Corporate Style Guide

Procedure 2.3.7 - Version 1.1

KEMPSEY
Shire Council

KEMPSEY SHIRE COUNCIL

CORPORATE STYLE GUIDE **Procedure 2.3.7**

Policy No. and title	2.3	Media and Community Awareness and Engagement Policy
Procedure	2.3.7	Corporate Style Guide
Version	1.0	Adopted - 26 June 2013
Version	1.1	Adopted - 22 January 2014

VARIATION

Council reserves the right to review, vary or revoke this procedure which will be reviewed periodically to ensure it is relevant and appropriate.

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1 Introduction

Objective

This manual is intended to provide consistency across all documents to standardise format and create a uniform public image.

It is important that written documents produced by Council are clear, concise and use a consistent style. Whether you are writing a document for people to use inside or outside the office, it is important that you communicate with your audience as clearly and effectively as possible.

Council’s professional image

Published documents are a significant part of Council’s contact with the community. The way the community perceives Council is affected by how well it communicates its message. Poor grammar or spelling and inconsistent use of words will affect how the Council is perceived by the community.

It is always important to keep your audience in mind. Council supports the use of plain English in all documents, particularly those that will be read by members of the public.

Legislative framework

The style guide is based on the *Style Manual for Authors, Editors and Printers*, sixth edition, John Wiley & Sons Australia Ltd. 2002.

The publication is widely acknowledged as a base resource for guidance and recommendations on publications for the public sector.

2 Correspondence

Letterhead

Letters should always be printed on Kempsey Shire Council letterhead.

To save on letterhead if your letter uses more than one page use a blank piece of paper for the second page. However if you're printing a large amount of letters that are longer than one page it might be easier to just put letterhead in the printer, in case there is a paper jam or the printer lifts 2 pages at once.

Alternatively print the front page and then print the next page on plain paper and put letters together if time permits.

Font

Letters should be set in 10pt Verdana. The text block is left aligned (not justified). Studies have shown that text that is not justified is easier to read.

Contact details and reference number

All outgoing correspondence should have a reference number in the top right hand corner of the first page. This will help you and others find the document in the future.

Our reference: F12/892-02 copy LA12998, F12/63/01 (D13/694)

It's the responsibility of all staff to register corporate documents into the corporate recordkeeping system – TRIM, as required by legislation and Council policy.

Outgoing documents are to be saved to the R: Drive, in your department's folder, for records staff to save into TRIM.

Refer to Policy 5.8 - Records Management Policy on Council's internet for further information.

Date

The date on your letters should fall midway between the reference number and the first line of the address block and be written: day/month/year, e.g. 10 April 2013.

Address block

The address should be written without punctuation.

Council capitalises the suburb and uses two spaces between the suburb and state and between the state and postcode.

Ms Maxine Smith
44 Bathurst Street
MENAI NSW 2234

Page Setup

See example on page 8.

Page numbers

Page numbering is to be used in documents longer than one page.

Subject heading

Include a subject line (in bold and upper case) that immediately lets the receiver know what the letter is about.

Salutation

Mr, Mrs, Ms or Sir or Madam is to be used. Dear Sir or Dear Madam should only be used if the name is unknown. Do not use ‘Master’.

Always use the title and surname wherever possible e.g. Mrs Smith, Mr Jones, Ms Brown.

Avoid ‘To whom it may concern’.

Closing a letter

Letters are to be closed off with ‘Yours faithfully’.

Electronic Signature

For bulk mail, use an electronic signature. Make sure the Mayor/General Manager/Director has approved the content of your letter and agreed to have his electronic signature used. Electronic signatures must be deleted after use.

Type in brackets beside the electronic signature (electronic signature).

Signature Block

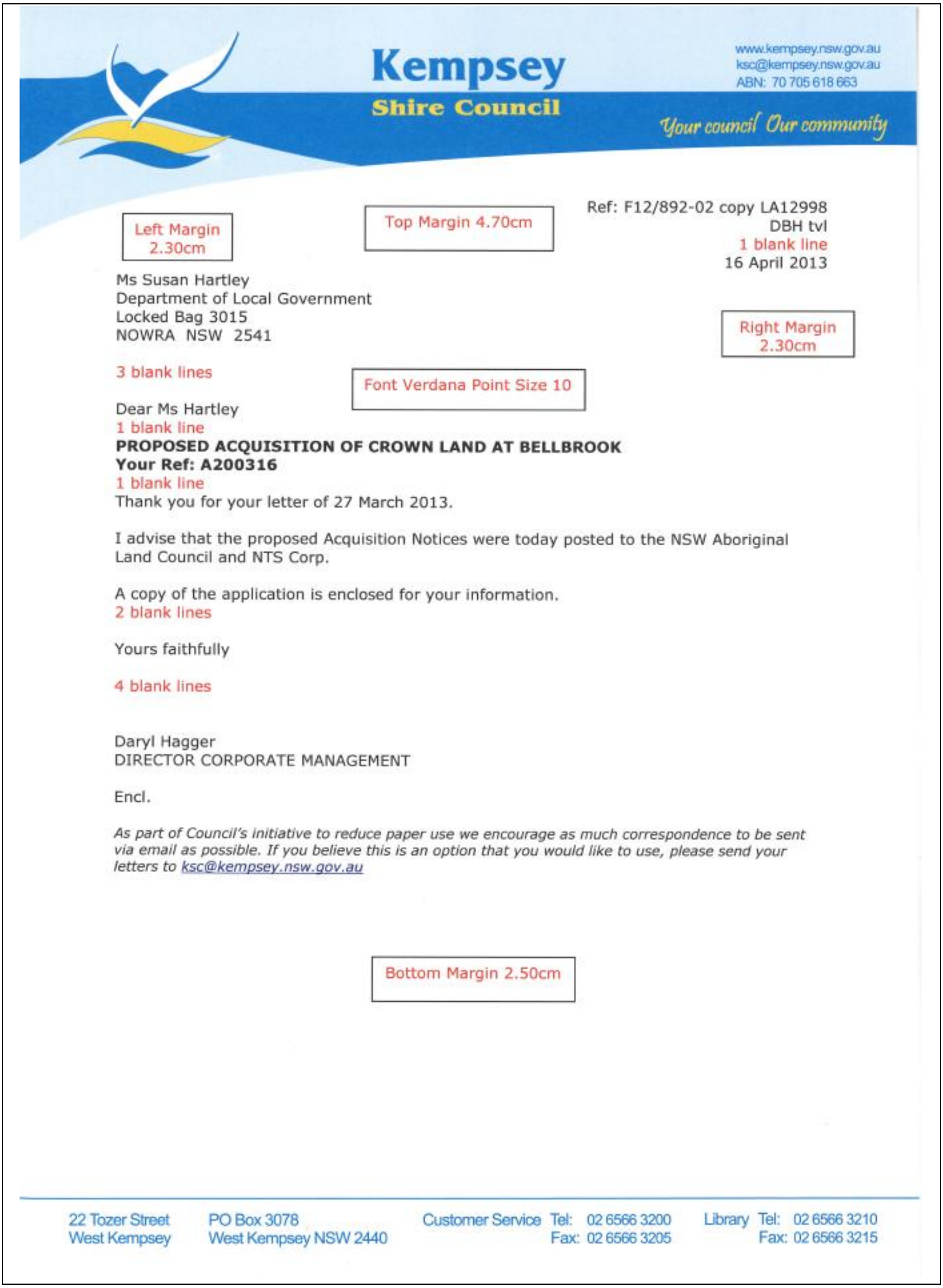
When preparing letters for Kempsey Shire Council signature, the correct format is:

