Access to Information icon

STAKEHOLDER KIT



Acknowledgement of Country

The Association of Information Access Commissioners acknowledges the Traditional Owners of Country throughout Australia and acknowledges their continuing connection to land, waters and community. We pay our respects to the people, the cultures and the Elders past and present.

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Introduction

Access to government information is a cornerstone of open, transparent, and accountable government. However, people can sometimes find it difficult to locate information or navigate the different access schemes and terminology used across jurisdictions.

The new Access to Information icon was developed to address this challenge by providing a single, clear and recognisable visual cue that helps people quickly find information held by government agencies.

The icon has been endorsed by the **Association of Information Access Commissioners** (AIAC) and is for use across Australian Government, state and territory agencies.

Key messages

What is the icon?

The Access to Information icon is single, consistent symbol for use across government agencies and jurisdictions.

The selected design features a hand holding the universal ‘i’ symbol, representing:

- information (recognisable ‘i’)
- access and disclosure (information being offered)
- support and enablement (the guiding hand)
- user agency (information in the user’s hands).

The icon acts as a clear, visual cue helping people quickly locate information held by government agencies.



Key messages

Why does it matter?

The icon make access easier for people to access government information by:

- addressing inconsistent terminology (FOI, RTI, GIPA and other access schemes)
- reducing reliance on prior knowledge of legislation and government processes
- providing a consistent, recognisable entry point across government websites.

The icon supports open government by:

- reinforcing an open-by-design approach
- improving the visibility of proactively published information
- helping ensure information is not just available, but easy to find.

The icon helps create a more consistent user experience by:

- establishing a shared visual language across agencies and jurisdictions
- strengthening recognition through repeated use
- reducing confusion across different government systems.



Key messages

Where should the icon appear?

For maximum recognition, agencies are encouraged to display the icon consistently. It is recommended that the icon appears on the agency's home page, preferably within the website footer, where users can easily locate it regardless of which page they are viewing.

What can users find when they click on the icon?

The icon should link to a dedicated landing page that explains the different ways people can access to your agency’s information. Depending on the agency, this may include information about:

- Administrative access arrangements
- Freedom of Information (FOI) requests
- Disclosure logs
- Information Publication Scheme (IPS) information
- Proactively released information
- Agency publications, reports and data
- How to contact the agency about information access
- Processing times and fees (where applicable).

The landing page should serve as a central access point for information held by the agency and help users understand the most appropriate access pathway for their needs.

Frequently asked questions

Is the icon replacing Freedom of Information (FOI)?

No. The icon helps people find information access resources more easily.
Existing legislative schemes remain unchanged.

Will every agency's landing page be the same?

No. Agencies can tailor their landing page content to reflect their information holding and access arrangements.

Is the icon mandatory?

The icon has been endorsed by AIAC and agencies are encouraged to adopt it to promote a consistent user experience.

Where should agencies place the icon?

Preferably on the website footer and homepage to maximise visibility and consistency.

In the pack

This stakeholder pack contains a range of Access to Information icon resources to support internal and external communications.

For internal communications

- Poster
- Fact sheet
- Intranet post

For external communications

- Social media tiles
- Social media captions
- E-newsletter



Actions you can take

Please use the materials in this pack to raise awareness of the Access to information icon among your internal and external audiences.

You can:

- share the resources through the communication channels that best reach your audiences
- inform agency staff about the purpose of the icon and where it appears on your website
- ensure frontline and enquiry-handling staff understand how to direct people to information access resources
- promote your agency's commitment to open government, transparency and easier access to information.

