

# Guidelines for Reproducing and/or Adapting Condoman Resources

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## **Background:**

It should be acknowledged that the original Condoman campaign was conceived and developed in 1988 by a group of Indigenous Health Workers in Townsville as a response to the threat of HIV and AIDS to Aboriginal and Torres Strait Islander communities in North Queensland. The popularity and cultural appropriateness of the campaign allowed the poster to be widely adopted and embraced across Australia and even by other countries in the South Pacific region.

The Commonwealth Office of Aboriginal and Torres Strait Islander Health (OATSIH) have the rights to the name 'Condoman' and the original poster design. The 2009 Condoman image/ design is trademarked to the Queensland Association for Healthy Communities (QAHC).

The 2 Spirits Project with the QAHC and the Queensland Aboriginal and Torres Strait Islander Health Council (QAIHC) have been the organisations responsible for the development and release of the 2009 Condoman resource materials in Queensland with funding for this project provided by OATSIH. The 2009 Condoman resources currently consist of a poster and a comic book specifically targeting Aboriginal and Torres Strait Islander communities in Queensland. The comic book is rated 'mature content' and is suitable for young people 15 years and older.

Limited quantities of the resources have been produced and distributed which impacts on the ability of QAHC and QAIHC to respond to requests for Condoman resources by other services and organisations in Queensland; as well as in different States and Territories who are seeking access to quantities of the resources.

QAHC & QAIHC encourage and support organistaions, services and Aboriginal and Torres Strait Islander communities to consider reproducing; or adapting; and further developing new Condoman resources in their response to the sexual health disadvantage faced by the Aboriginal and Torres Strait Islander populations. It is generally recognized and understood that sexual health resources and health promotion material can be shared and used by different services/ organisations around Australia as long as prior permission is gained and acknowledgment is made of the source of the information and/or materials.

The following information is a guide to assist those interested in either reproducing the current 2009 Condoman resources; or to make changes and alterations to the 2009 Condoman resources; or, wanting to further develop new Condoman resources based on the 2009 design.

## Request to Reproduce 2009 Condoman Resources

Aboriginal and Torres Strait Islander communities are diverse and unique with their own histories and world views. Organisations and services interested in reproducing quantities of the 2009 Condoman resources should closely assess the appropriateness of the resources for the specific target populations for which they are intended.

As a part of the ongoing monitoring and evaluation process QAHC and QAIHC have developed a 'Request to Reproduce 2009 Condoman Resources' form (appendix 1) to examine where and how the campaign is being used in other locations within Queensland/ Australia by difference services and organisations. It would be the responsibility of the organisation/ service that reproduced the resources to conduct an independent monitoring and evaluation process.

QAHC and QAIHC are not for profit organisations and do not seek any payment for reproducing these materials. This process is to only monitor and evaluate how the resources are being used and distributed; as well as ensuring consistency and quality assurance.

The process of reproducing the existing resources is reasonably straight forward and there are two options:

- Option 1:       Reproduce the resources with no changes to the artwork (including current logos). This would incur no extra cost for changes to the artwork.
- Option 2:       Reproduce the resources with inclusion of other logos. This option would include an additional cost to the organisation/ service for changes to the artwork. This cost would be negotiated between the organisation/ service and Inception Strategies the company responsible for making changes to the 2009 Condoman artwork.

The following information is to help provide you with an easy step by step process for reproducing the 2009 Condoman resources:

- 1. Examine closely the 2009 Condoman resource materials to ensure their appropriateness for your proposed target audience. Consider focus testing with community people and/or Indigenous Sexual Health Workers for feedback. Special consideration should be paid to the comic book which is classified as 'Mature Content' and is suitable for people 15 years and older. Visit [www.condoman.com.au](http://www.condoman.com.au) to see resources online.**
- 2. To assist with planning and budgeting seek a quote from Inception Strategies who is responsible for changes to the artwork and the printing of the resources. Contact Damian on 0412 039 636 or [damian@inceptionstrategies.com](mailto:damian@inceptionstrategies.com) .**
- 3. Complete the 'Request to Reproduce 2009 Condoman Resources' form with a cover letter stating your intentions and send to:  
2 Spirits Project,  
Queensland Association for Healthy Communities,  
PO Box 12112, CAIRNS DC, Q. 4870;  
or email – [indcns@gahc.org.au](mailto:indcns@gahc.org.au)**
- 4. Before going to production submit final drafts to QAHC and QAIHC to 'approve' and provide feedback. This process is to provide consistency and quality assurance.**
- 5. Once the 'Request to Reproduce Condoman Resources' form has been submitted and approval has been obtained on the final draft, please contact: Damian from Inception**

Strategies to organise your artwork and/ or printing requirements. Contact Damian on 0412 039 636 or [damian@inceptionstrategies.com](mailto:damian@inceptionstrategies.com) .