> Yours faithfully
> [four returns]
> David Rawlings
> GENERAL MANAGER

Grammar

Refer to the **‘*Writers Guide’*** in **F:Drive/Corporate Style Guides**.

A variety of templates, for letters, faxes and memos are available and can be accessed through F:Drive/Templates/KSC Letters Faxes Memos.



Kempsey
Shire Council

www.kempsey.nsw.gov.au
ksc@kempsey.nsw.gov.au
ABN: 70 705 618 663

Your council Our community

Left Margin 2.30cm

Top Margin 4.70cm

Ref: F12/892-02 copy LA12998
DBH tvl
1 blank line
16 April 2013

Ms Susan Hartley
Department of Local Government
Locked Bag 3015
NOWRA NSW 2541

Right Margin 2.30cm

3 blank lines

Font Verdana Point Size 10

Dear Ms Hartley
1 blank line
PROPOSED ACQUISITION OF CROWN LAND AT BELLBROOK
Your Ref: A200316
1 blank line
Thank you for your letter of 27 March 2013.

I advise that the proposed Acquisition Notices were today posted to the NSW Aboriginal Land Council and NTS Corp.

A copy of the application is enclosed for your information.
2 blank lines

Yours faithfully

4 blank lines

Daryl Hagger
DIRECTOR CORPORATE MANAGEMENT

Encl.

As part of Council's initiative to reduce paper use we encourage as much correspondence to be sent via email as possible. If you believe this is an option that you would like to use, please send your letters to *ksc@kempsey.nsw.gov.au*

Bottom Margin 2.50cm

22 Tozer Street
West Kempsey

PO Box 3078
West Kempsey NSW 2440

Customer Service Tel: 02 6566 3200
Fax: 02 6566 3205

Library Tel: 02 6566 3210
Fax: 02 6566 3215

3 Email Correspondence

It is important to remember emails are a quick and easy way to respond to others or to obtain information; they are still an official form of Kempsey Shire Council correspondence and form part of Council records.

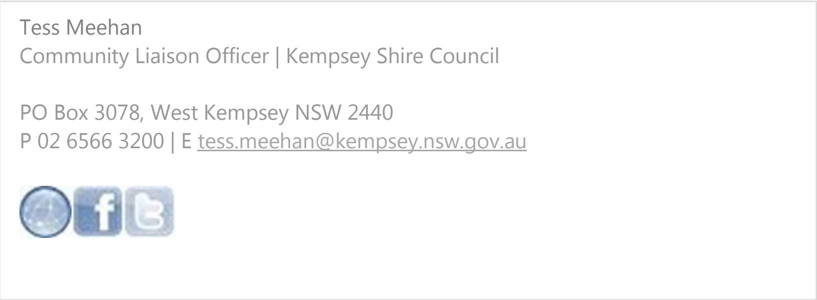
It should also be remembered that emails you write can be distributed by the recipient to many others. You should not put something in an email that you would not put in a conventional letter on Kempsey Shire Council letterhead.

You should assume that mail on the Internet is not secure. Never use email to transmit sensitive information, or to discuss confidential information.

Guidelines and rules of email etiquette

- **Use a signature**

  Ensure Council's email signature is on all emails. Staff are required to use an 'Auto Signature' from the template provided by Council.



Tess Meehan
Community Liaison Officer | Kempsey Shire Council

PO Box 3078, West Kempsey NSW 2440
P 02 6566 3200 | E tess.meehan@kempsey.nsw.gov.au

- **Use a subject line**

  Use a descriptive subject line, avoid leaving it blank or putting an irrelevant or general subject.

- **Do not write in capitals**

  In emails, any words written in upper case are shouted. Keep your email quiet and use upper and lower case as you would in writing a letter

- **Re-read emails before sending**

  Take a few minutes to re-read your email before pressing the send button. Look at spelling and grammar as well as ensuring the tone of your email is appropriate to the situation. Fill in the "To" email address after you've written your email. This will keep you from accidentally sending an email prematurely.

- **Formality**

  Avoid using abbreviations and don't use emoticons (those little smiley faces).

- **Respond to all questions**

  Answer all questions in the original email; otherwise unnecessary time will be wasted through emails going backwards and forwards. If you require more time for the response, send an email letting them know this. People are generally more patient when they are kept informed.

- **Message thread**

  Include the message thread in your emails *(if you get a message from someone and you are going to respond, don’t send a new message, simply hit the reply option on your email, this keeps the original subject line with “Re:” in front of it).*

- **Describe the attachment**

  If you are sending an attachment, make note of it and describe what the attachment is for in the body.

- **Out of Office**

  Use your “Out of Office” feature for absences.

