

Plain language principles

Macro level



Reader

Clarify the purpose for writing to better meet your readers' needs



Summary

Open with the main message to orient readers



Structure

Prioritise and chunk the information to make it easy to find



Headings

Maximise the content in your headings to elevate key messages



Design

Apply simple formatting to boost navigation and accessibility

Micro level



Tone

Set a conversational and professional tone to keep readers engaged



Readability

Prefer short words and sentences to simplify reading



Verbs

Use the active voice to write clear and precise sentences



Efficiency

Trim padding to write in an efficient style



Accuracy

Follow a consistent house style to avoid distracting the reader



The [Australian Style Guide](#)[™] (ASG) is Plain English Foundation's definitive online resource on Australian style for writers and editors. The ASG is clear, comprehensive and easy to use. And it's free.



Our ISO-aligned training options

Join one of our world-class training workshops to transform writing at work into writing that works.



Introduce



Core concepts



1 day




7 tools



No trainer review of participant samples before workshop



Participants **do not** use their own writing during training



Explore



In-depth training



2 days




14 tools



Trainer reviews participant samples before workshop



Participants apply tools to own writing during training



Master



Specialist training



1 day



Downloadable editing checklists



Trainer reviews participant samples before workshop



Participants diagnose their submitted material using the checklists