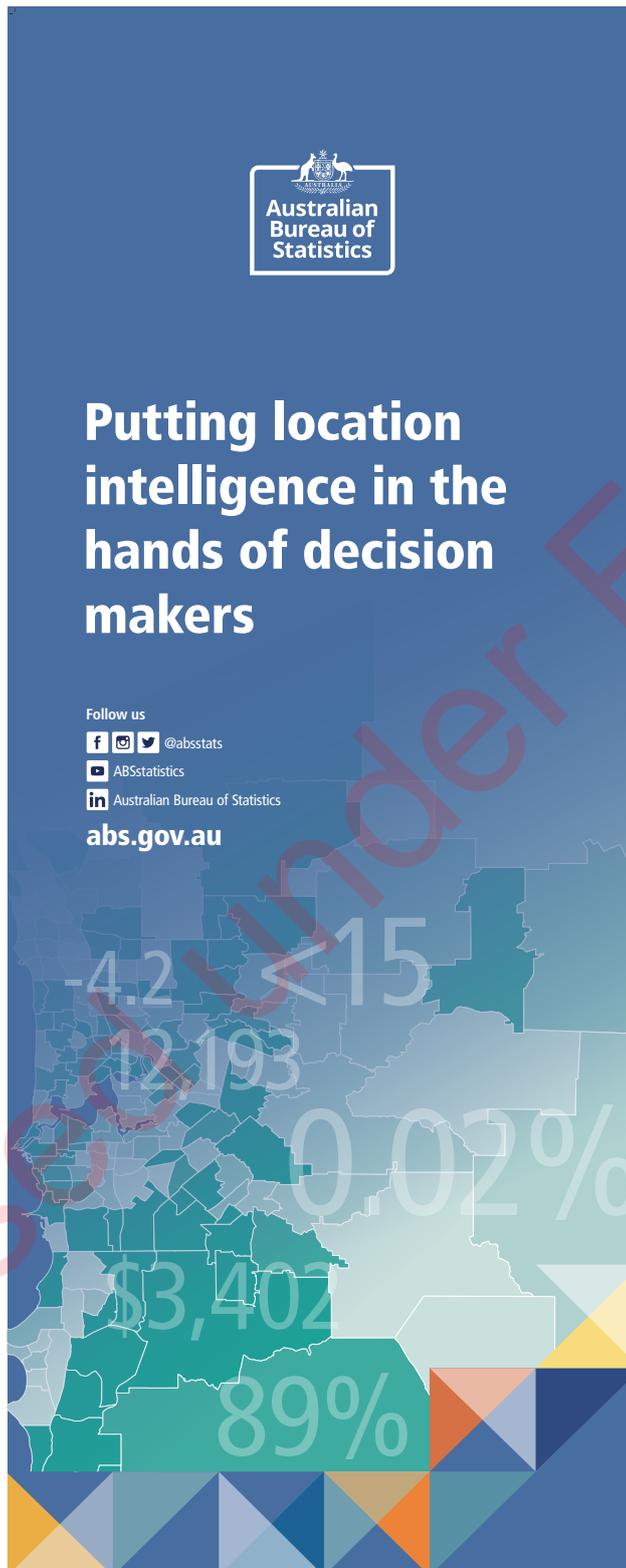
Yakeen Network Visual Style Guide

Introduction

Consistent, recognisable branding is an important element in effective communication.

The Yakeen Network Visual Style Guide set out our branding standards on logo applications to ensure quality control and consistency.

The logo

The logo has been constructed to conform with established identity application principles and is appropriate for most publishing requirements.

Positioning

The logo should always have prominence over and above other images and graphic elements.

Elements within the logo should not be separated.

Isolation zone

An isolation zone must be established to ensure that the dignity of the logo is not jeopardised through crowding. This zone is defined as 'X' is based upon the height of the Dugong.
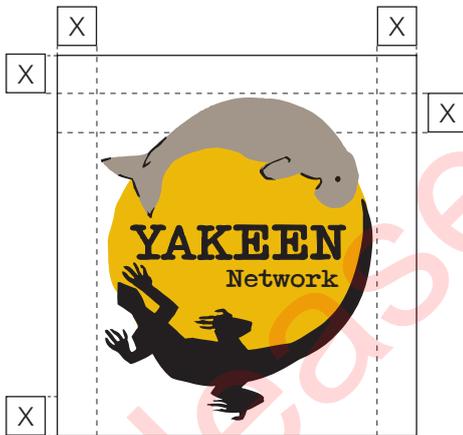
Minimum size

The minimum height of the should be 40mm. However, on items such as name badges and ID cards where it may not be possible for the minimum height to be adhered to, the logo may be altered but must remain recognisable.

For more information on the use of Yakeen Network logo contact the ABS NT Office at the Statistical Engagement and Northern Australian Operations Branch.

Correct application of the logo

Whenever possible the full colour logo should be used on a white background. The logo can also be applied reversed as shown below.

Positive

Reversed

Colour palette

The correct use of these colours is critical to the success of Yakeen Network brand recognition.

These colours are suitable for print and digital reproduction circumstances. CMYK and RGB equivalents for the PMS colours are shown below.

Black
C0 M0 Y0 K100
R0 G0 B0
HTML 000000

PMS 110	PMS Warm Gray 8
C0 M22 Y100 K8	C0 M9 Y16 K43
R236 G185 B11	R168 G149 B138
HTML ECB90B	HTML A8958A

ABS better writing guide - Briefing tips and traps

Ownership Group: Strategic Communications   •   23 Views   •

This knowledge document is part of the ABS writing guide which aims to help ABS staff write in plain English so readers can easily understand written material and take any action required.

Preparing professional verbal and written briefings that meet expectations of ministers, department executive and stakeholders is important in ensuring that you get your point across.

General

The purpose and key message of your written or oral brief must be clear by your second or third sentence:

- Don't leave it until page five of your attachment, or until someone asks you to get to the point.
- Express yourself in short sentences, without shorthand.
- Do not assume knowledge.

For all briefings, consultation is essential – one of the first questions you should ask yourself when preparing a briefing is who else needs to know/would have a perspective or interest.

Don't fall into the trap of only presenting the argument that supports your recommendation. **The more both sides of an argument are presented in a balanced way** (and reflect the views of different stakeholders), the more the recipient is likely to trust you.

Written briefs

Written briefs afford you one page of real estate, so get to the point:

- If the reader did not read beyond the first three paragraphs, would they have enough information to know the key message and what you are asking them to do? If not, the brief will fail to get attention
- Often the first time a minister or general manager will look at a brief is during a meeting – if they can't easily find the information they need at a glance, the brief is useless no matter how well argued it is

Your recommendation represents the crux of your argument:

- It should never say "That you agree to the attached/below strategy/list of recommendations on page 37".
- The same goes for the title, including who are the listed recipients and what order they are listed.
- Be very clear about what decisions you want from the receiver and by when (e.g. X date because…)

Get into the right mindset by imagining you have two minutes to explain the issue to your mum or dad. The technical detail can go into additional information:

- Avoid jargon, make the steps of your argument clear with logical structure and **necessary** detail – but not all detail.

Easy-to-use documents are much more persuasive because they take less time and effort to digest:

- Where can you use charts, tables, pictures or diagrams? They need to be simple (if you can't understand them without reading additional explanations, they are likely to be too complex).
- Make sure there are clear page/reference numbers.
- Real-life or hypothetical examples are useful (e.g. for ministers in discussions with their colleagues).

Even if they are experts in the field, your readers will be impressed by the clarity and simplicity with which you can explain something complex and highly involved.

- For longer, more complex written briefs, the packaging is important. Are the attachments labelled? Are the action parts clearly labelled (not just in the recommendation)?

Oral briefings

Before you go into an oral briefing, assume that you might not even get five minutes:

- What will you say – what is the one key message or action that needs to be communicated?
- Think about how you will flag the key issues at the outset (e.g. "The decision we need from you is X. We need a decision by Y, otherwise Z will happen").

Be ready to go with the flow – sometimes a minister wants to explore an issue you don't think is a priority, so let it play out:

- Start with high level, big picture messages, but be ready to go into detail/give context if that is what the minister/general manager wants. **Never start with the detail.**

No surprises – if you are going to hand something out in an oral briefing, it's helpful if the other meeting participants (e.g. minister's advisers) have seen it before.