- **Privacy**

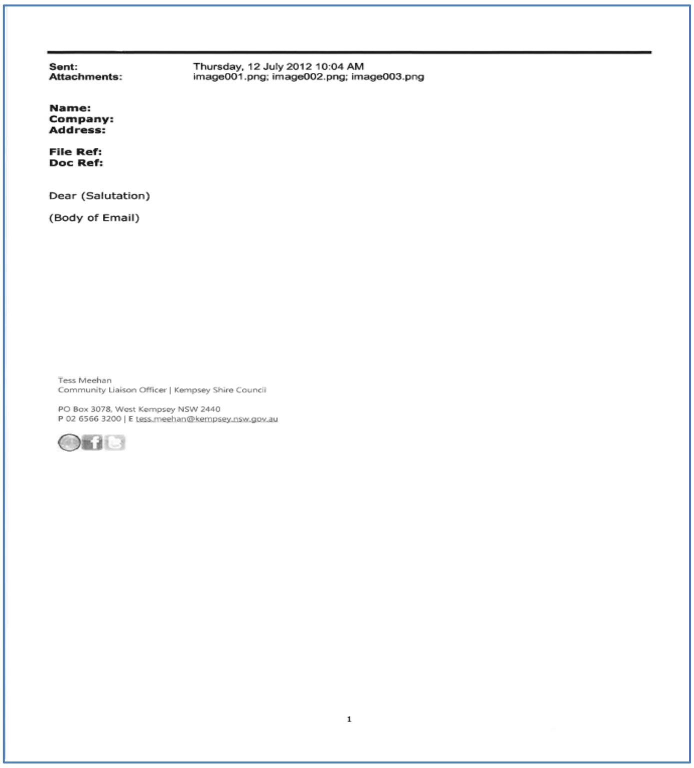
  If you are sending out an email to a large private list don’t use CC: (carbon copy) use BCC: (blind carbon copy) to protect the addresses of the recipients.

- **Check your links**

  Do a test email to yourself to make sure your links work correctly.

- **Set up an email template**

  You can compose and save a message as a template, and then use that template every time you need it. Just add any new information before sending the template as an email message. A KSC email template is being created.



Sent: Thursday, 12 July 2012 10:04 AM
Attachments: image001.png; image002.png; image003.png

Name:
Company:
Address:

File Ref:
Doc Ref:

Dear (Salutation)

(Body of Email)

Tess Meehan
Community Liaison Officer | Kempsey Shire Council

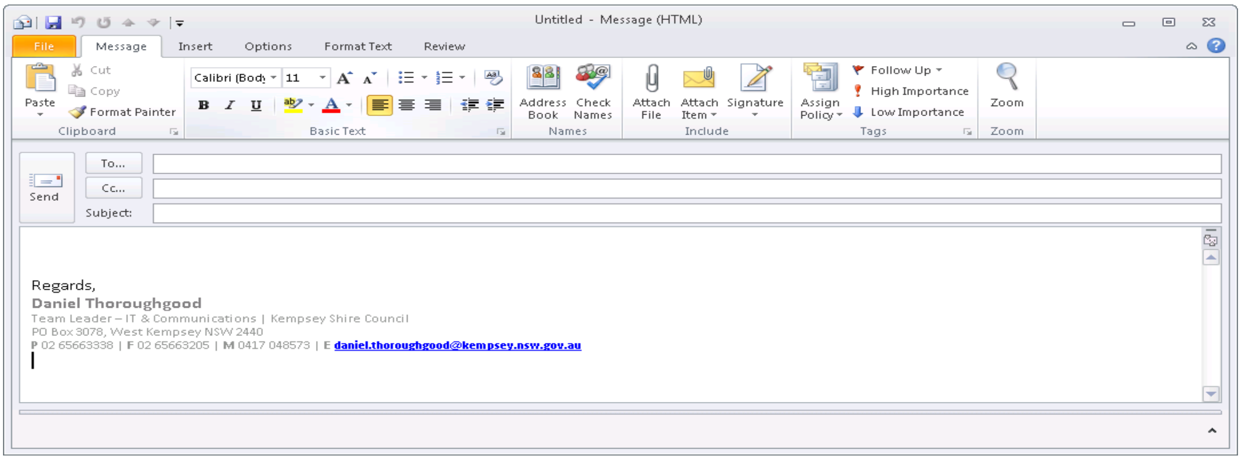
PO Box 3078, West Kempsey NSW 2440
P 02 6566 3200 | E tess.meehan@kempsey.nsw.gov.au

1

- **Instructions to send email messages from the address** ksc@kempsey.nsw.gov.au

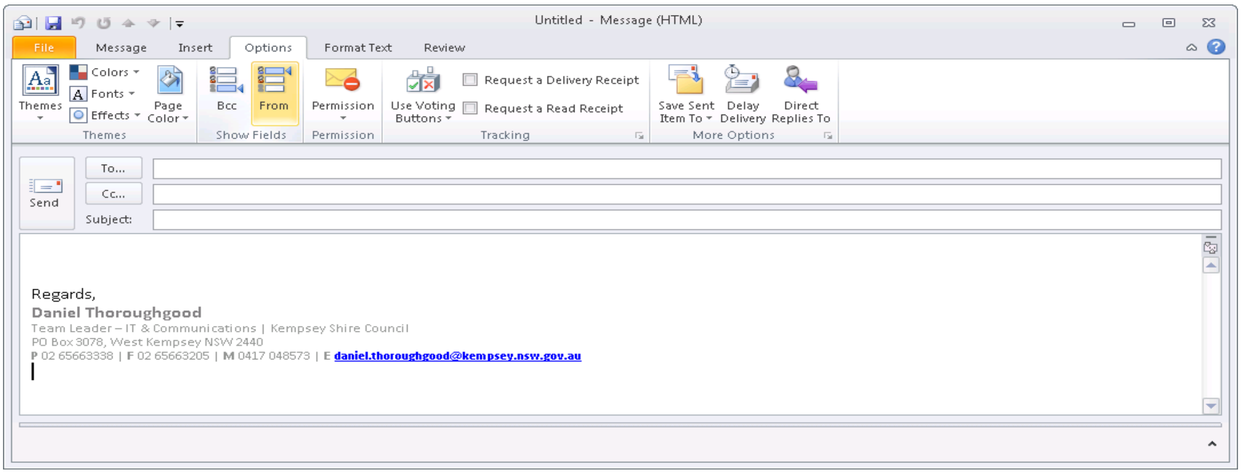
In cases where you do not want your personal work email address identified the following instructions can be used which will indicate your email was sent from the ksc@kempsey.nsw.gov.au address so any reply sent will go to that address. Your personal work email address would be the default if the ksc address was not nominated which may be preferable in many instances.

