Style Guide

HiFlex Physio

HiFlex Physio Corporate Identity

Advertising plays an important role in communicating the HiFlex Physio Corporate Identity. The overall objective of HiFlex Physio advertising is to promote awareness of HiFlex Physio as a modern, progressive and user-friendly multi-faceted fitness facility.

In addition, it also:

- Builds the HiFlex Physio brand by presenting a single, unified corporate positioning and look
- Positions HiFlex Physio as a premier health care Centre in Australia
- Attracts new staff, students and benefactors.

All HiFlex Physio advertising is placed through its General Manager Marketing who will develop and maintain the visual corporate style in consultation with the CEO. These style guides are not presented in this manual.

HiFlex Physio' General Manager Marketing is responsible for the placement of all HiFlex Physio advertisements in print and electronic media, with the exception of staff recruitment advertisements which are placed by Human Resources.

The General Manager Marketing liaises with Centres and Head Office on the copy, content and style of their advertisements to maximise effectiveness, minimise costs and ensure consistency with the HiFlex Physio corporate style. The General Manager Marketing can also provide expert advice on any marketing or advertising issue.

For further information about advertising contact General Manager Marketing on (07) 1234 5678.

Clothing

Clothing developed as staff or sponsor 'uniforms' should adhere to the branding guidelines, particularly in relation to colour and logo placement.

The HiFlex Physio clothing colour options are available from the General Manager Marketing.

The HiFlex Physio Logo should always appear in the upper left area of the clothing approximately 85mm wide x 35mm high.

Orders should be placed with the General Manager Marketing.

Exceptions may be granted if there are functional reasons that require a different design.
Contact General Manager Marketing.

Name Badges

Plastic name badges are available for HiFlex Physio staff. Space is limited with this design so thought may be required to customise this design to fit.

There is space on the badges for 3 levels of information:

1. Title (optional): 9pt font size, initial CAPS followed by lowercase font

2. Name: 14pt font size, Initial CAPS followed by lowercase font

3. Position (optional): 9pt font size, initial CAPS followed by lowercase font These badges are available with either a magnetic fastener or a pin-clip fastener.

Order name badges from General Manager Marketing and provide the following information:

- Type of fastener (magnetic or pin)
- Script details
- Centre account code to charge badges to.

By using written style guidelines to present outsiders with a single, unified 'voice' HiFlex Physio can project a polished professional image that fosters our brand credibility. This style guide provides clear communication direction that brings accuracy and proficiency to our organisation. The HiFlex Physio style guide provides you with the basics of our corporate communication's style for your reference and use.

Document Formatting

General Formatting

- Use capitalisation on the following:
  - Proper names, including names of a department, e.g. Operations Department
  - Beginning of sentences

  Do not capitalise job roles/titles in between sentences, unless used as a form of address, e.g. Director John Murphy, Governor Edwards. Otherwise, it should be in lowercase.

- General text formatting:
  - Font: Calibri
  - Font Size: 10
  - Font Colour: Black (Auto)
  - Paragraph Alignment: Justified
  - Page Size: A4 (8.27” x 11.69”)

Reports

Your report should be typed, single-spaced on standard-sized paper (A4) with 4 pt spacing between paragraphs, 2.5 cm top margin, 3 cm on both sides and 3 cm on the bottom. You should use 9.2 pt. Calibri font.

Include a page header at the top of every page. To create a page header, insert page numbers flush right. Then type “Subject of your Report” in the header flush left.

Major Paper Sections

Your report should include four major sections: Title Page, Abstract, Main Body, and References.

Title Page

The title page should contain the title of the paper, the author’s name, and the Centre or organisational affiliation. Include the page header (described above) flush left with the page number flush right at the top of the page.

Type your title in upper and lowercase letters centred in the upper half of the page. HiFlex Physio recommends that your title be no more than 12 words in length and that it should not contain abbreviations or words that serve no purpose. Your title may take up to one or two lines. All text on the title page, and throughout your paper, should be single-spaced with 6 pt spacing between paragraphs.

Beneath the title, type the author’s name: first name and last name. Do not use titles.

Beneath the author’s name, type the Centre or organisational affiliation, which should indicate the location where the author(s) is/are employed.

Abstract

Begin a new page. Your abstract page should already include the page header (described above). On the first line of the abstract page, centre the word “Abstract” (no bold, formatting, italics, underlining, or quotation marks).

Beginning with the next line, write a concise summary of the key points of your report. (Do not indent.) Your abstract should contain at least your topic, questions, participants, methods, results, data analysis, and conclusions. You may also include possible implications of your report and future work you see connected with your findings. Your abstract should be a single paragraph singlespaced with 6 pt spacing between paragraphs. Your abstract should be between 150 and 250 words.