What should you do before you brief?

The briefs that miss the are mark are those that:

- Lack knowledge, information, or awareness of the broader context (what is happening in the sector, views of and dynamics between relevant players, including ministers?). Getting this wrong implies that we don't know how things work in the real-world and what real-world impacts might be.

We do not know what the minister's view is (especially on things they care about):

- Plan ahead, e.g. phone the office to determine what issues/facts the minister is really interested in.
- Ministers receive an abundance of information – they talk to lots of people, but also have a good relationship with their advisers. Your advice is in a contestable environment and needs to be compelling and demonstrate awareness and knowledge of the issue/topic.
- Consider what the advisers are telling the minister, and what information is useful to them. Proactively think about what the advisers need to know.

Timing of advice is important – the earlier, the more influential (often well ahead of a formal briefing process, sometimes well ahead of when we think it should be).

- All ministerial correspondence is managed through the Parliamentary section of the Communication Branch, who will approach the relevant subject matter area to provide input to responses. Further detail can be found in the knowledge document: Ministerial Briefs and Minsisterial Submissions

ABS writing guide - Checklist for clear writing

Ownership Group: Strategic Communications •   18 Views •

This knowledge document is part of the ABS writing guide which aims to help ABS staff write in plain English so readers can easily understand written material and take any action required.

Checklist

	Do you have an outline before starting so you have a logical structure and sequence of information that helps your reader?

	Have you written with the audience clearly in mind? What do they know already? What do you want them to know/do?

	Have you used plain English?

	Is it in active voice?

	Are there too many acronyms?

	Have you used inclusive language?

☐ Have you checked grammar?

☐ Have you read it out loud? This can help you pick up things like long sentences,
   misplaced punctuation, repetition etc.

☐ Have you asked someone else to read it – is it easy to read?

☐ Is the content in a logical order?

☐ Do you state upfront what you want readers to do or take away?

☐ Do you have a call to action?

☐ Is it well formatted with good white space?

☐ Have you made the content easy to find?

☐ Have you presented the information in an interesting way?

☐ Have you found the story within the data/stats (not just publishing stats)?

☐ Can anything be taken the wrong way?

☐   Are you communicating when it is relevant and timely?

☐   Are instructions/or communication clear and concise?

☐   Do sentences have more than 20 words per sentence?

☐   Is it interesting? Would your family stop to read it?

☐   Can you refer readers to other sources for more detail rather than rewriting again?

☐   Have you tested instructions or technical directions yourself?

A guide to producing clear and meaningful content

STRATEGIC COMMUNICATIONS CONTENT CHECKLIST

Your guide to producing clear and meaningful content!

Content

- Use **Plain English**
- Use **conversational** language
- Do a **grammar** check
- State **upfront** what you want readers to do
- Make your instructions **clear and concise**
- List the content in a **logical order**
- Write with the **customer** as the focus
- Tell a **story** with the data, don't just quote numbers
- No more than **22 words** per sentence

Audience

- Write in an **inclusive** manner
- Ensure it is **well formatted** and uses white space effectively
- Communicate when it's **relevant**; publish when it's **timely**
- Make it **interesting** Would your family stop to read it?
- Have an easy to find **call to action**
- Make the purpose clear Can it be taken the **wrong way**?
- Ask **someone else to read it** for feedback/peer review
- Use **links** for more detail, don't load it with explanations

Tools

- A step-by-step guide? Have you **tested the process yourself**?
- Consider **possible/ relevant channels** for distribution
- Tag relevant users and organisations for "social acceptance"

STRATEGIC COMMUNICATIONS CONTENT CHECKLIST

For further advice on how to create clear and meaningful content, contact the Strategic Communications team via their Strategic Communications WDB

ABS writing guide - Commonly misused words

Ownership Group: Strategic Communications •   9 Views •

This knowledge document is part of the ABS writing guide which aims to help ABS staff write in plain English so readers can easily understand written material and take any action required.

affect or effect	affect (verb: to influence) effect (verb: to bring about) effect (noun: the result)
alternate or alternative	alternate: a verb and a noun meaning by turns or every second one alternative: one of only two choices
among or between (do not use amongst)	among: where the division involves three or more between: where the division involves only two

compare with or compare to	A is compared with B when you want to draw attention to the difference A is compared to B when you want to stress their similarity
complement or compliment	complement: that which completes or makes perfect compliment: an expression of kindness, admiration, commendation or praise
dependant or dependent	dependant: (noun) a person who is supported by someone else dependent: (adjective) relying on or consequent to something
due to or because of	due is generally used to indicate time—for example, 'The mail is due at 11 am.' due to: when used to mean caused by, must follow a noun, as in: Cancellation, due to poor subscription replies, was discussed at the September meeting. It was cancelled due to poor subscription replies. It was cancelled because of poor subscription replies.
ensure or insure	ensure: to make certain insure: to guarantee against risk

fewer or less	fewer is used with a plural noun (things you can count) fewer buses (you can say 'two buses') fewer cattle less is used for abstract nouns, the singular mass noun (things you can't count) and measured quantities or proportions less love less humidity (you can't say 'two humidities') less than 20 megalitres less than a quarter
imply or infer	imply: to suggest, insinuate or hint infer: to deduce or conclude
practicable or practical	practicable: that which is able to be put into practice, achieved or effected practical: describing a practice or action
practice or practise	practice (noun: a habit or custom) practise (verb: to carry out or perform
premise or premises	premise: proposition from which a conclusion is drawn premises: property or properties, such as those registered by the Department of Agriculture (you can't say the department audited 'one premise'

principal or principle	principal: the first or highest in order of rank (the principal is your pal) principle: fundamental, primary or general truth (the principle is a rule)
presume or assume	presume: to take a liberty; to be impudent; to take for granted; to suppose that something is undoubtedly true assume: to take or put on oneself; to undertake an office or duty; to take as being true for the purposes of an argument or action
stationary or stationery	stationary: standing still; not moving (stationary as in car) stationery: writing materials (think of 'e' for envelope

ABS writing guide - Tautologies and alternatives

Ownership Group: Strategic Communications   •   12 Views   •

This knowledge document is part of the ABS writing guide which aims to help ABS staff write in plain English so readers can easily understand written material and take any action required.

Tautologies and alternatives

A tautology is needless repetition of an idea without giving extra force or clarity, for example

Tautological	Clear
consensus of opinion	consensus
end result	result
final outcome	outcome
forward planning	planning
needs and requirements	needs or requirements
new initiative	initiative
period of time	period or time
planning ahead	advance planning or planning
positive benefits	benefits

ABS writing guide

Ownership Group: Strategic Communications • 75 Views •

This guide aims to help ABS staff write in plain language so readers can easily understand written material and take any action required.

The principles of clear writing can be used for all forms of writing, including emails, briefs, minutes, reports, publications, media, social media and marketing material, presentations, and speeches.

And remember to always use official ABS templates.

Principles of Clear Writing

Always think about your audience
- What does your reader already know?
- What do they need to know?
- What do you want them to remember or take away after reading?
- What action do you want them to take after reading (if anything)?
- For documents such as briefs to Executive and Government, start with recommendations and the outcome you need.
- Make the recommendations active, not passive – ensure action is clear.

Use plain, familiar language

- Choose common words (e.g. 'use' not 'utilise') – avoid forcing readers to re-read your material to understand it.
- Be literal and direct, specific and not vague – avoid abstract terms or metaphors.
- Use verbs, not nouns (e.g. 'all parties agreed to meet regularly' versus 'there was broad agreement among all parties to carry on meeting regularly').
- Avoid jargon, buzzwords, technical terms, and bureaucratic language – ask yourself if a member of the public would know the term.
- Remove any words that don't help readers to understand or help make the point.
- Avoid acronyms.

The following are links to useful lists that can help you use plain language:

- Plain Language and word choice – words to avoid, unnecessary and redundant words, jargon and special terms
- Tautologies and alternatives (a tautology is needless repetition of an idea without giving extra force or clarity)
- Commonly misused words.

Structure your writing

Plan before you start writing.

Work out a logical sequence of information.

