

# Centre for Continuing Education

---

## Plain English for business and government

*Bob Bolitho*

### Dates

Friday 6 November

### Time

9am – 4pm

### Overview

Both private and public sector employers require their personnel to write in a reader-friendly way that communicates a clear message, produces results and saves time, effort and money. This course presents plain English methods and it explains how business and government writers can integrate them into language that is clear without being condescending, friendly without being substandard. The course is in accord with best business practice and Commonwealth style.

### Content

This writing course explores how to:

- win the reader's attention
- build rapport with the reader
- make the message clear and concise
- emphasise ideas and information
- breathe life into sentences
- reduce the workload of writer and reader
- choose reader-friendly words and phrases
- maintain focus in writing.

### Learning Objectives and Outcomes

As a result of this course, you should be able to:

- improve your communication skills
- provide better quality information to decision makers
- fulfil your obligation to produce documents in language society can understand
- save time and money for your organisation
- help create a positive image of your organisation.

### Recommended for

Public and private sector writers who want to write with greater clarity and impact.

# Centre for Continuing Education

---

## Short biography

Bob Bolitho has almost 40 years' experience as an editor. In senior government positions, he was responsible for establishing editorial policy and style and implementing training programs in English language skills. For more than a decade he has combined freelance editing and training, presenting in-house writing courses to business and government in Sydney, Melbourne, Brisbane and Canberra. Bob is co-author of the Collins Dove publication *The Guide to Australian Usage and Punctuation*.