Australia Awards
Cambodia

Branding & Style Guide

March 2023

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2   Background

Australia Awards Cambodia is an Australian Government initiative managed by Tetra Tech International Development. The current phase of the Program started in May 2018 and after a mid-term review conducted in late 2021 DFAT extended the Program until May 2026.

Starting with a focus on the delivery of Australia Awards Scholarships, program enrichment activities, and a limited number of short-term awards (comprising short courses and informal learning opportunities), the Program was expanded in 2021 to include the delivery of the Human Capacity Pillar (HCP) of the *Mekong-Australia Partnership* (MAP).

Through the delivery of long- and short-term education and training opportunities, the Program provides Cambodians with the skills and knowledge to make positive contributions to national development, and opportunities to foster linkages with Australians and Australian organisations.

As a global public diplomacy program, it is important that the branding of public communications pieces is consistent with the Australia Awards global branding and design guidelines.

This Branding & Style Guide has been developed to assist Australia Awards Cambodia to ensure that its branding and visual identity are consistent with the global guidelines, and to adopt a standard and consistent professional look and feel.

3   Overview

This Branding & Style Guide applies to all documents produced for Australia Awards Cambodia.

Its purpose is to help ensure a consistent style across all documents, including publications for both internal and external audiences. It also provides practical information about writing well and communicating clearly.

Applying the Branding & Style Guide will:

- save time
- eliminate mistakes
- help our audience better understand our documents
- make it easier to train new staff
- help support the Australia Awards brand through consistency, coherence and quality.

Chapter 4 contains branding advice based on Australia Awards Global Branding Guidelines and branded reporting and PowerPoint templates

Chapter 5 contains terminology advice specific to Australia Awards Cambodia.

Chapter 6 contains general advice on writing and editing

Chapter 7 provides specific advice on Australia Awards report template styles.

Th style guide is based on Australia Awards and Alumni Writing and Editing Style Guide as provided by the Department of Foreign Affairs and Trade (DFAT), which is based on the sixth edition of the Style manual for authors, editors and printers. It contains additional and specific information tailored to the requirements of Australia Awards Cambodia.

4 Branding Guidelines

The *Australia Awards Brand Guidelines: Technical Guide for Graphic Designers* published by DFAT in 2012 remains the source of guidance for Australia Awards branding. It includes instructions on use of the Australia Awards brand mark (logo); Photography; Colour palette; the Australia Awards sash (the angle); the Australia Awards star; Typography; and Production notes.

All Australia Awards Cambodia and Mekong-Australia Partnership-funded reports and communications pieces and collateral must adhere strictly to these guidelines. Through the consistent adherence to these branding guidelines we build value and equity and communicate the prestige of Australia Awards.

Presented below are excerpts from the *Australia Awards Brand Guidelines* and templates that project staff and service providers can use.

4.1 Reviews and quality assurance guidance

All public communications pieces and collateral must be reviewed and approved by the Australia Awards Cambodia Team Leader before they are used or published.

Service providers producing communications pieces and collateral should seek this approval through their Australia Awards Activity Manager.

4.2 Report template

All reports, whether for an internal or external audience, should be produced using this Australia Awards Cambodia report template and the styles followed closely.

4.3 PowerPoint presentations

There are two Australia Awards-branded PowerPoint templates that can be used: one with standard dimensions and the other with widescreen dimensions. Please request the Australia Awards Cambodia focal point for copies if required. The templates include details on the fonts and styles to be used. These should be followed as closely as possible.

Photographs, charts, etc. can be used as required. Animations should be kept simple and professional.

4.4 Event backdrops and banners

Where possible, avoid using printed backgrounds or event banners and instead use electronic backdrops. The Australia Awards PowerPoint template is the preferred template. If an event absolutely requires a printed background or banner then the Activity Manager should coordinate with the venue and the local printer to determine the correct dimensions and printing materials.

An Australia Awards branded online meeting room background (i.e., for an MS Teams or Zoom background) is available. Please approach your Australia Awards Cambodia focal point for a copy.

4.5   Use of Australia Awards brand mark (logo)

The brand mark of the Australia Awards can be represented in one of four colours. Navy, white, dark grey and black. No other colours are permissible. The brand mark in different file formats is available. Please approach your Australia Awards Cambodia focal point for copies.

In accordance with the Australian Government branding guidelines, the Commonwealth Coat of Arms must not be used smaller than 20mm in width. See the Technical Guidelines for specific advice.

A minimum clear space has been established to ensure that the dignity of the brand mark is not jeopardised through crowding. The clear space is a space around the outside of the brand mark with a distance away from the brand mark that is half the width of the Commonwealth Coat of Arms.

The clear space starts at the bottom of the name of the sub-brand if one is included. The clear space applies to every application of the brand mark.

The Coat of Arms should appear only once in a document.

The Coat of Arms should always have prominence over and above other images and graphic elements. Where possible, the Coat of Arms should be placed at the top of the item it appears on, and other logos, text or images should not be placed above or to the left of the brand mark.

On merchandise items such as pens, name badges, etc., where it may not be possible to adhere to the 20mm rule, the Coat of Arms may be smaller, but must remain recognisable.

The Coat of Arms should not appear in a light colour on a light background, as a dark colour on a dark background, or as a tint of any colour. Make sure there is a strong contrast.

4.6   Instructions for co-branding

Co-branding among Australia Awards and another government agency or service provider
Co-branding situations are rare for the Australia Awards brand, however when necessary it requires careful consideration. The goal is to ensure the Australia Awards brand mark is always the most important brand. As such, the clear space rules must always be applied and the Australia Awards brand mark must always be listed first. This is applicable when Australia Awards is:

- Leading the communication

- The event organiser / primary sponsor

- Author of the publication.

See the *Australia Awards Brand Guidelines* for diagrams that present the correct use and placement of the brand mark. Please approach your Australia Awards Cambodia focal point for a copy.

The use of the Commonwealth Coat of Arms within the Australia Awards identity means that we do not use the Australian Government brand mark on communications. However, should an occasion arise in which the two brand marks need to be used together, e.g., a media event, then the Australian Government brand guidelines must be used. These guidelines specify that the Australian Government identity is always the lead identity.