6. It is requested that organisations and services who reproduce the 2009 Condoman resources acknowledge QAHC and QAIHC in any media and official documentation as the organisations responsible for the development of the 2009 Condoman resource materials on which this resource is based.
7. For further information you may contact:
  - 2 Spirits Health Promotion Officer, QAHC, PO Box 12112, CAIRNS DC, Q. 4870  
Ph: 07 4041 5451: Email – [indcns@qahc.org.au](mailto:indcns@qahc.org.au)
  - Sid Williams, STI & BBV, QAIHC, PO Box 3205, South Brisbane – Ph: 07 3328 8500.  
Email: [SidneyWilliam@qaihc.com.au](mailto:SidneyWilliam@qaihc.com.au)

## Request to Adapt/ Change 2009 Condoman Resource

QAHC and QAIHC encourage services and organisations to consider altering or adapting the 2009 Condoman resources to better meet the sexual health needs of their target populations.

As a part of the ongoing monitoring and evaluation process QAHC and QAIHC have developed a 'Request to Adapt/ Change 2009 Condoman Resource' form (appendix 2) to assist services and organisations in other locations within Queensland/ Australia who are interested in making alterations to the 2009 Condoman resource materials.

Changes and additions to the 2009 Condoman resources to would include additional costs to the organisation/ service for changes to the artwork. This cost would be negotiated between the organisation/ service and Inception Strategies the company responsible for producing the 2009 Condoman art work.

QAHC and QAIHC are not for profit organisations and do not seek any payment for reproducing or altering these materials. This monitoring process is to allow QAHC and QAIHC to examine and evaluate how the resources are being used, further developed and distributed; as well as ensuring consistency and quality assurance. It would be the responsibility of the organisation/ service to conduct an independent monitoring and evaluation process.

It should be understood that any resource produced by this process would be available to QAHC and QAIHC; or any other organisations/ services to reproduce and use with specific target groups, communities and populations.

The following information is to help provide you with an easy step by step process for altering and making changes the 2009 Condoman resources for use with your specific target populations:

1. Examine closely the 2009 Condoman resource materials to assess what changes are required for the proposed target audience. Special consideration should be paid to the comic book which is classified as 'Mature Content' and is suitable for people 15 years and older. Visit [www.condoman.com.au](http://www.condoman.com.au) to see resources online.
2. To assist with your planning and budgeting you may wish to seek a quote from Inception Strategies which is responsible for any additions and changes to the artwork; and the printing of the resources. Contact Damian on 0412 039 636 or [damian@inceptionstrategies.com](mailto:damian@inceptionstrategies.com) .

3. Complete the 'Request to Adapt/ Change 2009 Condoman Resource Materials' form with a cover letter stating your intentions and send to:  
2 Spirits Project,  
Queensland Association for Healthy Communities,  
PO Box 12112, CAIRNS DC, Q. 4870;  
or email – [indcns@gahc.org.au](mailto:indcns@gahc.org.au) .
4. Before going to production submit final drafts to QAHC and QAIHC to 'approve' and provide feedback. This process is to provide consistency and quality assurance.
5. Once the 'Request to Reproduce Condoman Resources' form has been submitted and approval has been obtained on the final draft, please contact: Damian from Inception Strategies to organise your artwork and/ or printing requirements. Contact Damian on 0412 039 636 or [damian@inceptionstrategies.com](mailto:damian@inceptionstrategies.com) .
6. It is requested that organisations and services who reproduce the 2009 Condoman resources acknowledge QAHC and QAIHC in any media and official documentation as the organisations responsible for the development of the 2009 Condoman resource materials on which this adapted resource is based.
7. For further information you may contact:
  - 2 Spirits Health Promotion Officer, QAHC, PO Box 12112, CAIRNS DC, Q. 4870  
Ph: 07 4041 5451: Email – [indcns@gahc.org.au](mailto:indcns@gahc.org.au)
  - Sid Williams, STI & BBV, QAIHC, PO Box 3205, South Brisbane – Ph: 07 3328 8500.  
Email: [SidneyWilliam@gaihc.com.au](mailto:SidneyWilliam@gaihc.com.au)