Use the inverted pyramid structure if appropriate – start with the most important information and follow with supporting details and background information.
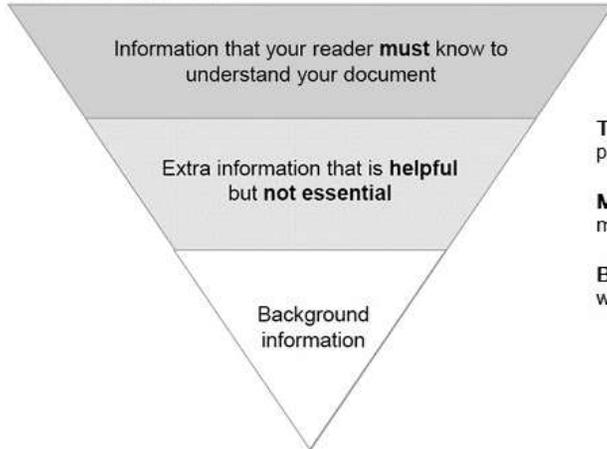
The inverted pyramid

Information that your reader **must** know to understand your document

Extra information that is **helpful** but **not essential**

Background information

Top: What is exciting/interesting/important! What are you telling me? This is the part that most people will read.

Middle: Why is this exciting/interesting/important? How does this relate to me? What are the main things I should know about this?

Bottom: If I'm really interested what is some more information? Where can I find it? More detail with supporting data.

Use short paragraphs and sentences
- Keep sentences to a maximum of 15-20 words.
- Keep paragraphs to a maximum of 6 sentences.
- One paragraph, one idea or point.
- If a sentence has more than one 'and', split it into two.
- If you have a lot of commas, consider creating a bullet list instead.

Use active voice

- Use active verbs (e.g. 'we discussed it' versus 'we had a discussion about it').
- Passive voice can be appropriate, but limit its use.
- Use personal pronouns – they are clear, short and help engage audiences (e.g. 'you' and 'we').
- Express action, not intention – this helps to be clear and not vague (e.g. 'I apologise' versus 'I want to apologise').

Use inclusive language
- Use gender neutral terms like 'business manager' or 'business person' instead of businessman or businesswomen.
- Use collective pronouns like 'they' and 'them' to replace 'he' and 'she'.
- Use people's preferred names, titles and pronouns.

- Use culturally appropriate language like 'Aboriginal and Torres Strait Islander peoples' instead of ATSI, or Indigenous.
- Use the general term 'multicultural communities' to write about people from different cultural backgrounds.
- Be culturally sensitive and aware, different cultures may have different expectations of dealing with government.
- Only using an age or age range when it's relevant to facts.
- Use terms like 'older people' and 'young people'.
- Speaking to the person, not their difference.
- Put the person first, and the impairment second (when and only if it's relevant).
- Consulting when unsure to determine the most appropriate or preferred language to use.

Our language is one of the most powerful and obvious signs of an inclusive culture. For more tips and hints on using inclusive language read the Inclusive Language - Tips, tricks and ideas and Pronouns knowledge articles.

Document layout
- Think about the presentation of your document.
- Layout and formatting can help audiences read and take in messages more easily.
- Make sure there is good white space so content is easily scannable and more legible.
- Use headings and lists.
- Use visuals like charts and diagrams to support understanding, if appropriate.
- Make sure longer documents have page numbers and all attachments are referenced and labelled.

Briefing tips and traps

Here is a useful knowledge document to help ensure your oral and written briefings meet expectations of ministers, department executive and stakeholders.

Checking and editing

Where possible, leave time between drafting and checking your writing. This will allow you to come back to it with a fresh, open mind. You are less likely to find mistakes if you edit straight after drafting.

Use plain language principles as you edit (style guides can be useful). It can help to edit on paper, so print your draft and mark up changes with a pen. It can also help to read the draft out loud, especially for speeches and presentations.

Get someone else to check your work. They don't need to fix your writing, but read through and highlight anything they find hard to follow. Use the highlights to develop a next draft or finalise your work.

Checklists

Here is Strategic Communications Checklist for clear writing and Guide to producing clear and meaningful content knowledge document

Communication and Parliamentary Branch useful links and resources

Communication in the ABS knowledge article

NewsPoint guidelines knowledge article

Other useful links and resources

APS Style Manual

Writing for online audiences knowledge article

Briefs and Ministerial Correspondence knowledge article (includes Minister's writing preferences).

Making Data Meaningful: A guide to writing stories about numbers, United Nations Economic Commission for Europe

Accessible Multimedia Content Standards for the ABS Website

Ownership Group: Dissemination - Customer Support   •   10 Views   •

It is the responsibility of author areas to ensure all multimedia content complies to these standards, and also to the ABS General web content standards, including standards about colour, contrast and animated text or images.

Introduction
Multimedia outputs include the combination of graphics, text, sound, animations; they may be interactive and can include short movies. Multimedia has many uses, including online tutorials, presentation of information or educational elements, or audio visual descriptions of new products.

These standards have been derived from the Australian Government Web Publishing Guide and the World Wide Web Consortium (W3C) Web Content and Accessibility Guidelines (WCAG) working group's Web Content Accessibility Guidelines 2.0. They therefore comply with Australian Government requirements, and national and international standards.

It is the responsibility of author areas to ensure all multimedia content complies to these standards, and also to the Web Content Standards for the ABS Website, including standards about colour, contrast and animated text or images.

Synchronised equivalent alternatives for audio/video content
For hearing impaired visitors, audio content is inaccessible and videos without accompanying descriptions are not accessible to visually impaired visitors. Synchronised closed captions are to be included with audio/video content to assist these visitors:

- **Captions** are text versions of the spoken word. Captions allow the content of web audio and video to be accessible to those who do not have access.
- **Closed captioning** allows users to turn captions on or off via a preference setting, a menu option or a button on the player interface. Closed captioning is preferred for presenting multimedia captions.

The following characteristics are to be applied when creating captions:

- text format of Sans Serif, size 18

- spacing around words and between lines of text must not overlap other characters, ascenders or descenders
- no more than three (3) lines of captioning is displayed at any time, and
- captions are written in white text on black background.

If the media application used does not enable compliance with the criteria above, create captions that closely resemble the criteria by:

- selecting a font style and size that includes upper and lower case letters with descenders that drop below the baseline
- allowing space around words and between lines of text so that no overlap occurs with other characters, ascenders, or descenders, and
- ensuring there is enough contrast between the text and background.

Text transcripts

Transcripts provide a textual version of the content that can be accessed by all users. This also allows the content of the multimedia presentation to be searchable. Screen reader users may prefer the transcript over listening to the audio of the web multimedia.

All audio/video content must be accompanied by a text transcript. If a transcript is not provided, a disclaimer must be included stating that a text transcript of the multimedia content will be provided upon request.

Text transcripts must be made available in plain text to facilitate the use of screen readers. A link which directs users to the transcriptions must be positioned close to the multimedia file.

Flashing multimedia

Content must not contain any item or element that flashes (general or red) more than three times per second. Please refer to WC3 Guideline 2.3 Seizures for further details. Any moving, blinking, scrolling, auto-updating objects or pages must be able to be paused or stopped.

Actionable items

All actionable items within the presentation that require user interaction must be clearly visible and labelled. Particular consideration to the colour, contrast and the size of the actionable item must be made.

Keyboard and alternate input device navigation

All functionality of multimedia content must be available through a standard keyboard, alternate keyboards and other input devices. This ensures that people with vision impairments and those who use alternate input devices can interact with the multimedia content.

Basic media player functions

The media player used to present multimedia content must contain basic control

functions that allow the user to play, pause, stop, forward, and rewind through the content of the presentation. Users must be given a method within the audio content to turn the sound on or off.

Basic controllers must be of a size to allow users with restricted dexterity to interact with the interface.

Plug-ins
The name of the media player required to run the multimedia presentation must be provided on the web page above the links to the multimedia files. A link to where the media player can be downloaded must also be provided.

Multimedia content details
The title and a short summary of the contents of the multimedia presentation must be provided following the details of the Plug-Ins.

File Size
The file size and duration of multimedia files must be displayed below the details of the multimedia content to enable users to decide whether to download the file or not. The format to be used is: [Time nn:nn, Size nn.nnMB]. When creating multimedia content, it is important to consider file size; large files are not easily accessed by users on a slow link (dial-up). Ideally, file size should be kept under 100MB.