Important: Australian Government departments and managing contractors

Whilst the Australia Awards program is delivered by various departments and agencies, their specific brand marks are not to be displayed. All focus must be on the master brand – the Australia Awards. This applies to Tetra Tech as the managing contractor for Australia Awards Cambodia as well as its subcontracted service providers.

Acknowledgements

Acknowledgements should be included in all publications – whether printed or electronic – under projects funded by the Australian Government.

For printed publications:

This book was published by [name of service provider], within the [project name] supported by the Australian Government through Australia Awards Cambodia.

Videos

Videos are an excellent medium for communicating with external audiences and we encourage their use, both by the project as well as service providers. In producing videos, producers must adhere to the following:

- The closing frame must be an Australia Awards navy blue frame that presents the Australia Awards brand mark above an appropriate acknowledgement (see above) in the appropriate white font (see Typography)

- Any graphics, text boxes, subtitles, etc., used in the video must adhere to the instructions on the colour palette, typography, use of the angle, use of the star, etc.

Stationery

Course providers and their staff must NOT use the Australian Government Coat of Arms or the Australian Aid Identifier on any stationery, including business cards, as this can incorrectly imply that the organisation acts with the authority of the Australian Government or that staff are Australian Government employees.

4.7 Social media

The Australian Embassy in Cambodia is an active user of social media, particularly Facebook and Twitter. As a public diplomacy program, Australia Awards Cambodia is expected to regularly produce social media content. Activity- or event-related content is to be produced several days in advance and approved by the Team Leader before submission to the relevant Program Managers at the Embassy who do their own review and quality assurance before publishing.

Australia Awards service providers are encouraged to produce and publish content on their own social media on events and activities they manage on behalf of the Program. All content must clearly indicate that the activity or event is an initiative of the Australian Government through Australia Awards Cambodia. See the advice on Acknowledgements and Taglines above.

5 Australia Awards Cambodia terminology

Advice in this chapter is specific to Australia Awards Cambodia documents.

5.1 Australia Awards

When referring to the Government initiative, 'Australia Awards' functions as a singular:

'Australia Awards is an initiative of the Australian Government.'

Do not refer to the Government initiative as '**the** Australia Awards'.

When referring to the Scholarships and Short Courses themselves, 'Australia Awards' functions as a plural:

'Ninety Australia Awards have been offered to applicants'

A single Scholarship or Short Course should most commonly be referred to as an 'Australia Awards Scholarship' or 'Australia Awards Short Course'. On occasion, it is acceptable to use 'Australia Award' when referring to a single Scholarship or Short Course:

'Your Australia Award will open up new opportunities for your career'

However, 'Australia Awards' is the best expression of the brand and is preferred in most cases.

DFAT does not allow any abbreviations for Australia Awards or its components.

'Australia Awards'

(Not: AA)

'Australia Awards Scholarships'

(Not: AAS)

Nobody 'wins' an Australia Awards Scholarship. They are not 'awarded', but 'offered' and 'received' or 'accepted'.

'More than 2,000 Australia Awards Scholarships applicants were offered places for study in Australia.'

'Last year, 100 applicants from Cambodia received Australia Awards Scholarships to study at universities in Australia.'

5.2 Australia Awards applicants, recipients and alumni

Applicants
People who have applied for Australia Awards of any kind but have not yet been assessed can be referred to as 'Australia Awards applicants', 'applicants for Australia Awards' or 'applicants'.

Recipients
People who have been offered Australia Awards of any kind and have accepted can be referred to as 'Australia Awards recipients'.

'Australia Awards scholars' refers specifically to people who are studying in Australia on Australia Awards Scholarships. 'Scholars' can be used thereafter.

'Australia Awards Short Course participants' refers specifically to people taking part in an Australia

Awards Short Course. 'Participants' can be used thereafter. 'Recipients' can also be used in place of 'participants' when it makes sense to do so.

'Australia Awards Informal Learning Opportunity recipients' refers specifically to people who have been supported by Australia Awards Informal Learning Opportunities. 'Recipients' can be used thereafter. 'Participants' can also be used in place of 'recipients' when it makes sense to do so.

Alumni

Australia Awards Scholarship recipients and Australia Awards Short Course participants who have completed their studies can be referred to as 'Australia Awards alumni' or 'alumni'. This covers Australia Awards Scholarships and Short Courses.

In referring to alumni, use:

- **alumnus** when referring to one male graduate
- **alumna** when referring to one female graduate
- **alumni** when referring to a group of male graduates or both male and female graduates
- **alumnae** when referring to a group of female graduates
- **alum/alums** as an ungendered alternative.

Overview

Acceptable Terminology	Do Not Use
✓ Australia Awards applicant	✗ Awardee
✓ Australia Awards recipient	✗ Australia awardee
✓ Australia Awards scholar (for those in Australia on an Australia Awards Scholarship) ('scholar' acceptable thereafter)	✗ Australian awardee
✓ Australia Awards Short Course participant (for those taking part in an Australia Awards Short Course) ('participant' acceptable thereafter)	✗ Australia Awards awardee
✓ Australia Awards Informal Learning Opportunity recipient (for those supported by Australia Awards Informal Learning Opportunities) ('recipient' acceptable thereafter)	✗ Australia Awards student
✓ Australia Awards alumnus/alumna/ alumni/alumnae	

5.3 Australia Awards Cambodia

Do not abbreviate 'Australia Awards Cambodia'.

'Australia Awards Cambodia'

(Not: AAC)

Use the full name 'Australia Awards Cambodia' in all external communication. Referring to Australia Awards Cambodia as 'the Program' is acceptable for **internal use only**.

5.4 Capitalisation of terminology specific to Australia Awards Cambodia

Note the following capitalisation conventions specific to Australia Awards Cambodia. Lower case conventions do not apply if the word begins a sentence.