You may also want to list keywords from your paper in your abstract. To do this, centre the text and type Keywords: (italicised) and then list your keywords. Listing your keywords will help others find your work in the HiFlex Physio database.

Main Body

This is main part of the report, where you present your work. The introduction and conclusions act as a frame for the body only. Therefore, all the details of your work (including a summarised version of material in the appendices) must be included here in the appropriate section. You will need to put some thought into the ordering of the sections; the presentation of information should flow logically so that the reader can follow the development of your project. It is also essential that you choose concise but informative headings and subheadings so that the reader knows exactly what type of information to expect in each section.

The body of the report:

- Presents the information from your research, both real world and theoretical, or your design
- Organises information logically under appropriate headings
- Conveys information in the most effective way for communication:
    - Uses figures and tables
    - Can use bulleted or numbered lists
    - Can use formatting to break up large slabs of text

Referencing

Harvard system referencing is used: Author surname, Initials, Date of Publication, Title, Publisher, Address (City, State)

Example:

Stratford, SJ, 2009, Health Care, Infobase Publishing, 132 West 31st Street, 7th Floor, New York, NY 10001

Internet site references must include the following:

- Author/ authoring body name (the person or organisation responsible for the site)
- Year (date created or last updated)
- Title (in italics)
- Name of sponsor of site
- URL or Internet address (pointed brackets)

Example: World Health Organisation 2013, Financial crisis and global health, The United Nations, accessed 1 August 2013,

<http://www.who.int/topics/financial_crisis/en/>.

Letters

Use the 'HiFlex Physio Letterhead Template' available on the Bounce Website at Documents/Administrative.

Heading Spacing

- 0 Indentation
- 0pt 'Before' spacing
- 0 pt 'After' spacing

Date

Three single spaces before the date from top margin and three single spaces to the address.

Address

Arrange address in the manner presented below:

Name

Job Title (if required) Address

City State Postcode

Follow the address with three single spaces to salutation.

Salutation

Address the recipient of the letter, sample:

Dear (first name or Mr/Ms as appropriate)

Follow by one single space to the letter body.

Letter Body

- 0 Indentation
- 6pt ‘Before’ spacing
- 0 pt ‘After’ spacing

Followed by three single spaces to the closing line.

Closing Line

Include the appropriate closing line for the letter, sample:

Yours sincerely/faithfully (as appropriate)

This is followed by six single spaces with the following formatting:

- 0 Indentation
- 0pt ‘Before’ spacing
- 0 pt ‘After’ spacing

Signature

- Name of Author in bold
- Job Title in bold

Business card

Business cards can be ordered from Head Office. The following information will be included:

- Line 1 – Full Name set in Mid Blue. Position title (e.g., Centre Manager)
- Line 2 – Qualifications (optional)
- Line 3 – Centre Location

Please note:

- No additional logos or items to appear
- Only Bounce email addresses to be included

With Compliments Slip

Printed with compliments slips can be ordered through Head Office. The HiFlex Physio Centre address will be included.

PowerPoint

HiFlex Physio provides PowerPoint presentation template to ensure cohesion of visual identity and branding across all HiFlex Physio centres.

This template must be used as supplementary visual aid during:

- Departmental/team staff meetings
- Client briefings
- Onboarding presentations

The PowerPoint files include a variety of page styles. Included in each of the files are two prepared pages:

- Title page (with optional space for images)
- Body page

Text boxes on these pages are set up so you can use font Century Gothic for all text.

How to create a presentation using the HiFlex Physio' PowerPoint Template

Go to Documents tab / Administrative Folder / HiFlex Physio PowerPoints:

1. Once downloaded, select the title page, and add images if required

2. To duplicate the slide for including body text, go to the top menu bar then 'Insert > Duplicate Slide'. This will create a new slide with the body page style.

3. Create your presentation considering using the following rules:

a. Limit content to at least two sentences or three to five bullet points

b. Use font sizes 30pt or larger

c. Limit font styles (italics, bold, underline) to at least one per slide

Business Case

HiFlex Physio provides a business case template to ensure a streamlined project overview before the initiation phase of any project.

Your business case should be typed with 1.15 line spacing on standard-sized paper (A4) with 4 pt spacing between paragraphs, 2.5 cm top margin, 3 cm on both sides and 3 cm on the bottom. You should use 10 pt. Calibri font.

The titles of each section of the business case must be aligned left and typed in bold, size 16, Calibri. Subsections are aligned left and typed in bold, size 14, Calibri.

