AUSTRALIAN COMPETITION
& CONSUMER COMMISSION

Final assessment of application to vary the rules governing Certification Trade Mark Application 1803065 lodged by Think-Write Pty Ltd

The Australian Competition and Consumer Commission (the ACCC), in accordance with the requirements of the *Trade Marks Act 1995* (TMA), has completed its final assessment of the above application.

Pursuant to s178(3) of the TMA, the ACCC's final assessment is that it is satisfied that the rules governing the use of the certification trade mark identified above, as varied:

(a) would not be to the detriment of the public; and

(b) are satisfactory having regard to the criteria prescribed for the purposes of s175(2)(b) of the TMA.

Pursuant to Trade Marks Regulation 16.10, the ACCC is also satisfied that the rules as varied provide that the attributes a person must have to become an approved certifier are sufficient to enable the person to assess competently whether goods or services meet the certification requirements.

Signed..... **(Deputy Chair)**

Date..... 7.11.18

Certified copy
pursuant to section 175(2)(b)
of the *Trade Marks Act 1995*
Commissioner 7.11.18 Date

Rules for PlainLanguagePro certification trademarks

Revision 2

PlainLanguagePro BRONZE
PlainLanguagePro SILVER
PlainLanguagePro GOLD

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1 Promoting plain language in documents

The PlainLanguagePro certification trademarks promote the use of plain language principles and processes in business and government documents. (the term 'Plain Language' is preferred over the term 'Plain English' as it covers a wider range of techniques and practices[1].)

PlainLanguagePro certification trademarks allow certified plain language professionals to apply a mark to distinguish documents (printed or electronic) written using plain language principles from other documents. The mark identifies the document as being produced by a plain language professional using a recognised plain language process.

For **document users** (the public or specialised audiences), a PlainLanguagePro certification trademark provides confidence that documents bearing the mark have been prepared with care and take into account their needs and preferences. These documents are likely to be easy for users to read and understand.

For **plain language professionals**, PlainLanguagePro certification trademarks provide a way to distinguish themselves from other writers, and to promote and encourage the use of their skills and processes when preparing documents

For **document owners,** PlainLanguagePro certification trademarks provide confidence that their documents have been prepared with care and a dedication to meeting the needs of the users of their documents. It increases their confidence that documents will communicate effectively and deliver the intended message to the user.
PlainLanguagePro certification trademarks may also provide document owners with a potential defence against a charge of 'reckless writing[2]' and related legal action.

The PlainLanguagePro certification trademark processes are largely peer based. That is, plain language professionals exercise their professional judgement to assess their peers and the documents they produce against the objective PlainLanguagePro certification trademarks standards. In this way, the community of plain language professionals becomes jointly responsible for maintaining and upholding the standards embodied in the PlainLanguagePro certification trademarks. Over time, a general uplift of practice is expected as plain language professionals are exposed to the work of their peers, and in the case of certification applications, to work their peers seek to be judged by. In particular, a gradual progression from BRONZE to GOLD standards is anticipated.

These rules will be reviewed in January each year in the light of feedback from the community of plain language professionals.

[1] Australian Government: Office of Parliamentary Counsel. http://www.opc.gov.au/plain/index.htm
[2] 'Reckless writing' refers to preparing a document without exercising a deliberate and considered concern for the intended reader, or class of readers, or a writer failing to apply their mind to consider how the document will be understood.

1.1 A plain language standard benefits the community

There is a growing body of hard evidence demonstrating that using plain language makes documents more understandable. Plain language reduces the risk of miscommunication and misunderstanding. It reduces the time taken to read and understand documents.

The worldwide plain language movement has been saying for decades that merely providing a document that is complete and accurate is insufficient. Information must be written clearly and concisely – and in a way that the majority of users can comprehend it quickly. Users should both understand the information and know what to do with it. An effective document takes readers' needs and preferences into account rather than being solely focused on what the writer wishes to say.