## Interest in Developing New Condoman Resources

QAHC & QAIHC encourage and support organisations and services to consider developing additional and complementary resources to the 2009 Condoman materials. To provide continuity, avoid duplication and quality assurance of the Condoman brand it is recommended that organisations and services consider framing or modelling their new Condoman campaign materials on the 2009 Condoman trademarked design.

As a part of the ongoing monitoring and evaluation process QAHC and QAIHC have developed a 'Develop New Condoman Resource' form (appendix 3) to assist services and organisations in other locations within Queensland/ Australia who are interested in developing new and additional resources that support the 2009 Condoman resource materials.

The development of new materials that support 2009 Condoman resources would be at cost to the organisation/ service for the artwork design and other related expenses. This cost would be negotiated between the organisation/ service and Inception Strategies the company responsible for producing the 2009 Condoman artwork.

QAHC and QAIHC are not for profit organisations and do not seek any payment for producing these resource materials. This process is to monitor how newly developed resources, if based on the 2009 Condoman design, are being used and distributed. It would be the responsibility of the organisation/ service to conduct an independent monitoring and evaluation process.

It should be understood that any resource produced by this process would be available to QAHC and QAIHC; or any other organisations/ services to reproduce and use with specific target groups, communities and populations.

The following information is to help provide you with an easy step by step process for developing new resources that complement the 2009 Condoman resources for use with your specific target populations:

1. To assist with your resource planning and budgeting you may wish to seek a quote from Inception Strategies who are responsible for the 2009 Condoman resource artwork/ design. Contact Damian on 0412 039 636 or [damian@inceptionstrategies.com](mailto:damian@inceptionstrategies.com) .
2. Complete the 'Develop New Condoman Resource' form with a cover letter stating your intentions and send to:  
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Queensland Association for Healthy Communities,  
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3. Before going to production submit final drafts to QAHC and QAIHC to 'approve' and provide feedback. This process is to provide consistency and quality assurance.
4. Once the 'Request to Reproduce Condoman Resources' form has been submitted and approval has been obtained on the final draft, please contact: Damian from Inception Strategies to organise your artwork and/ or printing requirements. Contact Damian on 0412 039 636 or [damian@inceptionstrategies.com](mailto:damian@inceptionstrategies.com) .
5. It is requested that organisations and services who reproduce the 2009 Condoman resources acknowledge QAHC and QAIHC in any media or official documentation as the organisations responsible for the development of the 2009 Condoman resource materials on which this new resource is based.
6. For further information you may contact:
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## Appendix 1

### Request to Reproduce 2009 Condoman

#### Resources

The 2009 Condoman resource materials which include a poster and 24 page comic book were developed particularly for Aboriginal and Torres Strait Islander communities in Queensland.

This project is a partnership between the Queensland Association for Healthy Communities (QAHC) and the Queensland Aboriginal and Islander Health Council (QAIHC) with the support of funding from the Office for Aboriginal and Torres Strait Islander Health (OATSIH).

As a part of the ongoing monitoring and evaluation process QAHC and QAIHC have developed a 'Request to Reproduce Condoman Resources' form to support in the collection of information; and assist organisations or services wishing to reproduce the 2009 Condoman resource materials that meet the needs of specific target populations;

1. Examine closely the 2009 Condoman resource materials to ensure their appropriateness to your communities and proposed target audience. Consider focus testing with community people and/or Indigenous Sexual Health Workers for feedback. Special consideration should be paid to the comic book which is classified as 'Mature Content' and is suitable for people 15 years and older. Visit [www.condoman.com.au](http://www.condoman.com.au) to see resources online.
2. To assist with your planning and budget you may wish to seek a quote from Inception Strategies which is responsible for changes to the artwork and the printing of the resources. Contact Damian on 0412 039 636 or [damian@inceptionstrategies.com](mailto:damian@inceptionstrategies.com).
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Queensland Association for Healthy Communities,  
  
PO Box 12112, CAIRNS DC, Q. 4870; or email – [indcns@qahc.org.au](mailto:indcns@qahc.org.au).
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QAHC and QAIHC are not for profit organisations and do not seek any payment for reproducing these resources. This process is to monitor and evaluate the use and distribution of these resource materials.