A blank line must be left after the body of each subsection.Include a page header at the top of every page. To create a page header, insert page numbers flush right. Then type your Project Title in the header flush left.

Major Business Case Sections

Your business case should include the following major sections:

- Executive Summary
- Finance
- Project Definition
- Project Organisation

Executive Summary

This section must contain a summary of the main points of the business case. This section must cover all the important information covered in your business case and provide sufficient context to your reader.

Include the page header (described above) flush left with the page number flush right at the top of the page. Your executive summary must be no more than two pages.

Finance

Your finance section must be on a new page and already includes the page header (described above). In this section, you must include two subsections:

- Financial appraisal
- Sensitivity analysis

When writing the content of the financial appraisal, ensure to seek advice from the Finance Department. Information found in the financial appraisal must include the financial implications for the project and a comparison of project costs against forecasted benefits. This is to ensure that the project is affordable and is worth its value for money. This is also to assist in predicting cash flow.

Type the content of your sensitivity analysis. Your sensitivity analysis must include project risks and their estimated impact on project outcomes. This provides a list of possible scenarios that must be taken into consideration for this project.

Project Definition

This is the largest part of the business case. This section contains details relevant to the project sponsor, stakeholders, and project team. This section must also answer the why, what, and how questions about the project.

This section must contain the following subsections:

Background Information

Your background information must provide a clear introduction to the business case and your project. This includes a brief overview of the reasons why you are proposing this project. You can refer to relevant projects and documentation in this subsection if necessary.

Business Objective

This subsection includes the reasons why you are doing the project. This includes your goal, materials needed to overcome the problem, and how the project will support the business strategy.

Benefits and Limitations

This subsection includes both the benefits and limitations of the project. The benefits written in this subsection must include both financial and nonfinancial benefits.

Option Identification and Selection

This subsection must include a list of potential solutions to the problem. These solutions must be described in sufficient detail. This must show how these solutions will be demonstrated and provide explanations for any unfamiliar terms.

Scope, Impact, and Interdependencies

This subsection must describe what is included and excluded for this project, and how this project is interdependent with other projects. This subsection must also include the work needed to meet the business objective and the business functions affected by the project.

Outline Plan

This subsection must provide a summary of the main project activities and the overall schedule for the project. The main project activities must include a brief description and a list of major deliverables required.

Market Assessment

This subsection must provide a detailed understanding of the market in which HiFlex Physio operates. This includes a political, economic, sociological, technological, legal, and environmental analysis.

Risk Assessment

This subsection must include a summary of significant project risks, opportunities, and how they are managed.

Project Approach

This subsection describes the way in which work is done to deliver the project.

Purchasing Strategy

This subsection describes how the project will be financed and whether major financial decisions should be taken by the organisation before purchasing. This also includes the purchasing process used for this project.

Project Organisation

This is the last section of your business case. When writing your projectvorganisation, you must describe how the project is set up. This includes the following subsections:

- Project governance
- Progress reporting

Project governance includes the following information:

- Roles and responsibilities
- Project tolerances
- Project standards
- Review points
- How decisions are made

After writing your project governance, write the progress reporting subsection. This must describe how project progress is recorded and how the project board will be updated on project performance.

Business Letters

HiFlex Physio provides a business letter template to ensure all formal correspondence bearing the HiFlex Physio name follows the standard HiFlex Physio formatting.

Employees can use the business letter template to correspond with partners and clients for various purposes such as introducing HiFlex Physio's products and services, to build relationships with their customers and business associates (e.g., expressing gratitude for continued patronage), or to offer sales incentives.

All HiFlex Physio business letters should explain the purpose of the business letter and contain all information needed by the recipient. Letters must be formally written to the recipient, regardless of who the intended recipient is.

Use the following format details for all parts of this document, except the Letterhead:

- Font: Calibri
- Font size: 11
- Font colour: Black (Auto)
- Line spacing: Single space, with 6 pt spacing before and after paragraph

Project Organisation

- HiFlex Physio logo
  - Centre aligned
  - Calibri Bold, font size 14
  - Line spacing: Single space, with 6 pt spacing before and after paragraph

Please use the logo provided below:

HiFlex Physio

- City and state/territory of the business
    - Centre aligned
    - Calibri, font size 12
    - Line spacing: Single space, with 6 pt spacing before and after paragraph

Date

- Two spaces after the letterhead and one space before the address of the receiver.
- This must follow the following convention:
    - Day Month Year (e.g., 10 February 20xx)
- No indentation

Address of the Recipient

- No indentation
- Layout:
    - Name of the recipient (boldface)
    - Job role/title of the recipient
    - Company name of the recipient
    - Company address (external networks)
    - City State Postcode

Salutation/Greeting to the Recipient

- No indentation
- One space after the address of the receiver
- Use receiver's first name (if known) followed by a comma, e.g. Hi Katie, or Dear Katie, Use a semi colon (:) if writing a formal letter.

