



Australian Government

National Indigenous Australians Agency

Brand Guidelines 2021

Version 1



National Indigenous
Australians Agency

Contents

Welcome	03	Sub-brands and Programs.....	34
Artwork – Symbolism and Meaning.....	04	01 Introduction	35
Typography	06	02 Artwork Symbolism and Meaning	37
01 Primary	07	03 Sub-brand and Program Overview	40
02 Secondary	08	04 Sub-brand and Program Visual Language	42
03 Hierarchy	09	04a Visual Languages Overview	43
04 Incorrect Application	10	04b Education.....	44
Colour Palette	11	04c Health and Wellbeing.....	46
Brand Marks Corporate	13	04d Employment and Economic Development.....	48
01 Introduction to our Brand Mark	14	04e Land and Sea.....	50
02 Primary Logo and Brand Mark Variations.....	16	04f Culture and Heritage.....	52
03 Primary Logo, Sub-brands and Programs.....	22		
04 Visual Hierarchy, Usage and Restrictions	24		
04a Primary NIAA Acronym Brand Mark Visual Hierarchy	26		
04b Primary National Indigenous Australians Agency			
Brand Mark Visual Hierarchy	27		
04c Usage and Restrictions	28		

Welcome

Welcome to the National Indigenous Australians Agency Brand Guidelines. This document is to be used to maintain consistency across all communication touch points and to inspire creativity when using the brand.

Using the NIAA brand correctly is very important to us, please refer and adhere to this guide whenever you create any brand assets.

The National Indigenous Australians Agency (NIAA) is committed to implementing the Government's policies and programs to improve the lives of all Aboriginal and Torres Strait Islander peoples. The NIAA recognises that each community is unique. Our team includes people across Australia who work closely with communities to make sure policies, programs and services address these unique needs.

The NIAA works to influence policy across the entire Australian Government. We liaise closely with State and Territory governments, Indigenous peak bodies, stakeholders and service providers to ensure that Indigenous programs and services are delivering for Aboriginal and Torres Strait Islander peoples as intended.

Artwork – Symbolism and Meaning

“Working together for a future of equality”

An artwork by Jordana Angus for the Australian Government.

This artwork tells the story of the NIAA's vision to better the lives of Aboriginal and Torres Strait Islander Australians in a sustainable and meaningful way; promoting that Aboriginal and Torres Strait Islander people deserve the same education and economic opportunities, health and wellbeing of non-Indigenous Australians. The artwork also tells the story of how working together can create positive community led change for all.



Artwork – Symbolism and Meaning

In the top left of the work, symbols were used to represent access to economic opportunities.

The centre circle represents financial opportunities and the outer circles with the lines attached symbolise Indigenous and non-Indigenous people accessing these opportunities.

The top right corner of the artwork uses the symbol for health surrounding a community gathering symbol representing good health and health promotion opportunities available to all.

The bottom left corner uses symbols for mental and physical wellbeing surrounding a community gathering symbol represent the well-being of Indigenous and non-Indigenous people being equal. The blue lines with white dots in this section of work symbolise the pathways available to promote mental and physical wellbeing.

In the bottom right corner there is Aboriginal symbols for elders passing on knowledge to children; surrounding a community gathering symbol which represents education opportunities being available to all and the positive outcome of sharing knowledge and skills with others.

The centre piece of the work features a combination of these symbols to represent an emphasis on how important it is to empower First Australians. Overlaying this section of work is a centre line with dot work which depicts the pathways available to both Indigenous and non-Indigenous people to create equality for all.

The upper left and lower right sections of work represent working together with the line work being pathways towards sustainability and the dots inside symbolising the people travelling these paths and gathering together. The dots have been created in different colours and sizes to symbolise the diversity of people.

Also, in the upper left and lower right section of the work symbols for community gatherings connected by pathways have been used to represent the Indigenous and non-Indigenous community working together to create community led change.

The lower left and upper right sections of the work feature a symbol in the centre representing an elder or important ancestor surrounded by dot work symbolising people acknowledging and celebrating Aboriginal and Torres Strait Islander people as our First Australians.

Also, in the lower left and upper right section of the work symbols have been used to represent working in and with the community to improve safety and well-being of both Indigenous and non-Indigenous people. Finally, the four large orange and sand coloured intersected lines that run though the work symbolise pathways that connect everyone to everything and everyone around them; promoting the vision that through respect and community led change we can create equality and empowerment for all.

Typography

- 01 Primary
- 02 Secondary
- 03 Hierarchy
- 04 Incorrect Application

Typography

Primary

01

Our primary typeface is 'Century Gothic', and should be used on all NIAA brand touch points.

Century Gothic Regular

Used on body copy and some sub-headlines.

Century Gothic Italic & Bold Italic

Used to differentiate important and/or unique information.

Century Gothic Bold

Used on headlines, content sub-headlines and some sub-headlines where required.

Century Gothic Regular
Century Gothic *Italic*
Century Gothic **Bold**
Century Gothic ***Bold Italic***

* Please refer to Page 9 of this document for guidance on more specific usage.

Typography**Secondary****02**

Our secondary typeface is 'Helvetica' and should be used only when 'Century Gothic' isn't available.

Helvetica Regular

Helvetica Oblique

Helvetica Bold

Helvetica Bold Oblique

Typography

Typography is a pillar of our brand and should be used correctly. Always aim for contrast across all typographic hierarchies. All type is to be set in Century Gothic.

Headline

Headlines are to be set in Century Gothic bold.

Sub-headline

Sub-headlines can be set either in bold or regular depending on the application. They are to be regular if sitting directly under a headline, and bold when they appear away from a headline.

Content sub-headline

Content sub-headlines are to be set in bold at the same text size as the body copy it sits with.

Body copy

Body copy is to be set in Century Gothic regular. At a minimum the text size is to be 9pt with 14pt leading and -7 tracking.

Important information

Important information can be styled in different ways to help differentiate it from other information. Using italics and bold italics are preferred.

Hierarchy

03

This is an example of a headline.

Headline example

This is an example of a sub-headline. This is an example of a sub-headline.

Sub-headline examples

Content sub-headline

Content sub-headline

Ligent ut iditibusa veni volest, acest eos eum que solest harumquis eos atet ea nobit autatem a volorem lant, comnimet fugias eniipsa consect endantibus del minvendam rehenistiae nimus sum quia dis maionsequi dolorectur aciistis core denihitassi occab iusa ad qui tia dem laccupt atiunt ipsapientur sitem aliciiisqui dolorerro demporp orionet paris audit, se samust adis et ullorib eaquid quid ut pereptis et parum eatinve lenempore quae volupta aut prestec epudam ad maio coreper erferibusam qui quibusantios reptatiant aut idus renimus mossunturem as debit, ut quat. Ximpor autem comnient, utem rerrovi fisciae poreperit as dolumquis de mos quia nem etur, quis quunt qui.

Body copy example

Other important information, can be styled in multiple ways.

Important information

Typography

Incorrect application

04

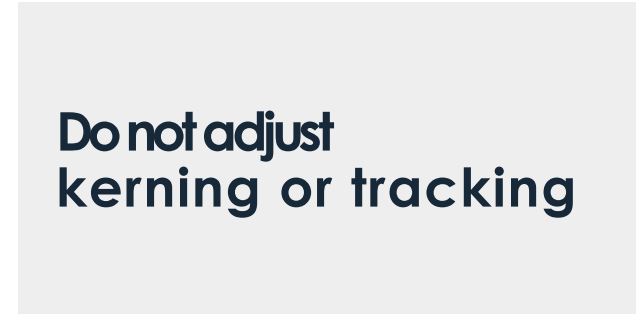
These rules apply to all other variations of this logo.



Do not use all caps.



Do not recolour typography to colours not specified.



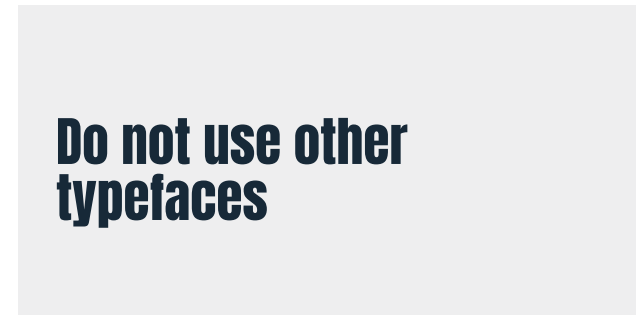
Do not adjust kerning or tracking.



Do not make hierarchy levels the same weight.



Do not make hierarchy levels the same size.



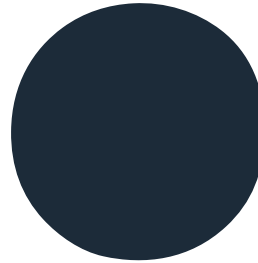
Do not use any other typefaces that aren't specified in this guideline.

Colour palette

Colour Palette

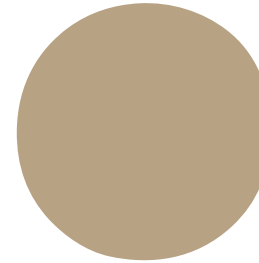
The National Indigenous Australians Agency brand uses the following brand colours making up our primary colour palette. They are to be used across all corporate collateral.