Name of Organisation/ Service:

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Contact Name: \_\_\_\_\_

Position: \_\_\_\_\_

Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

Postal Address: \_\_\_\_\_

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How many Posters will you reproduce?: \_\_\_\_\_

How many Comics will you reproduce?: \_\_\_\_\_

Who will be the target audience for the Poster?:

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Who will be the target audience for the Comic?:

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Please list the types of organisations, services, workers, etc in your distribution strategy:

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How will the Condoman materials be used?:

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Do you have any feed back on the Condoman resources?:

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## **Appendix 2**

### **Request to Adapt/ Change 2009 Condoman**

#### **Resource Materials**

The 2009 Condoman resource materials which include a poster and 24 page comic book were developed particularly for Aboriginal and Torres Strait Islander communities in Queensland by the Queensland Association for Healthy Communities (QAHC) and the Queensland Aboriginal and Islander Health Council (QAIHC) with the support of funding from the Office for Aboriginal and Torres Strait Islander Health (OATSIH).

QAHC and QAIHC encourage services and organisations to consider altering or adapting the 2009 Condoman resources to better meet the sexual health needs of specific target populations.

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Email: [SidneyWilliam@gaihc.com.au](mailto:SidneyWilliam@gaihc.com.au)

QAHC and QAIHC are not for profit organisations and do not seek any payment for reproducing these resources. This process is to monitor and evaluate the use and distribution of these resource materials.

Name of Organisation/ Service:

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Contact Name: \_\_\_\_\_

Position: \_\_\_\_\_

Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

Postal Address: \_\_\_\_\_

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How do you intend to adapt/ change the Poster?:

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How do you intend to adapt/ change the Comic?:

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How many Posters will you produce?: \_\_\_\_\_

How many Comics will you produce?: \_\_\_\_\_

Please list the types of organisations, services, workers, etc in your distribution strategy:

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How will the Condoman materials be used?:

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Do you have any feed back on the Condoman resources?:

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## **Develop New Condoman Resource**

QAHC & QAIHC encourage and support organisations and services to consider developing additional and complementary resources to the 2009 Condoman materials. To provide continuity, avoid duplication and quality assurance of the Condoman brand it is recommended that organisations and services consider framing or modelling their new Condoman campaign materials on the 2009 Condoman trademarked design.

As a part of the ongoing monitoring and evaluation process QAHC and QAIHC have developed a *'Develop New Condoman Resource'* form to support in the collection information; and assist services and organisations in other locations within Queensland/ Australia who are interested in developing new and additional resources that support the 2009 Condoman resource materials.

The following information is to help provide you with an easy step by step process for developing new resources that complement and relate to the 2009 Condoman resources for use with specific target populations:

1. To assist with your resource planning and budget you may wish to seek a quote from Inception Strategies who are responsible for the 2009 Condoman resource artwork/ design. Contact Damian on 0412 039 636 or [damian@inceptionstrategies.com](mailto:damian@inceptionstrategies.com) .
2. Complete the 'Develop New Condoman Resource' form with a cover letter stating your intentions and send to:  
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Ph: 07 4041 5451: Email – [indcns@qahc.org.au](mailto:indcns@qahc.org.au)
  - Sid Williams, STI & BBV, QAIHC, PO Box 3205, South Brisbane – Ph: 07 3328 8500.  
Email: [SidneyWilliam@qaihc.com.au](mailto:SidneyWilliam@qaihc.com.au)

(If not enough space provided below please feel free to use an attachment)

Name of Organisation/ Service:

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Contact Name: \_\_\_\_\_

Position: \_\_\_\_\_

Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

Postal Address: \_\_\_\_\_

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Please describe your resource development project:

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If applicable how many will you produce?: \_\_\_\_\_

Who is the target audience for this new resource?:

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How will the resource materials be distributed?:

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Do you have any feed back on the 2009 Condoman resources?:

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