Increasingly, people, especially consumers of financial services and insurance products, are complaining that they didn't understand a document, often a contract, because it had been poorly structured and written. Important information is often buried in a lengthy document, and the style of writing makes extracting meaning difficult. This disadvantages readers, especially less able readers.

Plain language (sometimes called plain English) is being preferred by a number of government bodies and law makers. For example,

> The Office of Parliamentary Counsel has been active in encouraging the use of plain language in legislation and in developing and using plain language techniques.
> ..., we have incorporated plain language drafting into all of our work. ....
> We prefer to use the term "plain language" rather than "plain English" because we believe that it covers a wider range of techniques and practices.
> Source: http://www.opc.gov.au/PLAIN/index.htm
>
> Information that is written in plain language helps people to understand the law and the legal assistance available to them. It can also contribute to and enhance an agency's service delivery. For example, when people clearly understand who they need to contact, or the process the they need to follow, or how to complete a form - it can save time and avoid errors.
> Source: http://www.lawfoundation.net.au/information/writing
>
> New "plain English" Apprehended Domestic Violence Orders will be introduced in New South Wales to make the orders less confusing.
> The NSW Government said the redesigned orders would eliminate excuses for violating the orders, which protect victims of domestic violence by imposing restrictions on the behaviour of perpetrators.
> Attorney-General Gabrielle Upton said the orders would use simple language that a 13-year-old could understand, and spell out examples of the consequences of breaches.
> Source: http://www.abc.net.au/news/2015-11-27/nsw-to-rewrite-domestic-violence-orders-in-plain-english/6979118

Many organisations are now claiming to produce documents in plain language so ordinary people can read and understand them. But merely having the words 'plain language' in a document title does not guarantee that the document has been plainly written and has an appropriate focus on the needs and desires of the users.

The PlainLanguagePro certification trademarks provide confidence that a document has been professionally written using plain language principles and processes.

1.2 Definitions

Document	Any communication product, delivered electronically or in hard copy, that contains text written in the English language. It may or may not also contain information presented graphically.
Document owner	An entity that publishes or is otherwise responsible for a document. Typically, a document owner will be a corporation or government agency.
Document users	Sometimes referred to as readers or the audience, users are the people who expected to read, understand and act on the document.
User research	A process that discovers the needs and preferences of the target audience before or while developing a document.
User testing	A process that confirms the document addresses the needs and preferences of the target audience before final publication of a document. Testing checks that the document is likely to be understood by the reader or class of readers.
Plain language professional	A person who applies the principles of plain language as they write or edit documents. Typically, a plain language professional will work for a document owner (as a consultant, contractor, employee or on some other basis) to deliver a document.
Certifier	A plain language professional who has been judged to possess the attributes required to assess documents against the PlainLanguagePro certification trademark standards.
Registered document	A document that has been assessed by a Certifier to meet one of the PlainLanguagePro certification trademark standards and that has been recorded and uploaded to the PlainLanguagePro certification trademarks database.
PlainLanguagePro mark	One of the PlainLanguagePro certification trademarks: PlainLanguagePro BRONZE, PlainLanguagePro SILVER, PlainLanguagePro GOLD
Trademark owner	Think-write Pty Ltd. ACN 076127083

2 The PlainLanguagePro certification trademark standards

The standards recognise that 'plain language is not just about vocabulary. It involves all the techniques for clear communication — planning the document, designing it, organising it, writing clear sentences, using plain words, and testing the document whenever possible on typical readers.'[3]

A PlainLanguagePro mark on a document guarantees that the document has been written, edited or revised by a plain language professional exercising appropriate skill. The level of the mark (BRONZE, SILVER, GOLD) shows the type of process used to create the document.