Corporate



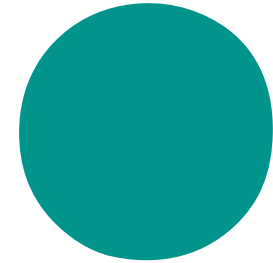
Navy

C 65 | M 43 | Y 26 | K 78
R 28 | G 43 | B 57
#1C2B39
PMS 539



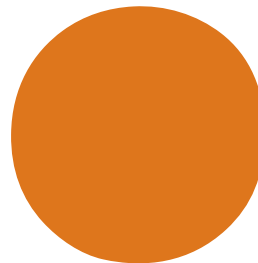
Gold

C 30 | M 34 | Y 51 | K 0
R 184 | G 162 | B 132
#B8A284
PMS 2324



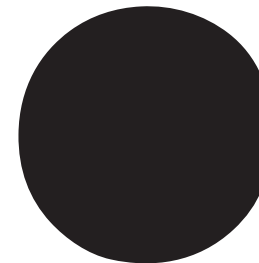
Teal

C 89 | M 10 | Y 47 | K 10
R 0 | G 148 | B 141
#00948D
PMS 2234



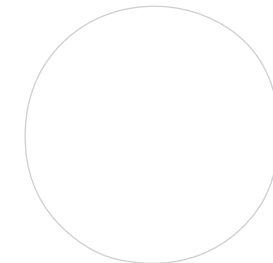
Orange

C 0 | M 60 | Y 100 | K 10
R 221 | G 118 | B 28
#DE761C
PMS 152



Black

C 0 | M 0 | Y 0 | K 100
R 0 | G 0 | B 0
#000000



White

C 0 | M 0 | Y 0 | K 0
R 255 | G 255 | B 255
#FFFFFF

Brand Marks Corporate

- 01 Introduction to our logo
- 02 Primary Logo and Brand Mark Variations
- 03 Primary Logo, Sub-brands and Programs
- 04 Usage and Restrictions

01 Introduction to our Brand Mark

Introduction to our logo

01

The logo represents a pathway, available to both Indigenous and non-Indigenous people, creating equality for all.

The brand mark was inspired by and designed from the Indigenous artwork by Jordana Angus, 'Working together for a future of equality'.

Both the logo and the artwork represent how important it is to not just provide equality but also empowerment for First Australians.



02

Primary Logo and Brand Mark Variations

Brand Marks Corporate

Primary Logo and Brand Mark Variations

02

Australian Government National Indigenous Australian Agency Lockup

In most cases, this logo must only be used in the Primary NIAA Acronym and Australian Government lockup (see page 19).

This logo is only used apart from the Primary NIAA Acronym and Australian Government lockup when specifically instructed.

Stacked – Positive



Australian Government
National Indigenous Australians Agency

Inline – Positive



Australian Government
National Indigenous Australians Agency

Strip – Positive



Australian Government
National Indigenous Australians Agency

Strip – Reversed*



*Note - Reversed rule applies to all other Australian Government variation.

Brand Marks Corporate

Primary Logo and Brand Mark Variations

02

Australian Government Logo

Stacked – Positive

Inline – Positive

The Australian Government logo is primarily used to accompany the Primary National Indigenous Agency logo.



Australian Government



Australian Government

Strip – Reversed*



*Note - Reversed rule applies to all other Australian Government variation.

Brand Marks Corporate

Primary NIAA Acronym brand mark and Australian Government lockup.

The Primary NIAA Acronym brand mark and Australian Government lockup is to be used when the National Indigenous Australians Agency logo and Australian Government logo isn't in use.

Primary Logo and Brand Mark Variations

Primary – Gold



Australian Government
National Indigenous
Australians Agency



NIAA

Secondary – Navy



Australian Government
National Indigenous
Australians Agency



NIAA

Reversed



Mono



Australian Government
National Indigenous
Australians Agency



NIAA

Brand Marks Corporate

Primary Logo and Brand Mark Variations

02

Primary National Indigenous Australians Agency logo.

The Primary National Indigenous Australians Agency brand mark is to be used when the Primary NIAA Acronym brand mark and Australian Government lockup isnt in use.

* This brand mark must always be accompanied by the Australian Government logo on all communications unless instructed otherwise.

Primary Horizontal – Gold



National Indigenous Australians Agency

Secondary Horizontal – Navy



National Indigenous Australians Agency

Reversed Horizontal



Mono Horizontal



National Indigenous Australians Agency

Brand Marks Corporate

Primary Logo and Brand Mark Variations

02

Primary National Indigenous
Australians Agency brand mark
continued.

Primary Stacked – Gold

Secondary Stacked – Navy



Mono

Reversed



Brand marks Corporate

External organisations (service providers and grant recipients) can acknowledge the NIAA funding by using the Agency Logo with one of the following text acknowledgments.

- Proudly supported by the National Indigenous Australians Agency.
- Funded by the National Indigenous Australians Agency in partnership with (insert other funded parties).

The agency logo, comprises the Commonwealth Coat of Arms, the words 'Australian Government' (Times New Roman Bold), an underline, and the agency name, National Indigenous Australians Agency (Times New Roman Bold).

The Agency logo is not to be confused with the NIAA logo, shown left. This logo is only used on official documents produced within the department. These include departmental publications, correspondence, policy and programme promotional materials and departmental websites.

* The Australian Government Branding Design Guidelines need to be followed when applying the logo.

'In support of' logo guidance

Stacked - Agency logo



Australian Government

National Indigenous Australians Agency

Inline - Agency logo



Australian Government

National Indigenous Australians Agency

NIAA brand mark



National Indigenous Australians Agency

03

Primary Brand Mark, Sub-brands and Programs

Guidelines showing how to typeset the addition of Sub-brand and Program names with the primary brand mark.

Brand Marks Corporate

Primary National Indigenous Australians Agency brand mark, Sub-brand and Program Lockup

When introducing a Sub-brand or a Sub-brand and Program to the Primary NIAA brand mark, the type should be set in Century Gothic Regular.

Level 1 – Sub-brand name

The Sub-brand name should be 75% the size of the primary logo name.

Level 2 – Program name

The Program name should be 50% the size of the Primary logo name.

Spacing in between each level should be the height that '2X' equals.

Important information

When adding a Sub-brand, Program or both to the Primary NIAA brand mark, only use the horizontal variation.

Primary brand mark, Sub-brands and Programs



**National Indigenous
Australians Agency**

Sub-brand name to
go in this section

Program name to go in this section

Primary NIAA brand mark

Level 1 –
Sub-brand name
75% of Primary
logo name

Level 2 –
Program name
50% of Primary
logo name

Example with Sub-brand and Program



**National Indigenous
Australians Agency**

Employment and
Economic Development

Indigenous Procurement Program

Example with the Sub-brand only



**National Indigenous
Australians Agency**

Culture and Heritage

04

Visual Hierarchy, Usage and Restrictions

Guidelines on visual hierarchy, clearance space, minimum size and incorrect usage of the corporate brand marks.

04a Primary NIAA Acronym Brand Mark Visual Hierarchy

04b Primary National Indigenous Australians Agency Brand Mark Visual Hierarchy

04c Usage and Restrictions

The Australian Government logo is our primary logo. The National Indigenous Australian Agency and acronym brand marks are used with and in support of it.

Brand Marks Corporate

Primary NIAA Acronym Brand Mark Visual Hierarchy

04a

All elements play a role in presenting the brand clearly without confusion. *This visual hierarchy is a guide only to demonstrate the relationship between elements.*

Primary NIAA Acronym brand mark hierarchy

1. Primary NIAA Acronym brand mark placement: The logo should always appear clearly and at the correct size at the top of a communication. The logo should always appear at the top left of a communication at the correct size. The brand mark should never be used at large scale (unless specified), drawing attention away from and making messaging difficult to understand.

2. Typography: Typography should be used correctly and work in harmony with other elements ensuring clear and easily read communications. Ensure there is always enough clear space in between any typography and other brand elements.

3. Clear Space: Enough space should always be left in between messaging and the logo. This space is a guide to demonstrate hierarchy.

Important Information: Information regarding correct logo usage can be found in the *Usage and Restrictions* section on page 16 of this document.

Information regarding correct typography usage can be found in the *Typography* section on page 6 of this document.

Primary NIAA Acronym brand mark hierarchy

The diagram illustrates the visual hierarchy of the Primary NIAA Acronym brand mark. It features a grey rectangular background with three numbered callouts: 1 (orange circle), 2 (teal circle), and 3 (teal circle). Callout 1 points to the logo at the top left, which includes the Australian Government coat of arms, the text 'Australian Government National Indigenous Australians Agency', and the NIAA acronym with its circular icon. Callout 2 points to a large, bold headline: 'This is an example of a headline.' Callout 3 points to a smaller sub-headline: 'This is an example of a sub-headline.' Below the sub-headline is a block of placeholder text in a smaller font.

Brand Marks Corporate

Primary National Indigenous Australians Agency Brand Mark Visual Hierarchy

04b

All elements play a role in presenting the brand clearly without confusion. This visual hierarchy is a guide only to demonstrate the relationship between elements.

Primary National Indigenous Australians Agency brand mark hierarchy

1. Australian Government Logo placement: The Government logo must always appear when using the National Indigenous Australians Agency logo. The logo should always appear at the top left of a communication at the correct size. Where possible, text or images must not be placed above or to the left of the logo.

2. National Indigenous Australians brand mark placement: The brand mark should always appear at the bottom of a communication at the correct size.

3. Typography: Typography should be used correctly and work in harmony with other elements ensuring clear and easily read

communications. Ensure there is always enough clear space in between any typography and other brand elements.

4. Clear Space: Enough space should always be left in between messaging and the logo. This space is a guide to demonstrate hierarchy.

General logo and brand mark rules (applicable for both): Both the logo and brand mark should never be used at large scale (unless specified), drawing attention away from and making messaging difficult to understand. One logo/brand mark should never overpower the other. If specified placement isn't optimal, the logo/brand mark can swap their orientation from top to bottom or visa versa.

Important Information: Information regarding correct logo/brand mark usage can be found in the *Usage and Restrictions* section on page 16 of this document.

Information regarding correct typography usage can be found in the *Typography* section on page 6 of this document.

