



Style Manual

Guidelines for effective and consistent
writing for our business

1 February 2021

Overview

Following a writing style guide is about being professional, consistent and thoughtful in our communications, which puts the customer (or reader) first and reflects our brand.

Our basic principles

- Try to use **plain English**:
 - short sentences (aim for less than 25 words)
 - simple, everyday words – try not to use jargon or acronyms/abbreviations
 - clear and active language (such as we will do something *rather than* something will be done)
 - avoid bureaucratic language (such as say ‘about’ rather than ‘regarding’ or ‘before’ rather than ‘prior to’, or ‘begins’ rather than ‘commences’)
- Use **sentence case for all headings** (capital first letter only), with no full stops at the end
- Default to the principle of **lower case** for body text unless for a **proper noun** (eg, name of person, place or organisation) or **full name of company document or program**, unless specified otherwise in a customer or tender style guide. Your goal should be to create a customer-centric response that adopts customer style and terminology. Often, our customers will capitalise defined terms such as Eligible Customer, Services, Early Intervention Program Services, etc.
 - when proofing, check for consistency and sparing use of capital letters
 - watch out for random capital letters.

Key points summary

- Use text in full rather than **abbreviations** where possible; if abbreviations are used, first spell them out in full.
- Don’t use full stops in **acronyms** such Mr, Ms, CEO, RTW etc.
- Don’t use **ampersands** (&) in text or headings, only in tables.
- **Apostrophes** are used to indicate possession or contraction, not for plurals, for example:
 - the dog’s tail or the dogs’ tails (possession) it’s or we’re (contractions)
 - not for NTDs, LMAs, CEOs or similar (abbreviations)
 - **adjectival phrases** (descriptive) like workers compensation or drivers licence do not have apostrophes.
- Don’t use punctuation after **bullet points** (such as a semicolon):
 - use a colon (:) before your list
 - start with lower case letters (unless the word following the colon is a proper noun, e.g. WorkSafe Victoria, or the text after the colon is a complete sentence
 - if so, for consistency, make sure each point is also a full sentence and use a full stop at the end of each bullet point
 - end your list with a full stop at the end of the last point
 - if your bullet points fall directly under a heading, use a capital letter to start all points and then a full stop at the end.

- Don't use **contractions** (it's or we've, etc) when writing formally.
- Write **dates** consistently as dd mm yyyy or 30 June 2021 (can also include the day).
- Watch out for rogue **double spaces** or inconsistent spacing in your text, especially before or after full stops, dashes and colons.
- Use a **hyphen** for compound adjectives (descriptors) e.g. post-assessment advice, pre-injury role, 2-day delay, face-to-face assistance, high-profile role.
- Use **numerals** in Powerpoint slides (or online communications) as they are more readily understood on screen than numbers written as text (e.g. 9 vs nine)
 - for tender and other documents, **write the numbers 'zero' and 'one' in words** and use numerals for '2' and above
 - always spell out a number **when opening a sentence** with it, and use a numeral when combined with a **symbol** (e.g. 23%)
 - use a comma to separate numbers of more than 4 digits (e.g. 4,000, \$10,500).
- Unless stated otherwise in a customer style guide, **position titles** (roles) and professions (e.g. doctors) should be lower case *except when* accompanied by the name of the person occupying the position (eg Marcella Romero, Chief Executive Officer)
 - plurals are always lower case (e.g. area managers, QA leaders, a group of CEOs)
 - when terms such as Independent Medical Assessor or Nominated Treating Doctor are used in customer documents, follow their example.
- Use American spelling for **'program'** – not 'programme' unless the client has named their program in the European style.
- Use **single quotes** to draw attention to a point or phrase (inverted commas 'like this') and not "double quotes" unless quoting a person.
- Don't mix up your **singular and plural**. Keep in mind that organisations are things and not people – so we use 'it' and 'has' not 'they' and 'have'
 - organisations, companies, people, units or departments are all singular – e.g. Rehab Management *has* a good reputation, Comcare *is* an insurance scheme
 - examples:
 - Rehab Management *are* doing a great job (incorrect)
 - Rehab Management *is* doing a great job (correct).