From a New E-mail click the **Options** tab


Untitled - Message (HTML)
File
Message
Insert
Options
Format Text
Review
Paste
Cut
Copy
Format Painter
Clipboard
Basic Text
Address Book
Check Names
Names
Attach File
Attach Item
Signature
Include
Assign Policy
Follow Up
High Importance
Low Importance
Tags
Zoom
To...
Cc...
Subject:
Send

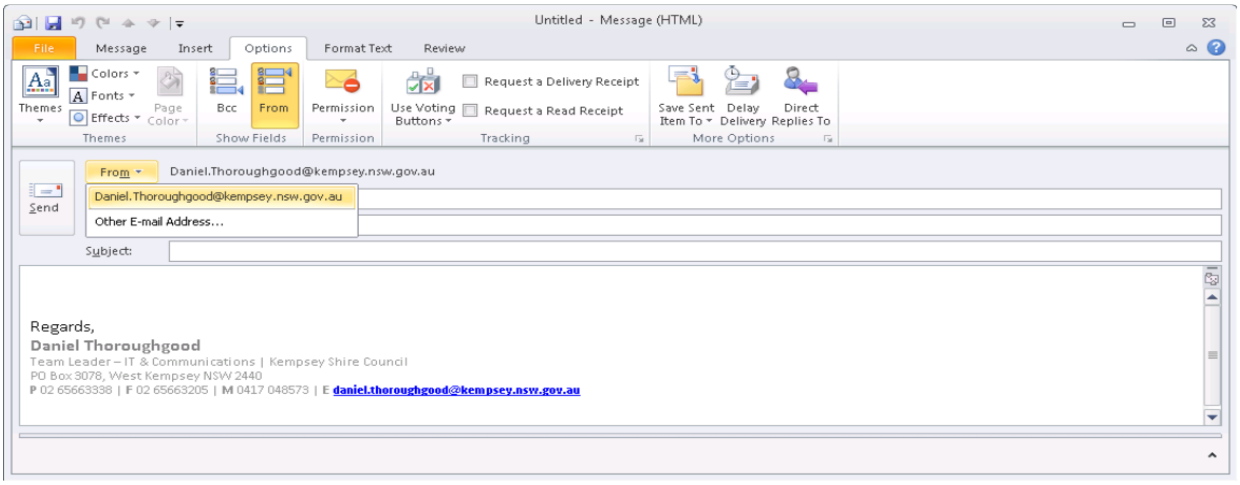
Regards,
Daniel Thoroughgood
Team Leader – IT & Communications | Kempsey Shire Council
PO Box 3078, West Kempsey NSW 2440
P 02 65663338 | F 02 65663205 | M 0417 048573 | E daniel.thoroughgood@kempsey.nsw.gov.au

On the **Options** tab, in the **Show Fields** section click the **From** button


Untitled - Message (HTML)
File
Message
Insert
Options
Format Text
Review
Themes
Colors
Fonts
Effects
Page Color
Bcc
From
Show Fields
Permission
Use Voting Buttons
Request a Delivery Receipt
Request a Read Receipt
Tracking
Save Sent Item To
Delay Delivery
Direct Replies To
More Options
To...
Cc...
Subject:
Send

Regards,
Daniel Thoroughgood
Team Leader – IT & Communications | Kempsey Shire Council
PO Box 3078, West Kempsey NSW 2440
P 02 65663338 | F 02 65663205 | M 0417 048573 | E daniel.thoroughgood@kempsey.nsw.gov.au

A new field will appear on the email form titled **From**, click the **From** button and select **Other E-mail Address…**

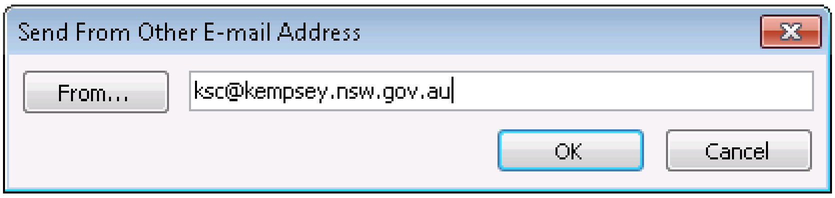

Untitled - Message (HTML)
File
Message
Insert
Options
Format Text
Review
Themes
Colors
Fonts
Effects
Page Color
Bcc
From
Show Fields
Permission
Use Voting Buttons
Request a Delivery Receipt
Request a Read Receipt
Tracking
Save Sent Item To
Delay Delivery
Direct Replies To
More Options
Send
Subject:

From: Daniel.Thoroughgood@kempsey.nsw.gov.au

Daniel.Thoroughgood@kempsey.nsw.gov.au
Other E-mail Address…

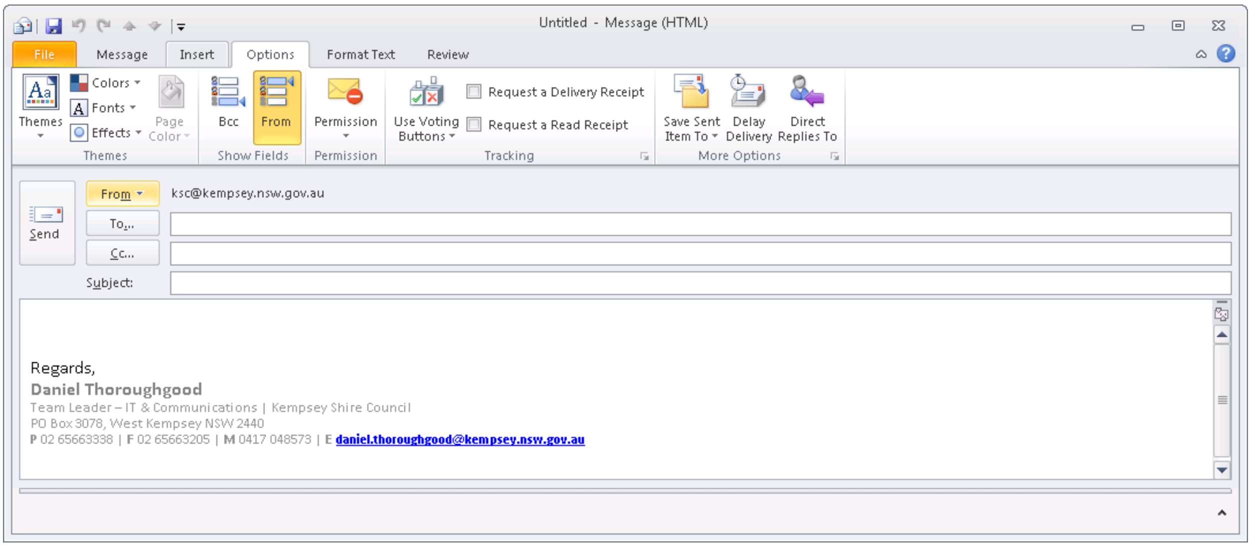
Regards,
Daniel Thoroughgood
Team Leader – IT & Communications | Kempsey Shire Council
PO Box 3078, West Kempsey NSW 2440
P 02 65663338 | F 02 65663205 | M 0417 048573 | E daniel.thoroughgood@kempsey.nsw.gov.au

