

Write on Target

Overview

Good written communication skills are called for in the job specification of almost every public sector employee. These skills are particularly important for those who write, or contribute to, briefing material for executives and ministers and for those who engage with the general public. Too often, however, the message gets lost. This practical course focuses on communicating in plain English. We will look at the stages of any writing task, have some fun with Grammar 101, and explore the dos and don'ts to ensure your audience gets your message. You can expect a practical, fun and highly interactive session with case studies and exercises.

Competency Framework:

Entry Level Core (ASO1-ASO2)
Front Line Core (ASO2-ASO5)

Facilitator:

Sue Averay

Duration:

1 full day
9:00am – 4:30pm
(8:45am registration)

Dates:

Please refer [here](#).

Location:

Level 6, 12 Pirie Street
Adelaide SA 5000

Inclusions:

Comprehensive workbook, morning tea, afternoon tea, lunch and refreshments.

Cost:

Professional Member: \$460
State Gov. Member: \$495
Corporate Member: \$505
Non-Member: \$575

Contact:

t: 08 8212 7555
e: enquiries@sa.ipaa.org.au

Content

Topics to be covered include:

- The three Ws of writing.
- The building blocks of language.
- Dos and don'ts for structuring messages to suit different audiences and purposes.
- Grammar 101.
- Writing with Impact.

Outcomes

By the end of this course you will have:

- Improved your understanding of public sector writing.
- Increased your confidence in your writing skills.
- Refreshed your knowledge of basic grammar and punctuation.

Who should attend

Anyone who wants to write effective documents.

Benefits to you and your organisation

- Increased understanding of government writing.
- Increased confidence in writing.
- Increased ability to produce high quality writing.
- More informed writer.
- Increased clarity and succinctness of written material.
- Time and money saved through improvements to quality of written communication.

Note:

Bring a piece of professional writing that you have produced recently, for use at the workshop.

Testimonial:

"Using the information learned in the course, I will be able to apply writing principles to improve my communication with internal and external staff." – 16 February 2017