Message Body

- No indentation
- One space after the salutation/greeting to the receiver
- Paragraph alignment: Justified

Signature

- No indentation
- Two spaces after the message body
- Use an appropriate email closing depending on the receiver of the message.
- Use the following format for your email signature, in this order:

    - Email closing, e.g. Kind regards, Sincerely, etc.
    - Your signature format:

        First Name Last Name (boldface)
        Job role/title
        Company name

General Emails

Ensure that all important information relevant to HiFlex Physio employees are disseminated via email. This ensures that all employees receive the information. To ensure that all employees read the email, the sender can request employees to send a read receipt upon reading the email via Gmail's functions.

Information in emails are best kept short, direct and information must be as complete as possible. Due to the chances of the recipient not reading the email upon receiving it, it is best that all emails contain all necessary information already to reduce the need for emails to go back and forth.

Subject Line

- Must be short and straightforward. It must reflect what the email is about, e.g. if it's a meeting, the subject line must contain the word 'Meeting'.
- Must be limited to 50 to 60 characters.
- Must be written with letters in title case, e.g. Weekly Catchup Meeting

Message Body

- Use the following format:

    - Font: Calibri
    - Font size: 11
    - Font colour: Black (Auto)
    - Line spacing: Multiple, 1.15 with 6 pt spacing before and after paragraph

Email Signature

- Use an appropriate email closing depending on the receiver of the message.
- Use the following format for your email signature, in this order:

    - Email closing, e.g. Kind regards, Sincerely, etc.
        - Calibri, Bold, font size 12
    - Your signature format:
        - First Name Last Name
            - Use Calibri, Bold for the name only, font size 11
        - Job role/title
        - Department name
        - Company name
        - Email address
            - Use Calibri, font size 10, font colour Blue, no underline

Meeting Agendas

HiFlex Physio provides a meeting agenda template to ensure that all meetings are orderly and that all employees involved in the meeting are informed ahead of time what will be discussed. This also allows presenters to be informed of their role and allow them to plan the length of time for each agenda item.

All agenda items to be discussed in a meeting must be clearly listed in this template. Agenda items must be concise and clear, and organised in order of discussion, with the first topic to be discussed at the first row.

Use the following format details for all parts of this document:

- Font: Calibri
- Font size: 11
- Font colour: Black (Auto)
- Line spacing: Single space, with 6 pt spacing before and after paragraph

Meeting Title

The meeting title should be short and clear. This must succinctly describe what will be discussed during the whole meeting.

Date and Time

Clearly indicate the date the meeting will be held, as well as what time the meeting is expected to being.

- Date format: day Month Year (e.g., 10 February 20xx)
- Time format: hour:minutes AM/PM (e.g., 7:00AM or 6:00PM)

Venue

This section should clearly indicate where the meeting will occur. If this is outside of a HiFlex Physio Centre, sufficient instructions must be indicated to allow all participants to arrive to the venue.

Agenda Items

Each agenda item to be discussed must be listed in the 'Agenda Item' column of the template. The list must reflect the flow of the meeting.

If an agenda item contains sub-topics, these must be listed neatly with bullet points, in the order in which they will be discussed or presented during the meeting.

Presenter

Individuals who will be presenting each agenda item must be clearly indicated in the section beside their corresponding agenda items.

Duration

This section must contain how much time each presenter is allocated for their agenda items.

Time allocations must be indicated by at what time they must begin discussing their agenda items, followed by a hyphen, and the time by which they must finish discussing their assigned agenda item (e.g., 9:30AM-10:30 AM)

Procedure Documents

The procedure template provided by HiFlex Physio may be used by HiFlex Physio employees when creating new procedures for use in HiFlex Physio Centres. Procedures can range from simple 'how to use' instructions for clients regarding certain fitness equipment or procedures for HiFlex Physio systems and processes aimed towards HiFlex Physio employees.

In all instances, procedures must be explicit and contains step-by-step instructions for readers to follow in order to achieve the desired outcome.