Enter **ksc@kempsey.nsw.gov.au** in the Send From Other E-mail Address dialog, and click **OK**


Send From Other E-mail Address
From...
OK
Cancel

ksc@kempsey.nsw.gov.au

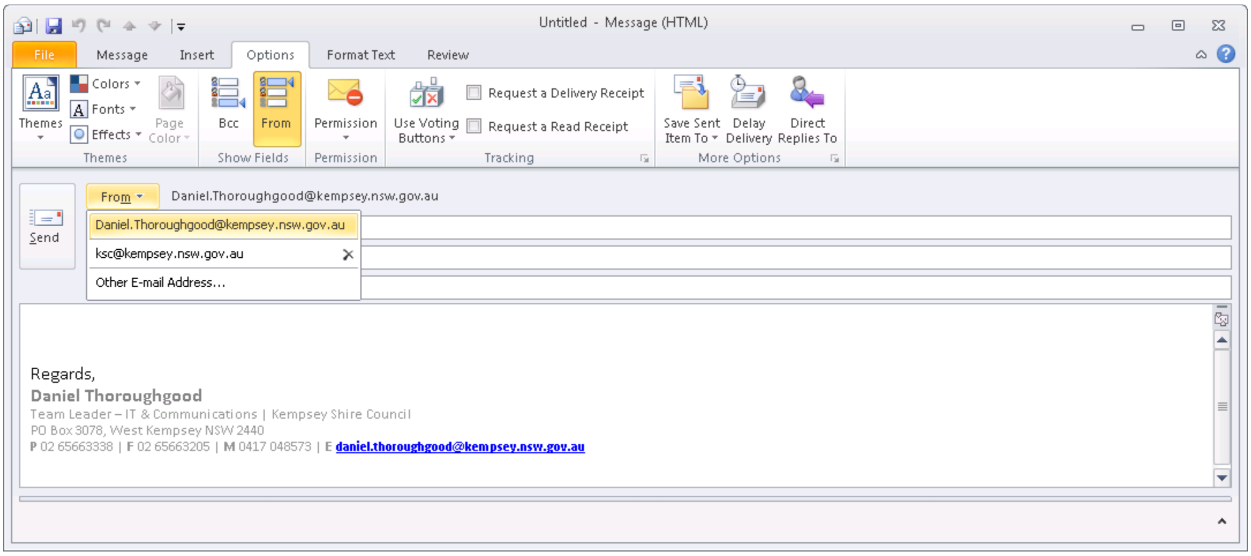
Compose and send your email as normal.


Untitled - Message (HTML)
File
Message
Insert
Options
Format Text
Review
Themes
Colors
Fonts
Effects
Page Color
Bcc
From
Permission
Use Voting Buttons
Request a Delivery Receipt
Request a Read Receipt
Save Sent Item To
Delay Delivery
Direct Replies To
Themes
Show Fields
Permission
Tracking
More Options
Send
From
To...
Cc...
Subject:

From: ksc@kempsey.nsw.gov.au

Regards,
Daniel Thoroughgood
Team Leader – IT & Communications | Kempsey Shire Council
PO Box 3078, West Kempsey NSW 2440
P 02 65663338 | **F** 02 65663205 | **M** 0417 048573 | **E** daniel.thoroughgood@kempsey.nsw.gov.au

In future when you select the **From** field **ksc@kempsey.nsw.gov.au** will be one of the options in the drop-down box.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Permission
Use Voting Buttons
Request a Delivery Receipt
Request a Read Receipt
Save Sent Item To
Delay Delivery
Direct Replies To
Themes
Show Fields
Permission
Tracking
More Options
Send
From
Daniel.Thoroughgood@kempsey.nsw.gov.au
ksc@kempsey.nsw.gov.au
Other E-mail Address...

From: Daniel.Thoroughgood@kempsey.nsw.gov.au

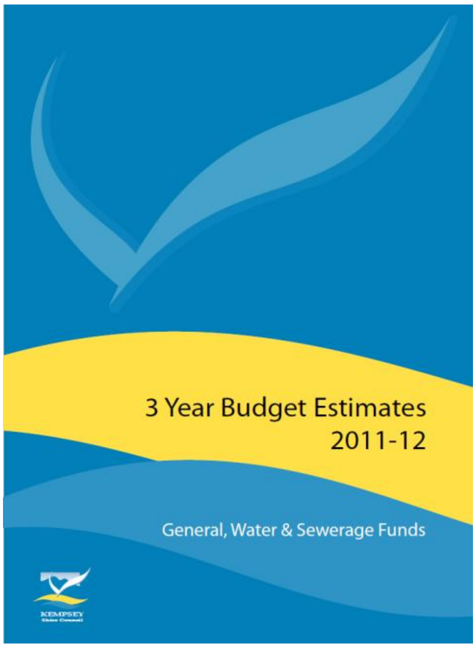
Regards,
Daniel Thoroughgood
Team Leader – IT & Communications | Kempsey Shire Council
PO Box 3078, West Kempsey NSW 2440
P 02 65663338 | **F** 02 65663205 | **M** 0417 048573 | **E** daniel.thoroughgood@kempsey.nsw.gov.au

4 Corporate Documents

Corporate documents are a significant part of Council's contact with the community. It is important that written documents produced by Council are clear, concise and use a consistent style.

A front and back cover sheet has been designed for staff to use when writing a document for people to use inside or outside the office.