- Alumni Development Impact Survey (ADIS)

- alumnus, alumni, alumna, alumnae

- Annual Report

- Australia Awards (do not abbreviate)

- Australia Awards Cambodia (do not abbreviate)

- Australia Global Alumni (note: not Australian Global Alumni or Global Alumni)

- Bachelor of [Science/Engineering/etc.] (no apostrophe or 's', initial capitals, for a specific degree)

- Bachelor's degree (apostrophe before 's', capitalise 'Bachelor', for such degrees in general)

- Case Study (except when referring to case studies generally)

- Chapter, annex or table titles: Sentence case (with Initial Capitals for phrases specified elsewhere in this list)

- Education, Science, Engineering, etc. (when referring to sectors)

- fields of study

- Headings: Sentence case (with Initial Capitals for phrases specified elsewhere in this list)

- Indicator (when referring to a specific Australia Awards Cambodia Indicator), otherwise lower case indicator

- Informal Learning Opportunities (ILOs)

- Intake 2021, Intake 2022, etc. (for more information, see section 5.6)

- Master of [Science/Engineering/etc.] (no apostrophe or 's', initial capitals, for a specific degree)

- Master's degree (apostrophe before 's', capitalise 'Master', for such degrees in general)

- online survey

- Participant Satisfaction Survey

- pre-departure briefing (PDB)

- Priority Sectors

- private sector alumni

- Program (when referring to Australia Awards Cambodia) (internal use only)

- Reintegration Workshop (do not abbreviate)

- Return to Work Plan (do not abbreviate)

- scholars

- Scholarships (except when referring to scholarships generally)

- Short Courses (except when referring to short courses generally)

- Tracer Study

- Women in Leadership Network (WiLN) (full description: the Australia Awards Women in Leadership Network).

5.5   Disability

Use the following terminology:

Person with disability (singular), also Applicant/alumnus with disability, etc.

People with disability (plural), also Applicants/alumni with disability, etc.

Disabled People's Organisations (abbreviation DPOs)

Do not use 'disabled', '**persons** with disability', 'people with **a** disability', 'people with disabilit**ies',** 'people **living** with **a** disability' or the abbreviation 'PWD'. Some of these terms may be considered offensive, while others should be avoided to ensure consistency.

5.6   'Intake 20xx'

The terminology 'Intake 2021', 'Intake 2022' etc. is acceptable for **internal use only** (i.e., communication between Program staff or to DFAT - including reports). For **external communication** (e.g., media releases, brochures, promotional material with Australia Awards applicants/recipients), use the phrase 'study commencing in 2023', 'study commencing in 2024', etc. instead.

'Applications for study commencing in 2023 are now open.'

For internal documents, do not capitalise 'intake' when referring to more than one year.

'More Scholarships were offered in both the 2020 and 2021 intakes than for Intake 2019.'

Do not use the similar terminology '2018 Intake', '2019 Intake', etc.

5.7   Language

Use Australian spelling in general but retain the original spelling of names of organisations and places. For example:

'Centre' but Centers for Disease Control and Prevention

'Harbour' but Pearl Harbor

'Organisation' but World Health Organization

5.8   'Long-Term Awards'

Do **not** use the phrase Long-Term Awards or the abbreviation LTAs. Awards for long-term study are Australia Awards Scholarships, and there is no abbreviation.

5.9   'Program'

The terminology 'the Program' (in reference to Australia Awards Cambodia) is acceptable for **internal use only** (i.e., communication between Program staff or to DFAT - including reports).

For **external communication** (e.g., media releases, brochures, promotional material, etc., with Australia Awards applicants/recipients), only refer to 'Australia Awards Cambodia'.

For example:

'For further information, contact Australia Awards Cambodia.'

(Not: For further information, contact the Cambodia Program office.)

5.10 'Short Course Awards'

Do **not** use the terminology 'Short Course Awards' or the abbreviation 'SCAs'. Only refer to 'Australia Awards Short Courses' or 'Australia Awards Short Course participants'.

5.11 Taglines

The Program name can be used with the following taglines as appropriate:

'An initiative of the Australian Government'

'Australia Awards Cambodia is managed by Tetra Tech International Development on behalf of the Australian Government'

Activities funded through the Mekong-Australia Partnership can use the following tagline:

'A Mekong-Australia Partnership Initiative'.

6   General Writing Guide

6.1   Names of governments, people and publications

Australian Government

Use Australian Government—not Federal or Commonwealth Government.

Refer to departments as the 'Australian Government Department of…' when there is a need to distinguish between Australian or state or territory governments.

In some cases you will need to use the word 'Commonwealth' because the Commonwealth of Australia is a legal entity established by the Constitution—sometimes referred to simply as the Commonwealth. If the term Commonwealth is used to describe an entity established by the Constitution, do not replace it with the Australian Government.

The question was debated at length in the Commonwealth Parliament.

Defence is a Commonwealth responsibility.

State and territory governments

Use capitals for official or abbreviated specific titles but not for generic or plural references.

The Australian Capital Territory is the smallest self-governing internal territory in Australia. The territory's area is more than 200 km^2.

The South Australian Government initiated this project.

Ministers' titles

Minister for Foreign Affairs, Senator the Hon Penny Wong

Minister for Trade and Tourism, Senator the Hon Don Farrell

Minister for International Development and the Pacific, the Hon Pat Conroy MP

(not Minister of)

Subsequent mentions Minister Wong (not Ms Wong)

Indigenous people

Always capitalise 'Indigenous' when it refers to the original inhabitants of Australia, but do not capitalise the term 'traditional owners'.

Indigenous Australians

Indigenous communities

traditional owner

Do not abbreviate Aboriginal and Torres Strait Islander peoples to ATSI. Other terms that are appropriate (but not comprehensive) are:

Aboriginal people(s)

Aboriginal Australian(s)

Torres Strait Islander(s)

Publication titles

Use minimal capitalisation for the titles of reports, books, booklets and brochures. Use italics when citing these publications.

Style manual for authors, editors and printers

Australia Global Alumni: Connect to a world of possibilities

But when writing for the web, do not use italics; use single quotation marks.

'Style manual for authors, editors and printers'

'Australia Global Alumni: Connect to a world of possibilities'

Use maximal capitalisation and italics for the titles of periodicals—including journals, magazines and newspapers. When 'The' is shown on the periodicals' masthead as part of the title, it can be capitalised when it does not coincide with the ordinary use of the definite article. The same rules apply for online-only publications.

the Courier-Mail

The Journal of Best Practice

Peter writes for The Australian

The Conversation

but

In the *Australian* editorial on Monday

Use single quotation marks to refer to an article in a periodical.