The PlainLanguagePro standards have been developed after consulting a wide range of books, websites and other resources, including, but not limited to

- Snooks & Co 2002, *Style Manual*[4]
- Eagleson, R 1990, *Writing in Plain English*[5]
- Australian Government: Office of Parliamentary Counsel, *Plain English Manual*
- Asprey, M 2003, *Plain Language for Lawyers*
- Cutts, M, 2004, *Oxford Guide to Plain English*

The PlainLanguagePro standards are consistent with existing Plain English certification standards: Crystal Mark (originating in the United Kingdom) and WriteMark (originating in New Zealand). However, the PlainLanguagePro standards extend basic concepts to include consideration of user focussed documentation development processes as well as considering the final document. Assessment against the PlainLanguagePro standards is egalitarian, involving multiple plain language professionals, rather than assessment being held tightly by a single enterprise.

2.1 PlainLanguagePro BRONZE

A document meeting the PlainLanguagePro BRONZE standard will be written using a process that applies the textual components of plain language. A document is in plain language if the target audience can:

- find what they need
- understand what they find
- use what they find to meet their needs[6].

Whether a document is plain or not must be determined with reference to the target audience and the complexity of the content. However, in general, a document meeting the PlainLanguagePro BRONZE standard will have the following features:

[3] Professor Joseph Kimble in *Writing for Dollars, Writing to Please*
[4] Sponsored by the Australian Government: Department of Finance and Administration. In use by most government agencies across Australia
[5] Sponsored by the Australian Government: Department of the Arts, Sport, the Environment, Tourism and Territories. Set an early standard for plain language in government agencies
[6] The Canadian Public Health Association

- Content is ordered in a 'point first' or 'pyramid' structure.
- Uses familiar, short words in preference to complex words.
- Not wordy, using only the number of words required to express an idea.
- Includes more active voice expressions than passive.
- Uses verbs rather than nouns made from verbs.
- Most sentences convey a single idea.
- Uses a conversational style.
- A readability score reflecting the reading ability of the target audience.

2.1.1 Assessing the PlainLanguagePro BRONZE standard

In assessing whether or not a document meets the PlainLanguagePro BRONZE standard, a certifier must be satisfied that the intended reader will likely be able to read and comprehend the document as a whole without undue effort. In making this judgement, the certifier must:

- consider relevant characteristics of the intended reader, or class of readers
- consider the circumstances in which the user will encounter or use the document
- consider the likelihood that the reader will know the meaning of all the words used (unfamiliar words may be introduced in the document if they are explained with familiar words)
- consider the complexity of the ideas presented and the readers' likely existing knowledge and the logical flow of content
- consider the way sentences have been crafted and the ease of extracting meaning
- consider readability metrics
- compare the document with other documents that have been acknowledged as being plainly written
- consider the helpfulness of any graphic devices and document layout.

2.2 PlainLanguagePro SILVER

A document meeting the PlainLanguagePro SILVER standard must

- meet the PlainLanguagePro BRONZE standard
- include user research in the document planning and preparation stage
- incorporate user research in the document structure, content and style.

2.2.1 Assessing the PlainLanguagePro SILVER standard

In assessing whether or not a document meets the PlainLanguagePro SILVER standard, a Certifier must be satisfied that

- the document meets the PlainLanguagePro BRONZE standard
- user needs and preferences, and the document owner's intent, have been considered when crafting the document.

A written description of the results of the user research must be provided when registering a document at the PlainLanguagePro SILVER standard. (refer Rule 4.1)

2.3 PlainLanguagePro GOLD

A document meeting the PlainLanguagePro GOLD standard must

- meet the PlainLanguagePro BRONZE and SILVER standards
- include user testing to confirm the document addresses user needs and preferences
- work to achieve the intent of the document owner.

2.3.1 Assessing the PlainLanguagePro gold standard

In assessing whether or not a document meets the PlainLanguagePro GOLD standard, a certifier must be satisfied that

- the document meets the PlainLanguagePro SILVER standard
- user testing has been conducted on the document that demonstrates the user or class of users the document is intended for understand the content and its implications, and that this understanding is consistent with the document owner's intent. It may also confirm that the design and delivery of the document is consistent with the users' needs and preferences.