Primary National Indigenous Australians Agency hierarchy



Brand Marks Corporate

Primary lockups using the Australian Government logo.

The clear space around the logo is determined by 'X'. 'X' is the distance from the top of 'A' in Australia to the bottom of the horizontal line between both lines of words. The total amount of clear space is **1.5** the height of 'X'.

1.5 X HERE AND 2 X THROUGHOUT THE REST OF THE DOCUMENT

Usage and restrictions – Clearance space

04c

Australian Government Logo – Stacked

1.5X



'X'= Distance from the top of 'A' in Australia to the bottom of the horizontal line between both lines of words.

Australian Government Logo – Inline

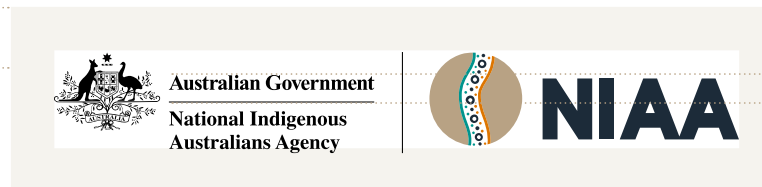
1.5X



'X'= Distance from the top of 'A' in Australia to the bottom of the horizontal line between both lines of words.

NIAA Acronym and Australian Government Lockup

1.5X



'X'= Distance from the top of 'A' in Australia to the bottom of the horizontal line between both lines of words.

Brand Marks Corporate

National Indigenous Australians Agency and Australian Government Lockup – All variations – Print

The minimum size of the logo is measured by the width of the 'Coat of Arms'. The coat of arms is to be no smaller than 20mm wide.

National Indigenous Australians Agency and Australian Government Lockup – All variations – Digital

The minimum size of the logo is measured by the width of the 'Coat of Arms'. The coat of arms is to be no smaller than 75px wide.

Primary Horizontal National Indigenous Australians Agency Logo – All Variations – Print

The minimum size is measured from the baseline of 'Australian Agency' to the capital height of the 'N' and 'I' in 'National Indigenous'. In total this equates to 4.5mm which is equivalent to 7pt text size.

Primary Horizontal National Indigenous Australians Agency Logo – All Variations – Digital

The minimum size is measured from the baseline of 'Australian Agency' to the capital height of the 'N' and 'I' in 'National Indigenous'. In total equates to 50px high.

Usage and restrictions – Minimum Size

04c

Print



PLEASE NOTE: THIS RULE APPLIES TO ALL OTHER LOGO VARIATIONS

Digital



PLEASE NOTE: THIS RULE APPLIES TO ALL OTHER LOGO VARIATIONS

Print



PLEASE NOTE: THIS RULE APPLIES TO ALL OTHER BRAND MARK VARIATIONS

Digital



PLEASE NOTE: THIS RULE APPLIES TO ALL OTHER BRAND MARK VARIATIONS

Brand Marks Corporate

Usage and restrictions – Incorrect Application

04c

These rules apply to all other variations of this logo, including the Australian Government logo.



Do not tilt the logo.



Do not enlarge or alter in proportion any part of the design.



Do not rearrange any part of the logo.



Do not reduce the logo below the specified amount.



Do not use any part of the logo as a separate graphic element.



Do not use the logo in a low contrast manner.

Brand Marks Corporate

Usage and Restrictions – Clearance space

04c

Primary National Indigenous Australians Agency brand mark.

The clear space around the logo is determined by 'X'. 'X' is the capital height of the letter 'N' in the word 'National'. The total amount of clear space is double the height of 'X'.

Horizontal

2X



'X' = Cap height of 'N' in National

Stacked

2X



'X' = Cap height of 'N' in National

Brand Marks Corporate

Usage and restrictions – Minimum Size

04c

**Primary Stacked National
Indigenous Australians Agency Logo
– All Variations – Print**

The minimum size is measured from the baseline of 'Agency' to the capital height of the 'N' in 'National Indigenous'. In total this equates to 9.5mm which is equivalent to 7pt text size.

**Primary Stacked National
Indigenous Australians Agency Logo
– All Variations – Digital**

The minimum size is measured from the baseline of 'Agency' to the capital height of the 'N' in 'National Indigenous'. In total this equates to 110px which is equivalent to 7pt text size.

Print



**National
Indigenous
Australians
Agency**

9.5mm high
(equivalent to
7pt text size)

Digital



**National
Indigenous
Australians
Agency**

110px high

Brand Marks Corporate

Incorrect Application

04c

These rules apply to all other variations of this logo.



Do not tilt the logo.



Do not enlarge or alter in proportion any part of the design.



Do not rearrange any part of the logo.



Do not reduce the logo below the specified amount.



Do not recolour the logo



Do not use the logo in a low contrast manner.

Sub-brands and Programs

- 01 Introduction
- 02 Artwork Symbolism and Meaning
- 03 Sub-brand and Program Overview
- 04 Sub-brand and Program Visual Language

01 Introduction

**An applicable piece
of the master artwork
is used to visually
define each Sub-brand,
creating a unique brand
language for each.**

02

Artwork Symbolism and Meaning

Sub-brands and Programs

1. This section of the artwork represents access to economic opportunities with the centre circle representing financial opportunities and the outer circles with the lines attached symbolise Indigenous and non-Indigenous people accessing them.
2. This section of the artwork represents good health and health promotion opportunities available to all.
3. This section of the work represents the well-being of Indigenous and non-Indigenous people being equal.
4. This section symbolises education opportunities being available to all and the positive outcomes of sharing knowledge and skills with others.
5. This section of the work represents working together with the line work being pathways towards sustainability and the dots inside symbolise the people.

6. This section of the artwork represents the Indigenous and non-Indigenous community working together to create community led change.
7. This section of linework represents pathways that connect everyone to everything and everyone around them.
8. This section of the work represents acknowledging and celebrating Aboriginal and Torres Strait Islander people as our First Australians people.
9. This section of the artwork is a combination of other symbols in the artwork to emphasise the message and aim of the work.
10. This section work emphasises the pathways available to both Indigenous and non-Indigenous people to create equality for all.
11. This section of the work represents working in and with the community to improve safety and well-being of both Indigenous and non-Indigenous people.

Artwork Symbolism and Meaning



Sub-brands and Programs

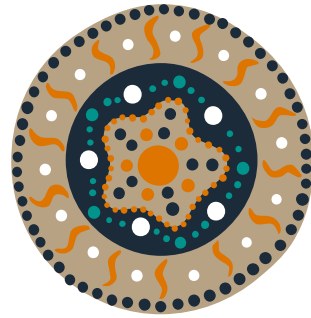
Sub-brand Artwork Pillars



Education

Section 4 of artwork

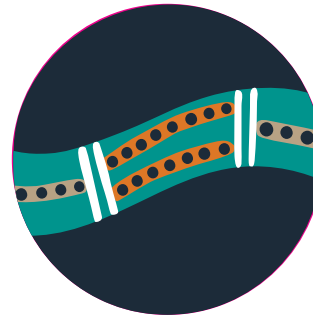
This section symbolises education opportunities being available to all and the positive outcomes of sharing knowledge and skills with others.



Health and Wellbeing

Section 2 of artwork

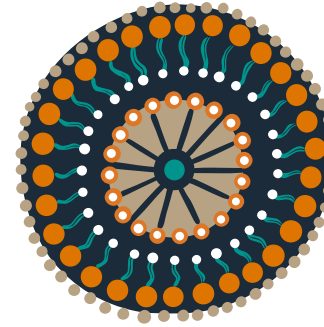
This section of the work represents the well-being of Indigenous and non-Indigenous people being equal.



Land and sea

Section 7 of artwork

This section of linework represents pathways that connect everyone to everything and everyone around them.



Employment and economic development

Section 1 of artwork

This section of the artwork represents access to economic opportunities with the centre circle representing financial opportunities and the outer circles with the lines attached symbolise Indigenous and non-Indigenous people accessing them.



Culture and Heritage

Section 8 of artwork

This section of the work represents acknowledging and celebrating Aboriginal and Torres Strait Islander people as our First Australians people.