Physical dimensions
The ABS website is optimised for a screen resolution of 1024x768 pixels, however all multimedia presentations should also be usable at a resolution of 800x600 pixels.

Rights, privacy and permission
Permission may be required to source multimedia components, such as images and music files, from outside the ABS. Corporate Communications section can be contacted for assistance and further information.

Bibliography in a Statistical Product

Ownership Group: Dissemination - Customer Support　•　3 Views　•

A bibliography or list of references, is a list of books and articles bearing on the subject matter of the text.

Overview

A bibliography or list of references, is a list of books and articles bearing on the subject matter of the text.

In general, each entry in the Bibliography should begin with the author's surname and initials or given name followed by year of publication and details of the work. These depend on the type of work e.g. books, journals and periodicals, newspapers, etc. Sufficient detail should be provided to enable the reader to locate the source. References should be listed in alphabetical order.

All elements of the citation following the year of publication are separated by commas, and the citation concludes with a full stop. There is no comma between the author's initial(s) or given name and the year of publication. The title of the work is presented in italics.

When a reference is made to an ABS product, the title should be cited in accordance with How to Cite ABS Sources.

When non-ABS material is included in an ABS product, the source must be acknowledged giving as much detail as is necessary for the user to locate the source if required.

Notes, references and bibliographies are ways an author deals with identifying important elements of the work which do not fit strictly within the flow of the text.

Best Practice

The following examples show the correct format for presenting a bibliography:

- Adam-Smith, Patsy 1978, The ANZACS, Thomas Nelson, Melbourne.

- ABS (Australian Bureau of Statistics) 1992, Australia's Environment: Issues and Facts, cat. no. 4140.0, ABS, Canberra.

- ABS 1994a, ABS data available on request, Service Industry Survey, ABS, Canberra.

- ABS 1994b, Balance of Payments, Australia, April 1994, cat. no. 5301.0, ABS, Canberra.

- ABS 1994c, Consumer Price Index, Australia, June 1994, cat. no. 6401.0, ABS, Canberra.

- ABS & AIHW (Australian Bureau of Statistics & Australian Institute of Health and Welfare) 1999, The Health and Welfare of Australia's Aboriginal and Torres Strait Islander Peoples, 1999, ABS cat. no. 4704.0, AIHW Cat. No. IHW-3, ABS, Canberra.

- ABS & AIHW 2001, The Health and Welfare of Australia's Aboriginal and Torres Strait Islander Peoples, 2001, ABS cat. no. 4704.0, AIHW Cat. No. IHW-6, ABS, Canberra.

Related

Editorial Style - Bibliography - List of References in Content for the ABS Website

Editorial Style - Bibliography - Acknowledgement of ABS Material in Content for the ABS Website

Editorial Style - Bibliography - Textual References (Citations) in Content for the ABS Website

Editorial Style - Bibliography - Citing Electronic Material in Content for the ABS Website

Footnotes and Endnotes in Statistical Releases for the ABS Website

Creating a media response

Ownership Group: Media   •   8 Views   •

Guidelines for drafting a response for a media enquiry.

The media team receive enquiries from journalists and media outlets every day, and usually rely on the subject matter area (SMA) to provide a response with the relevant information a journalist is asking for.

The media team acts as the intermediary between journalists/media and SMA. If you receive a request directly from a journalist, please direct them to the media team (cc'ing in media@abs.gov.au). This ensures proper monitoring and handling of media enquiries.

Step-by-step guide for responding to the media

1. Receive request from the media team
2. Draft the relevant response
3. Link data provided to relevant publications/spreadsheets (and explain how to access them)
4. Ensure appropriate approvals are completed before sending response back to the media team
5. Send response back to media team, noting any caveats/notes with the response
6. Media team will respond to the journalist. Please note: the journalist might come back with follow-up questions

Useful tips

When preparing a response for media, there are a few of things to know:

- Be direct, concise and to the point when drafting a media response.
- Try to keep the response in plain English where possible – some outlets/journalists may not have the expertise and understanding to interpret complicated statistics.
- Do not provide commentary over data (i.e., X could be because of COVID-19 etc) if there is no definitive connection – stick to the stats.
- If you're directly answering a set of questions, copy the questions into the response and mark the responses in a different colour to differentiate between the two.
- When data is requested, the preference is to guide the user to the relevant publication/tables with simple instructions on how to access the data, rather than only providing the figure requested.
- Sometimes it may help to back up a written response with a verbal one, particularly if a response is complex. This will be discussed in advance of any verbal response.
- The ABS refrains from commenting on another organisation's data, even if that is based on ABS data.
- Don't use humour when engaging with a journalist. Use formal language and only put on record what you would be comfortable seeing printed in tomorrow's newspaper or broadcast on radio or television.

If you have any questions about the process or would like further information, please contact the media team at media@abs.gov.au.

Creating content for social media

Ownership Group: Strategic Communications   •   7 Views   •

How to create and propose ABS social media posts

The ABS uses social media to increase use, awareness and understanding of our statistics and the critical role they play in society to a wider audience.

The ABS is on Twitter, Facebook, Instagram and LinkedIn, with more than 180,000 followers.

You're encouraged to follow, 'Like' and 'Share' our content.

You can find us here:
Twitter – @ABSStats
Facebook – @absstats
Instagram – @absstats
LinkedIn – Australian Bureau of Statistics

By adopting the four key principles of the ABS Communication Strategy 2018-2020, drawing out accessible and relatable stories from ABS data can be made easy.
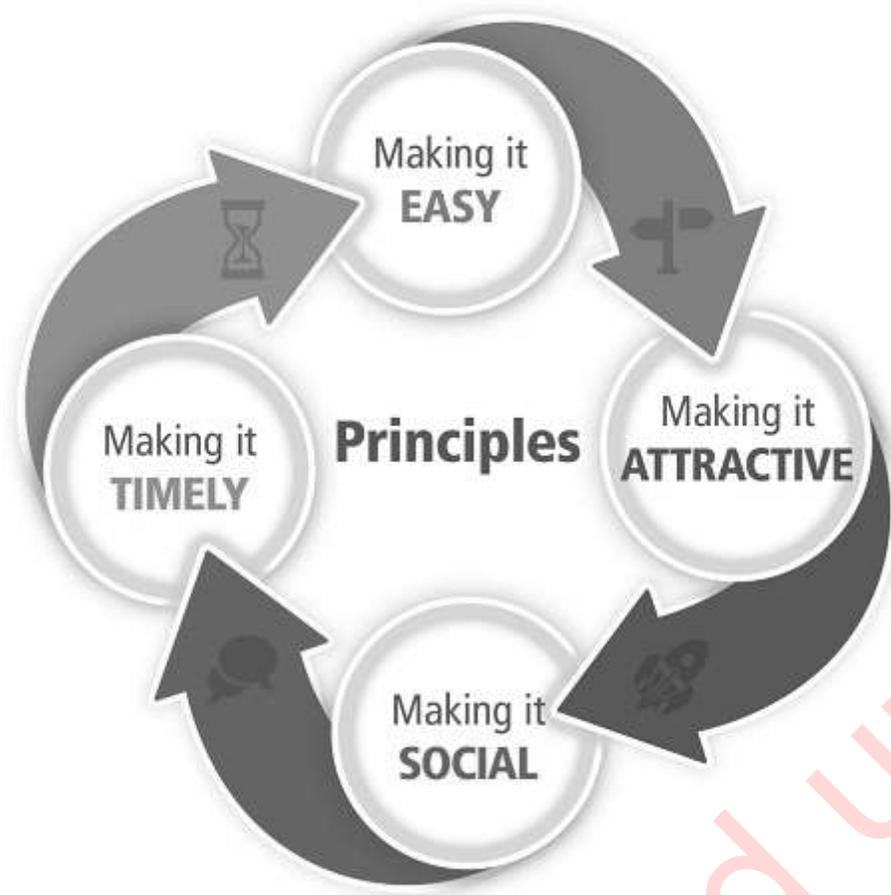
The Strategic Communications section (Communication and Parliamentary Branch) can help you.