A written description of the results of the user testing must be provided when registering a document at the PlainLanguagePro GOLD standard. (refer Rule 4.1)

3 Certification to assess PlainLanguagePro standards

Only natural persons (not businesses or other entities) may apply to become a PlainLanguagePro certifier.

To become a certifier, mastery of plain language concepts and practice is required. Applicants reveal their mastery through both a theoretical understanding of the principles of plain language and a practical demonstration of the outworking of these principals in a completed document. Competence is assessed by other certified plain language professionals, ensuring a consistent level of competence across all PlainLanguagPro certifiers.

The certification process recognises that effective plain language professionals develop expertise through a variety of pathways. There are no formal qualifications that can be relied on to conclusively provide the attributes needed to assess whether a document has been written in plain language. Some highly effective plain language professionals have formal qualifications in subject areas well removed from language (for example, science communicators). Some effective plain language professionals have no formal qualifications, but have developed mastery of their craft through experience and informal mentoring.

3.1 Attributes to be a PlainLanguagePro BRONZE certifier

Plain language professionals authorised to apply a PlainLanguagePro BRONZE mark to a document must	*Evidence required*	*Attributes judged suitable if*
• have completed a course of training in writing in plain language (or plain English) listed in Schedule 2 – Recognised training courses, or equivalent	A certificate of completion or similar	a certificated copy of certificate is sighted
• have at least two years' experience in writing or editing plain language documents	Relevant work history	the equivalent of at least two years in roles where writing or editing in plain language was a core task
• be actively engaged in writing, editing or reviewing documents in plain language	A description of plain language performed	effort involves at least 100 hours of plain language work per year
• be able to explain the principles of plain language they apply in their work	A written description of plain language principles	the description is in general agreement with accepted tenets of plain language
• be able to write plainly.	Three example documents	the documents are judged to be written plainly.

3.2 Attributes to be a PlainLanguagePro SILVER certifier

Plain language professionals authorised to apply a PlainLanguagePro SILVER mark to a document must	*Evidence required*	*Attributes judged suitable if*
• have all the attributes to be able to apply a PlainLanguagePro BRONZE mark to a document	As for PlainLanguagePro BRONZE	As for PlainLanguagePro BRONZE
• knowledge of user research processes	Description of user research process used	processes are likely to effectively discover user needs and preferences
• ability to effectively incorporate user research when developing documents	Description of the user needs and preferences discovered for the example documents provided	user needs and preferences are documented and have influenced the construction of the example documents.

3.3 Attributes to be a PlainLanguagePro GOLD certifier

Plain language professionals authorised to apply a PlainLanguagePro GOLD mark to a document must	*Evidence required*	*Attributes judged suitable if*
• have all the attributes to be able to apply a PlainLanguagePro SILVER mark to a document	As for PlainLanguagePro SILVER	As for PlainLanguagePro SILVER
• knowledge of user testing processes	Description of user testing process used	processes are likely to effectively test whether user needs are met, including whether the user understands the document.
• effectively use testing results to inform document development	Description of the tests performed and results for the example documents provided	the test results demonstrate user needs and preferences are substantially met and that the document is likely to be understood by the user or class of users of the example documents.

3.4 Certification process

The certification process recognises that plain language capability is best determined by peers, that is, by other plain language professionals exercising judgement and assessing against objective standards.

Plain language professionals applying to be a PlainLanguagePro certifier must provide the information and evidence listed in Schedule 1 – Application for certification information and complete the online application form available at www.plainlanguagepro.org, unless exempted by the trademark owner. The applicant must pay the application fee shown in Schedule 4 – Fees.