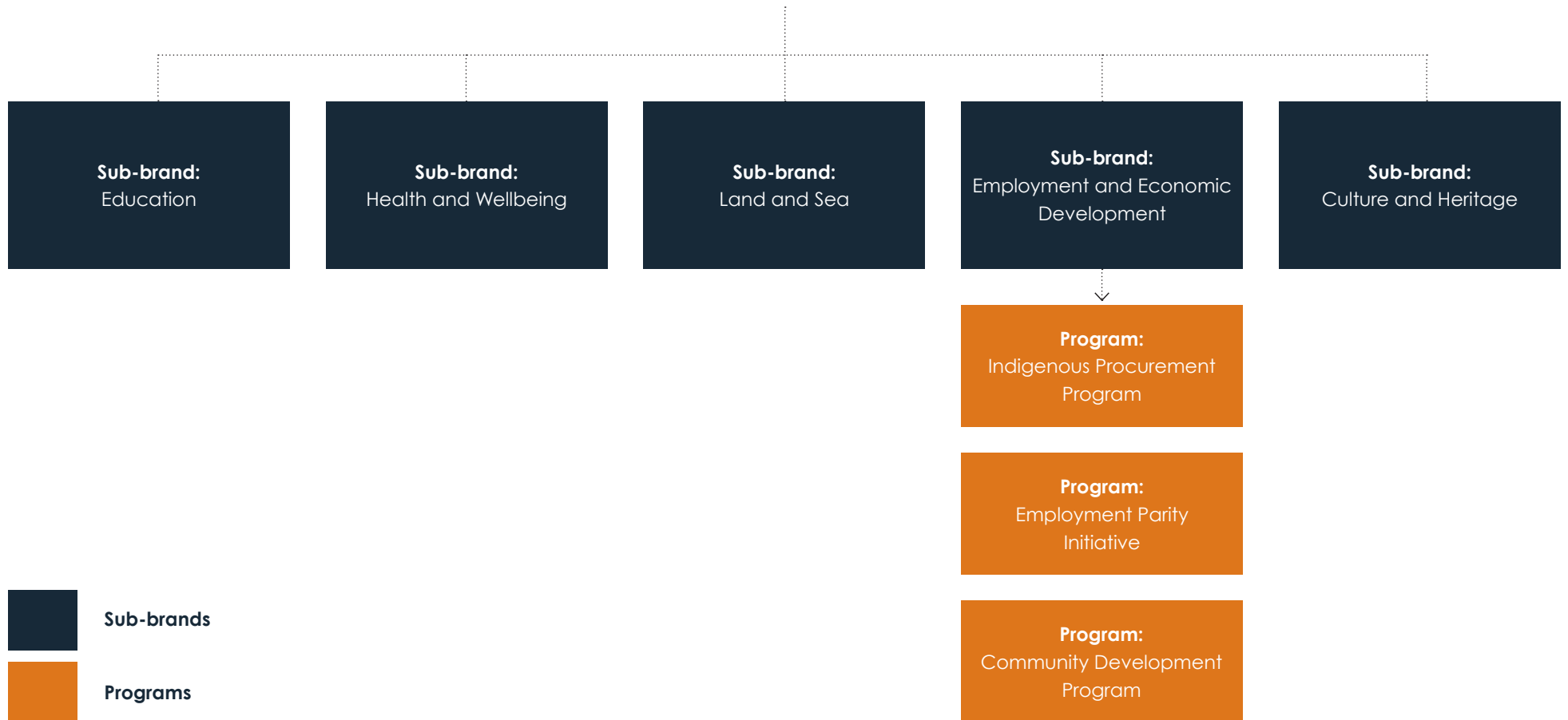
03



Sub-brand and Program Overview

The National Indigenous Australians Agency comprises 'sub-brands' and 'programs'. Attached to certain sub-brands are 'programs'. Programs are specialised areas linked directly to that sub-brand.

Sub-brands and Programs

Sub-brand and program overview – Brand schematic



 Sub-brands
 Programs

04

Sub-brand and Program Visual Language

- 4a Visual Languages Overview
- 4b Education
- 4c Health and Wellbeing
- 4d Employment and Economic Development
- 4e Land and Sea
- 4f Culture and Heritage

Sub-brands and Programs

Each sub-brand has a different purpose, tone and audience that it is communicating to. We can use the sub-brand artwork to create a dynamic and flexible language.

This 'visual stretch' shows how graphics can be used in different ways to achieve different tones.

Sophisticated/Corporate

Example of artwork being used in a more sophisticated and corporate way—to be used on applicable sub brands like 'Employment and economic development'.

Friendly/Engaging

Example of artwork being used in a more engaging, friendly and bold way—to be used on applicable sub-brands that involve more community based projects i.e. 'Education'.

Visual Languages Overview

4a



Sophisticated/Corporate



Friendly/Engaging

04b

Education



Document released by the NIAA
via administrative access arrangement

Sub-brands and Programs

The section of artwork chosen is representative of the Education sub-brand. Elements from it can be used in a flexible way creating a unique visual language.

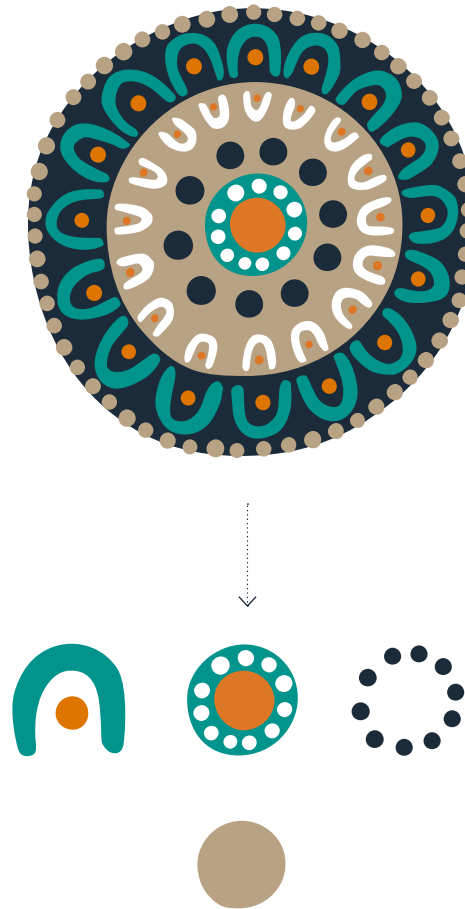
Usage tips:

- Always be mindful of the communications tone and how the graphics should be used in context. i.e. A more fun and engaging tone could call for a more bold usage of graphics. A serious or corporate tone could call for graphics to be used in a minimal and paired back way.
- Make sure there is balance between all elements when applying graphics. Never let one element take over another and compromise important information such as the logo and messaging.
- Use the artwork elements with purpose, in a way that supports the information being communicated.
- If more elements are needed they can be extracted from the artwork.
- Colours can be changed for different applications.

Sub-brands – Education

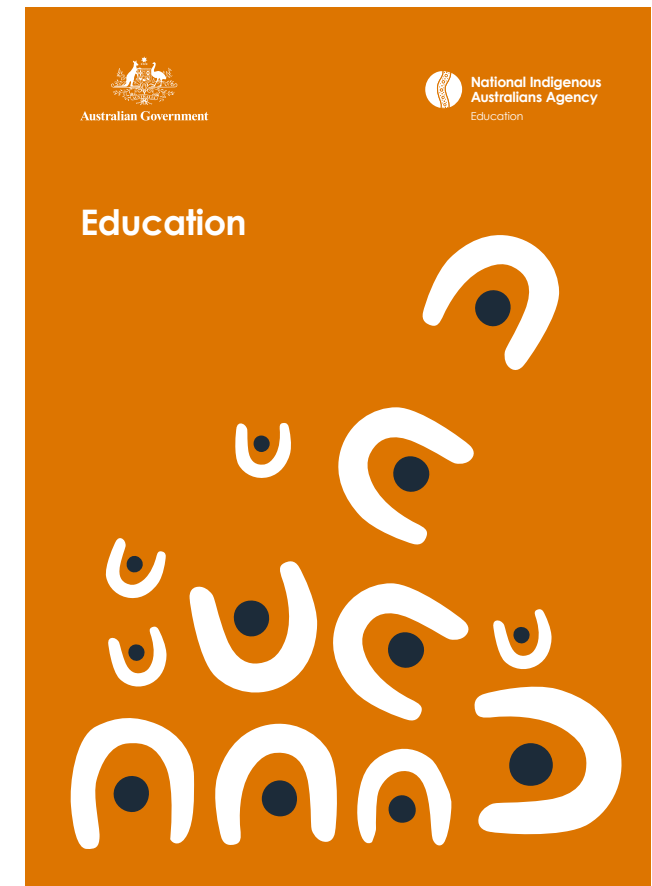
4b

Artwork and elements



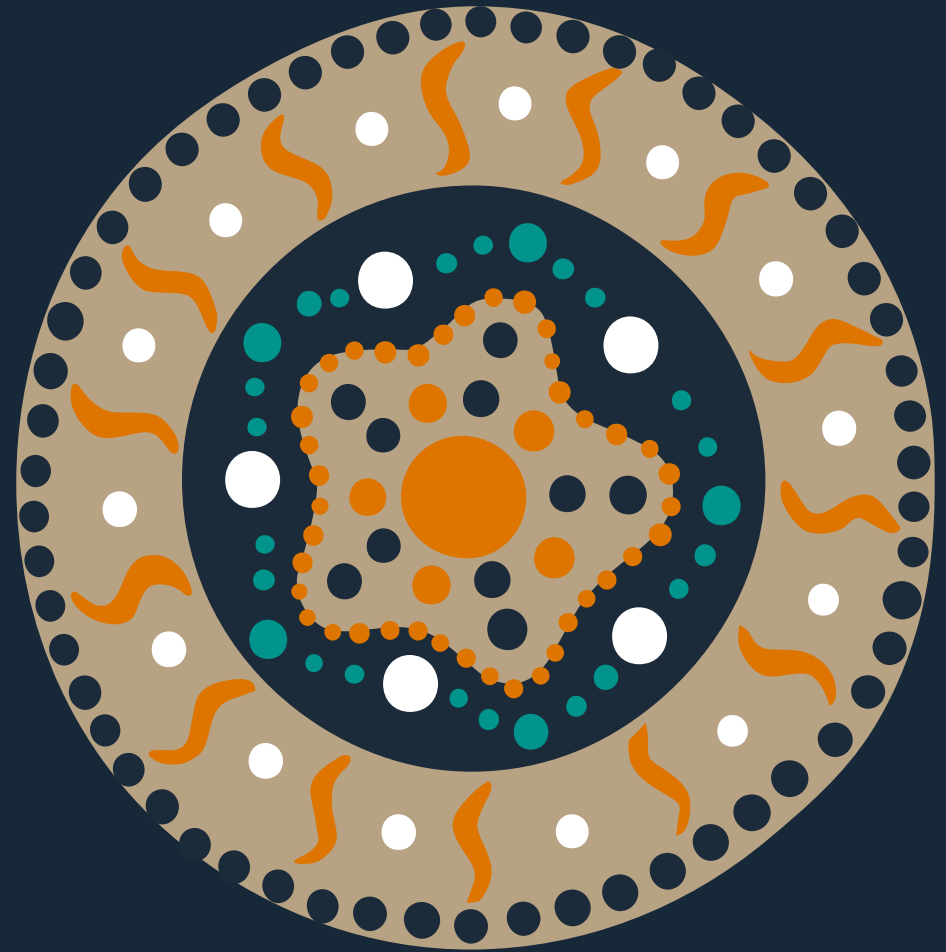
Example of artwork elements usage

The tone of this example is **fun and engaging**, therefore graphics have been used in a **playful and bold** way.