Use the following format details for all parts of this document:

- Font: Calibri
- Font size: 11
- Font colour: Black (Auto)
- Line spacing: Single space, with 6 pt spacing before and after paragraph

Procedure Title

- Must be short and straightforward. It must reflect what the instructions is about
- Must be written in title case, e.g. Instructions for Scanning Documents, or How to Scan Documents

Purpose of Procedure

- Must describe why the procedure was created and when the procedure must be followed
- Must include who must follow the procedures listed

Procedures

- Use a numbered list (i.e. 1, 2, 3...) to write the steps.
- Steps must be written in a logical, step-by-step order.
- Use simple sentences and words to write instructions.
- Start your instructions with action words, e.g. Open the file from your computer.
- Use boldface to emphasise important points in your steps.

Client Profiles

The client profile template provided by HiFlex Physio can be used by fitness instructors to outline relevant information about clients that will assist in the development of their exercise program plans.

Client profiles should include the following major sections:

- Basic information about the client
- Preliminary measurements
- Medical information
- Fitness goals
- Fitness assessment outcomes
- Additional information

Basic Information

This typically includes the following information about the client:

- Name
- Age
- Sex
- Current occupation
- Contact information

Preliminary Measurements

These measurements should have been taken during the client's pre-exercise screening. Additional measurements can be included depending on the client's needs, but this section must include the following information as a minimum:

- Body mass index
- Heart rate information
- Blood pressure
- Waist girth

Medical Information

HiFlex Physio must have received the client's informed consent to disclose information about their medical records in this section. Any information provided here must remain relevant to the development and implementation of the client's exercise program.

This section includes the following information:

- Current medical conditions or injuries
- Guidance received from medical or allied health professionals

Fitness Goals

This must include the following goals for the client:

- Short-term goals
- Long-term goals

Fitness instructors must ensure that goals set by clients are **SMART**.

Fitness Assessment Outcomes

This refers to the results of the client's fitness assessment in the following areas:

- Cardiovascular endurance
- Muscular strength
- Muscular endurance
- Flexibility

Fitness instructors must also indicate the suitable intensity of exercises for each of the areas based on the client's assessment.

Additional Information

This must include any additional information that will assist in developing the client's exercise program plan, such as:

- Current activity levels
- Sleep patterns
- Eating habits
- Current and previous physical activities
- Equipment or facilities previously accessed
- Exercises client is interested in doing or wants to avoid
- Preferred duration of exercise session
- Preferred frequency of gym attendance

Exercise Program Plans

The exercise program plan forms the basis of the client's fitness journey with HiFlex Physio. As such, this plan must be tailored to the client's goals, needs, characteristics and capabilities.

The program plan establishes a schedule that the client must follow. Individual dates within this schedule will be expanded on in the client's session plans.

The schedule must include:

- How long the program will run for
- Total number of sessions within the program
- Session information
    - Date
    - Duration
    - Session type
    - Location
    - Exercises to be conducted
    - Equipment required
    - Training technique
- Rest days
- Program evaluation days

Exercise Session Plans

HiFlex Physio' exercise session plans act as the client's guide for each session they complete as part of their program. Any information included here must reflect information outlined in the client's exercise program plan.

Include the following information:

- Date of session
- Exercise type
- Level of movement required (high impact/low impact)
- Session location
- Session frequency
- Session objectives
- Training technique
- Warm up
- Conditioning
- Cool down

Warm Up

This phase must include exercises that raise the client's temperature and heart rate to prepare for the workout.

Conditioning

This phase outlines the client's main workout based on their goals and abilities.

Include rest periods between each type of exercise for this phase.

Cool Down

This phase focuses on easing the client's heart rate, temperature and blood pressure back to normal.

Punctuation and Grammar

Hyphens

Hyphens must never be used after adverbs ending in –ly as in 'fully financed', partly 'paid' (but part-paid does need one). Hyphens are useful to clarify meaning: a big cat- lover is not the same as a big-cat lover.

In general, use hyphens to aid clarity:

'Abba will never re-form' does not mean the same thing as 'Abba will never reform.' The first sentence says the band will never play together again, and the second suggests that their past bad behaviour will never improve. 're-enter' is clearer on first reading than 'reenter' BUT cooperate and coordinator are fine without hyphens.

'It could be done by 10-year-olds' is clearer on first reading than 'It could be done by 10 year olds.' BUT no hyphens in this: 'She was only 16 years old.'

Use hyphens to turn verbs into nouns:

- Clean up (verb) clean-up (noun)
- Lead up (verb) lead-up (noun)
- Turn up (verb) turn-up (noun)
- Go ahead (verb) go-ahead (noun)
- Shake up (verb) shake-up (noun)
- Set up (verb) set-up (noun).

A hyphen is also used to join words in a compound construction, or separate syllables of a word, like during a line break.

- Pro-American
- Cruelty-free eggs
- Em-dash
- 'It's pronounced hos-pi-tal-it-tee.'

Email is spelled without a hyphen.