How to propose social media content

To propose social media content, email the **Strategic Communications WDB** with an outline of:

- What you want to say
- Why it is important
- Who you want to reach
- When you want to share it.

A member of the Strategic Communication section will contact you to discuss your idea.

Please get in touch with us **as soon as possible** when you know you'd like social media content, with a **minimum of one week** turnaround time. If you do not allow enough time, we may not be able to deliver your social media when requested.

If your content is part of a larger project or campaign that requires other communication activities and advice (media and/or internal communication), please contact us a **minimum of one month in advance.**

Here are some tips and insights to help you –

Audience and content insights

Audience	Tone	Type of content that works best
🐦 **Twitter** @absstats		

• 52% Male • 48% Women • 25 – 34 years (Millennials) • Live in Australian east coast capital cities • Languages spoken- 99% English • Country- 84% Australia, 4% United States, 2% United Kingdom.	• Timely • Direct • Informative • Intelligent • Scientific • Funny, if appropriate	• Hard hitting data stories • Visual content like maps and infographics

Facebook absstats

• 51% Men • 47% Women • 24-42 years (Millenials) • Live in Australian east coast capital cities • Interest in events, news and entertainment	• Personal • Conversational • Funny • Relevant • Honest • Explanatory	• Fun, personable stories • Visual content like illustrations, infographics and maps

Instagram @absstats

52% Men 48% Women 13-35 years (Millenials) - Interested in sharing authentic experiences	- Simple - Eye-catching - Visual - Youth focused	- Simple visual content like illustrations and videos - Fun, personable stories - Staff updates

LinkedIn @absstats

- Professionals - Directors - Managers - Job-seekers - Seniors - Most popular occupations include research, information technology and the operations field	- Informative - Stakeholder focused - Explanatory	- Stories about ABS as a workplace - Staff updates - Recruitment notices - Grad stories - Labour force stories - Business statistics

Remember! to create the best social media content, follow the four Communication Strategy principles:

Principles

Making it EASY

Keep language simple, use plain English, identify how statistical information can be broken down to simple stories or ideas that people can understand and relate to, make sure that the key message is presented early, ideally in the first sentence or subject line, remove all information that is not absolutely necessary.

Making it ATTRACTIVE

All messages, content, delivery mechanisms and frequency should be driven by the needs of the audience/s. Try and engage with the audience by telling the story behind the statistics rather than just quoting figures. Think about what's important to them, what is personally relevant to them, on both an emotional and intellectual level. Use of infographics, case studies, personal stories can assist with making statistics less intimidating and more accessible. Try and increase thirst for 'real' rather than myths or 'fake news' to help inform public debate, decisions, policies and services.

Making it SOCIAL

We are all social animals and are heavily influenced by people we know and trust. External communication should use the power of networks wherever possible, in particular through trusted third parties. When communicating the importance of the ABS to the broad audiences, outcomes should focus on the value of our statistics such as community benefits at the local or national level, and what is topical and relevant at the time.

Making it TIMELY

Timing impacts on how we act in any given situation. Communication must be timed when people are most likely to be receptive, including harnessing what's happening/trending at the time for particular audiences.

Document 21

Editorial Style - Spelling and Usage - Terminology when referring to Aboriginal and Torres Strait Islander peoples

Ownership Group: Dissemination - Customer Support • 8 Views •

Guidelines on the appropriate terminology to use when referring to, or working with, Aboriginal and Torres Strait Islander people.

Overview

These guidelines are designed to provide ABS staff with guidance on the appropriate terminology to use when referring to, or working with, Aboriginal and Torres Strait Islander people.

The guidelines were developed with the assistance of the Australian Bureau of Statistics' (ABS) National Centre for Aboriginal and Torres Strait Islander Statistics (NCATSIS), and with reference to the Queensland Government's Guidelines for Aboriginal and Torres Strait Islander Terminology, the Australian Style Guide, and to the Department of Families, Housing, Community Services and Indigenous Affairs' (FaHCSIA) (now Department of Social Services (DSS)) *Closing the Gap: Engaging with Aboriginal and Torres Strait Islander Australians*.

ABS officers' experience, focus groups conducted with Aboriginal and Torres Strait Islander people, and a stakeholder review of the Aboriginal and Torres Strait Islander Population and Mortality Statistics program were also considered. The guidelines have been reviewed and cleared as appropriate by the ABS Centre of Excellence for Aboriginal and Torres Strait Islander Statistics. They are intended to provide terminology that reflects current, common and recommended practice.

It is important to note that these guidelines do not comprehensively reflect the complexities of Aboriginal and Torres Strait Islander people's languages, cultures and social mores; appropriate and preferred terminology will vary between locations, therefore local Aboriginal and Torres Strait Islander people and/or community groups

should be consulted wherever possible. The ABS Centre of Excellence for Aboriginal and Torres Strait Islander Statistics employs Engagement Managers and Engagement Officers in various State and Territories offices throughout Australia.

Guidelines

The most precise and inclusive collective reference to use when referring to Australia's first peoples is:

- ☑ Aboriginal and Torres Strait Islander peoples

Correct use of 'Aboriginal'

The term 'Aborigine(s)' has negative connotations and should be avoided. 'Aboriginal' should be used as an adjective, not as a noun.

- ☒ an Aboriginal, Aboriginals
- ☑ Aboriginal person/people
- ☐
  - ☒ 1,403 Aboriginals completed the survey
  - ☑ 1,403 Aboriginal people completed the survey

Correct use of 'Torres Strait Islander'

'Torres Strait Islander' should be used as an adjective, not as a noun.
- ☐
  - ☒ Many Torres Strait Islanders attended the meeting
  - ☑ Many Torres Strait Islander people attended the meeting

Correct use of 'Indigenous' and 'indigenous'

As 'Indigenous' is not a specific descriptor, some Aboriginal and Torres Strait Islander people feel the term diminishes their identity and/or fails to recognise the cultural diversity that exists within the collective population. Use of 'Indigenous' should therefore be avoided. The best collective descriptors are 'Aboriginal and Torres Strait Islander peoples' or 'the Aboriginal and Torres Strait Islander population'.

- ☒ Many Indigenous people attended the meeting
- ☑ Many Aboriginal and Torres Strait Islander people attended the meeting

The adjective 'indigenous' is acceptable when used more generally; for instance to refer to peoples for whom indigeneity is a shared characteristic, that is, they are the original inhabitants of a region or country, but not necessarily the same region or country.
- ☐
  - ☒ Many indigenous people attended the meeting
  - ☒ Many indigenous Australians attended the meeting
  - ☑ Many indigenous peoples from around the world attended the meeting

'Indigenous status' is an acceptable term for use in data collection only, and only in terms of identifying a characteristic of a person. A person's Indigenous status is determined by their response to the ABS Standard Indigenous question: "Is the person of Aboriginal or Torres Strait Islander origin?" for which categories are:

- No
- Yes, Aboriginal
- Yes, Torres Strait Islander

This question also allows respondents to report that they are both 'Aboriginal' and 'Torres Strait Islander' if that is how they identify.

☑ Indigenous status could be determined for X% of people in the 2011 Census
☒ There have been improvements in the identification of Indigenous Status in the 2011 Census
☑ There have been improvements in the identification of Aboriginal and Torres Strait Islander people in the 2011 Census

References to people who are not Aboriginal and/or Torres Strait Islander people

Terms in common usage for collectively describing Australians who are not Aboriginal and/or Torres Strait Islander people include: Australians of other descent; Non-indigenous people/population; Other Australians.

It is recognised that none of these terms are ideal descriptors for what is a culturally diverse population. The term 'non-Indigenous' may be viewed as unnecessarily divisive, and is at odds with attempts to move away from use of the term 'Indigenous' to describe the Aboriginal and Torres Strait Islander population. The descriptors 'Australians of other descent' and 'Other Australians' could be confusing when used in isolation from references to 'Aboriginal and Torres Strait Islander peoples'. The best descriptor is dependent on the context in which it is used (see the below examples).

☒ Young Australians of other descent are less likely to be daily smokers
☑ Aboriginal and Torres Strait Islander young people were twice as likely as young Australians of other descent to be daily smokers
☒ Other young Australians are less likely to be daily smokers
☑ Aboriginal and Torres Strait Islander young people were twice as likely as other young Australians to be daily smokers
☑ The Aboriginal and Torres Strait Islander population grew at a faster rate than the non-Indigenous population

Correct use of 'Australian'

The term 'Australian' should only be used to describe the entire population, including Aboriginal and Torres Strait Islander peoples.