Extra tips

- **Align text left** (don't use justified type) unless using a supplied tender template.
- Don't overdo type styles – **keep it simple** and use bold, but sparingly, for emphasis. Follow the template if possible.
- When citing Acts of Parliament, use ***italics***.
- When referring to **software or apps** use title case (e.g. Case Manager)
- Use the same branding style as software or apps e.g. AskNicely, iTunes, iview, YouTube.

Arriba style sheet

<p>A – B</p> <p>2020 AFR Boss #1 Most Innovative Health Company in Australia and New Zealand AimBig Employment Pty Ltd (AimBig) allied health professional area manager Arriba Group Pty Ltd (the group) Arriba Digital Wellness Platform AskNicely (customer feedback software) Aboriginal and Torres Strait Islanders / Indigenous people (not ATSI) Australian Government (not Federal Government or Commonwealth Government) Australian Standards <i>Australian Work Health and Safety Act 2011</i> assessment services (e.g. pre-employment, functional capacity/fit for work, ergonomic, job task analysis, initial needs, early intervention) biopsychosocial ('whole person' model)</p>	<p>G – H</p> <p>general manager head of client relations <i>Human Rights and Equal Opportunity Commission Act 1986</i> (italics) Health Benefits of Good Work (HBOGW)</p>
<p>C – D</p> <p>CALD (culturally and linguistically diverse) Case Manager (software) CheckInToday client relations manager Comcare Comcare Rehabilitation Service (CRS) codes of practice Coronavirus / COVID-19 customer reference guide (CRG) customer (worker / participant) client (insurer / government agency) customer service standards compulsory third party (motor vehicle) corporate social responsibility Digital Wellness Platform Disability Employment Services (DES) contract people with disability Diversity Plan 2015–2020 digital health and wellness platform</p>	<p>I – J</p> <p>i.e. (that is) icare income protection claim life and income protection insurance</p>
<p>E – F</p> <p>e.g. (for example) or consider using such as Employee Assistance Program (EAP) exercise physiologist early intervention assessment evidence-based, best-practice approach Equal Opportunity and Diversity Policy</p>	<p>K – L</p> <p>liaise LiveBig Pty Ltd (LiveBig)</p>

<p>M – N</p> <p>nation-wide</p> <p>NPS (Net Promoter Score)</p> <p>Nationally Consistent Approval Framework (NCAF)</p>	<p>S – T</p> <p>Safe Work Australia, SafeWork NSW, Safe Work SA</p> <p>state-wide</p> <p>state manager</p> <p>StepUpToday</p> <p>service delivery model</p> <p>senior leaders / executive</p> <p>state government (or the NSW Government)</p> <p>StepUpToday</p> <p>training services (e.g. health and wellbeing, mental health first aid, fatigue and resilience training, manual handling)</p>
<p>O – P</p> <p>Occupational Rehabilitation and Medical Services (ORAMS) Panel</p> <p>Orebro Musculoskeletal Pain Questionnaire (OMPQ)</p> <p>occupational rehabilitation services / professional / team member etc</p> <p>occupational therapist</p> <p>occupational health and safety (OHS)</p> <p>Power BI (software)</p> <p>principles of practice</p> <p>physiotherapist</p> <p>psychologist</p> <p>People and Culture team</p>	<p>U – V</p> <p>company vision / goals / strategy</p>
<p>Q – R</p> <p>quality assurance (QA)</p> <p>Quality Assured ASO 9001: 2015 QMS systems</p> <p>Rehab Management (Aust) Pty Ltd (Rehab Management)</p> <p>return to work (RTW)</p> <p>RMReach 2.0</p> <p>RMEngage</p> <p>RMJourney and My Journey</p> <p>RMSmartView</p> <p>RMAdvance</p> <p>rehabilitation counsellors</p> <p>reverse marketing</p> <p>return to work (RTW)</p>	<p>W – Z</p> <p>Workplace Rehabilitation Services (WRS)</p> <p>WorkCover Queensland</p> <p>WorkSafe Victoria</p> <p>workers compensation</p> <p>workplace health and safety (WHS)</p> <p>wellbeing</p> <p>workforce diversity and inclusion</p> <p>workplace rehabilitation provider</p>