Dashes

The en-dash is used following British conventions. This typically uses it to act as a comma or parenthesis to separate out phrases—or even just a word—in a sentence for various reasons (i.e. an appositive). It is also used to connect values in a range or that are related.

A good rule is to use it when you're expressing a 'to' relationship. Examples where an endash should be used:

- School is based on the three R's—reading, writing, and arithmetic.
- Against all odds, Pete—the unluckiest man alive—won the lotter y.
- I sense something; a presence I've not felt since—
- … in years 1939–1945
- Pages 31–32 may be relevant
- New York beat Los Angeles 98–95
- Olivia Newton–John
- When American English would use an em-dash –.

Dangling Participles or Dangling Modifiers

These become a problem if a reader has to pause to work out how a sentence should be understood. For example: 'Driving up to the house, her dog always barks loudly.'

That split-second hesitation while you work out what's going on can be avoided by writing 'Her dog always barks loudly when she drives up to the house.' We still don't know if the dog's in the car or in the house, but at least it's not driving.

Hanging Participles

'Born in Hobart in 1909, his daughter Rory has now donated her father's memorabilia to the Tasmanian Museum…' That would make Rory 99—not unreasonable except this is the second paragraph of a story about Errol Flynn and his daughter Rory. Much better to repeat the name: Errol Flynn was born in Hobart in 1909, and his daughter Rory has now donated her father's…etc.

Commas

Parenthetical Commas

If you remove a word or phrase from between a pair of commas, the sentence should still make grammatical sense. Think of them as brackets (parentheses) surrounding an additional piece of information that could be removed without destroying the sentence.

So this is right:

The author of The Handmaid's Tale, Margaret Atwood, was on the panel. Remove 'Margaret Atwood' and you're left with The author of The Handmaid's Tale was on the panel—and that makes sense.
But this is wrong:

Canadian writer, Margaret Atwood, was on the panel. There should be no commas. If you remove 'Margaret Atwood' you're left with Canadian writer was on the panel, which doesn't make sense.

If there are more than one of them (as in Canadian writers) don't put the person's name between commas; if there's only one (as in author of The Handmaid's Tale) put the person's name between commas, but always use the removal rule-of-thumb to check.

No Comma between Subject and Verb

No matter how long your subject turns out to be, never put a comma between it and the verb.

- As an adult Layne Beachley, changed the face of female surfing.
- The Electricity Suppliers Association of Australia's Brad Page says Professor Ross Garnaut is wrong to suggest they should receive no compensation.
- The fact that all countries of the world would come together and agree on the rights that should be afforded to ever y human being, was truly an amazing historical event.

In all these examples the comma should not be there. If you think it's too much for the poor reader to take in without a break, then rewrite the sentence.

Use a comma to separate the elements in a series (three or more things). "He hit the ball, dropped the bat and ran to first base." You will have learned that the comma before the 'and' is unnecessary. In newspaper writing you will seldom find a serial comma.

Use a comma + a little conjunction (and, but, for, nor, yet, or, so) to connect two independent clauses, as in 'He hit the ball well, but he ran toward third base.'

Contending that the coordinating conjunction is adequate separation, some writers will leave out the comma in a sentence with short, balanced independent clauses (such as we see in the example just given). If there is ever any doubt, however, use the comma, as it is always correct in this situation.

Use a comma to set off introductory elements, as in “Running toward third base, he suddenly realised how stupid he looked.”

It is permissible to omit the comma after a brief introductory element if the omission does not result in confusion or hesitancy in reading. If there is ever any doubt, use the comma, as it is always correct

Use a comma to separate coordinate adjectives. You could think of this as “That tall, distinguished, good looking fellow” rule (as opposed to “the little old lady”). If you can put an and or a but between the adjectives, a comma will probably belong there. For instance, you could say, “He is a tall and distinguished fellow” or “ I live in a very old and run-down house.” So you would write, “He is a tall, distinguished man” and ‘I live in a very old, run-down house.” But you would probably not say, “She is a little and old lady”, or “ I live in a little and purple house”, so commas would not appear between little and old or between little and purple.

Colon and Semicolon

Use a semicolon to join two independent clauses* where a full stop would be too strong and a comma too weak:

- The ferry was overloaded; the owners were clearly liable.
- My sister loves mussels; her husband hates them.

Use a colon where what follows elaborates on what precedes it:

- You’ll never believe my luck: I’m going to Mexico.
- You should have followed my father’s maxim: ‘Never borrow money’.