☒ The median age of Aboriginal and Torres Strait Islander people is 21 years compared with the median age of Australians at 37 years
☑ The median age of Aboriginal and Torres Strait Islander people is 21 years compared with the median age of non-Indigenous people at 37 years
☑ The Australian population is ageing

Capitalisation

The lower case word 'aboriginal' refers to an indigenous person from any part of the world, and does not necessarily refer to a descendant of Australia's first peoples.

Therefore, the preference is that 'Aboriginal' always be capitalised, when used to describe an Aboriginal person.

☐

☒ aboriginal person/people
☑ Aboriginal person/people

Similarly, 'Torres Strait Islander' must always be capitalised.

☐

☒ torres strait islander person/people
☑ Torres Strait Islander person/people

When referring to 'Aboriginal and Torres Strait Islander peoples' or 'Aboriginal and Torres Strait Islander people', people(s) should be lower case.

☐

☒ Aboriginal and Torres Strait Islander People(s)
☑ Aboriginal and Torres Strait Islander people(s)

As previously outlined, use of the lower case term 'indigenous' should be avoided when referring to Australia's first peoples. Nor is the upper case 'Indigenous' the preferred term. ☐

☒ In Australia, non-Indigenous people outnumber indigenous people
☑ In Australia, non-Indigenous people outnumber Aboriginal and Torres Strait Islander people
☑ The diversity and uniqueness of indigenous peoples' cultures, languages and identities are widely recognised in international statistics

The use of 'people' and 'peoples'

'People' can be used to describe a group of, or the entire Aboriginal and Torres Strait Islander population.

☑ In 2008, forty-seven percent of Aboriginal and Torres Strait Islander people were current daily smokers.

'Peoples' is the plural of 'people' and is used more commonly to recognise that the Aboriginal and Torres Strait Islander population is made of many different clans and language groups.

☑ Aboriginal and Torres Strait Islander peoples are Australia's first peoples.

The difference between 'people' and 'peoples' is subtle and will often rely on the context and message that is being conveyed. 'People' can be used more generally to describe a group of, or the entire Aboriginal and Torres Strait Islander population. The above example using the term 'people' is referring to current daily smokers where the difference between tribes, clans and groups is less pertinent. Conversely, when stating that "Aboriginal and Torres Strait Islander peoples are Australia's first peoples", it is more appropriate to acknowledge that the population comprises many different clans and language groups, each with their own unique identity and traditions.

Abbreviations in text

Abbreviated forms of 'Aboriginal and Torres Strait Islander' and 'Torres Strait Islander' when referring to people are offensive and should not be used. For example, A&TSI, ATSI, ATSIs, ATSI people, Islanders, TSIs and TI abbreviations are considered offensive. ☐

- ☒ ATSI people
- ☒ TSI people
- ☑ Aboriginal people
- ☑ Aboriginal and Torres Strait Islander people
- ☑ Torres Strait Islander people

However, where it forms part of an acronym to describe such entities as organisations or groups, abbreviations are acceptable.☐

- ☑ The National Congress of Australia's First Peoples (NCAFP)
- ☑ National Advisory Group on Aboriginal and Torres Strait Islander Health Information and Data (NAGATSIHID)
- ☑ A&TSIHB (Aboriginal and Torres Strait Islander Health Branch)

The term 'Aboriginal' should never be abbreviated, as to do so is offensive.

Abbreviations in tables

Abbreviated forms of 'Aboriginal and Torres Strait Islander' and 'Torres Strait Islander' should not be used in column headings, spanner headings, stub labels and other text fields in tables (e.g. table titles and footnotes). While the detailed descriptor is long, it will generally only appear once in a table and the 'wrap text' option can be used if necessary. Here are some examples of acceptable use of terminology in tables.

Column heading

	Aboriginal and Torres Strait Islander	Non-Indigenous	Total
Males			
Females			
Persons			

Spanner heading

	Aboriginal and Torres Strait Islander			Non-Indigenous			Total		
	15–44	45 and over	Total	15–44	45 and over	Total	15–44	45 and over	Total
Males									
Females									
Persons									

Stub label

	Males	Females	Persons
Aboriginal			
Torres Strait Islander(a)			
Aboriginal and Torres Strait Islander total			
Non-Indigenous			
Total			

(a) Includes people who are both Aboriginal and Torres Strait Islander in origin.

Groups, clans, mobs and nations of Aboriginal and Torres Strait Islander peoples

There are many different groups, clans, mobs and nations within the Aboriginal and Torres Strait Islander population. When communicating with or about a specific group, clan, mob or nation it may be more appropriate to address the specific group by their preferred name/title. However, use of local names is not recommended unless permission has first been obtained.

Footnotes and Endnotes in Statistical Releases for the ABS Website

Ownership Group: Dissemination - Customer Support •   3 Views •

Authors may choose to impart additional information or acknowledge a source for information within content by way of a Footnote or an Endnote.

Overview

Sometimes an author wishes to impart information to the reader that does not fit comfortably into the flow of narrative of the work. The information may be peripheral to the argument being made; it may be explanatory or background material which, if introduced with the text, would interfere with the reader's understanding of the text but may still be useful or interesting for the reader. It may also be information acknowledging the source material within the text.

This information can be included in the work, but outside the body of the text, by means of footnotes and endnotes.

Within the text the author uses an identifier to tell the reader that extra information is available.

Footnotes are notes placed at the end of a section containing the reference for the identifier placed within the text.

Endnotes are notes placed at the end of the content which relate to the whole content.

Footnotes should be used in preference to endnotes as footnotes are usually more accessible to users.

Use of Footnotes

Since footnotes mean little outside the context of the immediate discussion, the reader has little choice but to interrupt the train of thought.

In considering a footnote, authors should decide:

- whether the information really is necessary or useful and,

- if so, whether it can be integrated into the main text rather than obliging the reader to go searching for it.

The footnotes themselves should be kept as short as possible.

Limit the Use of Footnotes

Lots of footnotes should be avoided as this leads to a cluttered look and readers have trouble using too many.

If necessary, redraft the content to avoid the need for them. Where footnotes are necessary keep them brief.

Footnotes should display so they are readily accessible to users:

- so that users have all the information (or references) that they need to use the product at a glance - they do not have to turn to another part of the product to find anything.

Explanatory Information

Where a footnote or endnote requires more information that is not able to be specifically incorporated into the main content, it is better to add this information into the Explanatory Information. A footnote in the main content may then refer directly to the Explanatory Information to provide a more detailed explanation instead of within a footnote.

Where to Use Footnotes

Footnotes are a device to handle information that is extra (explanatory, peripheral, interesting) but not intrinsic to the argument or story. So footnotes are used to supply extra information such as:

- to note important qualifications to information. Such footnotes must be kept to a minimum, especially in key figure tables, key points and key graphs. Well drafted key figures tables will rarely need footnotes.

- in tables to explain abbreviations and symbols used and qualifications of data. Symbols used in tables should be treated as footnotes. Readers like to be able to find all the information they need to interpret the figures on the table. If it has been necessary to shorten a standard term, one way of spelling out the full term is in a footnote.

- a reference to an information source may be included as a footnote.

Tables and Graphs

A footnote should be included at the end of each Table and/or Graph to identify the source of the data and any additional information of relevance to the particular Table or Graph.

Related information

Further information and guidance is available in the Australian Government Style Manual

How to write a NewsPoint

Ownership Group: Strategic Communications   •   24 Views   •

Please follow the guidelines outlined below when developing NewsPoints:

Writing

- Refer to the Style Manual for guidance on grammar or writing style The standard for Australian Government writing and editing.
- Keep sentences short and clear.
- Keep the article as short as possible. NewsPoint articles should be under 250 words. Any additional information should be under Section (twisties) or links.
- NewsPoint should be written in the first person for example, First person: I and we Second person: you Third person: He/She/It and They.
- NewsPoint articles are published with black text only.
- Expand acronyms that are not commonly known or used in the first instance e.g., Employee Assistance Program (EAP).
- Explain technical terms.
- Avoid using jargon and explain your idea in simple language. The subject field has a higher search weight than body text. Make sure the main point of the article is the heading.
- Use precise link text, do not use vague terms such as 'click here,' 'read more' or 'useful links.
- Make sure it is accessible - so a screen reader can read it (e.g., 'see knowledge article' with a hyperlink is not accessible, say something like 'see the knowledge article about new starters').
- Contact details for further information is to be included at the end of each NewsPoint.

