

Are you a candidate for the 2018 Victorian State Election?

This is your chance to **communicate your political message in accessible language** for all your constituents, particularly for people with cognitive, developmental and intellectual disability.

We appreciate you taking the time to help make a difference to the half a million Australian voters who require accessible political content, not to mention voters who just want to read political messages in **easy-to-understand** language!

I Can Vote aims to make voting and political information more accessible and promote the political rights of people with disability so they can make informed decisions about voting.

The *I Can Vote* project offers candidates the chance to translate 150-200 words of content into high quality easy language and produce a professional video for less than \$500.

It's a world-first project.

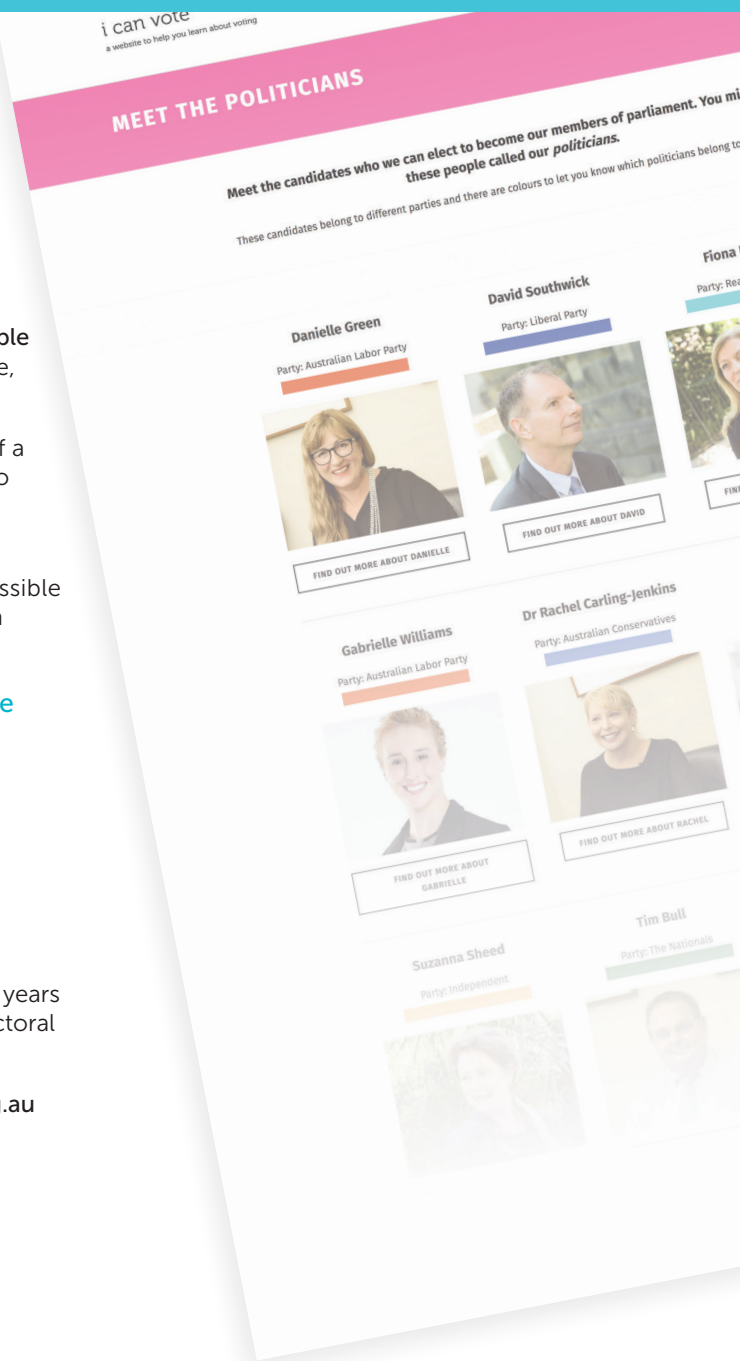
Check the next page for the **3 easy steps** involved in producing your easy-to-understand video. Spread the word among your colleagues and fellow candidates!

I Can Vote is an initiative led by Inclusion Designlab and is grounded in years of research supported by La Trobe University and a range of global electoral inclusion partners.

For more information about the project, read through the icanvote.org.au site or email support@icanvote.org.au

Sincerely,

The *I Can Vote* team



#ICanVote2018
icanvote.org.au

Download the *I Can Vote* dual-read publication and the *Plan to Vote* form for people with intellectual disability. Please note that the *I Can Vote* online campaign incorporates political content and is therefore independent of the VEC.

supported by:

how do I get involved?

3 easy steps

1 Get on the *I Can Vote* portal

- From 20 August, logon at: icanvote.org.au/candidate
- Confirm your name, party details and electoral district or region name
- Upload 150-200 words of text telling Victorians:
 - ▶ Your name, party name and two pieces of background information about yourself
 - ▶ If you are a current Member of Parliament:
 - > Your House of Parliament
 - > Your electoral district or region
 - > Time in office
 - ▶ If you are not a Member of Parliament:
 - > The House of Parliament to which you are standing
 - > Your electoral district or region
 - > Your involvement with this electorate
 - ▶ All candidates:
 - > Your three core values
 - > What you would like to see changed in your electorate and in Victoria

2 Confirm your script

- Our Easy Language editor will translate it. We will return it to you within 3 business days. You will review the script, request any edits and confirm your approval.
- Easy language script work is \$120 (incl GST) and will be performed by a partnership of leading easy read, Easy English and easy language experts.

3 Create your video

- Your script is finalised. It is time to film your two minute video!
- **Option 1:** Work with our creative partners to produce your video:
 - ⚠ **Only 100 spots available. Get in quick!**
 - ▶ Book in with our creative partners, C31
 - ▶ Record the video using the easy language script
 - ▶ C31 will do the rest for \$340 (incl GST), the service includes the intro, outro, editing, captioning, studio use, lighting and on-set support
 - ▶ C31 will send you a link to your video for approval
 - **Option 2:** Produce your video with your team:
 - ▶ Use your own camera, smart phone or recording studio
 - ▶ Edit it using our style kit
 - ▶ Enter the video URL into the *I Can Vote* portal

It's
Easy!

Congratulations!

Your video will appear on the *I Can Vote* website for the 2018 Victorian State Election. Site users will find your video when they select their electorate on the website.