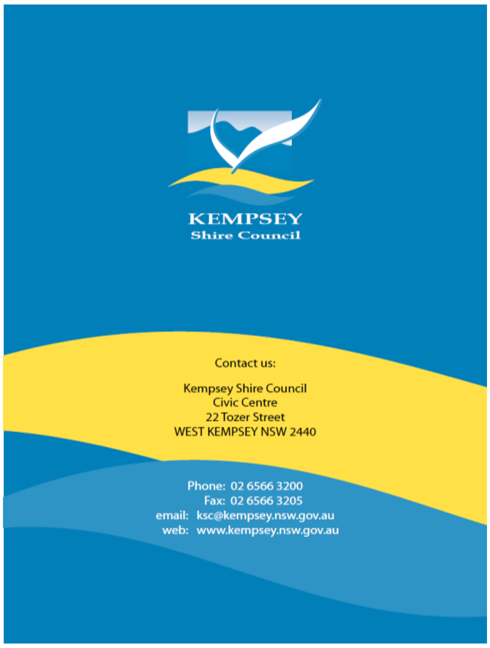
e.g.



3 Year Budget Estimates
2011-12

General, Water & Sewerage Funds

KEMPSEY
Shire Council



KEMPSEY
Shire Council

Contact us:

Kempsey Shire Council
Civic Centre
22 Tozer Street
WEST KEMPSEY NSW 2440

Phone: 02 6566 3200
Fax: 02 6566 3205
email: ksc@kempsey.nsw.gov.au
web: www.kempsey.nsw.gov.au

KEMPSEY
Shire Council

A Corporate document fillable form can be found in :

Windows Explorer / F:Drive / Templates / Corporate Fillable Form

5 Council Reports

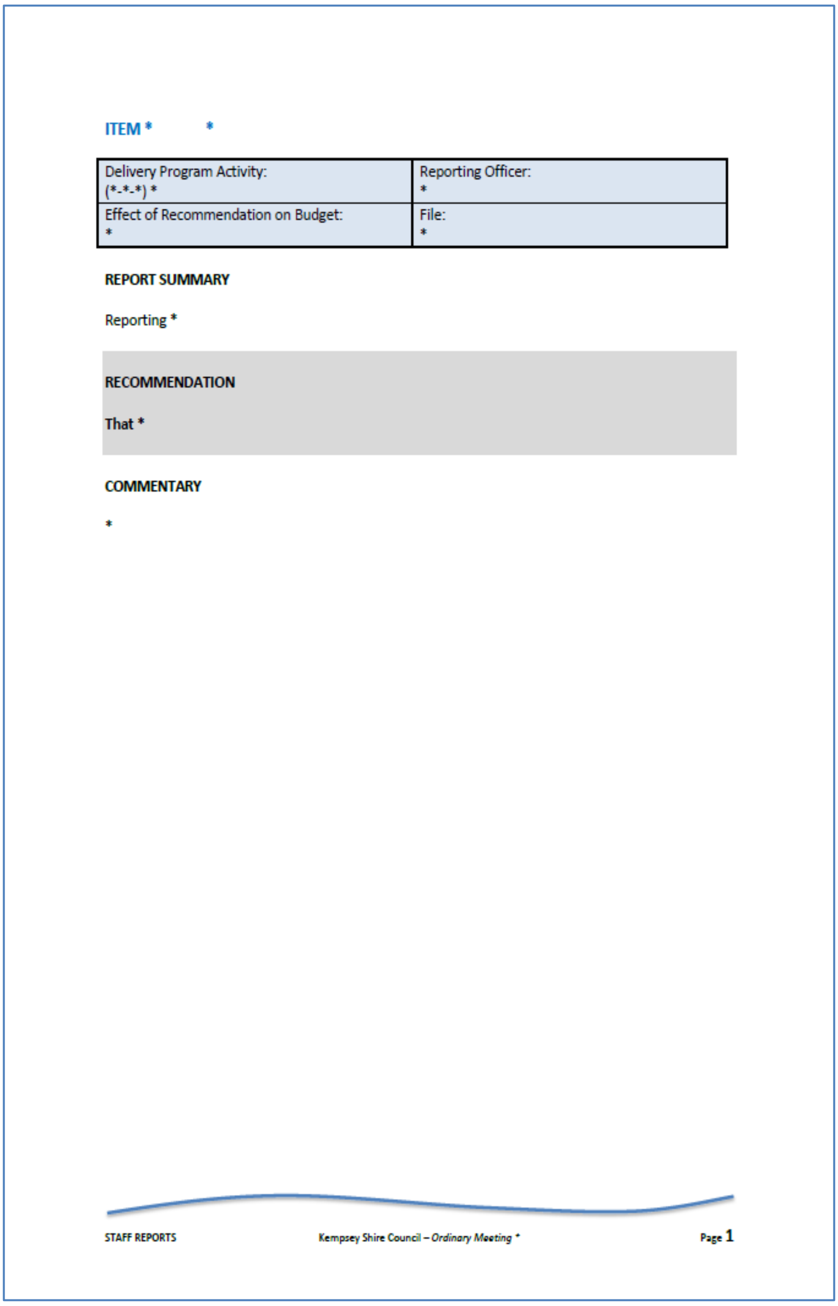
Council reports, written by individual officers, are collated by administration staff and placed in an Agenda for the Council Meeting.

Council meets the third Tuesday of the month at 9.00 am in the Council Chambers at the Civic Centre.

Refer to the ***'Council Meeting Agenda Style Guide'*** in **F:Drive/Corporate Style Guides** for creating your Council reports.

A Council Report template can be found in the **F:Drive/Templates/KSC Reports**.

Click on File, 'Save As' and change the template to a word document (.docx)



ITEM * *

Delivery Program Activity: (*-*-*) *	Reporting Officer: *
Effect of Recommendation on Budget: *	File: *

REPORT SUMMARY

Reporting *

RECOMMENDATION

That *

COMMENTARY

*

STAFF REPORTS Kempsey Shire Council – *Ordinary Meeting* * Page **1**

6 Logo

Kempsey Shire Council’s logo is our visual identity and needs to be used consistently and correctly.

Council’s logo can be found in the **F Drive/logo/other formats** and on the Intranet under **General Information/Logos**

The **recommended size** for the logo on word documents is **3cm x 3cm.**

Adjusting the size of our logo

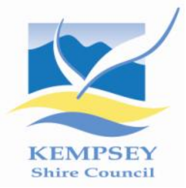
Please take care when adjusting the size of our logo.

Tip: Click on and drag the ‘bounding box’* corners so you don’t distort or stretch the logo. Some software programs may also require you to press the ‘shift’ button to retain proportions.

This technique also applies to scaling pictures and other images.