04c

Health and Wellbeing



Sub-brands and Programs

The section of artwork chosen is representative of the Health and Wellbeing sub-brand. Elements from it can be used in a flexible way creating a unique visual language.

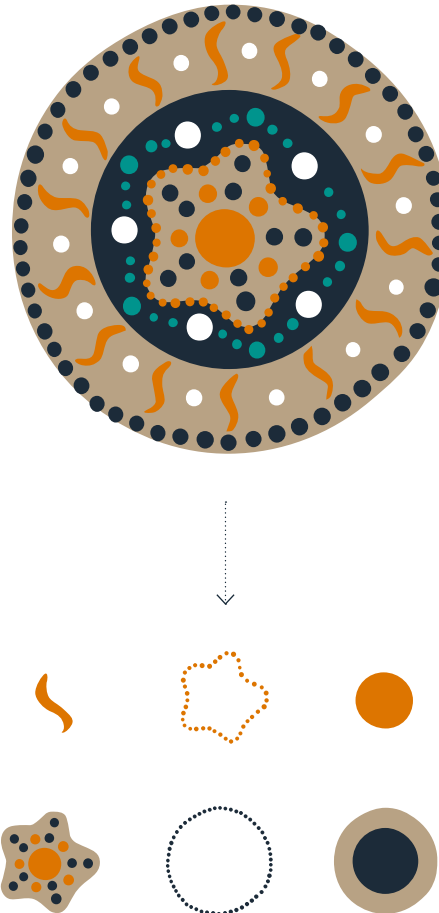
Usage tips:

- Always be mindful of the communications tone and how the graphics should be used in context. i.e. A more fun and engaging tone could call for a more bold usage of graphics. A serious or corporate tone could call for graphics to be used in a minimal and paired back way.
- Make sure there is balance between all elements when applying graphics. Never let one element take over another and compromise important information such as the logo and messaging.
- Use the artwork elements with purpose, in a way that supports the information being communicated.
- If more elements are needed they can be extracted from the artwork.
- Colours can be changed for different applications.

Sub-brands – Health and Wellbeing

4c

Artwork and elements



Example of artwork elements usage

The tone of this example is **positive**, therefore graphics have been used in a **bold and bright** way.



04d

Employment and Economic Development



Sub-brands and Programs

The section of artwork chosen is representative of the Employment and Economic Development sub-brand. Elements from it can be used in a flexible way creating a unique visual language.

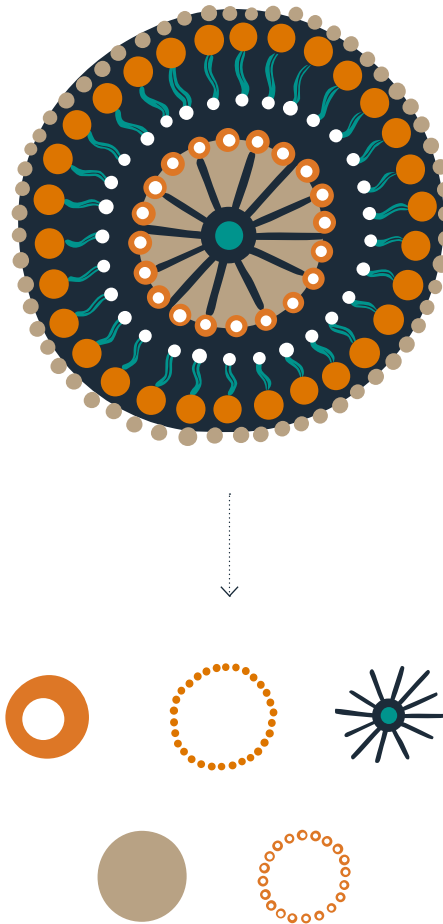
Usage tips:

- Always be mindful of the communications tone and how the graphics should be used in context. i.e. A more fun and engaging tone could call for a more bold usage of graphics. A serious or corporate tone could call for graphics to be used in a minimal and paired back way.
- Make sure there is balance between all elements when applying graphics. Never let one element take over another and compromise important information such as the logo and messaging.
- Use the artwork elements with purpose, in a way that supports the information being communicated.
- If more elements are needed they can be extracted from the artwork.
- Colours can be changed for different applications.

Sub-brand – Employment and Economic Development

4d

Artwork and elements



Example of artwork elements usage

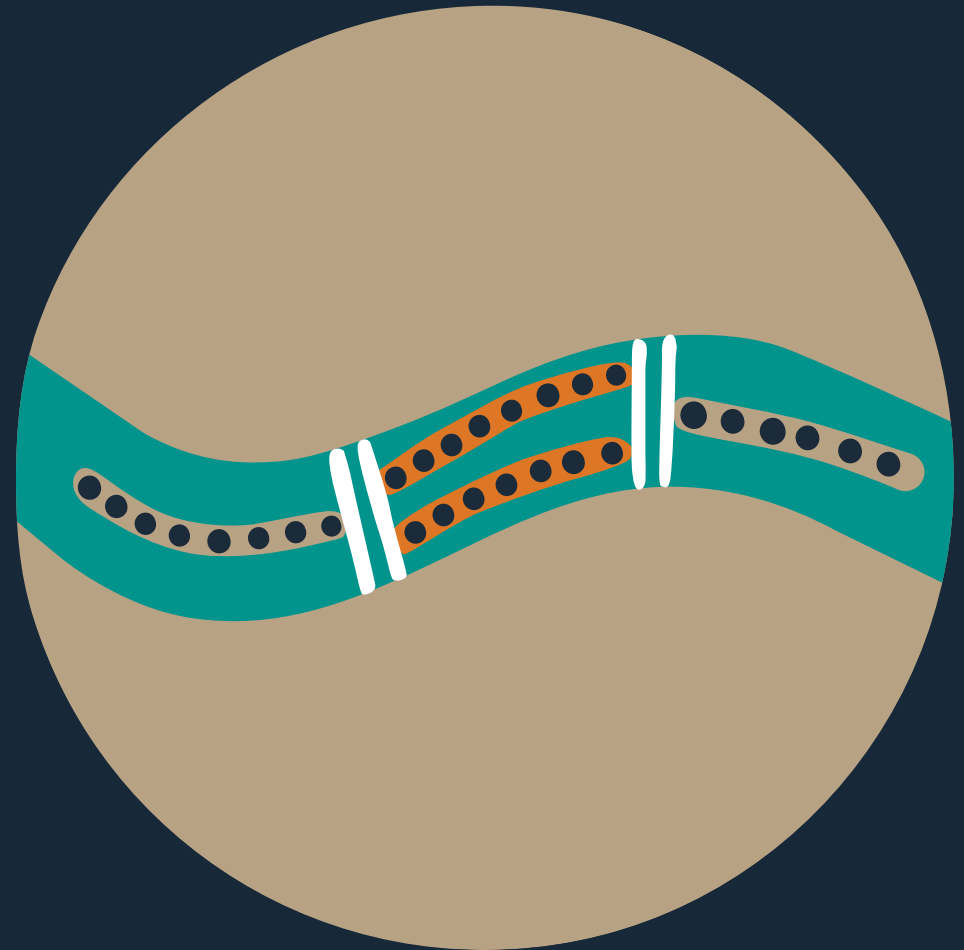
The tone of this example is **corporate**, therefore graphics have been used in a **sophisticated** way.



Document released by the NIAA via administrative access arrangement

04e

Land and Sea



Sub-brands and Programs

The section of artwork chosen is representative of the Land and Sea sub-brand. Elements from it can be used in a flexible way creating a unique visual language.

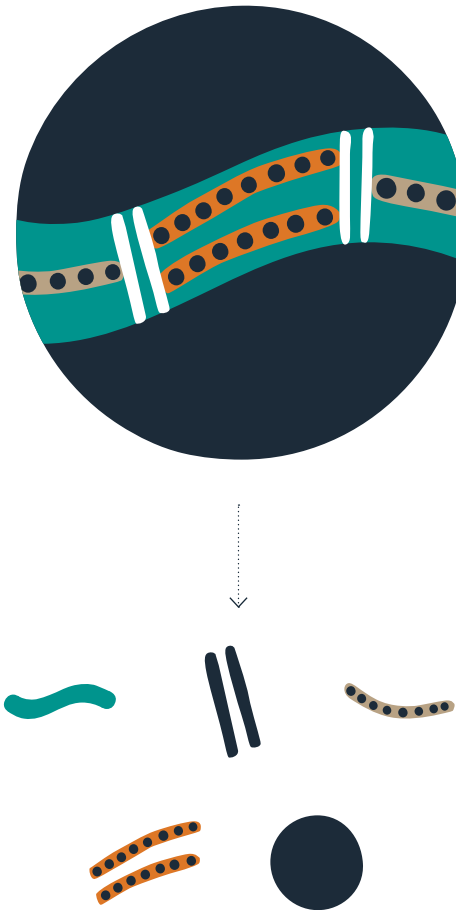
Usage tips:

- Always be mindful of the communications tone and how the graphics should be used in context. i.e. A more fun and engaging tone could call for a more bold usage of graphics. A serious or corporate tone could call for graphics to be used in a minimal and paired back way.
- Make sure there is balance between all elements when applying graphics. Never let one element take over another and compromise important information such as the logo and messaging.
- Use the artwork elements with purpose, in a way that supports the information being communicated.
- If more elements are needed they can be extracted from the artwork.
- Colours can be changed for different applications.