The *Australian* article, 'Australia, Canada stand to gain students put off by Brexit, Trump', was published in July 2017.

6.2   Shortened forms

Shortened forms are used to eliminate needless repetition. Avoid them unless they are helpful to the reader.

The suitability of shortened forms also depends on the type of document and its level of formality. It is often better to refer to 'the authority' or 'the department' than to use a shortened form.

Always explain any shortened form in full at first use. Write the name, term or expression, followed by the shortened form in parentheses, if it is to be used.

The Council of Australian Governments (COAG) is the peak intergovernmental forum in Australia.

When writing for the web, the shortened form must be explained on each web page. This is particularly relevant when a publication is broken up for publishing on the web.

There are three categories of shortened forms which all have their own rules and approaches regarding capitalisation and punctuation:

shortened words (abbreviations and contractions)

shortened phrases (acronyms and initialisms)

symbols.

Abbreviations

Abbreviations consist of the first letter of a word, usually followed by other letters, but not the last letter. Capitalisation is the same as for the unabbreviated word. Do not use full stops.

Hon   Dec   fig

Latin abbreviations

Follow the *Macquarie Dictionary* when using Latin terms and use the following punctuation:

c.   circa, about a certain date

e.g.   exempli gratia, for example

et al.   et alii, and others

etc.   et cetera, and so forth

ibid.   ibidem, in the same work

i.e.   id est., that is.

Only use e.g. and i.e. if space is limited. Otherwise opt for 'for example' and 'that is'.

Acronyms

Acronyms are strings of initial letters of words pronounced as a word. They are written without full stops. They are usually written with capitals, but if the initials are derived from phrases using lower case throughout, they are not capitalised. Some acronyms have become so well established that they are written in lower case (with an initial letter if it is a proper name).

Do not use acronyms when referring to Australia Global Alumni or Australia Awards content for external audiences.

ASEAN   COAG   UNICEF

radar   scuba   sonar

Qantas   Anzac   CSIRO

Initialisms

Initialisms are strings of initial letters that are not pronounced as a word. There are no full stops and each letter is capitalised.

TV   RSPCA   GPO

Contractions

Contractions include the first and last letters of the word and sometimes other letters in between. They are written without full stops and capitalisation in keeping with the uncontracted word.

Mr   Rd   Qld   dept

but

no. (a contraction of numero, has a full stop to distinguish it from the word 'no').

Symbols

Symbols are internationally recognised representations of units of measurement, words and concepts. They are not abbreviations. They are written without full stops and with a space between the numeral and the symbol. Capitalisation occurs if the symbol represents a proper noun.

12 km   6 cm   75 W   A$10   10 Hz   Rp650 AUD10 000

For the minus symbol, use the en rule (Ctrl + Num -)

–3 per cent

Style for common shortened forms

i.e.	that is
e.g.	for example
et al.	and others
etc.	and so forth
p.21	page 21
pp.21 to 24	pages 21 to 24
am	the time between midnight and noon
pm	after noon and before midnight
N/A	not applicable
vol.	volume
&	and

6.3   Dot points

Each series of dot points should be introduced by a sentence, or part of one, to enable the series to be properly integrated into the text flow. The meaning in each of the indented items should follow logically from this lead in, and the opening of each dot point in the series should be in parallel (that is, have the same grammatical structure).

Capitalisation for dot-point series follows normal sentence rules. If all of the dot points are full sentences, each should start with a capital letter; if each dot point consists of, or begins with, a sentence fragment, no initial capital is used.

Introduce dot points with a colon (semicolons never introduce lists).

The steering group came to two important conclusions:

- Staff from the department should investigate the feasibility of developing legislated guidelines.
- Research should be funded in the three priority areas.

If the dot points are continuations of the introductory paragraph, or single items, start with lower case and do not include any punctuation at the end of each point (such as a comma or semicolon). Use a full stop at the end of the last dot point.

The Australia Global Alumni community includes:

- full-fee paying international students
- short term study abroad or exchange students

- expatriate Australians

- Australia Award recipients

- original Colombo Plan scholars and New Colombo Plan recipients.

When an extra sentence is included in a series of dot point fragments, render it as shown in the following example:

Assistance is available in several forms:

- monetary assistance. Income support and specialist disability allowances fall into this category

- equipment

- advisory services.

But it would be better to re-write the content.

Assistance is available in several forms:

- monetary assistance, including income support and specialist disability allowances

- equipment

- advisory services.

6.4   Punctuation

Apostrophes

The principal use of the apostrophe is to indicate possession.

the Minister's decision (one minister)

the ministers' decision (two ministers)

Nouns whose singular form ends in 's' are treated in the same way.

the atlas's pages

Names ending in 's' are treated in the same way.

Mr Burns's car

Curtis's acting

Acronyms and initialisms also require apostrophes.

The CEO's salary

Interpol's staff

COAG's agenda

If there is more than one noun, the apostrophe goes after the second noun.

Jack and Jill's report

Possessive pronouns (yours, theirs, his, hers, its, ours) do not require apostrophes.

Australian placenames and generic phrases do not require apostrophes.

Kings Cross

Captains Flat

a drivers licence

Plurals do not require apostrophes (books not book's, CDs not CD's).

The other use of the apostrophe is to indicate a contraction, (for example `can't' for `cannot'.

It is best to avoid contractions in formal documents.

Its versus it's

'Its' is a pronoun and has no apostrophe. 'It's' is a contraction of 'it is' and requires an apostrophe.

It's going to be a long day.

Its pages were torn.

A versus an

The choice between these two forms depends on the sound of the following word. If this is a vowel sound (whether the first letter is a vowel or not), use 'an'. If the following word starts with a consonant sound, use 'a'. The same applies with initialisms and acronyms.

an alumna	**an hour**	**an honour**
a helicopter	**a hotel**	**a union**
an RAAF plane	**an MC**	**an ASIO employee**

Ellipses

Ellipses (…) are mostly used to mark the omission of words in quoted material. Only three points are used, with one space before and after. No other punctuation mark is required.