For internal communications

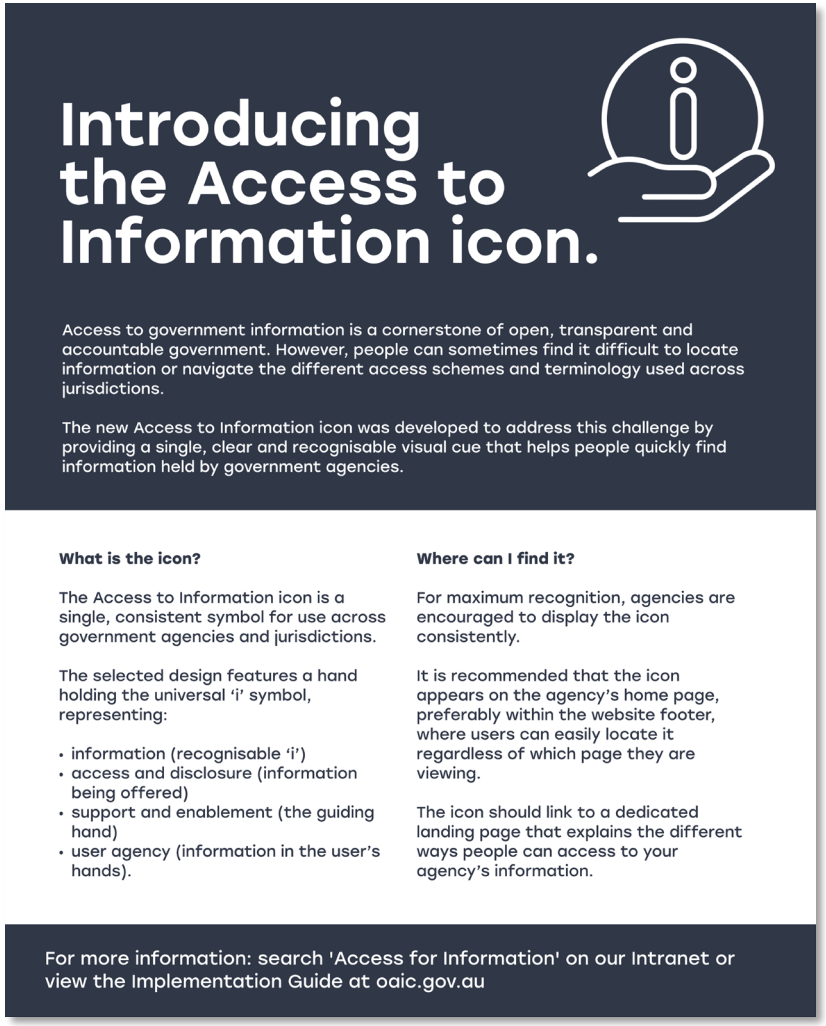


Poster

This printable A3 poster highlights key information about the Access to Information icon and its importance.

You can print and display the poster in your workplace to help staff become familiar with the icon, or share it digitally via email, the Intranet, social media and other communication channels.

Download resource



Introducing the Access to Information icon.

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Where can I find it?

For maximum recognition, agencies are encouraged to display the icon consistently.

It is recommended that the icon appears on the agency's home page, preferably within the website footer, where users can easily locate it regardless of which page they are viewing.

The icon should link to a dedicated landing page that explains the different ways people can access to your agency's information.

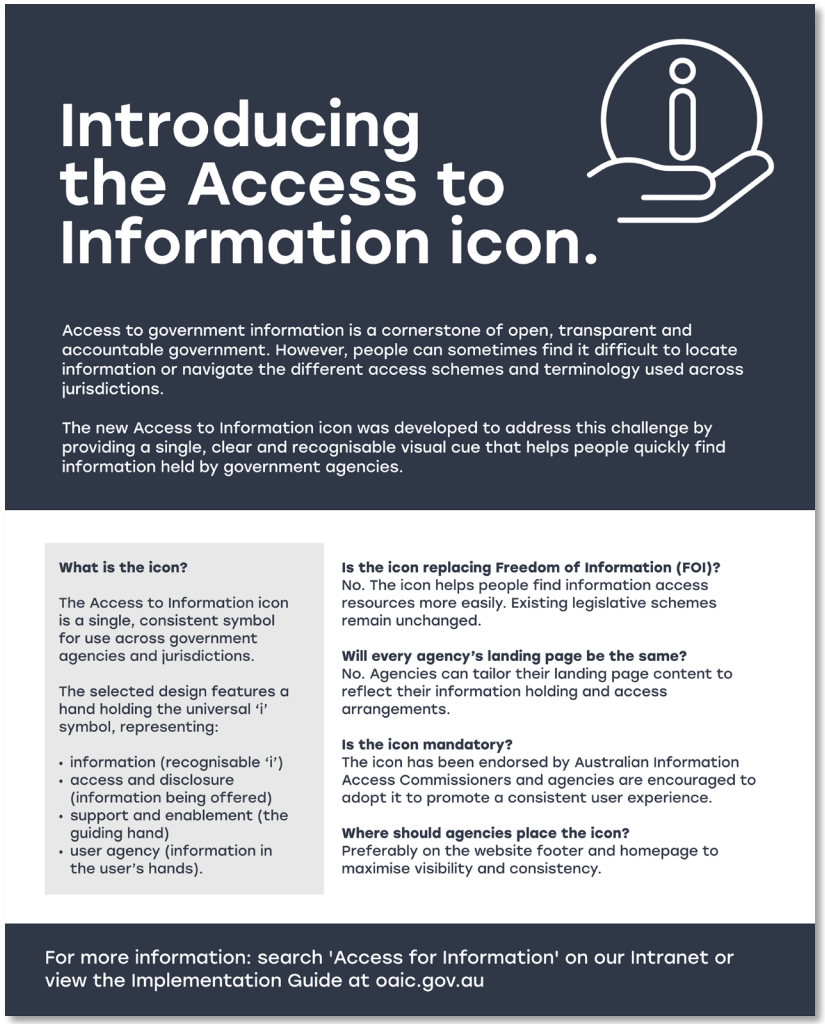
For more information: search 'Access for Information' on our Intranet or view the Implementation Guide at oaic.gov.au