* An independent clause, or main clause, must contain a subject and a predicate: The ferry [subject] was overloaded [predicate] … You [subject] should have followed my father’s maxim [predicate]

Ellipsis

1. Useful to show where words have been left out, either from the middle or the end of a sentence:

‘Once a jolly swagman camped … down came a jumbuck…’ (note spacing)

2. May be used to indicate indecision or hesitation, the tailing off of a sentence, or to represent a pregnant pause—particularly useful when transcribing:

And that must have been a happy time, or…

Oh, very happy…well, maybe not completely… (note spacing)

Use three dots only…and even at the end of a sentence, no closing full stop is needed… Punctuation marks are set in stone and shouldn't be messed with. Some people type two, five, six or more dots, and this kind of free expression has no place in a grown-up document.

Note that an ellipsis with one letter space either side indicates missing text in aquotation.

Punctuation Spacing

There are no spaces between the word and the punctuation mark, so (part one) never * (part one), and as follows: not *as follows:

The exception is between a word and an en-dash: This morning – and what a morning was to be my last. If you choose to use an em-dash it is usual to close the spacing thus:

This morning—and what a morning—was to be my last.

Apostrophes or Inverted Commas

Joint or Individual Ownership

'Wolf's and Erica's daughter Faith is a writer…'

Here, because the daughter belongs to both people, only the second name needs an apostrophe, so it should read: Wolf and Erica's daughter Faith is a writer….

Even though the parents of the daughter are distinct individuals, they're treated as a single unit. You'd do the same thing if you were talking about 'Jim and Mary's house'

But if you were talking about books that two people have written (separately, not as coauthors), each person would need an apostrophe: John Updike's and Anita Desai's novels are widely read…

More examples: Gilbert and Sullivan's operettas, but 'Rudd's and Howard's beliefs'
Apostrophe After 's'

Do not add an apostrophe s to any name ending in s (or ce, as in Beatrice or x as in Marx). The same applies to names with a final silent s like Dubois's or Illinois's.

Numbers

In body copy spell out numbers from one to ten, and then use numerals. Spell out all numbers at start of sentence (Forty-eight people were injured…)

In headings, though, numerals are fine for everything.

For thousands and millions upwards: 3,000, 500,000, 2 million, 8 billion… abbreviate in headings to 2b, 8m with discretion.

Dates

1950s, ‘50s and ‘60s, and 12 November 2004 (day, month, year but with no punctuation)

Capitalisation

Limit initial caps (apart from those marking the beginning of a sentence) to proper nouns—that is, nouns naming a particular person or thing. Write ‘Mark Scott, the ABC’s managing director…’ or ‘John Smith, adjunct professor at ANU…’

No caps for ‘premier’, ‘prime minister’, ‘president’, ‘executive producer’, ‘artistic director’, ‘curator’, and so on, because these are all common nouns.

When used as a form of address, a common noun is capped and becomes a title:

President Obama, Queen Elizabeth, Pope Benedict, Governor Bartlett; but ‘Australia’s prime minister, Tony Abbott, is visiting China…’ or collectively, ‘Previous popes have held similar views…’ are all lower case

Headings

Use the capitalisation for words indicated by MS Word set on Australian English.

Act, act

Capitalised in ‘Native Title Act 1993’, lower case in ‘the act was passed in 1993’, or ‘we don’t need an act of parliament to do it.’

‘The Privacy Act covers your rights to privacy. This act requires others …’ is correct.

Italics

According to established publishing convention, we use italics for:

- Titles of books (but not books of the Bible) and periodicals (newspapers, magazines etc.)
- Plays and long poems
- Operas, ballets, musicals, most types of musical composition including music theatre
- Films, videos, and television and radio programs
- Works of art including paintings, drawings, sculptures, conceptual and performance art
- Names of ships, aircraft, trains and spaceships
- Foreign words and phrases (except for adopted words like ‘cafe’)

When NOT to use italics or inverted commas

- Band names
- Organisation names
- Festival names

Bulleted Lists

First letter following the bullet should be capitalised.

Dot points that are not complete sentences need no end-of-line punctuation (comma,full stop or semi-colon). The final dot point in the series, though, should end with a full stop.

The margin for the first bullet is set at 0 and the hanging indent is 1 cm

Ampersand (&)

Please avoid unless part of company name or trademark.

Slash

There are two kinds of slashes.

(\) This is a backslash. It's not used in written English; it's only used in computing. Unless you're writing about computers or including a URL in your bibliography, don't use a backslash.

(/) This is a slash, sometimes called a forward slash to distinguish it from the backslash. It doesn't have a large role in formal English, but it's used in specific cases. A slash can show a line break in poem, song, or play, usually if several short lines are being written together on one long line. Remember to put a space after the slash.