Capitalisation

Excessive use of capitalisation is distracting and confusing to readers. The trend is now to use minimal capitalisation. But there are some notable exceptions.

In most instances, use lower case except for proper nouns, personal names, official titles, and legal entities.

Director of Fun, Joe Citizen

Subsequent mentions the director

Global Alumni Engagement Strategy

Subsequent mentions the strategy

Australia Awards Scholarship

Subsequent mentions the scholarship

South Australian Government

Subsequent mentions the state government

Australian High Commission Fiji

Subsequent mentions the high commission

Australian Embassy Cambodia

Subsequent mentions the embassy

The Department of Foreign Affairs and Trade

Subsequent mentions the department

But

Minister for Foreign Affairs

Subsequent mentions the Minister

The Australian Government

Subsequent mentions the Government

'Territory' is capitalised only when used as the semi-official term for the Northern Territory or the Australian Capital Territory.

Only capitalise the first letter of publication titles, and italicise.

the *Style manual for authors, editors and printers*

But if a publication has been produced that uses maximal capitalisation, refer to it as it has been published.

A Tale of Two Cities

Words needing capitals
Some words should always be capitalised.

the Cabinet, the Crown, the Treasury, the Senate, the House

the Budget (but not as an adjective or when plural, e.g. budget provisions, the budgetary process, successive federal budgets)

the Minister, but ministers, ministerial

the Government, but governments

the Secretary

In the legislative context, some other words are always capitalised, whether used in the singular or plural.

Act(s)

Ordinance(s)

Regulation(s)

Bill(s)

Other capitals examples:

Minister's office

Aboriginal and Torres Strait Islander peoples

Indigenous Australians

Italics

Italicise publication titles, the full titles of legislation and Latin names only.

the Style manual for authors editors and printers

***Public Governance, Performance and Accountability Act 2013* (but not shortened forms: the Act, the PGPA Act)**

Persoonia pauciflora

Quotations

Use single quotation marks for direct speech and use double quotation marks for quotes within quotes.

The teacher said 'I quote actor Errol Flynn, who once said "It isn't what they say about you, it's what they whisper" as an example'.

Punctuation is used inside the quotation mark if a full sentence is within the quotation marks (that is, if the quoted material would have contained the punctuation).

'The funding will help these dedicated volunteers continue the project.'

'The funding will help these dedicated volunteers continue the project,' the spokesman said.

Punctuation is used outside the quotation mark if quoting only part of a sentence, which would not have otherwise contained the punctuation.

He said the funding would help the 'dedicated volunteers'.

If quoted speech continues for more than one paragraph, use quotation marks at the start of each paragraph, but only at the end of the last paragraph.

When quoting direct speech, use 'said'. Do not use 'stated', 'continued', 'commented' etc.

Technical terms, colloquial words, nicknames, slang and humorous words are enclosed in single quotation marks when first used, but do not overuse these words.

Economists describe this as the 'trickle-down effect'.

The survey includes the term 'disability' to mean…

En rules (–)

Use an en rule (Ctrl + minus on the number pad) for number spans, time and distance, and between words that need to keep their own entities. Do not use spaces before and after an en rule.

2009–10 (financial years)

2009–2010 (calendar years)

pages 1–3, January–July

Canberra–Melbourne flight

Commonwealth–state agreement

Don't use the en rule in sentences instead of or after 'between' or instead of or after 'from'.

The work will be conducted between 6 am and 2 pm. (not: The work will be conducted 6 am – 2 pm)

Work will take place from 2009 to 2010. (not: Work will take place from 2009–2010)

Em rules (—)

The em rule (Ctrl + Alt + minus on the number pad) has no spaces either side of it.

Use the em rule to signify an abrupt change in continuity, to separate parenthetical information (more emphasis than brackets) and to expand or explain (in place of a colon or semicolon for greater emphasis).

The skink—a threatened species—has been seen at the site.

The media lost interest—they had reported it to death.

Hyphens

The use of hyphens is often debated and is continually evolving.

Hyphenate words used in a descriptive way (adjectives) when placed before the word they modify.

long-term project	but	**in the long term**
full-time job	but	**he works full time**
25-year-old man	but	**the man was 25 years old**

Round brackets

Round brackets, also known as parentheses, are used to enclose information that could be left out of the text without affecting the clarity, but when included, provides further information.

The Australian band Midnight Oil (first formed in 1971 as Farm) won 11 Australian Recording Industry Association (ARIA) Awards during its career.

Round brackets are also used to enclose cross-references and in-text citations. If the brackets fall at the end of the sentence, place the full stop after the closed bracket.

The community services workforce consists predominantly of females, the majority of whom work part time (see Table 7.3).

Square brackets

Square brackets are used when additional information is provided, usually by someone other than the author or speaker. For example, they can indicate explanations of terms or corrections.

In his biography he writes, 'I was born in Newcastle [England] to Australian parents'.

Underlining

Underlining should not be used for emphasis. It is the convention that underlined text indicates a hyperlink, even with hard copy documents.

Commas

Use a comma where you would pause briefly in speech, and to make sure there are no ambiguities in your sentences. When used correctly a comma improves clarity. When used incorrectly it disrupts the flow of thought and can change the meaning of a sentence.

The way to avoid using too many or not enough commas is to write short, concise sentences. Commas can avoid confusion when there are two ways to interpret a sentence.

Moments after he left…

Moments after, he left.

The first example without the comma means that something happened just after he left; with the comma it means he left moments after something happened.

Use commas to set off additional information not essential to the sentence:

The volunteers, who had stopped for a short break, returned to work.

The publication, a six-page brochure, was posted yesterday.

Commas are needed to separate phrases that are separated by a conjunction (and, but, for, or, nor, yet or so) that could stand on their own.

The award recipients worked all day, but there was still more to do.

Use a comma after long introductory phrases, after introductory descriptive phrases (confused, he looked around) and after introductory or transitional words (for example, unfortunately, etc.).

A comma is also used between repeated words, to separate two or more adjectives that modify the same noun.

He wrote a long, detailed paper.

A comma is also used to separate items in a simple list within a sentence.

The details required are name, date of birth, address and telephone number.

Sometimes a comma is needed between the last two items to ensure clarity.