Formatting

- Underlining is for hyperlinks only, use font colour in blue - just let Notes do its default thing with hyperlinks.
- Italics are for publication or titles only.
- Keep bold text to a minimum but use for emphasis if necessary.
- When mentioning date and time use the format recommended in the Style Manual. Friday 7 April 2023, AEST 2:30 pm.
- Bullet points are to be left aligned + x 1 right indent. Follow the Style Manual for Lists to understand bullet point punctuation needs.
- Poll Everywhere, Seminars, ABS Vacancies and Capability Chronicles should follow the Templates for particular NewsPoints format.
- All links and buttons should be tested to ensure they work. To edit buttons, right click on the button and select `edit button' and update the highlighted areas with required information for the calendar entry.

Headings

- Use sentence case for the subject line.
- Make sure the subject line provides a clear direction on why people should read the NewsPoint - do not expect to get readership out of curiosity.
- Sub-headings are to be in 12-point bold Arial font and the content in 12-point Arial font.

Contacts

- NewsPoint articles must include a contact person plus a linked email address (ideally to a Workgroup Databases (WDB)), this is for staff who require further information.

- Sign off must be Director or above.
- Cannot be signed off by the Branch must have a Directors name or above on it.

Images

- Clip art and .gif animations are not published in NewsPoint.
- Use of pictures is limited to pictures that add value to the message, such as diagrams or high-quality images previously issued by the Creative Studio. If you require an image for your project, contact the Strategic Communications team for assistance.
- Footer images must be designed by the Creative Studio.

Plain English Glossary for ABS Website Content

Ownership Group: Dissemination - Customer Support • 10 Views •

Some recommended plain English terms for use in ABS Website content.

Overview
Using everyday language helps readers understand what we write.

The following lists suggest some simple replacements for difficult words and phrases.

These lists are not complete and other simple replacements may be more suitable for your purposes.

Exceptions
Exceptions to the need to use plain English may include:

- when it is clear that the intended audience understands jargon terms; and
- where using a technical term is unavoidable, in which case a definition should be supplied.

Words to Avoid

Avoid difficult or confusing	Try to use simple
ability	able (change sentence)
accompanying	with
accordingly	so
accede	to agree to
acknowledge	thank you
acquaint	find out, know, tell
acquire	get, buy
additional	extra, more
additionally	and
adequate	enough
adjacent to	next to
administer	manage
advantageous	helpful, useful
advert to	refer to
adumbrate	outline
affect	change

affirmative	yes
aforementioned	said before
aggregate	add up, total
aid	help
alleviate	relieve
allocate	divide, give
alter	change
alternative	another, different, other
amend	change, fix
ameliorate	improve
amongst	among
analogous	like
announce	report, say, tell
anticipate	expect
apparent	clear, obvious, plain
appraise	estimate
appropriate (adj)	suitable
appropriate (v)	take
approximately	about
articulate	speak clearly
ascertain	find out
assistance	help
as to	about, of
attempt	try
authority	right
aware	know
beneficial	useful, helpful
cease	stop
ceiling	limit
cognisant of	aware of
collection	survey
combine	mix
combined with	as well as, used with
commence	begin, start
compile	put together
complete	fill out
comprise	put together
concept / conceptual	idea
conclude	end
concur	agree
conduct	carry out
confrontation	conflict
consensus	agreement
consign	send
constitutes	makes up
context	setting
contingent upon	depend on
contribute	help, take part in
correspondence	letter, email, writing

currently	at present, now
deem	consider, think
demonstrate	show
depart	leave
designate	name
desire	wish
desist	stop
despatch	send
determine	decide
detrimental	harmful
diminish	lessen, reduce
disburse	pay
disclose	tell
discontinue	end
dispense	give
domicile	house, address
due to	because of
edit	check
educational institution	school
effectuate	carry out
elucidate	explain
employ	use
enable	allow
encounter	come across, come upon, meet
endeavour	try
enter (on a form)	put, write
entitlement	right, rights
enunciate	say, state
envisage	see
erroneous	wrong
establish	find out, set up, show
eventuate	result
evince	show
exclusively	only
exercise	carry out
exhaustive	complete, thorough
exit	way out
expedite / expeditious	hurry / quick
exponential	accelerating, fast, growing, increasing, r
facilitate	help
finalise	complete, finish, settle
financial assistance	aid, money
forego	go before
foreseeable	shortly, soon
forgo	do without, go without
formulate	plan
forthwith	at once, now
forward	send
furnish	give, send, supply

gainfully employed	working
henceforth	from now on
herein	here
heretofore	until now
immediately	at once, now
identify	find
implement	carry out
inaugurate	begin, start
inception	beginning, start
indicate	say, show, state
individual	person, or you (the respondent)
initiate	begin, start
inform	tell
informant	informer, source
initially	at first
inquire	ask
institute (v)	begin, start
integrate	combine, join
issue	give
jeopardise	risk
lessee	you (the occupant)
livelihood	living
locality	place
locate	find
magnitude	size
maintain	continue, support
materialise	come about, happen occur
methodology	method
necessitate	need, require
notification	notice
notify	let know, tell
numerous	many
obligate	oblige
obtain	get
omit	leave out
optimise	make the most of
optimum	best, greatest, most
option	choice
originate	start
partially	partly
participate	take part
pending	until
penultimate	second last
per annum	for each year
per capita	for each person, per head
per diem	for each day
perform	do
permit	let
persons	people

possess	have
primarily	firstly, mainly, mostly
preceding	before, last
prescribed	fixed, set
preserver	keep
prior to	before
problematic	difficult, doubtful, hard
proceed	go ahead
procure	arrange, buy, get
proforma	form, questionnaire
promulgate	advertise, announce, issue, make
provide	give, say, supply
provisions	rules, terms
proximity	close to, near
purchase	buy
pursuant to	under
receive	get
record	keep, write down
refrain from	do not
reimburse	pay back, repay
relocated	move
remittance	money, payment
render	make, give
repercussion	effect, result
represents	acts for, stands for
reside	live
respondent (adj)	answering, the person completing the fo
respondent (n)	the accused
request	ask, seek
require	need, want
retain	keep
return (n)	form, questionnaire
rhetoric	language, speeches
said, same, such	the, this, that (when you mean the)
scenario	plan, program
sibling	brother, sister
shall	may, must, will
solely	only
spearhead (v)	direct, head, lead
spectrum	range
submit	send
subsequently	after, later, then
subsequent to	after
suffice	enough, will do
supplement	another, extra
supplementary	another, extra
surrender	give up
terminate	end, finish, stop
therein	in it

thus	so
to date	so far
transmit	send
transpire	become known
transportation	transport
ultimately	at last, in the end
undertake	do
utilise	use
verification	check
wealthy	rich
whenever	when
wherein	in which
whilst	while
would like	want

Unnecessary Words

Avoid wordy phrases and unnecessary words	Instead try
a number of	several
accompanied by	with
affix your signature	sign
afford and opportunity	allow
along the lines	like
an absence of	none, no
appears to be	is
are in agreement	agree
as a consequence of	because
as a general rule	generally
as to whether	whether
at all times	always
at an early date	soon
at this juncture	now
at this point in time	now
at this time of writing	now
by means of	by
by virtue of the fact that	because
come up with	produce, sug
cutbacks	cuts
despite the fact	although, ev
due to the fact that	although, ev
during which time	while
draw your attention to	point out
endeavour to assist	try to help
for the duration of	during
for the purpose of	for
give consideration to	consider
implement a solution	fix the probl
in close proximity	near
in connection with	about

in-depth study	detailed stud
in excess of	more than
in lieu of	instead of
in my opinion	I think
in order that	that, so that
in order to	to
in regard to	about
in respect of	about, for
in so far as	given
in the case of	when, if
in the event of	when, if
in the final analysis	finally
in the instance of	when, if
in a number of cases	some
in conjunction with	and
in order to	to
in the course of	while
in the near future	soon, date (
in the neighbourhood of	about, arour
in the order of	about
in view of the fact that	as, because,
inasmuch as	since
irrespective of	whether or r
is authorized to	may
is equipped with	has, contain
it would be appreciated if	please
large-scale	big
of the opinion	think, believ
on behalf of	for
on the basis of	by, from
on the occasion of	when, if
on request	if you ask
on some occasions	sometimes
owing to the fact that	because, sin
prior to	before
proceed with	go ahead wi
provided that	if (or change
shower activity	rain
strike action	strike
subsequent to	after
substantially finished	unfinished
take into consideration	consider
the majority of	most
together with	with
to the extent that	if, when
track record	record
unaware of the fact that	didn't know
until such time	when, if
weather conditions	weather

with a view to	to
with reference to	about
with the exception of	except for

Bureaucratic Noun Strings

Avoid using phrases such as:

