



Request for Proposal

Simplified English and LGBTQ+ Inclusive Copywriting Consultant

Word on the Sheets National Expansion

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Contacts

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Introduction

ACON Health (414 Elizabeth Street, Surry Hills, NSW, 2010, Australia) is seeking proposals from copywriting and editing consultants for a short-term contract to provide simplified English copy editing services for the national expansion of Word on the Sheets – an online sexual and reproductive health information hub for LGBTQ+ women and their partners.

The simplified English copy editing services will enhance accessibility for people from culturally and linguistically diverse backgrounds and those with lower literacy levels, while maintaining the essential health information integrity that LGBTQ+ women and their partners require.

This project is part of an exciting national initiative aimed at improving access to health services and health outcomes for LGBTQ+ women across Australia.

About ACON and Word on the Sheets

ACON is Australia's largest LGBTQ+ organisation, providing health promotion, inclusion initiatives, and HIV responses for people of diverse sexualities and genders (LGBTQ+ – lesbian, gay, bisexual, transgender, queer). Established in 1985, ACON works to create opportunities for people in our communities to live their healthiest lives.

LGBTQ+ women experience a number of health disparities when compared to the general population, including in the areas of mental health, sexual health, substance use and experiences of sexual, domestic and family violence. There is limited information on the health needs of LGBTQ+ women, due to a lack of research and data collection in service provision. This is why ACON has had programs for LGBTQ+ women aimed at understanding and improving their health outcomes since the 1990s.

Word on the Sheets (WOTS) is ACON's national digital initiative under its LGBTQ+ Women's Health Program, providing sexual and reproductive health content for LGBTQ+ women. Following a successful pilot in 2023, the platform is now expanding nationally with funding from the Department of Health and Aged Care.

For more information visit: www.wordonthesheets.org.au

Project Scope and Deliverables

The consultant will support the project from July 2025 to August 2025 and deliver the following:

1. Content Audit & Strategy (July 2025)

- Conduct a readability audit of ~19,000 words of static Sexual and Reproductive Health content
- Identify inconsistency with tone, language, or formatting
- Refine the existing draft Writing Style Guide in collaboration with ACON
 - Align the tone of voice and Writing Style Guide with the new website design and functionality
 - Include guidelines for simplified English and LGBTQ+ inclusive language
 - Develop a glossary of core LGBTQ+ and Sexual and Reproductive Health terms

2. Content Editing (August 2025)

- Edit ~19,000 words of health content in plain, inclusive English
 - Aligned with the tone of voice and Writing Style Guide
 - Target readability level: Grade 8-10
- Submit drafts through ACON's review and feedback cycles

Key Deliverables

| Deliverable | Due Date | Estimated Time |
|---|----------------|----------------------|
| Content audit, Writing Style Guide & glossary | 31 July 2025 | 25 - 30 hours |
| Edited health content | 31 August 2025 | 25 - 30 hours |
| Total (approx.) | | 50 - 60 hours |

Budget

ACON is seeking a submission of proposals with quotations for the completion of these services. This includes all services and expenses across the contract period. Payments will be milestone-based, subject to submission and approval of deliverables.

Reporting

The successful applicant will:

- Report to the Team Leader of LGBTQ+ Women's Health Programs.
- Sign an ACON consultancy contract (A draft copy of the contract is available on request).
- Meet with ACON project staff at regular intervals during the project timeline.

Eligibility and Assessment Criteria

Required Qualifications:

- Demonstrated experience with health or nonprofit sector copywriting
- Proven ability to produce simplified English or health literacy-compliant content
- Experience working with or for LGBTQ+ and CALD communities
- Strong understanding of inclusive and accessible language practices

Assessment Criteria:

- Capacity to complete the project within timeframe
- Demonstrated understanding of the sexual and reproductive health needs of diverse populations, particularly LGBTQ+ women
- Proposed approach and understanding of the project's objectives
- Relevant experience and past performance
- Value for money

A successful applicant will be selected by a panel of internal ACON staff members, including:

- Scott McNaughton (he/him), *Manager, Community Partnerships and Priority Population Programs*
- Micha Couell (she/they), *Project Officer, Word on the Sheets*
- Another ACON staff member, TBC

How to Apply

Please submit the following to wordonthesheets@acon.org.au by **Friday 28th June 2025**.

1. A proposal (max 4 pages) outlining your methodology, timeline, and key deliverables
2. You and/or your team's current CV, including details of similar projects completed
3. Contact information for two referees for whom you have conducted similar work for
4. Description of your connection to LGBTQ+ communities or your experience working with LGBTQ+ communities

We look forward to receiving your application and working with a passionate researcher to contribute to this important project for LGBTQ+ women's health.