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Quotation Marks

Direct speech is enclosed in double quotation marks.

Single quotation marks are used in mostly all other instances when quotation marks are needed. Such as:

- Titles of unpublished documents
- Essays
- For a word of phrase that has been coined or that is being used in a specific sense
- For colloquial words, nicknames, slang or humorous words and phrases in formal writing

Place terminating punctuation inside the final quote mark when there is no carrier (e.g. he said) expression but outside the final quote mark when there is a carrier expression.

Common Errors

Collective Nouns

Committee, jury, choir, audience:

'The audience were (plural) drifting into the auditorium in ones and twos; the entire audience was (singular) on its feet.' Use of singular or plural verb depends on how you want the collective noun to be understood.

Into or in to

This is one word except where 'in' and 'to' belong to separate phrases, as in 'sworn in to the presidency' or 'I walked in to work'. Into is being used more and more often where 'in' by itself is enough. For instance, 'enter a film into the festival' is incorrect. All that's needed is enter a film in the festival.

From … To

'Everyone from trainers, bookies, bar staff and punters are feeling it…' doesn't make sense. If you have a 'from' you need a 'to' such as 'Everyone from trainers and bookies to bar staff and punters … 'Everything from city design to modern art to the basic box…' doesn't make sense either. We need two points, from and to. So we can say 'Everything from city design and modern art to the basic box.' We want to throw the stone from one shore to the other, not skip it over the water.

Due to

This means caused by, not 'because of'. So 'The delay is due to [caused by] bad weather' is correct. 'Due to [caused by] bad weather there is a delay' is widely used but 'Bad weather has caused a delay' is considered to be better usage.

Effect, Affect

Effect is defined as the ability to bring about a result. 'His nagging had no effect whatsoever. Wait for the drug to take effect.'

The word affect means to produce a change in something. 'But that change will affect a lot of people.'

Disinterested

This describes impartiality, or being unbiased, having no vested interest. It does not describe a lack of interest (uninterested) although the distinction is increasingly blurred in everyday usage.

Others

'Between you and me' not between you and I.

'Currently' use 'now'

'Below' use following

'Above' use previously

Referencing

Referencing used is Harvard Style as detailed at

<http://www.swinburne.edu.au/lib/studyhelp/harvard_style.html>

Sources:

<http://news.anu.edu.au/how-to/storytelling-writing-and-media/writing-style-guide/>

- Australian Oxford Dictionary, Oxford University Press 2004
- Style Manual for Authors, Editors and Printers, John Wiley & Sons 2013

Web links

Enclose in angled brackets e.g. '<' and '>'. Always use 'http://' as a prefix.

File Names

Office Filenames

The following rules for filenames apply to documents that can be saved and opened by Microsoft Office applications such as Word, Excel and PowerPoint. The same rules apply to similar applications that can also open the documents.

The file name must include in the beginning the date when the file was first saved, following the format of the full year, month and day in number form with no spaces (i.e. 20071202, 20160811)

The purpose or the title must be the second part of the file name, following the date in title case and without any space. If the file is edited from an existing template, remove words 'fillable' or 'template', if any, and follow the title of the original file without any spaces. (i.e. Action Plan, Meeting Agenda)

Lastly, the version number of the file will be the last part of the file name, where the version number is the number of times the file has been edited. This must be written with a capital 'V' followed by at least two digits (e.g., V01). If it is the first time that the file is being saved, write V01. Otherwise, increase the version number by one from the previous one. (i.e. V03, V11)

Using the three rules for naming files, an Action Plan Template that was written for the first time on January 12, 2018 would look like: 20180112ActionPlanV01.

Likewise, a Meeting Agenda Template that will be edited for the third time from October 5, 2017 will still use the original date and title, but the version number will change from 02 to 03: 20171005MeetingAgendaV03.1

Screenshots

Screenshots taken with a Windows function or any screen capturing software must follow the rules for naming screenshot image files.

The file name must include in the beginning the date when the file was first saved, following the format of the full year, month and day in number form with no spaces (i.e. 20071202, 20160811)

A brief description of what the screenshot contains must be the second part of the file name. If the image contains the website of a certain company or the product page from a supplier, you can put the words that describe the image in title case, without any spaces (i.e. Company Website, Product Page). Asmuch as possible, keep it to three words or below.

Using the two rules for naming screenshots, a screenshot taken on November 20, 2016 with the image of new fitness equipment will have the filename of 20161120NewFitnessEquipment.

Version Control & Document History

Date	Summary of modifications	
1 September 2021	Added guidelines for the following: • Client profile • Exercise program plans • Exercise session plans	1.1