



# Writing Style

Clean Energy Finance Corporation

The CEFC is here to get things done.  
Drivers of innovation. Educators and  
influencers. Collaborators across  
sectors, businesses and projects.  
Catalysts for change.

If we are to be the game changers  
that we need to be — showing the  
world that clean energy investment  
works — the way we talk about our  
work matters as much as the type  
of investments we make. The words  
we choose and stories we tell will  
determine the impact we have, the  
trust we instill in others and whether or  
not we inspire them to join our mission.

## How we talk about the CEFC

We have a unique role as a catalyst for change: we invest to lead the market, putting our capital to work in new areas, building investor confidence and accelerating solutions to difficult problems. These are the touchstones for how we talk about the CEFC.

### Our personality

best in class

optimistic

progressive

energetic

trusted

rigorous

### Who we are

#### **We are *dealmakers* investing with impact...**

showing the market, investors and stakeholders that clean energy investment works

#### **We are *caretakers* investing on behalf...**

of the Australian community and accelerating our transition to a low emissions economy

#### **We are *trailblazers* investing on the edge of what's possible...**

connecting investors, developers, entrepreneurs, innovators and market operators

### How we communicate

- Use active voice and simple, direct language
  - Use objective and factual information and data
  - Use common industry terms, acronyms and terminologies
  - Keep information short and direct
  - Focus on investment returns.
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- Use plain English and avoid long, complex sentences
  - Use direct language and clear explanations
  - Spell out acronyms, avoid unnecessary jargon and explain uncommon terms
  - Use culturally appropriate inclusive language that is gender neutral and respectful of diversity
  - Clearly connect projects with CEFC goals and values
  - Focus on emissions benefits.
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- Share excitement, use energetic adjectives
  - Describe the look, feel and impacts of investments and technologies
  - Take the audience on a journey of exploration
  - Focus on why this is valuable, the difference it will make
  - Focus on innovation, impact and outcomes.

## Writing style tips

### The CEFC

- Which case**
- Lower case 'cefc' is only ever used in the logo
  - In text: in the first instance use: 'Clean Energy Finance Corporation (CEFC)'
  - Use 'CEFC' thereafter
  - Almost always say 'the CEFC' rather than 'CEFC'
  - Avoid "the CEFC's" where possible (i.e. try not to change our name)

### Numbers

- Megawatts**
- Use digits for the number, not words, with a non-breaking space in between the digit and the unit of measurement
  - '5 MW', not '5MW' and not 'five mega watts'
  - '5 MWh', not '5MWH' and not '5MWh'

- Numbers in tables, charts and fact boxes**
- Always write as digits

- Numbers in text**
- Spell out zero to nine; digits for 10 and above
  - Spell out ordinal numbers up to 10; use digits for 11 and above, e.g. 'first', 'second', 'ninth', 'tenth', '11th'
  - When there is a decimal point, use digits, e.g. '1.5' and not 'one point five'
  - In text, spell out if the number starts the sentence, or reorder the sentence so it no longer starts with a number
  - Write numbers as digits in units of measurement, dates and times, comparisons, ratios, decimal numbers and mathematical equations
  - Use commas to separate digits into groups of three, e.g. '1,000'

- Page numbers**
- Always write as digits

- Ranges and negative numbers**
- Use an en dash with no spaces for number ranges, not a hyphen, e.g. '5–10'
  - Use a minus sign for negative numbers if possible, not an en dash or hyphen

### Large numbers

- Hundreds of thousands**
- '\$484,000' in text, not '\$0.484m' or '\$0.484 million'
  - '\$484k' in tables, with: lower case 'k' and no space

- Thousands**
- '\$45,000' in text, not '\$45k'
  - '\$45k' in tables, with: lower case 'k' and no space

- Millions and billions in tables**
- '\$1.25b' in tables, not '\$1,250m' and not '\$1.250b'

- Millions and billions in text**
- '\$5 million' in text, '\$5m' in tables or charts
  - Only use 'Five million dollars' if it is the start of a sentence

- Large millions in charts**
- Some charts may need to show large millions for granularity: e.g. '\$1,206m'

- Tonnes in text**
- In text: '25 million tonnes', not '25m tonnes' and not 'twenty five million tonnes'
  - In headings and fact blocks: '25m tonnes'

### Other conventions

- Bullet point lists**
- Only use a list if there is more than one item
  - Use a capital letter at the start of each list item
  - At the end of each bullet there is no need for 'or', 'and', a semicolon (;) or a comma (,)
  - Full point only at the end of the final bullet

- Bullet point sentences**
- Maintain sentence case throughout
  - Use a capital letter at the start of each list item and a full point at the end of each sentence

