

SQS 1

The service unit ensures that a clear description of its purpose, objectives and mode of service delivery is publicly available.

- 1.1 The service unit has an up-to-date handbook, information leaflet or brochure describing its purpose, objectives, target group, approach to service delivery and service entry and leaving mechanisms.
- 1.2 The service description is in a user-friendly language and is accessible to potential service users, staff and members of the community (depending on the nature of the service and its target service users, this may necessitate the information being available in more than one language; being in audio or visual format and/or being explained to service users on an individual basis).
- 1.3 Where appropriate, the service unit should circulate its service description to potential service users, staff, and relevant local services or community groups.

A. INTRODUCTION TO SQS 1 - SERVICE INFORMATION

SQS 1 relates to each service unit's obligation to provide information to the community. Usually the mechanism for doing this will be via a brochure or handbook about the service.

Your service unit's information brochure may be the first point of contact that a member of the public or social work professional has with your organisation. Therefore, it needs to include some key information and be presented in a way that conveys clear and positive messages about your organisation and its services.

A service information brochure is a fundamental communication tool and it should contain information on the

- purpose and objectives of your service unit
- target group
- mode of service delivery
- service entry and leaving mechanisms

The intent of the Standard is to ensure that

- your unit's services are clearly understood by potential service users, staff, other professionals and the general community
- methods of contacting your service unit are clearly explained
- the information is widely available and accessible

B. ESSENTIAL REQUIREMENTS FOR MEETING SQS 1

In order to meet SQS 1, your service unit will need to:

- have a written document, for example, booklet or handbook, which includes up-to-date information about the purpose, objectives, target group, mode of service delivery and service entry and leaving mechanisms;
- ensure that this information is in a user-friendly language and available in an accessible way to potential service users, staff and members of the community (this will depend on the nature of your service user group, but you need documents to be available in Chinese and/or English, and possibly also available in an audio or visual format); and
- circulate the information where appropriate (e.g. by mail, placing in brochure rack, presentations at local community functions).

C. RESOURCES TO ASSIST YOUR SERVICE UNIT TO MEET SQS 1

This manual contains detailed guidelines as to what you should consider including in your service unit's written information material, including advice on the design and preparation of a brochure. The guidelines may be used by your service unit in a number of ways:

- as a reference document to check that your existing information material meets the requirements of SQS 1; or
- as a basis to assist you in the preparation of a new information brochure if you do not currently have one or are planning to update your brochure

The guidelines have been designed to be applicable to all service types in the sector but you should ensure that you customise your brochure to meet any special requirements that your service may have.

The guidelines can also be used in developing other documents about your service unit such as posters, wall charts, information kits, listings for service directories or at community organisations.

GUIDELINES FOR THE PREPARATION OF AN INFORMATION BROCHURE

These guidelines are divided into three main areas - Content, Presentation and Production Process. The guidelines are intended only as a tool to assist you if you are developing or revising information materials - you are not required to follow them strictly. (The only essential requirements for meeting SQS 1 are set out in Paragraph B above).

I CONTENT

The following points will assist you to develop/review the content of your brochure leaflet:

- (a) Establish clear objectives concerning the purpose and target audience of the brochure.
- (b) Consider carefully what images you wish to convey about your service unit. Develop a list of words describing your image or the messages you want to convey (e.g. customer service, professionalism) and include them in the brochure as appropriate.
- (c) Ensure that the language you use is clear, non-technical and does not contain abbreviations. Given that space will be limited, you will also need to be economical with words.
- (d) Ensure that the following key information is included:
 - Identifying Information
 - name of the agency and service unit
 - contact details of all site locations (as appropriate to the content of the brochure). At a minimum include the address, phone/fax numbers
 - location details or transport suggestions (if your service unit is difficult to find)
 - date of production of the brochure
 - Service Information
 - objectives and purpose of your service unit
 - target group eligible to receive your service
 - range of services that you provide (or the details of a specific service if that is the focus of your brochure)
 - methods of service delivery (e.g. groups, individual sessions, outings)
 - referral methods or how to get into your service
 - mechanism of leaving the service
 - any costs involved (or that the service is free)

II PRESENTATION

In the planning stages, spend some time considering how you want the brochure to look. The presentation can convey important messages about the style of your service unit.

Key points which may be helpful to consider are set out below:

- layout - the size, style and structure of your brochure
- the visual appearance - including colour, quality and use of photographs or diagrams

III PRODUCTION PROCESS

- (a) Consider what you can do internally and when you need to ask others to assist. Most word processing and graphics packages have features such as templates which make developing a brochure reasonably easy.
- (b) Many copy centres offer high quality colour copying at reasonable rates and can economically make multiple copies.
- (c) Alternatively, you could develop the materials up to a point and then pass it onto a professional graphic arts and design company, depending upon your budget and the time available.
- (d) You may wish to establish a formal project plan for developing a new brochure which includes:
 - the budget for production
 - timeframes
 - individual responsibilities for editing, proof-reading and approval of the final product

- End -