You should seek the support of universities, businesses, government, and scholars and fellows.

Never use a comma between subject and verb. This is an easy mistake to make in complex sentences that feel as though they need a pause.

Landholders who want to plant native species on part of their land and have attended the information and training sessions will be eligible for funding.

(Not: Landholders who want to plant native species on part of their land and have attended the information and training sessions, will be eligible for funding.)

Also, be careful to close any parenthetic information with a second comma, and not to misplace parenthetic commas (the sentence must still make sense if the group of words between the commas is removed).

The students arrived at the event and, because the speaker was late, spent some time discussing their weekend.

When introducing dates, use a comma.

On 1 April 2017, a star was born.

Colons

A colon marks a shorter pause than a full stop. It can be used to:

▪ introduce a word, phrase or clause that explains, expands on or summarises

There was only one king: Elvis.

▪ introduce a list or series of items

Assistance is available in several forms:

▪ monetary assistance

- equipment

- advisory services.

- indicate a ratio.

1:100

Semicolons

Semicolons give readers a pause, longer than a comma, but shorter than a full stop. Use semicolons:

- between related sentences that could stand alone but are stronger together (or could potentially be joined by and, but, etc.)

The Minister approved the development this week; the media immediately started calling.

- in lists to separate items that contain commas or are lengthy

There were several reasons the event did not go ahead: the Minister, who was to make the announcement, had gone overseas; the storm blew away the tent; and the caterers went on strike.

- to separate phrases joined by words like 'however', 'nonetheless', 'hence', etc. (but preferably use simpler words).

He said the report would be ready by Friday; however, he did not complete it until Monday.

Do not use semicolons to introduce lists. Use a colon.

Slashes

A slash (/) is used to indicate alternatives, a fraction in mathematical text, and the words 'per', 'a' and 'an'.

Yes/no   and/or   his/her

40 km/h $250/yr

Spacing

Use a single space after full stops, colons, exclamation marks or question marks.

Use non-breaking spaces (Ctrl + Shift + Spacebar) to prevent breaking titles, names, dates and numbers across lines.

6.5   Numbers

Number formats

Spell out numbers from one to nine. Use numerals for 10 and over.

There are 366 days in a leap year.

There are five possible answers but only one is correct.

They interviewed 10 applicants, but only two were suitable.

Also spell out numbers that start a sentence (but preferably reword to avoid it).

The following should almost always be given in figures, even when used in sentences:

Weights and measures **12 kg**		**50 g**	**5 mm**	**6 m**
Sums of money	**$34.55**	**$10**	**$10 000**	**$6 million**

Times	**11.30 am**	**36 hours**
Percentages	**5 per cent (5% in tables)**	
Dates	**4 April 2004**	

Dollar amounts are taken to be Australian dollars, unless otherwise specified.

$365.12   US$25.50   £60

If you need to include the GST in a dollar amount, use the following format:

$32 891 (GST inclusive)

Thousands

Use a space (hit Ctrl + Shift + Spacebar together to ensure a non-breaking space) to separate groups of digits—not a comma.

Four-digit numbers are set without a space.

1000   10 000   10 million

Use an en rule (Ctrl + minus on the number pad) for negative numbers.

–$20 000

Avoid splitting numbers by using non-breaking spaces (Ctrl + Shift + Spacebar).

Dates

When a date is given in full the following form should be used:

The submission deadline is 1 July 2017.

When the day is followed by the date there is no need to use a comma.

The last day for applications is Friday 14 July 2017.

Avoid splitting dates by using non-breaking spaces (Ctrl + Shift + Spacebar).

Use words for dates at the beginning of sentences.

The second of May is my favourite day of the year.

Use an en rule (Ctrl + minus on the number pad) when a period of time is indicated.

26–30 June 2016

However, do not use the en rule as a substitute for 'and' in date spans when the date span is described with the word 'between' or with the word 'from'.

The period between 1969 and 1971

From 1969 to 1971

Use an en rule in dates. Do not use a forward slash or hyphen.

2017–18 (financial years)

2017–2018 (calendar years)

When expressing dates entirely in figures, use slashes rather than full stops.

1/12/17

Time

Use the 12-hour system of time except if it will cause confusion to the reader. At all times, am and pm are presented in lower case, without full stops, and with a space separating them from the numeral. Use a full stop to separate the hours from the minutes.

10 am   12 noon   12.01 am

For lists:

Time: 2–5 pm, Monday 6 April.

Within text:

The meeting will take place from 2 to 5 pm on Monday 6 April.

Telephone numbers

Telephone numbers should be written using the following format:

STD numbers 02 6261 1111

Mobile 0412 123 456

Special networks 131 234

International +61 2 6261 1111

Free call numbers 1800 123 456

6.6　Preferred spelling list

acknowledgement
admitted
adviser
ageing
analyse
authorise
benefited
budgeted
centimetre
co-location
colour
cooperate
coordinate
co-author
co-worker
database
decision-making
enquiry (question)
email
face-to-face
fact sheet
fax (not facsimile)
fieldwork
focused
forums
full-time (adjective: full-time work)
full time (adverb: working full time)
groundwater
honour
homepage
hyperlink
inquiry (investigation)
Internet
intranet
lifecycle
lifetime
liveable
long-term (adjective: long-term impact)
long term (adverb: in the long term)
marketed
metre
mid-year
multimedia
multipurpose
nationwide
neighbour
ongoing

on-ground
online
on-the-ground
organise
outcompete
outstrip
overestimate
overtime
part-time (adjective: part-time work)
part time (adverb: working part time)
per cent
policy maker
pre-empt
program
radioactive
rationalise
realise
reallocate
rebutted
recognise
re-enter
regretted
reinstate
short-term (adjective: short-term effect)
short term (adverb: in the short term)
state-wide
targeted
taskforce
theatre
timeline
timetable
trialling
under way
upfront
usable
website
whole-of-government (adjective: whole-of-government approach)
workforce
workplace
worldwide

6.7   Plain English guide

To communicate our messages effectively, it's crucial we keep our language clear, concise and compelling.

The advantages of plain English are:

- it is much easier to read

- it uses fewer words (and less paper)

- it gets the point across quickly and easily

- it reaches a wider audience

- it has more effect.