Sub-brand – Land and Sea

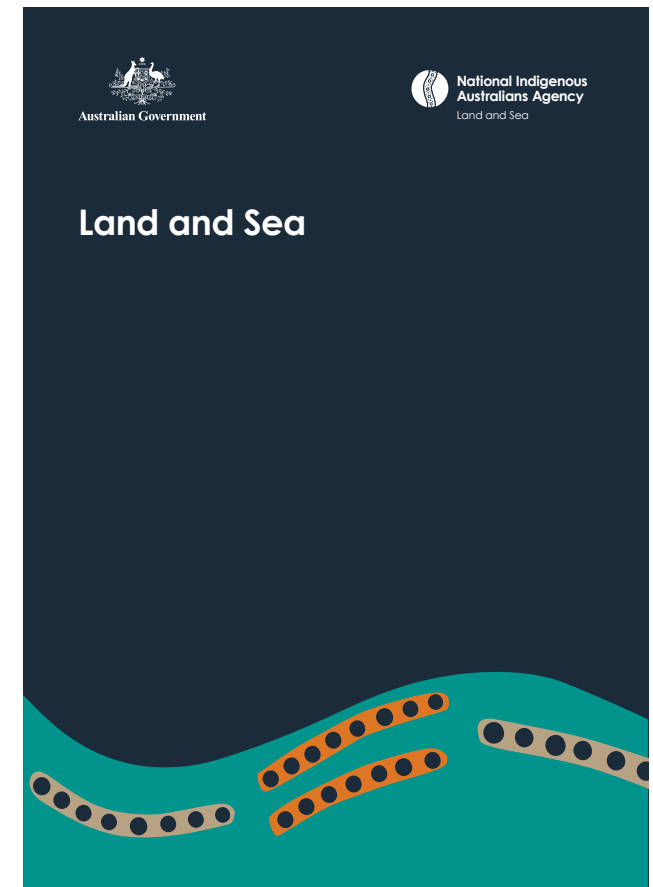
4e

Artwork and elements



Example of artwork elements usage

The tone of this example is **professional**, therefore graphics have been used in a **refined** way.



04f

Culture and Heritage



Sub-brands and Programs

The section of artwork chosen is representative of the Culture and Heritage sub-brand. Elements from it can be used in a flexible way creating a unique visual language.

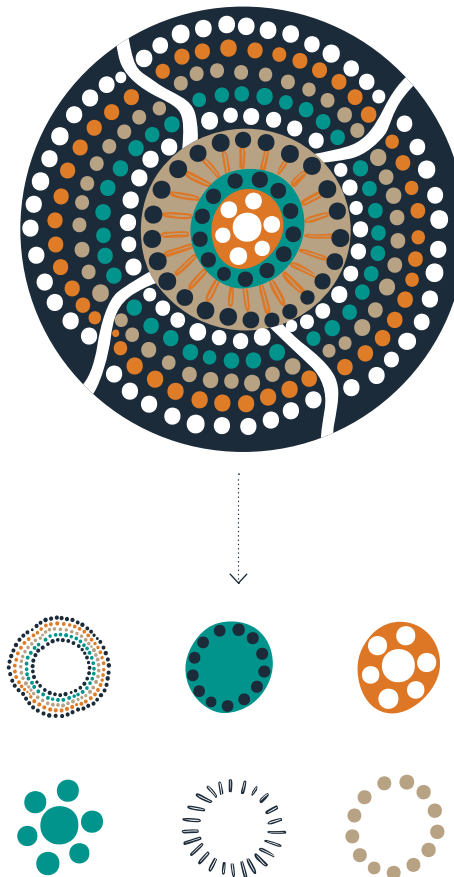
Usage tips:

- Always be mindful of the communications tone and how the graphics should be used in context. i.e. A more fun and engaging tone could call for a more bold usage of graphics. A serious or corporate tone could call for graphics to be used in a minimal and paired back way.
- Make sure there is balance between all elements when applying graphics. Never let one element take over another and compromise important information such as the logo and messaging.
- Use the artwork elements with purpose, in a way that supports the information being communicated.
- If more elements are needed they can be extracted from the artwork.
- Colours can be changed for different applications.

Sub-brand – Culture and heritage

4f

Artwork and elements



Example of artwork elements usage

The tone of this example is **engaging**, therefore graphics have been used in a **vibrant** way.



**For more information regarding
the National Indigenous
Australians Agency brand,
please contact:**

crxxxxxx.xxxxxxxx@xxx.xxx.xx

Document released by the NIAA
via administrative access arrangement



Australian Government
National Indigenous
Australians Agency



NIAA

Editorial and writing style guide

Version 1.2
March 2024

Communications and Media Branch

Contents

Document information 4

 Revision history 4

 Related documents 4

Purpose 5

Applicability 5

Introduction 6

Getting the message right 6

The NIAA editorial style 7

 Drafting culturally appropriate correspondence 7

 NIAA First Nations Cultural Protocols Guide 8

 Traditional spelling 8

 Sorry Business 8

Our name 8

 The Australian Government 8

 Our Agency’s name and abbreviated name 9

Punctuation and grammar guide 9

 Attachments 9

 Apostrophes and contractions 9

 Capitalisation 9

 Capitalisation 9

 Colons 10

 Semi Colons 10

 Commas and the Oxford comma 10

 Citation and referencing 10

 Hyphens/Em dashes/En dashes 10

 Italics 11

 Lists and dot points 11

 Numbers 11

 Dates 12

 Titles 12

 Latin shortened terms 12

 Post nominals 12

 Dates 13

 Quotation marks and punctuation 13

Document released by the NIAA
via administrative access arrangement

State and territory references 14

Titles 14

NIAA templates 14

Signature blocks 15

Spelling and common language errors 15

Document released by the NIAA
via administrative access arrangement

Document information

Document name: Editorial and writing style guide

Location: <https://niaa-intranet.ssp.pmc.gov.au/ES/communications/Pages/writing-resources.aspx>

Business owner: Strategic Communications, Communications and Media Branch

Approved by: Susan Kibukamusoke, Communications and Media Branch on 12/03/2024

Revision history

Version	Date	Author	Comments
1.1	August 2022	James McPherson	
1.2	March 2024	Alex Cleary	

Related documents

Document name	Location
Australian Government Style Manual	stylemanual.gov.au
Macquarie Dictionary	macquariedictionary.com.au

Purpose

This guide provides advice and guidance to National Indigenous Australian Agency (NIAA) staff.

It should be used for drafting internal and external written materials. This is to ensure a consistent and professional presentation of information that reflects our corporate voice.

Applicability

This guide applies to all NIAA staff as well as contractors, consultants, service providers and their agents performing work for, and on behalf of, the Agency.

Advisory bodies, committees and other entities that receive support from NIAA are not bound by this guide, but are encouraged to follow its principles.

Introduction

The products we write are our primary point of engagement with our stakeholders. Correspondence to our Minister, the Prime Minister, other departments and agencies, jurisdictional partners, stakeholders, providers, NIAA staff, grant applicants and the public, all shape our reputation.

What you write matters, and *how* you write is just as important.

This guide gives staff quick access to useful tips on effective writing and accurate editing. It covers general advice that is good to follow for all writing. It sets out a consistent editorial style, highlighting areas of style, grammar, spelling and punctuation that are particularly relevant to NIAA.

This quick guide complements other departmental and APS style guides including:

- The Australian Government's [Style Manual](#)
- [Macquarie English Dictionary](#) – the definitive source for Australian spelling
- [Hemingway app](#) – a free and useful editing tool.

Getting the message right

Tone and voice

Using the right voice and tone in all our communications is an important part of the NIAA brand:

- NIAA voice — write in an active voice, use first and second person pronouns (you, we and us).
- NIAA tone — we are polite, engaging, warm, inclusive, respectful, trustworthy and professional.

Use clear and succinct language. Check for assumed knowledge, jargon, inappropriate use of acronyms and appropriate use of capitalisations.

Be clear

Make sure your writing:

- uses plain English. Write like you speak – if it sounds like writing, rewrite it.
- is inclusive and avoids jargon, pretentious language and bureaucratic terms
- persuades with purpose. Good writing helps convince your reader to take action, increases knowledge or challenges them to change their point of view
- is brief, to the point and respects the reader's time
- is accurate and free of typos, spelling mistakes and errors.

Frame your message

Who am I writing for and **why**?

- Know your audience and write for them. Whether you are writing for an audience of one – such as the Minister for Indigenous Australians – or a broader audience, adapt your writing for your reader.

- Start off with a clear purpose for communicating with your audience. Your writing should convince your reader to take action, change their attitude or consider an alternative point of view. Otherwise why bother? Write clearly for persuasion, impact and influence.

What type of document am I writing and what format do I need to use?

- Think about how to structure your writing to make it easy for your reader to read.
- There are a number of NIAA guides to help you write anything from the perfect tweet to a detailed cabinet submission. Here are some guides:
 - [Briefing and Correspondence Guidelines](#)
 - [Speechwriting tips](#)

For advice regarding Cabinet submissions, refer to the cab sub template in MS Word (File > New > Shared > Cabinet) or contact the Cabinet@niaa.gov.au team.

When do you need to write? Good writing takes time so be clear on your timelines, including the number of drafts you will need to produce and the number and timing of clearance points.

Tip: The spell check function of Microsoft Word can be turned off on an individual document and can sometimes happen without you knowing it. If Word is not picking up errors, click File > Options > Proofing and make sure the tick boxes hiding errors are clear. Note: spell check is not active with text written in ALL CAPS.

