Australian Government

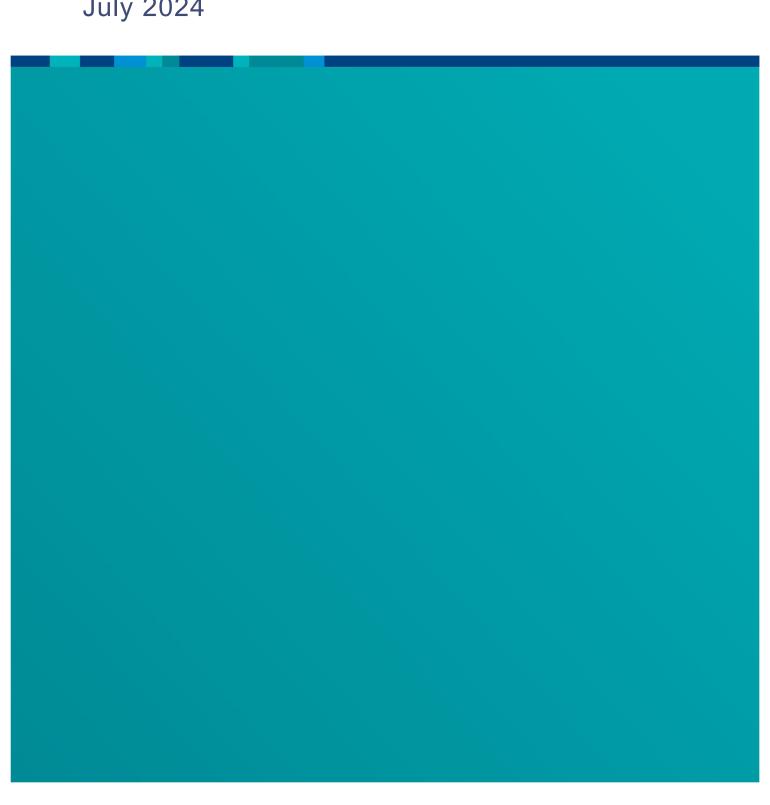**Department of Health and Aged Care**

Design and accessibility requirements for external suppliers

July 2024

This document uses 'we' to refer to the Department of Health and Aged Care and 'you' to refer to a contractor we have hired for design or document creation work.

File requirements

When you complete a job, we expect you to provide working files for all concepts. We can use these in the future for any purpose.

Your handover pack will include:

- packaged Adobe InDesign files including links and document fonts folders (please include both INDD and IDML)
- print-ready and web-tagged accessible PDFs
- an accessible Microsoft Word document
- all editable graphical elements such as Adobe Illustrator and Photoshop files
- concepts folder.

Accessibility requirements

Accessibility – making Government services and products available to everyone – is a legislative requirement under the *Disability Discrimination Act 1992*. All government information published online must conform to the World Wide Web Consortium's (W3C) Web Content Accessibility Guidelines at level AA.

Web-tagged accessible PDFs

PDFs must meet the following requirements.

- Tagged text with reading order set appropriately for the document structure.
- Headings tagged H1 to H6 in the correct reading order.
- Table headers tagged appropriately for the document structure.
- Decorative elements and artifacts tagged as background to exclude them from the reading order.
- All non-decorative images tagged with fully descriptive alternative text describing their purpose and function.
- Hyperlinks and email links active; hyperlinks using meaningful link text.
- Table of contents linked to correct sections of the document.
- Bookmarks set for all table of contents items, cover page and the table of contents page.
- No accessibility errors using the Adobe Acrobat Pro Accessibility Full Check.

Accessible Microsoft Word documents

The Word document does not need to be visually identical to the PDF. The purpose of the Word document is to provide a version that can be easily read by a screen reader.

Word documents must meet the following requirements.

- Document in correct reading order.
- Styles applied for all headings and paragraphs of text.
- Heading styles in the correct order, H1 to H6.

- Single column layout.
- Images inserted in-line with text, with alternative text.
- Hyperlinks and email links active, with meaningful link text for hyperlinks.
- A table of contents linked to correct sections of the document.
- Bullet points for information presented in lists.
- Sharp colour contrast for all elements.
- Tables created using the tables function in Word, that
    - display information in a linear format, using a simple table structure
    - can be tabbed through from left to right – top to bottom
    - include alternative text
    - have the column header row set (even if table is all on one page).

Do not use:

- repeated blank characters to format the document, such as additional spaces, blank paragraphs, blank cells in tables
- nested tables or merged or split cells inside of tables
- blank cells to format tables
- multiple tabs to position text
- text boxes
- endnotes – use footnotes instead.

We will check the accessibility of your document. If you have not met our requirements, you will need to provide an updated version that does.

If you need more information on departmental or Australian Government policy about publishing information online, please contact your project manager.

What we provide

It is our responsibility to provide:

- any charts and graphs and their data files
- a text equivalent for every non-text element.

Images

All images you source must have appropriate rights of use purchased on our behalf.

You must provide a **copy of the licensing rights** with the image cost quote for delegate approval.

Provide us with images of suitable resolution (300 dpi @100% in standard cases).

When you are designing a logo or similar graphical element, plan ahead to give us flexibility in how we can use it. We require a vector EPS for printing of promotional products. If a vector EPS is not possible because of the design, flag this with us at the concept or first draft stage.

We may request a Pantone spot colour version to complement a CMYK (or other colours specified) file of the graphical element. Please include this in the initial estimate.

Fonts

Use OpenType fonts. If you use any fonts other than OpenType, it is your responsibility to secure appropriate licensing rights for use on the project.

We will not incur costs without delegate approval, which must occur at concept stage. You must send us a copy of the licensing rights and purchase receipts with your final working files.

Concept development

If you are providing text and cover concepts, allow one round of author's corrections in the quote unless we specify otherwise. Text spreads must include the following to complement the approved cover design:

- paragraph and character styles
- a breakout box example
- heading hierarchy
- 2 levels of bullet points
- headers and footers.