The application will be considered by at least two[7] independent[8] PlainLanguagePro certifiers certified at the PlainLanguagePro mark level being applied for. If both certifiers agree the applicant possess the required attributes, the trademark owner will invite the applicant to be certified. Certifiers must agree in writing to abide by all current rules for PlainLanguagePro certification trademarks.

If either certifier considers the applicant does not possess the required attributes, the shortcomings will be explained to the applicant. The applicant may resubmit their application, paying the application resubmission fee shown in Schedule 4 – Fees. Resubmitted applications will usually be considered by different certifiers to those considering the original application.. The applicant may resubmit their application up to six times.

Plain language professionals who have been certified may promote themselves as a PlainLanguagePro certifier.

3.4.1 Maintaining certification

PlainLanguagePro certifiers must perform the following activities every calendar year[9] to maintain certification, unless exempted by the trademark owner.

- Register at least 10 documents with a PlainLanguagePro mark. (refer rule 4.1)
- Consider up to 6 certification applications, as requested by the trademark owner. (refer rule 0)
- Review up to 12 registered documents for quality control purposes, as requested by the trademark owner. (refer rule 5.1)

3.4.2 Revoking certification

The trademark owner may revoke certification if

- The requirements to maintain certification are not met
- The certifier registers or attaches a PlainLanguagePro mark, or allows a mark to be attached, to a document that does not meet the relevant standards. (refer rule 0).

[7] Applications will be assessed solely by the trademark owner until sufficient plain language professionals have been certified.
[8] Independent certifiers means certifiers who are not employed by the same organisation.
[9] Activity requirements are pro rata when certification is granted part way through the year.

- The certifier attaches a PlainLanguagePro mark, or allows a mark to be attached, to a document that has not been registered and uploaded to the PlainLanguagePro database. (refer rule 4.1)
- The certifier does not properly re-register a revised document. (refer rule 4.1.3)
- The certifier does not take corrective action when a document they have registered is judged to not meet the relevant PlainLanguagePro certification trademark standard. (refer rule 5.3)
- The certifier accesses, or attempts to access, an area of the PlainLanguagePro certification trademark database they are not authorised to access. (refer rule 4.1.4)
- The certifier makes a false declaration or does any act of dishonesty related to PlainLanguage Pro certification trademarks.
- They certifier does not abide by any PlainLanguagePro certification trademark rules.
- The certifier does anything that, in the opinion of the trademark owner, devalues or brings into disrepute the PlainLanguagePro certification trademarks.

3.4.3 Resolving certification disputes

If the trademark owner decides to revoke the certification of any person, they will notify the certifier in writing of the intention to revoke certification 30 days before the revocation takes effect. The notice will explain the reasons for the intended revocation. The certifier will have 30 days to respond to the reasons outlined in the notice.

The trademark owner will make the final decision in all matters relating to certification. The trademark owner may seek the opinion of other certifiers, or other parties, but will not be bound by those opinions.

4 Using the PlainLanguagePro certification trademarks

The PlainLanguagePro certification trademarks may only be included on documents that have been judged to meet the relevant PlainLanguagePro certification trademarks standard by a PlainLanguagePro certifier. Documents bearing a PlainLanguagePro trademark must be registered and uploaded in the PlainLanguagePro database.

PlainLanguagePro certifiers are the only people who may authorise a PlainLanguagePro certification trademark being attached to or included in a document. PlainLanguagePro certifiers may assess documents they have written or been involved with as well as documents developed by other people.

If a document is discovered including or displaying a PlainLanguagePro certification trademark that does not meet the appropriate standard, or that has not been properly registered on the PlainLanguagePro certification trademarks database, the trademark owner may take whatever action deemed necessary against the document owner or the certifier, or both, to protect the integrity of the PlainLanguagePro certification trademarks.

4.1 Registering documents with PlainLanguagePro marks

All documents bearing a PlainLanguagePro certification trademark must be registered in the PlainLanguagePro certification trademarks database by a certifier. Registration and upload to the database allows a regime of quality checks against the PlainLanguagePro certification standards. (refer rule 5).