The NIAA editorial style

Drafting culturally appropriate correspondence

Some tips for drafting culturally appropriate correspondence:

- Always use Aboriginal and Torres Strait Islander peoples in the first instance. You can then use 'First Nations peoples' thereafter, if you choose to. You are able to use a combination of both terms for the sake of avoiding long sentences.
- 'Indigenous Australians' is not a preferred term, unless referring to the name of an organisation/program etc. E.g. National Indigenous Australians Agency.
- Whichever term you are using, always capitalise to indicate these terms are the short form for a proper noun, i.e. Aboriginal person, First Nations person, Torres Strait Islander.
- Do not use the acronym 'ATSI', 'TI' or 'TSI' verbally or in writing when referring to Aboriginal and Torres Strait Islander peoples. It is, however, acceptable in recognised acronyms, such as AIATSIS.
- When referring to *Elders*, always capitalise the word, Elder, to indicate that this is a short form for a proper noun and identify the people group they belong to, e.g. Wiradjuri Elder or Tiwi Elder, accompanied by their full name.
- When referring to *communities*, verbally or in writing, use the name of the Aboriginal or Torres Strait Islander nation where known, or refer to the Aboriginal or Torres Strait Islander community in the context

of place (e.g. “the Aboriginal community in Melbourne” or “the Torres Strait Islander community in Cairns”).

- When referring to *organisations, corporations or businesses*, verbally or in writing, use the name of the organisation in full in the first instance, followed by the acronym in brackets. For example – The Department of Agriculture, Water and the Environment (DAWE). Thereafter, referring to the organisation by an acronym is only acceptable if the organisation itself uses that acronym.
- When providing a point of contact to a member of the public, preference a general office number rather than a direct line so someone is available even if you’re away or leave the Agency.

Traditional spelling

Where possible, use the spelling of a First Nations nation, community, country, language group and place that is in common use by recognised or official organisations, such as the registered representative body, local council or state government. If unsure, contact the relevant regional office for clarification, additionally you can visit the [AIATSIS virtual map](#).

Sorry Business

Sorry Business is the period of mourning in the community following the death of an Aboriginal and/or Torres Strait Islander person. In some communities the name of the deceased person is not to be spoken for a certain period of time.

When writing to the family of a deceased person it is important that you act in a respectful and culturally safe and sensitive way. Contact the relevant Regional Office or an Aboriginal and/or Torres Strait Islander person you know is connected to the community to understand the local cultural protocols around addressing someone during Sorry Business and to ensure that writing to the family is appropriate during this time.

NIAA First Nations Cultural Protocols Guide

You’re encouraged to familiarise yourself with the [First Nations Cultural Protocols Guide](#) when writing to, about, or for, First Nations peoples. The Guidelines provide more detailed, general information on how you can write in a culturally safe way.

Our name

The Australian Government

As a general rule, use ‘the Australian Government’ when referring to the national government of Australia rather than ‘the Federal Government’ or ‘the Commonwealth’.

There are other circumstances where you will need to use ‘Commonwealth,’ e.g. when differentiating between Commonwealth and state funding.

Commonwealth and Federal are mainly used in official titles like the Commonwealth of Australia or the Federal Court of Australia.

Our Agency's name and abbreviated name

- We are the National Indigenous Australians Agency.
- The Agency's abbreviated name is the NIAA, pronounced N-I-double-A
- 'The' NIAA should be the standard reference, except where it does not make sense to do so in the context of readability.

Punctuation and grammar guide

Attachments

Reference to attachments should be rendered as 'refer to Attachment A'.

Apostrophes and contractions

Apostrophes sometimes indicate possession. For example:

- The Prime Minister's official residence (singular)
- The Ministers' Offices (plural)
- For words or names ending in 's', current standards are to include the second 's'. For example: That is James's laptop – not James' laptop.

Apostrophes are also used in contractions:

- **It's** as a contraction of **it is**. Not to be confused with the possessive **its** For example: 'The dog ran after its ball'.

Capitalisation

Capital letters should be used for:

- The beginning of a sentence
- Proper nouns
- Capital 'G' for Government when referring to the Australian Government. Lower case 'g' should be used for governments or government programs
- Capital 'A' for Agency when referring to NIAA
- Capital 'D' when referring to another Department, however when using the term generally, use the lower case 'd' when referring to government departments or departmental funds
- Acronyms but not necessarily expanded acronyms. For example, DTA and Digital Transformation Agency are correct, but KPI expands to key performance indicators not Key Performance Indicators. Most acronyms are upper case with the exception those recognised as a proper noun in their own right, for example [Anzac](#).
- Check your usage each time and, if unsure, strive for consistency.

Capitalisation

Capitalisation of the following should be observed:

- Aboriginal and Torres Strait Islander people(s)
- Indigenous

- Elders
- Traditional Owner(s)
- Custodians
- Country (referring to the Country of particular Indigenous Nations)
- Indigenous Australians
- Aboriginal Australians
- Torres Strait Islander Australians
- Culture (referring to Indigenous Culture or the Culture of particular Indigenous Nations)
- Native Title.

Colons

Colons are mainly used to lead into a list but can be used to separate 2 main clauses. For example:

The Australian Government is considering: developing policies, implementing new programs, and introducing new services for local communities.

Semi Colons

Semicolons are stronger than commas but weaker than full stops. Use them to link clauses in a sentence or to separate phrases if you absolutely need to have a longer sentence. Don't use them at the end of dot points (see Lists and dot points).

Commas and the Oxford comma

Commas can help with readability and clarity, as they add a natural pause and delineate sub-clauses. Too many commas is a sign that your sentence is too long. Try re-writing into shorter sentences – no more than 23 words per sentence.

The Oxford comma should only be used where it helps clarify meaning when listing items or people in a sentence. For example:

- I love my parents, dog and cat. Without the Oxford comma, this sentence could be interpreted as saying you love your parents, and that your parents are a dog and a cat.
- Here's the same sentence with the Oxford comma: I love my parents, dog, and cat.

Citation and referencing

The [Australian Government Style Manual](#) recommends the author–date system of citation (also known as the 'Harvard system') to reference source materials in documents, reports or publications.

Hyphens/Em dashes/En dashes

- Hyphens are used to make double adjectives and adverbs, for example 'high-quality'. Use the minus key (-) to make a hyphen.
- Em dashes are used to indicate a sudden break in a sentence. For example: What the community wants — above all else — is an opportunity add their voice to the policy development process. To add an em dash:
 - Laptop: Go to insert>symbol>more symbols>Special characters>em rule.
 - Keyboard/windows: hold down Ctrl + Alt keys and type - (minus) on the numbers pad.
 - Mac: hold Option + Shift keys and type – (minus).

- En dashes are used to indicate a span between numbers or dates. For example: ‘The 2019–20 financial year is almost upon us.’ Don’t use an en dash to mean ‘to’, e.g. ‘The trial ran from 2015 to 2017’ not ‘The trial ran from 2015-17. To add an en dash:
 - Laptop: Go to insert>symbol>more symbols>Special characters>en rule.
 - Laptop/keyboard: type a word>space>hyphen>space>word>space.
 - Keyboard/windows: hold down Ctrl keys and type - (minus) on the numbers pad.
 - Mac: hold Option key and type – (minus).

Italics

Avoid using italics as a general rule. Screen readers interpret italics in different ways and people with dyslexia can find it hard to read.

Use italics for:

- titles of books, periodicals, plays, movies, TV and radio programs, and works of art
- legislation and legal cases
- names of ships, aircraft, and other vehicles
- the scientific names of plants and animals
- technical terms or terms that are being defined
- letters, words, or phrases being cited
- words or phrases in languages other than English that aren’t well-known to English speakers.

Do not use italics in headlines.

Lists and dot points

A list using dot points should form a complete sentence or a series of sentences. The standard practice is to not use semi-colons on the end of each dot point, but to finish to series of points with a full stop. For example:

- If you are using sentence fragments for each dot point your dot points should read as one sentence starting with a colon:
 - first dot point
 - second dot point
 - your final dot point should end with a full stop to complete the sentence.
- Or use dot points to list a series of sentences starting with a colon:
 - The first dot point sentence starts with a capital letter and ends with a full stop.
 - This is another full sentence here.
 - And so on.
- Strive for consistency throughout your document.

Numbers

- Numbers greater than one (2 and higher) should be presented as digits. Zero and one are still written out due to the likelihood they can be confused with letters.

Note: Previous guidance that numbers from one to nine should be spelt out and numbers 10 and above are written numerically has been superseded. When in doubt, refer to the Australian Government Style Manual.

- At the beginning of a sentence, numbers should be spelt out. Compound numbers are hyphenated. For example:
 - Forty-five.
 - Forty-five thousand (no hyphen between forty-five and thousand).
- It may be more suitable to rearrange a sentence rather than start with a number so that digits may be used.
- When providing a phone number ensure the information is framed within a sentence i.e. my point of contact on this matter is Joan Smith on xxxx.
- Use commas to break up large numbers and make it easier to read 1,234 and 10,000.
- Use the words million, billion and trillion wherever possible to reduce the number of zeros, e.g. 3.5 million, not 3,500,000.
- Numbers should be limited to 3 decimal points, however rounding to 2 is preferable. When we're talking multi-million dollar programs, the last \$18 doesn't matter.
- In body text use per cent not percent or %. In a table use %.

Dates

- Dates should be written Wednesday 1 July 2019. No commas are used.
- Do not write the 17th of July or July 17.

Titles

- Titles such as 'Mr', 'Mrs' or 'the Hon' (when referring to the Honourable) do not require a full stop.
- Titles may break across a line if they are particularly long, however first and last names should never break across a line.

Tip: Use a 'non-breaking space' to force titles or first and last names to stick together and not break across lines. In Microsoft Word, this is CTRL-SHIFT-SPACE. This also works for hyphens.

Latin shortened terms

The most common Latin shortened forms are:

- e.g. (exempli gratia, for example)
- etc. (et cetera, and so on)
- i.e. (id est, that is).

For e.g. and i.e. it is preferable to use shortened forms in parentheses, rather than in running text.