- community environment decision making process
- consumer information seeking behaviour
- hot area crisis shelter production planning strategy
- option period rates
- label accuracy
- local school food authority
- pricing factor statistics
- young driver risk-taking research

Use connecting words such as of, for, about, in and the possessive 's', or change the sentence. For example - 'research about the risk-taking of young drivers.

Special Terms

Terms that should only be used with an explanation, including legal and technical terms such as:

- accruals
- assignment
- authority
- beneficiary
- cash value
- confidential
- coverage
- enterprise
- enterprise group
- establishment
- in force
- institution
- institutional
- lapse
- legal entity
- movement
- scope

Redundant Words and Phrases

Avoid redundant phrases and use one word instead of:

- aid and abet
- alter and change
- any and all
- by and with
- each and every
- each individual

- fair and equitable
- false and untrue
- final and conclusive
- full and complete
- meaningful discussion
- null and void
- personal opinion
- positive benefits
- sole and exclusive

These commonly-used words and phrases can usually be removed altogether without changing the meaning of the text:

- a total of
- absolutely
- abundantly
- actually
- all things being equal
- as a matter of fact
- as far as I am concerned
- at the end of the day
- at this moment in time
- basically
- current
- currently
- during the period from
- each and every one
- existing
- extremely
- I am of the opinion that
- I would like to say
- in due course
- in the end
- in the final analysis
- in this connection
- in total
- in view of the fact that
- it should be understood
- last but not least
- obviously
- other things being equal
- quite
- really
- really quite
- regarding the (noun), it was
- the fact of the matter is
- the month(s) of
- to all intents and purposes
- to one's own mind
- very
- when all is said and done

- would like to take this opportunity to

More Words and Terms to Avoid

Avoid these words altogether and change the sentence:

- dichotomy
- impact (as a verb)
- implement (as a verb)
- interface
- parameter
- prioritise

Avoid foreign terms:

- a priori
- bona fides
- en masse
- in situ
- inter alia
- pro rata
- vis-a-vis

Prima facie and ad hoc are exceptions and have specific meanings. They are difficult to replace with exact English equivalents.

Writing for Online Audiences

Ownership Group: Dissemination - Customer Support   •   13 Views   •

This document is intended as a general guide for those writing content for the web. Before you start, make sure you have a clear purpose – What do you want people to do or understand after reading your document?

Overview
This document is intended as a general guide for those writing content for the web.

Summary Points

- Use fewer words. Be succinct. Short sentences are both easier to understand and more easily remembered.

- Express yourself clearly with simple English - you're not trying to demonstrate your knowledge of the thesaurus. Users don't want to feel like they don't understand or aren't smart enough to read your content.

- Stick to three bullet points where possible – readers find it easier to absorb information in lots of three.

- Concentrate on the story your data tells, rather than the numbers themselves. Stories engage the user, are more easily digested and more readily recalled. See Making Data Meaningful.

- Place critical information in plain sight when entering the page. Supporting information can be accessed via hyperlink, make sure these are relevant and easily identified.

Who are you talking to?
Consider your audience - this should influence the information you give as well as its presentation. Your language, tone and visual aids should all work together to help your audience understand you as quickly and easily as possible.

Your online audience does not read the same way as people reading on paper:

- Online readers are more likely to scan across and down the page. They will skim over text until they find something of relevance to them. See Online Reading

Patterns.

- Once they do find something of interest, they are likely to read 25% slower than on paper.

- Your readers are likely to make sacrifices in the suitability of the information for something that is easily located and quickly understood.

- Increasingly people are using mobile devices to access the web, consider how this affects the way people are reading.

Essentially, your audience is impatient, less likely to absorb what you're writing and are probably less statistically literate.

Why are you talking to them?
Think about the type of person who is reading your page. How will they relate to this information? Is it social? Cultural? Economic? Be aware of how your page is being received, users will very quickly leave if your page fails to engage them. Direct, succinct and easily absorbed information is important.

Knowing your aim is very important, whether it be to:

- Inform.
- Raise awareness.
- Engage.

Don't force your reader to guess what you mean -

- Use plain English - where technical words are necessary define them.

- Use an active voice - a conversational tone and active voice will be easier for the public to digest. Think about what you like to read. See active voice.

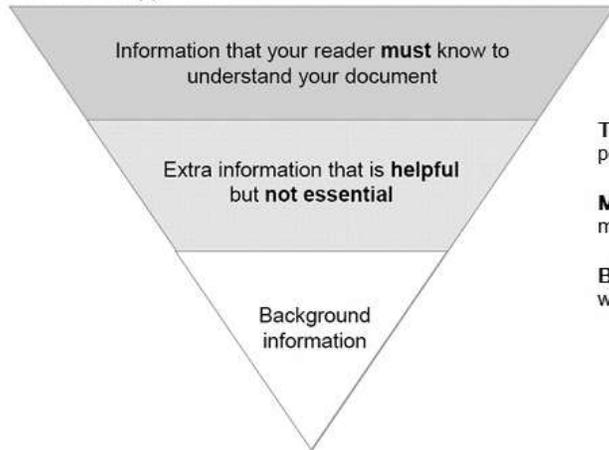### Layout
When constructing your text:

- Layer the information - Let a user decide whether a section is relevant to them before presenting all the information.

- Headings, lists, quote blocks and bold font all help a user work through your information. Similarly graphs and tables help illustrate your point.

- Consider things like paragraph structure: Main idea at the beginning, keep sentences short and stick to one idea per paragraph. These are some rules for more specific paragraph structure.

- Consider things like font size and the number of sentences per paragraph which assist in the ease with which your writing is digested. Aim for no more than six lines.

- Be logical!

Style

Write in a journalistic style, starting with the most important and following on to details and background information. The inverted pyramid style is a good place to start when deciding how to organise information.

The inverted pyramid

Information that your reader **must** know to understand your document

Extra information that is **helpful** but **not essential**

Background information

Top: What is exciting/interesting/important! What are you telling me? This is the part that most people will read.

Middle: Why is this exciting/interesting/important? How does this relate to me? What are the main things I should know about this?

Bottom: If I'm really interested what is some more information? Where can I find it? More detail with supporting data.

Search Visibility

- Incorporate your keywords into the headings, as well as text. Don't stuff your text with keywords though - this won't work. Make sure your writing is balanced and flows comfortably.

- Organising your writing - subheadings, as well as helping the reader, helps search engines find you.

- Make your hyperlinks short but descriptive - use the name of a person you're linking to, or the title of the topic.

Checklist

o Do you have a clear idea of who you're writing for?

o Does your information stand-alone? (Don't rely on a user having navigated to your page from a home page)

o Is your writing to the point and as simple as possible with plain English? (no assumed statistical knowledge)

o Does your information contain headings and bullet points to break up the text?

o Are your headings clear, succinct and unambiguous?

o Have you looked at the inverted pyramid? Can you sort your writing into these

sections?

o Is your information direct and in plain English?

Discuss your Social Media post ideas with the Corporate Communications section who are responsible for Facebook and Twitter posts.

This website will do a basic scan of chunks of text to identify sentences that are too long and suggest possible alternatives for words: Drivel Defence for Text.

Other Resources

Writing for the Web - This is a really good report for writing for the web specifically aimed at government websites, including help with general pointers.