You can be formal, (for example for a brief to the Minister), and still use simple language. This is not 'dumbing down' your writing or talking down to your readers. It is about making sure your message is not lost in waffle, or open to misinterpretation. It's often harder to write simply than to use jargon, because you need to understand what you are writing about.

Key principles

Write in active rather than passive voice (see below).

Use short sentences (15 to 20 words). Vary sentence length a little to ensure it's punchy (not monotonous).

Have one idea per sentence.

If a word can be cut out without changing the meaning of your sentence, cut it out.

Use active verbs. Put your agent (noun) at or near the beginning of the sentence and follow it with a verb.

Use direct verbs rather than nouns. For example, `introduce' rather than 'introduction', 'deliver' rather than 'delivery', 'fail' rather than 'failure', 'arrange' rather than 'arrangement', 'investigate' rather than 'investigation', 'decide' rather than 'decision'.

Use negative words rather than not. For example, 'disliked' rather than 'did not like'.

Use everyday language. Have a conversation—read it out loud to see if it makes sense. Picture your audience and write as if you're talking to them one-to-one and with the authority of someone who can actively help.

Be open and specific.

Avoid:

- superfluous language (quite, it should be noted that, essentially, totally, completely, in order to)

- tautologies (saying the same thing twice: completely eliminate, period of time, new initiative, consensus of opinion, end result, first priority, for all intents and purposes)

- unnecessary words (use today, rather than in today's society)

- clichés (best-kept secret, spearheading the campaign, at the end of the day)

- jargon (a type of shorthand between members of a particular group of people that uses words that are meaningless outside of a certain context)

- euphemisms (using polite round-about language instead of being direct and clear)

- obscure words

- acronyms and abbreviations

- trying to be too specific when a more general term will do.

To help you with plain English writing, we have developed a list of simple words which you can refer to (see the end of this document).

Active versus passive

Using active rather than passive voice will help your writing become shorter, stronger and clearer.

The active voice (someone—an actor—does something) is much more effective at persuading and engaging the reader, as it's more direct, uses stronger verbs and is shorter.

The passive voice (something is done) is longer, less clear, more awkward and more aloof. It can also be tedious to read or listen to, and your message can be lost.

So generally, the active voice is better.

Active: The Minister released the report yesterday. (The Minister is the main focus.)

Passive: The report was released yesterday by the Minister. (The Minister is secondary.)

Using too much passive language makes your text dense, creates ambiguity and makes it look as though you are shirking responsibility. To check if you are using active or passive voice, ask yourself what is the action and who is the 'actor' i.e. who does the 'doing' in the sentence. In the above example, the release is the action and the Minister is the actor.

Use of affect, effect and impact

Use of 'affect' and 'effect' has been confusing people for centuries. The confusion sometimes leads to 'impact' being used as a safe alternative— often incorrectly.

'Affect' usually means `to influence or to produce a change in something'. If you can substitute the word 'transform' in the sentence, then `affect' is the word to use.

Climate change will affect [transform] the lives of people all around the world.

'Effect' usually means `a result or consequence'. If you can substitute the word `consequence', then 'effect' is the word you need.

The effects [consequences] of climate change include hotter temperatures and rising sea levels.

'Impact' usually means 'the force of a collision' or 'the striking of one object against another'.

Wolf Creek in Western Australia was created by the impact of a meteorite hitting the earth.

Conjunctions

It is fine to start your sentences with however, because, and, or but as their purpose is not only to link parts of sentences together, but also sentences and paragraphs. This can add emphasis to your sentence.

Simple choices

To improve your writing, always choose the simple alternative. Sometimes you don't need to use the word at all, so delete it.

Avoid	Choose
abbreviate	shorten
absence of	no, none
access	use
accordingly	so
acquire	get, receive
additional	extra, more
address	resolve, tackle, consider, discuss, deal with
add value	improve
adequate	ample, enough
advantageous	helpful, useful, good
advise	tell
agenda	*avoid—unless it is for a meeting*
ahead of schedule	early
a large proportion of	many
alleviate	ease
alternative	other, option, choice
amongst	among
an additional	another
anticipate	expect
a number of	several (or *delete it*)
appropriate	right
approximately	about
approximation	estimate
is/are able to	can
as a consequence	so
ascertain	ensure, find out
assess	check, judge, review, weigh up, appraise
assist	help
a total of	*delete it*
at this point in time	now
basically	*delete it*

best practice	good examples of
capable	can
causative factors	causes
challenge	*is it a challenge, or a problem?*
collaborate	work with
commence	start, begin
commendation	praise
commitment	promise, pledge, aim, vision, duty
committed to	determined to, set on, pledged to
complete	finish
comprehensive	full, complete, broad, all-round
concerning	about
conclusion	end
conducted	done, carried out
consequently	so
considerable	much, a lot of
constitutes	is, makes, makes up, amounts to, forms
construct	build
coordinate	manage, run
core	central, key, main
correspondence	letter
criteria	rules, standards, tests, checks, measures
currently	now (or *delete it*)
deficiency	lack of
deliverables	results, objectives
demonstrate	show, prove
despite the fact that	despite, although
deteriorate	worsen
determine	decide, find out
discontinue	stop
eligible	entitled to
endeavour	try
engage (with)	talk to, involve
enhance	improve

enormity	magnitude
erroneous	wrong
essentially	*delete it*
execute	do
exist	is
expenses	costs
experience	have, feel
expeditiously	quickly
facilitate	enable
occasioned	caused
on the basis of	based on
on account of the fact	because, as
optimal	best
on a daily basis	daily
ongoing	incomplete, in progress
outcome	result, effect
output	product, service, result
participate	take part, join
per annum	a year
personnel	staff
persons	people
possess	have, own
predominant	main, leading, most common
presently	now
prevalent	common
previous	earlier
primarily	mainly
prior to	before
proactive	active
procure	get
proficiency	skill
provide assistance	help
provide an explanation	explain
provided that	if