Fact sheet

This printable A4 factsheet contains detailed information about the Access to Information icon and answers common questions.

It can be printed and distributed to staff, published on your Intranet or shared through staff email and other digital channels.

Download resource



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No. Agencies can tailor their landing page content to reflect their information holding and access arrangements.

Is the icon mandatory?
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Where should agencies place the icon?
Preferably on the website footer and homepage to maximise visibility and consistency.

For more information: search 'Access for Information' on our Intranet or view the Implementation Guide at oaic.gov.au

Intranet post

Headline: New Access to information icon now available on our website

Body: The Association of Information Access Commissioners has introduced a new Access to Information icon for us across Australian Government, state and territory agencies. The icon provides a simple, consistent and recognisable way for people to find government-held information.

The icon acts as a clear visual cue that helps people quickly locate information held by government agencies. Over time, its consistent use across jurisdictions will help Australians recognise where to find information, regardless of which government website they are visiting.

It features a hand holding the universal ‘i’ symbol which is easily recognisable as a symbol for information and the guiding hand indicates that information is being offered.

As part of our commitment to open government and transparency, we have added updated the Access to information icon to our website.

You will find the icon in our website footer. Clicking on the icon will take you to a page explaining the different ways people can access information held by our agency, including making a freedom of information request and reviewing publicly available information.

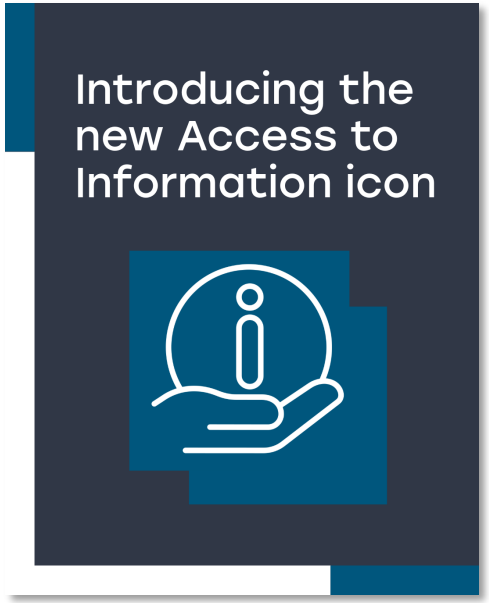
Learn more about the icon and implementation guidance on the Office of the Australian Commissioner’s website: Implementation guide for the Access to Information icon.