The certifier must

- confirm the document meets the relevant PlainLanguagePro standard
- register the document on the PlainLanguagePro website (www.plainlanguagepro.org), providing the information listed in Schedule 3 – Document registration information.
- pay the appropriate registration fee listed in Schedule 4 – Fees
- upload a copy of the document to the database in one of the file formats listed in Schedule 3 – Document registration information.

4.1.1 Conditions of registering a document

When registering a document, the certifier must ensure the document owner agrees to

- the document being registered and included in the PlainLanguagePro certification trademark database
- the document being made available to other PlainLanguagePro certifiers for the purpose of quality control checks against the PlainLanguagePro certification trademark standards, in accordance with the quality check procedures. (refer rule 5.1)

4.1.2 Registering confidential documents and templates

Confidential documents may be registered with personal information (as defined in Privacy Law) or 'commercial in confidence' information removed or blanked out.

Document templates may be registered with place holders for variable information such as names, titles, contact information, amounts and measurements, dates, graphs, diagrams and photographs.

These documents may display a PlainLanguagePro trademark when published or delivered with the specific information included.

4.1.3 Registering document revisions

Revisions to documents must be registered in the same way as the original document, including paying the registration fee, unless the revision is solely limited to one or more of the following changes:

- A change to names, addresses or other contact information
- A change to numeric information, including dollar amounts and percentages
- Revised graphic information, including maps and charts
- Corrections to spelling or grammar.

Any changes to document structure or wording must be registered as a revision or as a new document in order to confirm the document continues to meet the PlainLanguagePro certification trademark standards. Re-registration is required to maintain the integrity of the marks.

4.1.4 Use of the PlainLanguagePro certification trademark database

The PlainLanguagePro certification trademark database contains information about registered documents (listed in Schedule 3 – Document registration information) and an electronic copy of the document. Copies of documents are held within Amazon Web Services S3 storage system within the Sydney region.

The database is accessed via the website www.plainlanguagepro.org and is secured by passwords. When a plain language professional is certified to award PlainLanguagePro certification trademarks they will be provided with a user name and password. Certifiers must keep their access credentials secure and must not share them with other people. Certifiers can update their password and other information on the website www.plainlanguagepro.org

Certifiers access the database when registering documents. Certifiers have access to their own unique area of the database and may set up a folder structure within the database to organise the documents they have certified. They may view and download documents they have previously registered.

Certifiers must not access, or attempt to access, any part of the database outside of their unique area. They must not access or attempt to access any document registered by another certifier.

The trademark owner has access to the entire database and the documents in it. This access is used for quality control checks against the PlainLanguagePro certification trademark standards. (refer rule 5)

4.2 Displaying PlainLanguagePro certification trademarks

Document owners or certifiers may decide whether or not to display the PlainLanguagePro certification trademark on a document.

4.2.1 Displaying a PlainLanguagePro certification trademark on a printed document

A PlainLanguagePro certification trademark may be displayed in any location in a printed document. For example, on the cover page, or in the header or footer, or both.

The mark must be displayed in the Calibri font, or similar sans serif font, with the words GOLD, SILVER or BRONZE formatted as 'small caps'. The font size must be no smaller than 6 point. Background colour and frames may be used as determined by the document designer.

PlainLanguagePro GOLD, SILVER or BRONZE marks may be displayed in the colours gold, silver or bronze, or in black and white, or in grey, as determined by the document designer. No other colours may be used in the marks.

4.2.2 Displaying a PlainLanguagePro certification trademark on an electronic document

If the document is formatted as a printed document (e.g. as a pdf document) and delivered electronically or online, rules for displaying the PlainLanguagePro certification trademarks on a printed document apply.

If the document is a web page, app or similar, the PlainLanguagePro certification trademark may displayed in any manner determined by the designer as long as it is displayed in the Calibri font, or similar sans serif font, with the words GOLD, SILVER or BRONZE formatted as 'small caps'. The font size must be no smaller than 15 pixels.