Post nominals

- Post nominals are letters used after a person's name to indicate rank qualification, status, decoration or honour. There is a hierarchy for the order in which they are presented, detailed on the PM&C website.

- NIAA has adopted the practice of presenting post nominals without commas or full stops, in line with the Commonwealth Style Manual and the Governor-General who is the issuing authority of most decorations. Single spacing should be used to separate two or more sets of post nominals: e.g. His Excellency General the Honourable David Hurley AC DSC (Retd). However, Ministerial preferences sometimes deviate from this form.
- Post nominals are only ever written, not spoken. So in talking points or speeches, they are generally not included.

Dates

- 1 June 2019
- 1/6/2019 – using forward slash not full stops between numbers
- Saturday 1 June 2019 not Saturday, 1 June 2019
- Don't use 'th' and 'of', e.g. 17th of June. While that is how it is spoken, it crowds writing. It is better to just write that an event will occur on 17 June.
- Financial years:
 - Use an en dash between numbers: the 2018–19 financial year. The 2019–20 Federal Budget.

Quotation marks and punctuation

- Direct speech: Use single quotation marks when directly quoting a spokesperson. For quoting speech, keep punctuation inside the quotation marks. For example: 'This is the best brief I've ever read,' the Minister for Plain English said today. 'It deserves a gold star.' (Note the comma and full stop are inside the quotation marks. This is different from using quotation marks to refer to phrases, in which case the punctuation comes after the quotation mark).
- Double quotation marks: are used to indicate a quote within a quote. For example: 'Australia is country of "droughts and flooding rains" so we must do all we can to support those affected by natural disasters.'
- Using quotes in media releases: Before you begin writing a media release, research the preferred style of the Minister or spokesperson.
 - Direct statement: This style of media release is written in the first person as a direct statement. You don't need quotation marks.
 - Media releases with spokesperson quotes: This type of media release is written in the style of a news article and will include a series of direct quotes from the spokesperson. To improve readability, quotation marks and punctuation will differ for the opening, subsequent and closing quotes. For example:
 - The opening quote is usually written like this:

"The Australian Government is today launching an important initiative to promote plain English," the Minister for Plain English said.
 - Subsequent quotes start with a double quotation mark but is left open without a double quotation mark at the end of the sentence:

"This is a very important initiative.
 - The final quote has a double quotation mark at the beginning and end of the sentence.

"It will increase the use of plain English across the APS."

State and territory references

- When referring to state and territory governments use lower case.
- Use capitals when referring to individual state and territory governments e.g. the Queensland Government.
- In an address block, state and territory abbreviations should always be in upper case and without a full stop.
- The correct abbreviations are:
 - ACT
 - NSW
 - NT
 - Qld
 - SA
 - Tas
 - Vic
 - WA

Titles

- The Prime Minister – use capitals.
- Governor-General of the Commonwealth of Australia or the Governor-General – note the hyphen.
- MLA.
- Don't mistake Senators and MPs.
- Australian Government Ministers take the title of Honourable, which can be abbreviated to the Hon. For example:
 - The Minister for Indigenous Australians, the Hon Linda Burney MP
 - The Minister for Women, Senator the Hon Katy Gallagher
 - Note there isn't a full stop after Hon as a contraction of Honourable.
- Refer to ministers in the Australian Government by their full title in the first instance, and then simply as the Minister.
- Refer to senators by their full title in the first instance, and then by 'Senator' and their surname.
- In the instance a Minister is a Senator, the correct title is Minister.
- For members of parliament who have never been ministers, refer to them by their full title in the first instance, and then by using Mr or Ms and their surname.

NIAA templates

The NIAA's corporate brand helps to identify the work of the Agency. It provides consistency to stakeholders who may interact with the Agency, and ensures work produced in the Agency has a common look and feel.

Using the templates also ensures your work meets mandatory accessibility guidelines.

The templates are available on the [NIAA intranet](#).

Signature blocks

Email signature blocks assist the people you are corresponding with to know who you are, where you are from and how to contact you.

Signature blocks are prescribed and should not be expanded upon without approval from the Communications team. You may delete sections that are not relevant to you.

You can update your signature block by copying the text in the [NIAA Signature Block Policy](#).

Spelling and common language errors

English is a complicated language and for every rule there is an exception. If in doubt refer to the [Macquarie Dictionary](#) but here are some common errors to watch out for.

A or an	<ul style="list-style-type: none"> A is used before a consonant sound, e.g. a cat, a dog. An is used before a vowel sound, e.g. an animal. That's why you ride a unicorn but you hold up an umbrella. Similarly, you refer to an honour but a historic occasion. It's the sound not the letter that determines which article you use.
Adviser	<ul style="list-style-type: none"> Not advisor.
Advise or advice	<ul style="list-style-type: none"> Advice (noun) = information, opinions or suggestions given to someone to help guide an outcome. Advise (verb) = to give information, opinions or suggestions.
Affect or effect	<ul style="list-style-type: none"> Affect (verb) = to change or influence. Effect (noun) = the result.
Altogether or all together	<ul style="list-style-type: none"> Altogether (adverb) = completely, entirely, in total. All together (phrase) = with each other, in a group of people or things.
Among or amongst	<ul style="list-style-type: none"> While both 'among' and 'amongst' have the same meaning when used in the same context, 'among' is preferred in modern Australian English.
Assure/ensure/insure	<ul style="list-style-type: none"> Assure (verb) = to make certain of, make a promise or commitment. You assure another person or people. Ensure (verb) = to make sure something is undertaken or is going to happen. Insure (verb) = to take out an insurance policy.
Compliment or complement	<ul style="list-style-type: none"> Compliment (noun) = praise.

	<ul style="list-style-type: none"> Complement (noun) = when something adds to or enhances something else.
Complimentary or complementary	<ul style="list-style-type: none"> Complimentary (adjective) = praising or given something free of charge. For example: I like complimentary drinks. Complementary (adjective) = two different things that are useful or attractive when used together. For example: Complementary colours go well together.
Canvas or canvass	<ul style="list-style-type: none"> Canvas (noun) = material, as in a canvas bag. Canvass (verb) = to solicit, to survey or to discuss.
Dependant or dependent	<ul style="list-style-type: none"> Dependant (noun) = a person who relies on another person for support. Dependent (adjective) = relying on. For example: she is dependent on her insulin.
Discreet or discrete	<ul style="list-style-type: none"> Discreet (adjective) = careful and circumspect. For example: It's not discreet if it's in a tweet. Discrete (adjective) = individually separate, distinct, detached. For example: The taskforce is examining a discrete body of work.
Fewer than or less than	<ul style="list-style-type: none"> Fewer than is for plural numbers of people or things. For example: Fewer young people listen to ABBA these days. Less than is for uncountable things or things that don't have a plural. For example: Editing is a great job but it pays less money than being a rock star.
Focused	<ul style="list-style-type: none"> Not focussed.
Honour (Aus)	<ul style="list-style-type: none"> Not honor (US).
Imply or infer	<ul style="list-style-type: none"> Imply (verb) = to suggest or hint. Infer (verb) = to deduce or conclude from evidence.
Is or are	<ul style="list-style-type: none"> Make sure the subject and its verb are both singular or plural. For example: <ul style="list-style-type: none"> The Government (singular) is aware.... Departments (plural) are aware.... This is harder to keep track of in long sentences so keep an eye out for subjects and verbs that are not close together.
It's or its	<ul style="list-style-type: none"> It's is a contraction of it is. Its shows possession. For example: The lion stalked its prey.
Lead/lead/led	<ul style="list-style-type: none"> Lead (noun) = a metal. Lead (verb) = to show the way or go before.

	<ul style="list-style-type: none"> • Led (verb) = past tense of lead.
Licence or license	<ul style="list-style-type: none"> • Licence (noun) = as in Driver licence. • License (verb) = to grant a licence to or authorise/permit someone to do something.
Labor	<ul style="list-style-type: none"> • When referring to the Australian Labor Party not Labour Party
Maximise/minimise	<ul style="list-style-type: none"> • No 'z' (US).
Moneys	<ul style="list-style-type: none"> • Not monies.
Panellists (AUS)	<ul style="list-style-type: none"> • Not panelists (US).
Practice or practise	<ul style="list-style-type: none"> • Practice (noun) = To become an accomplished pianist takes years of practice. • Practise (verb) = The Minister for Plain English practised her speech.
Principle or principal	<ul style="list-style-type: none"> • Principle (noun) = a fundamental rule, law or truth. • Principal (noun/adjective) = A school principal (noun), chocolate was her principal reason for living (adjective).
Program	<ul style="list-style-type: none"> • Not programme – unless programme is part of an official name or title, e.g. the Community Development Programme.
Stationary or stationery	<ul style="list-style-type: none"> • Stationary (adjective) = not moving. • Stationery (noun) = envelopes, pens and other writing materials.
Thank you	<ul style="list-style-type: none"> • Not thankyou
Their, they're and there	<ul style="list-style-type: none"> • Their – possessive pro-noun • They're – contraction of they are • There – refers to a location
Which or that	<ul style="list-style-type: none"> • Which and that are usually a sign your sentence is too long. Try re-writing and get rid of them. • Failing that, if removing the words that follow would change the meaning of the sentence, use "that". For example: <ul style="list-style-type: none"> ○ The flights that I booked online were cheaper, or, The flights, which I booked online, were cheaper. • In the second example, you can take out the clause 'which I booked online' because it's incidental. In the first example, the clause 'that I booked online' is essential to the meaning of the sentence. Better yet, it can be rewritten as 'I booked cheaper flights online.'
While/whilst	<ul style="list-style-type: none"> • While both 'while' and 'whilst' have the same meaning when used in the same context, 'while' is preferred in modern Australian English.