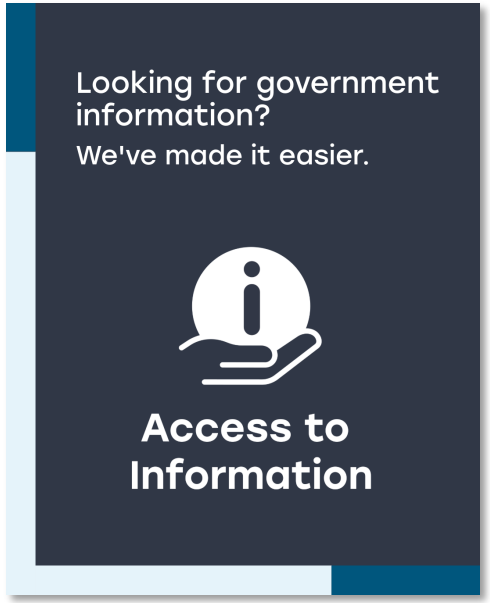
For external communications

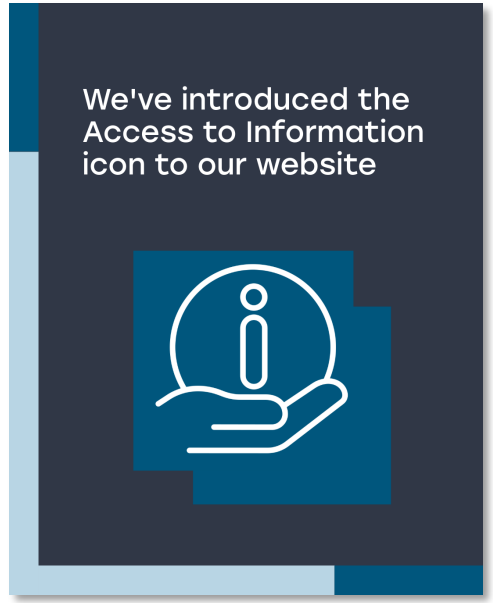


Social media tiles

You can download these social media tiles and share them on your social media platforms, via email, in newsletters and more to show your agency's commitment to open government and transparency.







Download resources

Social media captions

For each social media tile, we have provided a suggested caption.

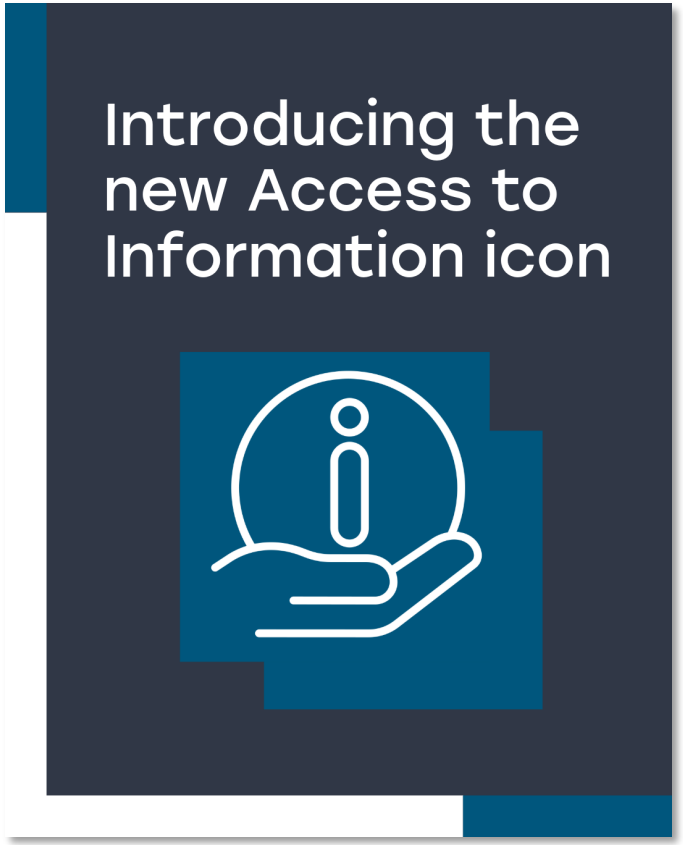
Caption:

You'll now see this icon on our website, highlighting our commitment to open, transparent government.

You may also notice it on other government websites, often in the footer.

The icon helps you quickly find information about accessing government-held information, including how to make a freedom of information (FOI) request or view an agency's FOI disclosure log.

Learn more on our Access our information page:
[insert relevant link]



Social media captions

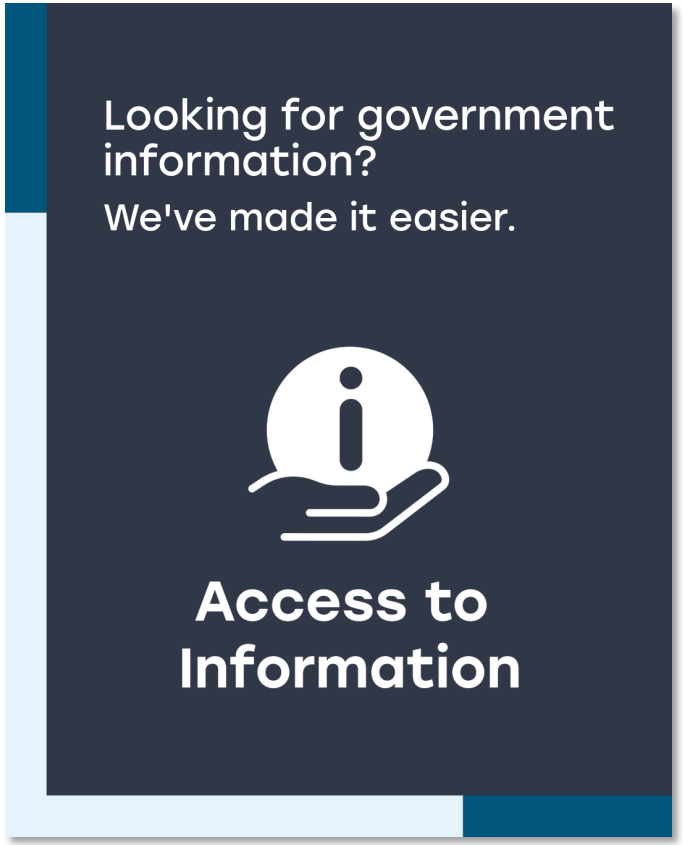
For each social media tile, we have provided a suggested caption.