PlainLanguagePro GOLD, SILVER or BRONZE marks may be displayed in the colours gold, silver or bronze, or in black and white, or in grey, as determined by the document designer. No other colours may be used in the marks.

Certifiers must take care to ensure that the web text meets the appropriate standard at every point the PlainLanguagePro certification trademark is displayed. In particular, if only one web page on a website meets the PlainLanguagePro certification trademark standard, the mark must not be displayed on other pages.

5 Quality checks on documents registered as meeting a PlainLangaugePro standard

To maintain the integrity and value of the PlainLanguagePro standards, documents registered as meeting a PlainLanguagePro certification standard will be subject to a regime of checks.

5.1 Quality checks by plain language professional peers

A regular monthly process checks that registered documents meet the PlainLanguagePro certification trademark standards.

1. On the first day of each calendar month, the trademark owner will select documents for checking. Documents will be selected using statistical quality control techniques aimed at providing confidence that individual certifiers are correctly applying the PlainLanguagePro certification trademark standards. (Certifiers who have registered documents that have been found to not meet the standards are more likely to have documents they have registered checked in the future.)
2. The trademark owner will assign each selected document to three certifiers for checking. A PlainLanguagePro BRONZE certifier can only check documents with a PlainLanguagePro BRONZE mark, a PlainLanguagePro SILVER certifier can check documents with a PlainLanguagePro BRONZE or SILVER mark, A PlainLanguagePro GOLD certifier can check documents with any PlainLanguagePro mark.
3. Each certifier will assess the document against the relevant standard within 30 days of being assigned the document. The certifier will judge whether the document meets or does not meet the standard (passes or fails). If they judge the document does not meet the standard, they must provide their reasons in writing.
   Certifiers asked to check a document must not:
   a. provide or make the document available to any other entity
   b. plagiarise the document
   c. use the document in any way or for any purpose other than assessing it against the PlainLanguagePro standards.
4. If all three certifiers pass the document, the trademark owner will advise the certifier who registered the document that a quality control check has been completed and that the document passed.
   If two certifiers pass the document and one certifier fails it, the trademark owner will advise the certifier registering the document that a check has been performed and failed by one certifier. The reasons for failing will be passed to the certifier to act as a warning and provide opportunity for improvement.
   If zero or one certifiers pass the document, the trademark owner will advise the certifier who registered the document that the document does not meet the relevant PlainLanguagePro standard and pass on the reasons for failing. The certifier who registered the document must take corrective action within 30 days. (refer rule 5.3)
5. The trademark owner will record the results of quality control checks.

5.2 Quality checks resulting from a complaint

Any person may complain that a document bearing a PlainLanguagePro mark has not been written using plain language principles. A facility provided on the website www.plainlanguagepro.org allows complaints to be lodged.

When a complaint about a document is received, the trademark owner will access the document in question and investigate the complaint.

If the trademark owner judges that the document meets the relevant PlainLanguagePro certification trademark standard, they will advise the complainant. They will also advise the certifier registering the document of the complaint and the outcome.

If the trademark owner judges that the document does not meet the relevant PlainLanguagePro certification trademark standard, they will notify the certifier registering the document of the reasons the document does not meet the standards. The certifier who registered the document must take corrective action within 30 days. (refer rule 5.3) The trademark owner will respond to the complainant advising that the document does not meet the standard and that the certifier has been directed to take corrective action.

5.3 Correcting a registered document judged to not meet the PlainLangaugePro standard

If a document is judged to not meet the relevant PlainLanguagePro certification trademark standard, the certifier who registered the document will be advised of the reasons the document does not meet the standard.

The certifier who registered the document must, within 30 days

- correct the shortcomings in the document, re-register the document and advise the trademark owner of this action
- request the document be reassessed by different certifiers. (The trademark owner will make arrangements for this.)
  or
- provide evidence to the trademark owner that the PlainLanguagePro certification trademark has been removed from all copies of the document.

