

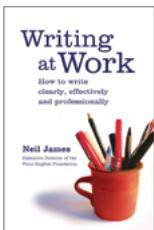
Who are we?

Plain English Foundation is the Australian authority in clear communication.

We have run writing skills workshops for thousands of professionals across the country.

We have also edited hundreds of documents and web pages into plain English.

As experts in plain language, our trainers and editors apply the latest research on clear communication to workplace writing.



What do we offer?

Our specialist services include:

- an integrated suite of writing training options
- in-depth editing
- document template development
- writing evaluations and editorial reviews.

Where can you learn more?

Please visit our website for:

- Plain English top tips
- before and after examples
- style quizzes on grammar and punctuation.

www.plainenglishfoundation.com

What is plain English?

Plain English is a flexible, efficient writing style that you can understand in one reading. It combines:

- clear, concise expression
- an effective structure
- good document design.

Plain English is a must for people who want to communicate clearly, fairly and ethically. It should be the standard for all workplace writing and public language.

A communication is in plain language if its wording, structure and design are so clear that the intended readers can easily find what they need, understand what they find and use that information.

International Plain Language Working Group

What are the benefits?

Precision

Writers often think that they must use formal language to guarantee accuracy, when adding more words actually increases the risk of vagueness.

Clarity

Precise writing is clear and unambiguous. Studies have shown that plain English can increase reader comprehension by as much as 90%.

Readability

Good writing is easy to absorb in one sitting. We often dress up language to sound authoritative, but don't consider the costs to readability.

Efficiency

Effective writing is succinct. Most organisations can reduce their documents by up to one-third. You will save time and money by writing less, having less to read and lowering printing costs.

Accountability

Accountability is increasingly important. Yet elements of officialese writing, such as the passive voice, make it harder to call anyone to account.

Credibility

Plain English strengthens your credibility. A study by the UK's Royal Mail estimated that British businesses lose up to £5 billion a year because of pretentious, inappropriate or error-ridden writing.

We are the clear communication experts. Contact us to discuss your needs.