Caption:

Access to government information is a cornerstone of open, transparent and accountable government. But finding the right information, or understanding the different access processes and terms used across agencies and jurisdictions, can sometimes be challenging.

That’s why we’ve adopted the new Access to Information icon on our website. It provides a clear, consistent and recognisable symbol that helps people find information held by government agencies.

Look for the icon on our website to learn how to access our information.



Social media captions

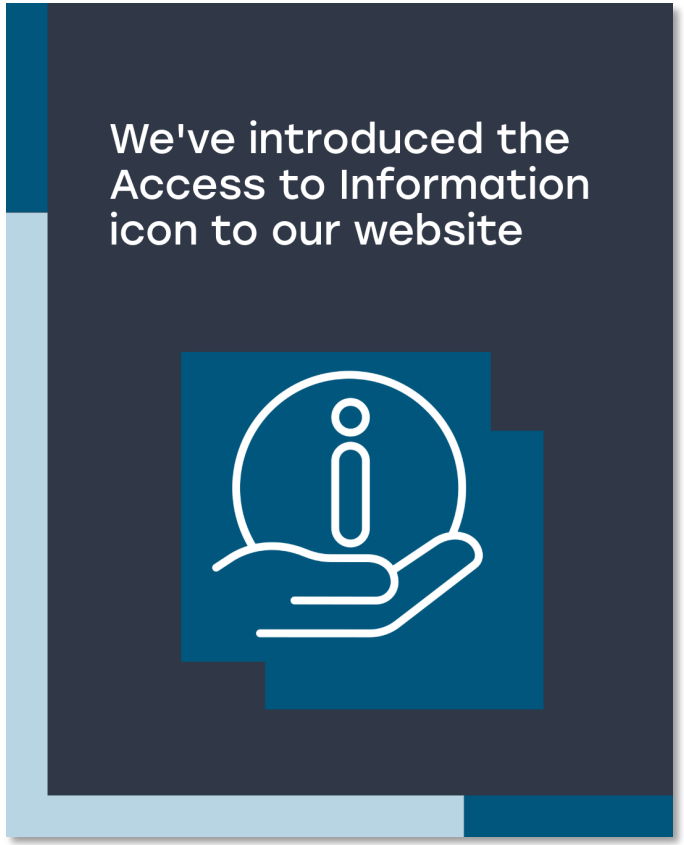
For each social media tile, we have provided a suggested caption.

Caption:

In the lead-up to International Access to Information Day, and in support of this year's theme, 'Upholding Information Integrity in the Digital Age', the icon makes it easier for people to find information held by government agencies.

The icon is being rolled out across government websites as part a shared commitment to open government, transparency and easier access to information.

Keep an eye out for the new symbol: the universal information icon, 'i', supported by a guiding hand, helping connect people with the information they need.



E-newsletter

New Access to Information icon makes it easier to find government information
Access to government information is a cornerstone of open, transparent and accountable government. However, finding the information you need or navigating the different access schemes and terminology across jurisdictions can be challenging.

To make it easier for people to find information held by government agencies, we have adopted the new Access to Information icon and added it to our website.

What is the icon?
The Access to Information icon is a clear and recognisable visual symbol that helps people quickly locate government-held information.

The icon is being used across government agencies and jurisdictions to provide a consistent way for people to find government information, regardless of which government website they are visiting.

It features a hand holding the universal 'i' symbol, representing information being made available and helping guide people to the information they need.

Where can you find it?
You will find the icon on our website footer. Clicking the icon will take you to information about the different ways you can access information held by our agency, including:

- making a freedom of information (FOI) request
- viewing our FOI disclosure log
- accessing publicly available agency information.

For more information, visit our Access our information page: *[insert relevant link]*

More information

To learn more about the Access to Information icon, visit the Implementation Guide on the OAIC website