If none of these actions are taken within 30 days, the trademark owner may

- de-register the document on the PlainLanguagePro certification trademark database
- advise the document owner that the document does not meet the PlainLanguagePro certification trademark standards, and that the mark must be removed from all copies of the document
- revoke the certification of the certifier
- take any other action deemed necessary to maintain the integrity of the PlainLanguagePro certification trademarks.

6 Schedules

6.1 Schedule 1 – Application for certification information

This schedule lists the information that must be provided when a plain language professional applies to become a PlainLanguagPro Certifier. (refer rule 3)

The trademark owner will update this schedule if additional information is considered useful.

For certification to be a PlainLanguagePro BRONZE certifier

- Applicant's name
- Applicant's email address
- Applicant's country of residence
- Plain language courses completed
- Other qualifications
- Relevant work history
- A description of the plain language work currently performed
- A description of the plain language principles used
- Three example documents written in plain language, each of at least 300 words

Additional information to be a PlainLanguagePro SILVER or GOLD certifier

- A description of the user research processes used
- For each example document, the results of the user research process

Additional information to be a PlainLanguagePro GOLD certifier

- A description of the user testing processes used
- For each example document, the results of the user tests

6.2 Schedule 2 – Recognised training courses

This schedule lists the training courses that are recognised as providing sufficient base knowledge for a plain language professional to become a PlainLanguagePro Certifier. (refer rule 3.1)

The trademark owner will update this schedule whenever a training course is discovered that delivers similar learning outcomes to Think-write Consulting's course, *Writing well at work*.

Course name	***Provider***	***Website***
Writing well at work	Think-write Consulting	http://thinkwrite.com.au/writer-training/
The writing circle	Information design centre	https://infodesigncentre.com.au/the-writing-circle
Professional Business Writing	Australian Writers Centre	https://www.writerscentre.com.au/courses/professional-business-writing/
Web (and plain English) writing	East Edit	https://eastedit.com.au/writing-training/
To the Point Plain English	TTP Plain English	https://www.plainenglish.com.au/our-services
Information with Impact	Golsby-Smith & Associates	
Writing Plain English	Institute of Public Administration in Australia	https://www.nsw.ipaa.org.au/courses/2014-2015/writing-plain-english

6.3 Schedule 3 – Document registration information

This schedule lists the information that must be provided when registering a document on the PlainLanguagePro database. (refer rule 4.1)

The trademark owner will update this schedule if they determine that any additional information should be collected, or if any listed information is no longer required.

For documents registered as meeting the PlainLainguagePro BRONZE standard

- Certifier name
- Document title
- Document version
- Document owner (organisation)
- Document owner (name & email)
- Target audience: general readers or advanced readers

Additional information for documents registered as meeting the PlainLainguagePro SILVER standard

- A statement describing the results of user research

Additional information for documents registered as meeting the PlainLainguagePro GOLD standard

- A statement describing the results of user research and user testing

6.3.1 File formats for upload to the PlainLanguagePro database

- abw
- ans
- asc
- csv
- doc
- docx
- dot
- dotx
- epub
- gdoc
- html
- odt
- pages
- pdf
- rtf
- txt
- uof
- wps
- xhtml
- xml
- xps

6.4 Schedule 4 – Fees

This schedule lists the fees associated with the PlainLanguagePro trademarks. For fees paid within Australia, the amounts include Goods and Services Tax (GST)

The trademark owner will update this schedule, if required, in January each year.

Certifier application fee. (refer rule 0)	Nil
Certifier re-application fees (refer rule 3.4.3)	Nil
Register and upload documents (refer rule 4.1)	
at PlainLanguagePro BRONZE standard	A$33
at PlainLanguagePro SILVER standard	A$66
at PlainLanguagePro GOLD standard	A$99