**The ‘bounding box’ is the border that surrounds a graphic when you click on or select it with your mouse. This device is used in most software applications. Normally, the bounding box will have ‘handles’ on its corners and midpoints.*

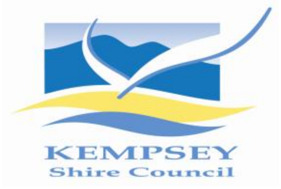
✓



Shift

Click on and drag a corner handle while holding down the ‘shift’ key.

✗



If you click on and drag the other handles or do not press the shift key, the image may distort.

To insert the logo from within a word document:

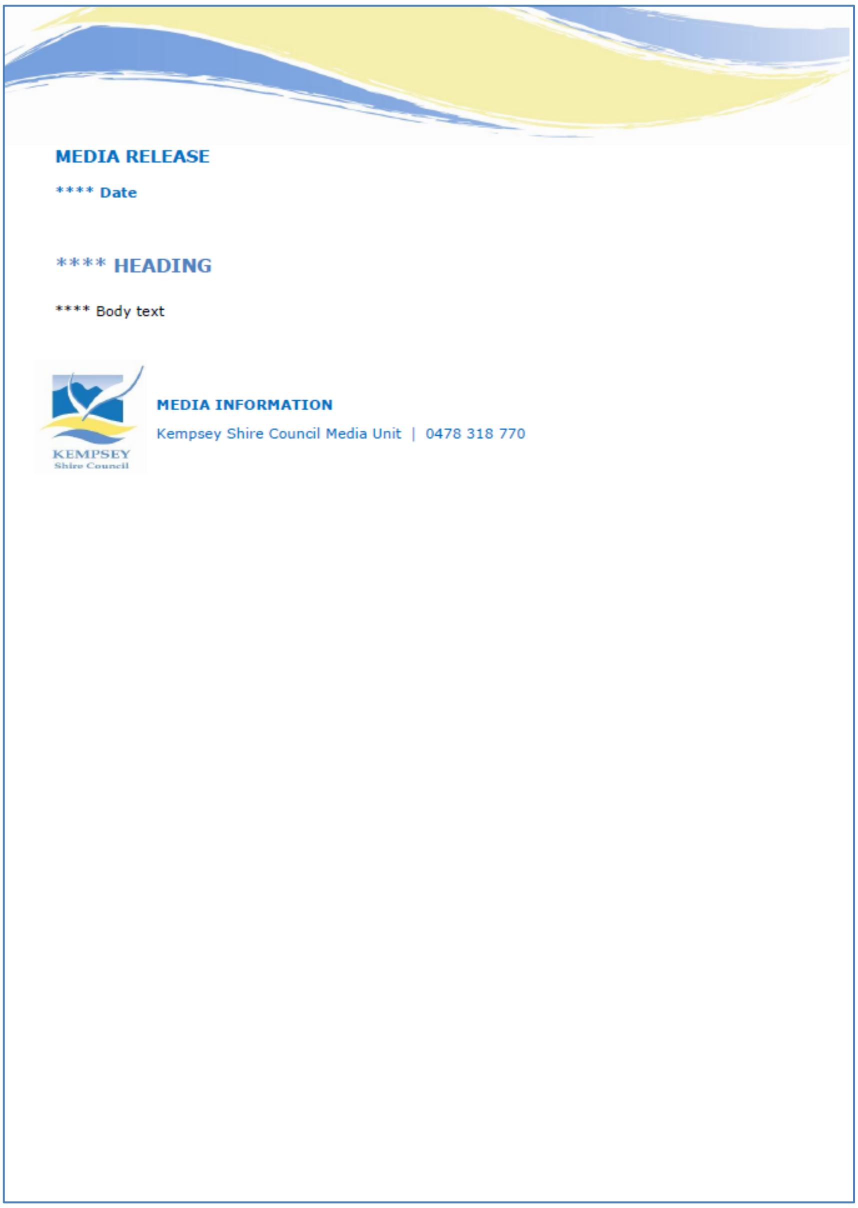
*Click on **Insert/Picture/My Computer/F Drive/Logos/ksclogo.jpg***

(Double click on the ksc logo to insert. If you can’t see the logos make sure you have clicked on thumbnails view).

7 Media Releases

The Kempsey Shire Council media release letterhead is used for communications with the media. The public relations officer is responsible for media releases which must be approved by the General Manager.

Council’s Media Release Guidelines (2.3.4) can be found on Council’s webpage under Communication/Council Policies.



MEDIA RELEASE

****** Date**

****** HEADING**

**** Body text

KEMPSEY
Shire Council

MEDIA INFORMATION

Kempsey Shire Council Media Unit | 0478 318 770

8 Stationery

Business cards

Personalised business cards are provided to staff who require them through the Customer Service Centre. To request a business card, fill out a blank business card form and have it signed by your team manager, then forward to the Customer Service Centre

Envelopes

Envelopes small and large are in the stationery cupboards in each Department or at Customer Services.

Letterhead

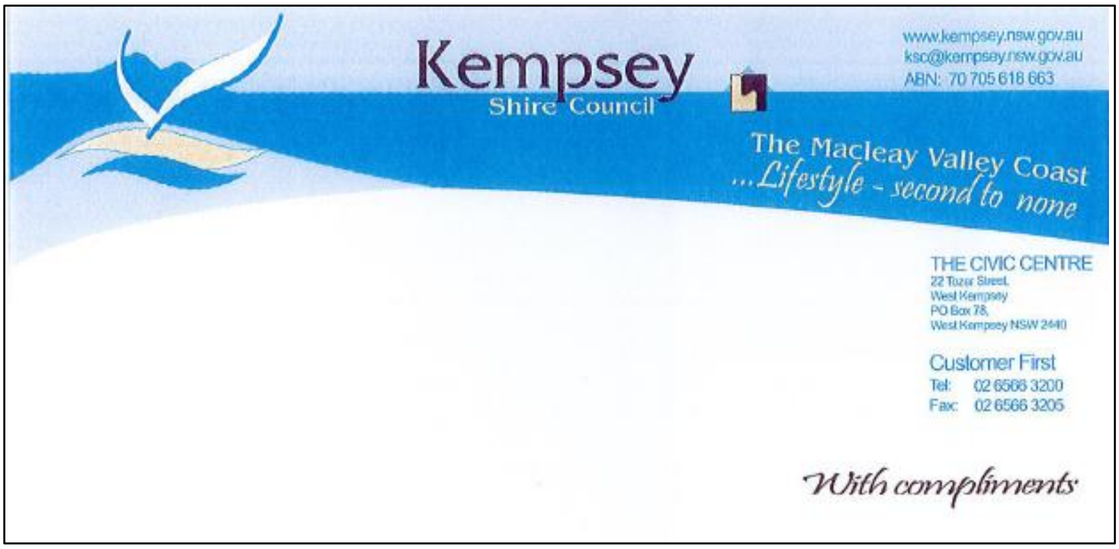
The Kempsey Shire Council letterhead should be used for all official correspondence. The letterhead has our logo on the header with contact details on the footer. It is to be used for all external correspondence. *(see attached)*

Only staff with the appropriate delegated authority are permitted to sign off such documents.

