

# Value Added Care – Website Development Brief

**Client:** Value Added Care (A Value Added Personnel Business)

**Goal:** A warm, professional 5-page website supporting recruitment, NDIS service promotion, and trust-building with families and care providers.

## 1. Home Page



Hero Image Placeholder

- Hero Message: 'Connecting People, Empowering Lives'
- Warm image of diverse people and carers
- Brief overview of VAC's ethical, compassionate service legacy
- CTA: Explore Services

## 2. About Us



Staff Image Placeholder

- Mission, Vision, and Leadership
- Values: Integrity, Compassion, Innovation.
- Include staff imagery and illustrations

## 3. Our Services



Services Image Placeholder

- In-Home & Community Support
- Personal Care Assistance
- Respite & Companionship
- Employment & Skills Development
- Allied Health & Therapy Support

## 4. Why Choose Us

Why Choose Us Image Placeholder

- Personalised matching, ethical carers, flexible options
- Emphasis on participant well-being and quality assurance
- Image: smiling support worker and participant

## 5. Contact / Join Us

Contact Image Placeholder

- Form: Name, Email, Message, Resume Upload (optional)
- Text: 'Let's work together for quality, compassionate care.'
- CTA Buttons: Book Consultation

## Design & Technical Guidelines

- Tone: Warm, professional, inclusive
- Colors: Soft blues, purples, neutrals
- Fonts: Clean, accessible sans-serif
- Mobile responsive, SEO-ready, WordPress-based

- Google Analytics, contact form, optional job board