purchase	buy
purport	claim
qualify	entitled to
quite	*delete it*
range of	several
recommend	suggest, urge
recommendation	advice, guide, guideline
reduce	cut, lower, curb
regarding	about
relate	tell
relevant	*would we ever do anything irrelevant?*
reluctant	unwilling
remainder	rest
remediate	clean up, make safe, fix
remuneration	pay
reproduce/reproduction	copy
require	need
reside	live
residence	home
retain	keep
roadmap	plan
secure	get
service (verb)	serve
significant	key, big, large, major, important
slim down	*remove—unless it's about dieting*
so as to	to
stakeholder	group/s, people we work with
strategy	*is it really a strategy? More likely a plan*
subsequently	then
subsequent to	after
suffering from	have
sufficient	enough, ample
suite of	*delete it*
take action on	act

take appropriate action	act
take into consideration	consider
targeted	aimed at, chosen, focused on
terminate	end
therefore	so
totally	*delete it*
transmit	send
transparent	clear
undergo	have
undertake	do
unequivocal	clear
utilise	use
way in which	how
whether or not	whether
whilst	while
with a view to	to
with regard to	about, concerning
with reference to	about
with the exception of	except
yourself, myself	you, me

7   Standard Reporting Styles

This is the 'Heading 1' style

The font is 'Times New Roman', size 24. The font RGB colour model is R 0, G 49, B 80. There is a 24 point 'before' spacing and an 18 point 'after' spacing. Heading 1 can be numbered or not, depending on the context. It should not be bulleted. Alignment (left, centre, right) can also be set according to context. It is most commonly used for report chapter headings.

This is the 'Heading 2' style

The font is again 'Times New Roman', size 14. The font RGB colour model is R 60, G 182, B 206. There is a 18 point 'before' spacing and a 10 point 'after' spacing. Heading 2 can be numbered or not, depending on the context. If it is numbered it may be made consistent with the numbering of Heading 1 (i.e., 1 Heading 1, 1.1 Heading 2). It should not be bulleted. Alignment (left, centre, right) can also be set according to context. It is most commonly used for report chapter sub-headings.

This is the 'Heading 3' style

The font is 'Arial (Body)', size 10. The font RGB colour model is the same as the Heading 1 font (R 60, G 182, B 206. There is a 6 point 'before' spacing and a 3 point 'after' spacing. Heading 3 can be also be numbered or not, depending on the context. If it is numbered it may be made consistent with the numbering of Heading 1 and Heading 2 (i.e., 1 Heading 1, 1.1 Heading 2, 1.1.1 Heading 3). It should not be bulleted. Alignment (left, centre, right) can also be set according to context. It is most used for report chapter sub- sub-headings.

This is the 'Body Copy' style

The font is 'Arial (Body), size 10. The font colour is black. There is again a 'before' spacing and a 3 point 'after' spacing. The line spacing specification is set as 'Multiple' at 1.15. This font is to be used for the body text of a report. It can be numbered and bulleted. Alignment should always be left-aligned, not justified.

Bullets & Numbering

▪ Bullets should generally be 'square bullets' (like this one) and follow the same indent specifications, which should be consistent throughout the document.

   1. Numbering should generally follow this format, with the same indent specifications as bullets. They should also be consistent throughout the document.

▪ Bullets and numbering should always have consistent 3 point or 6 point 'before' and 'after' spacing. In line with the Commonwealth Style Manual, bulleted or numbered lists should be short and do not require punctuation, i.e., semi-colons or commas.

This is a 'Table Heading' style

The font is 'Times New Roman', size 12. The font RGB colour model is R 0, G 49, B 80. There is an 18 point 'before' spacing and a 6 point 'after' spacing. Table Headings can be numbered or not,

depending on the context. It should not be bulleted. Table Headings should be left-aligned. As the name suggests, they are used to name the table immediately below it (the Table Heading should always be on top of the table). The 'Table Heading' style can be useful if the document has lots of tables and you would like to produce a list of those tables as a reference at the start of the document, similar to a Table of Contents.

Table settings should be consistent across all documents, with the Heading Rows using the R 0, G 49, B 80 fill and a white font. The column headings should generally not be bold and they should have a consistent 3 point or 6 point 'before' and 'after' spacing. Alignment of column headings can vary according to the content.

The content font is 'Body Copy' style and the cell fill RGB colour model is R 242, G 242, B 242. The cell 'vertical alignment' should generally be 'top' but can be changed (i.e., 'centre aligned' or 'bottom aligned') according to the table contents. Cell alignment should generally be consistent within and across tables.

Tables should always have white lines.

Sample Table Style

Heading	Heading
Content	Content
Content	Content
Content	Content
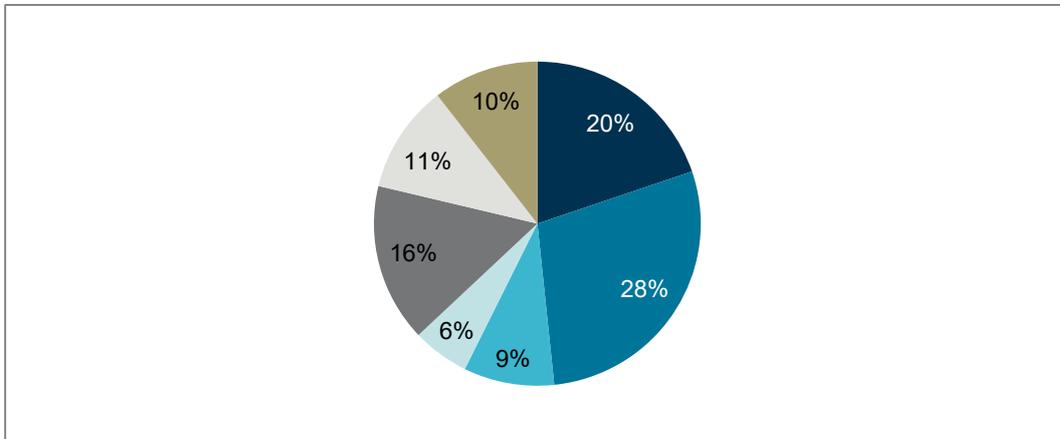
This is the 'Caption' style

The style is almost exactly like the Table Style except that it is used to caption images, charts, etc. It sits underneath the object it is captioning with a 6 point 'before' spacing and an 18 point 'after' spacing. It is almost always left-aligned.