*[Date, address, etc. Email (Attached letter? On Clarity/PLAIN letterhead?)]*

Dear *[contact]*

**Seeking support for a new Australian standard on plain language**

As I mentioned on our call, I would be grateful if *[name of contact’s organisation]* would write in support of the International Plain Language Working Federation’s proposal to Standards Australia about developing a standard for plain-language documents.

**The Federation**

The International Plain Language Working Federation was formed by 3 organisations:

* Clarity, an international organisation, [see here](http://www.clarity-international.net);
* PLAIN, an international organisation, [see here](http://plainlanguagenetwork.org/); and
* Center for Plain Language, a US-based organisation, [see here](https://centerforplainlanguage.org/).

I am [a former/the current President]/[a member] of [Clarity/PLAIN].

Assuming an Australian Standard is successfully implemented, the Federation intends to apply to implement an international standard. But for various reasons, it makes sense to start in Australia now. When it comes to standards, Australia and New Zealand tend to co-operate. So an Australian Standard is likely to apply in New Zealand too.

**Steps taken so far**

In 2010, the Federation produced a highly-regarded options paper outlining various possible developments in the plain-language world – including, defining plain language, and establishing standards for plain language.

Now, our aim is to pick up the ideas in the option paper about standards and develop and implement a standard. You can [see the Options Paper here](http://www.clarity-international.net/wp-content/uploads/2015/05/Clarity-no-64-bookmarked1.pdf).

We have been discussing our proposal with representatives of Standards Australia.

**Our proposal**

For our proposal to Standards Australia to be approved, it needs to establish 3 things:

* the benefit the standards would deliver to the Australian public – discussions with our Stakeholder Engagement Manager at Standards Australia indicate we have this covered;
* a clear scope for the likely content of the standards − this item is well within our grasp. We have the relevant expertise among the members of the 3 organisations that formed the Federation. Also much useful work was done for the 2010 options paper and has been developed since; and
* wide support from stakeholder organisations so that Standards Australia can be sure that any standards implemented will be well-received. Appropriate stakeholder bodies include, representative organisations, government agencies, unions, research and academic bodies, consumer groups etc.

It is with this third item, stakeholder support, that we seek your support.

**Your support**

Our proposal to Standards Australia will have an increased chance of success if *[name of contact’s organisation]* were to send a letter along the lines of the attached draft.

If your organisation decides to send a letter of support, then the process requires us to include that letter with our proposal. So the letter is drafted to be sent to Standards Australia care of the chair of the Federation’s Standards Committee, Christopher Balmford. His contact details are on the letter.

One other thing you might do is arrange for any counterpart organisation in New Zealand to provide a similar letter of support.

**Deadline**

As there is much to do in organising the application to Standards Australia’s, it would be most useful if you were able to send your letter of support as soon as possible.

Your sincerely

*[name]*