Delegations of Authority are available on Council's Intranet under *Communications/Council Policies/Behaviour of Councillors and Staff Policy/Delegation of Authority.*

With compliments slips

With compliments slips have the Kempsey Shire Council logo and address details with room to write a short message. The slips are generally used to accompany other documents.



Kempsey
Shire Council

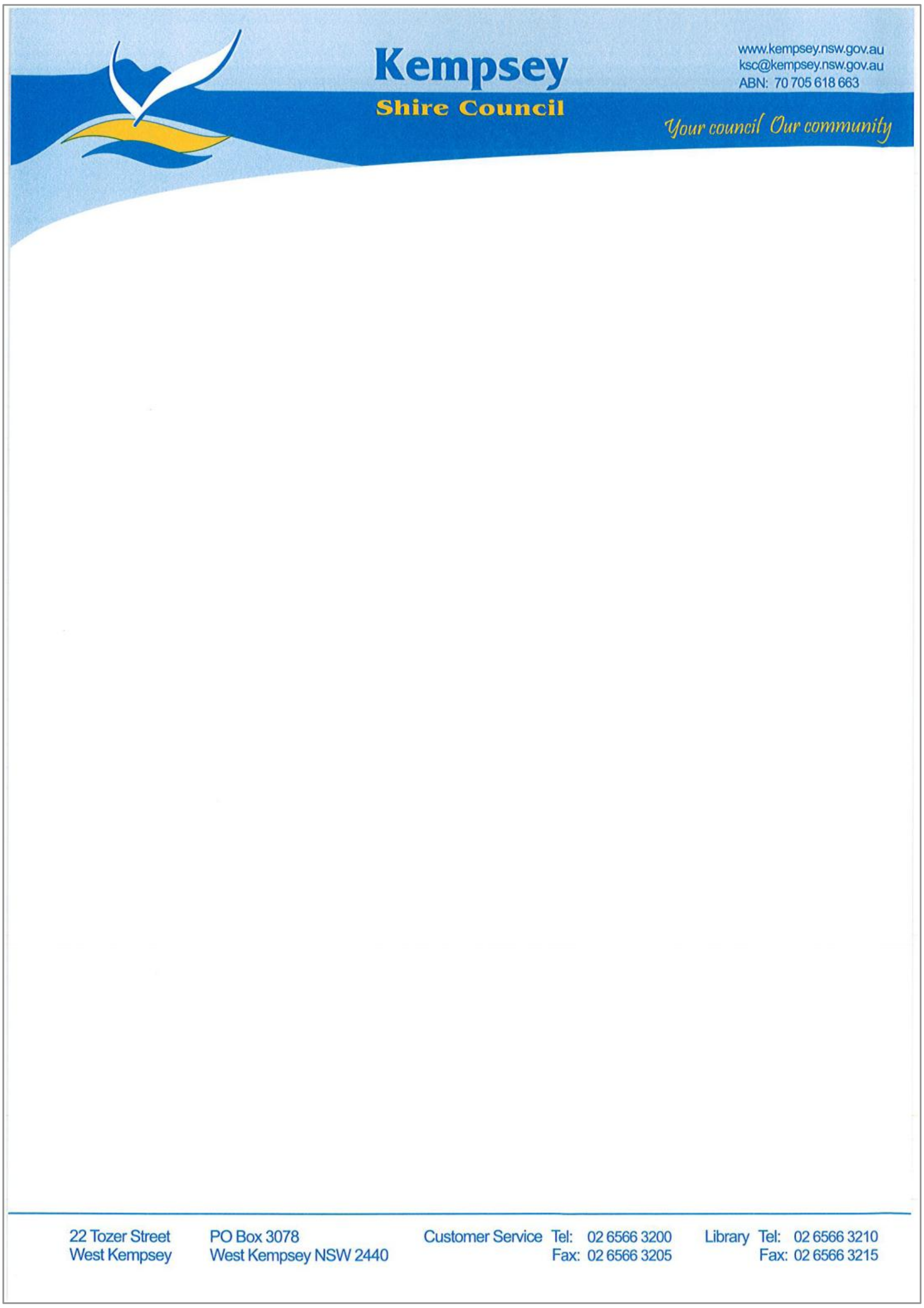
www.kempsey.nsw.gov.au
ksc@kempsey.nsw.gov.au
ABN: 70 705 618 663

The Macleay Valley Coast
...Lifestyle - second to none

THE CIVIC CENTRE
22 Tozer Street,
West Kempsey
PO Box 78,
West Kempsey NSW 2440

Customer First
Tel: 02 6566 3200
Fax: 02 6566 3205

With compliments



Kempsey
Shire Council

www.kempsey.nsw.gov.au
ksc@kempsey.nsw.gov.au
ABN: 70 705 618 663

Your council Our community

22 Tozer Street
West Kempsey

PO Box 3078
West Kempsey NSW 2440

Customer Service Tel: 02 6566 3200
Fax: 02 6566 3205

Library Tel: 02 6566 3210
Fax: 02 6566 3215

9 Templates

There are corporate templates for some of the main types of documents created and used within the Council, which are:

- Council Meeting Agenda templates (*F Drive/Templates/KSC REPORTS)*
    - Blank Report
- Letter Template *(F Drive/Templates/KSC LETTERS FAXES MEMOS)*
    - Letter
    - Facsimile
    - Memo

Double click on the relevant template and save it as a new **word** document and complete the details. Please use these to create your documents as it should make your job easier and ensure consistency of style across the office.

KEMPSEY
Shire Council

Contact us:

Kempsey Shire Council
Civic Centre
22 Tozer Street
WEST KEMPSEY NSW 2440

Phone: 02 6566 3200
Fax: 02 6566 3205
email: ksc@kempsey.nsw.gov.au
web: www.kempsey.nsw.gov.au