## Writing style tips continued

<b>Date range</b>	<ul style="list-style-type: none"> <li>– Use ‘to’ and ‘from’ where possible for year ranges and write the years in full, e.g. ‘from 2015 to 2019’</li> <li>– Use an en dash with no space for number ranges, not a hyphen, e.g. ‘10–20’</li> <li>– Use an en dash with no space when referring to financial years, but also abbreviate the end year, e.g. ‘the 2018–19 financial year’</li> <li>– ‘2018–19’, not ‘2018/19’ and not ‘FY19’</li> </ul>	<b>Apostrophes</b>	<ul style="list-style-type: none"> <li>– Apostrophes indicate possession; they should not be used in plurals</li> <li>– Possessive apostrophe: ‘the Government’s roadmap’</li> <li>– Plural, no apostrophe: ‘liaising with State and Territory Governments’</li> <li>– Avoid apostrophes in plural acronyms and years: ‘1900s’ not ‘1900’s’; ‘ACCU’s’ not ‘ACCU’s’</li> </ul>
<b>Currency</b>	<ul style="list-style-type: none"> <li>– Use digits for monetary amounts, e.g. ‘50c’ or ‘\$1’</li> <li>– In text, words can be used for approximations, e.g. ‘thousands of dollars’</li> <li>– Where content is clearly referencing Australian dollars, use ‘\$’, e.g. ‘\$19.49’</li> <li>– Specify the currency when it might not be clear, e.g. ‘US\$19.49’ or ‘USD19.49’</li> <li>– In tables: generally ‘AUD’ rather than ‘A\$’</li> <li>– In text: generally ‘A\$’ not ‘Australia \$’ and not ‘\$A’</li> </ul>	<b>Carbon dioxide equivalent</b>	<ul style="list-style-type: none"> <li>– ‘CO<sub>2</sub>-e’, not ‘CO2’ and not ‘CO2-e’ (keep the ‘e’ and make sure the ‘<sub>2</sub>’ is subscript)</li> </ul>
<b>Titles in tables and charts</b>	<ul style="list-style-type: none"> <li>– Sentence case with minimal punctuation, not Title Case</li> <li>– e.g. ‘The CEFC organisational structure’ Not ‘The CEFC Organisational Structure’</li> </ul>	<b>Dates</b>	<ul style="list-style-type: none"> <li>– ‘17 February 2019’ with no commas</li> <li>– Not ‘17th February 2019’ and not ‘February 17 2019’</li> <li>– If including day name, write it at the front before the date, e.g. ‘Friday 30 July 2021’</li> </ul>
<b>Headings</b>	<ul style="list-style-type: none"> <li>– Write headings that are clear and short</li> <li>– No full stop to end headings</li> <li>– Sentence case with minimal punctuation, not Title Case and not ALL CAPS</li> <li>– e.g. ‘Analysis of performance criteria.’ Not ‘Analysis Of Performance Criteria.’</li> <li>– Can be either <b>bold</b>, <i>itals</i> or <u>underlined</u> but never all three</li> </ul>	<b>e.g. and i.e.</b>	<ul style="list-style-type: none"> <li>– Use lower case ‘e.g.’ and ‘i.e.’, not ‘E.g.’ or ‘I.e.’</li> <li>– Full points for both letters: ‘e.g.’ and ‘i.e.’ but not ‘e.g.’ and not ‘i.e.’</li> <li>– When used to start a list, ‘e.g.:’ not ‘e.g.’</li> <li>– No comma after ‘e.g.’ or ‘i.e.’</li> <li>– Use the English words instead of ‘e.g.’ and ‘i.e.’ where possible, e.g. ‘for example’ and ‘that is’</li> </ul>
<b>And or &amp; in text</b>	<ul style="list-style-type: none"> <li>– Always use ‘and’ in text</li> <li>– Only use ‘&amp;’ in text when it is the name of an external brand</li> </ul>	<b>Government</b>	<ul style="list-style-type: none"> <li>– ‘Australian Government’</li> <li>– Not ‘federal government’ and not ‘Federal Government’</li> <li>– Use lower case for ‘government’ when referring generally to national/federal, state and/or local government</li> <li>– Title Case for proper names e.g. the ‘Victorian Government’</li> </ul>
<b>And or &amp; in tables</b>	<ul style="list-style-type: none"> <li>– Avoid ‘&amp;’ wherever possible</li> </ul>	<b>Hyphens</b>	<ul style="list-style-type: none"> <li>– Use hyphens to clarify meaning or distinguish words that would otherwise look the same, e.g. ‘re-cover’ (cover again), compared to ‘recover’ (retrieve or regain)</li> </ul>

## Writing style tips continued

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<b>Dashes</b>	<ul style="list-style-type: none"><li>- Use en dashes to join or compare nouns that retain their original meaning, e.g. 'the Murray–Darling basin'</li><li>- Use en dashes to separate a clarification or interruption in a sentence, e.g. 'Three rivers – the Murray, Darling and Murrumbidgee – were discussed'</li><li>- Use en dashes for spans or ranges, e.g. 'There were 25–30 members' or 'during the 2003–2006 reporting period'</li></ul>
<b>Compound words</b>	<ul style="list-style-type: none"><li>- Use a hyphen when more than one word is linked together as an adjective, e.g. 'long-term plan' or 'small-scale renewable energy'</li><li>- Hyphens should not be used when phrases do not appear before a noun, as these are not compound words, e.g. 'in the long term.' or 'on a small scale.'</li></ul>
<b>Per cent</b>	<ul style="list-style-type: none"><li>- Two words: 'per cent' not 'Per Cent' and not 'percent'</li><li>- In text: 'five per cent' or '25 per cent'; not 'five percent' and not '25%'</li><li>- In tables and fact boxes: '5%' or '25%'</li><li>- At the beginning of a sentence: 'Five per cent' or 'Twenty-five per cent'</li><li>- Use digits and decimal places for percentages, not fractions, e.g. '0.25%' or '1.5 per cent', not '1/4%' and not 'one point five per cent'</li></ul>
<b>States and Territories</b>	<ul style="list-style-type: none"><li>- Spell out states and territories in the first instance in running text ('Tasmania', 'Australian Capital Territory', 'New South Wales' etc.) and then contract ('NSW', 'Vic', 'Qld', 'WA', 'SA', 'Tas', 'ACT', 'NT')</li><li>- Abbreviate in tables and charts</li></ul>

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## Acts of Parliament

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- How to reference**
- First instance: Full name, italics, abbreviation:
    - *Clean Energy Finance Corporation (CEFC) Act*
    - *Public Governance, Performance and Accountability (PGPA) Act*
  - Thereafter: normal text, no brackets:
    - CEFC Act
    - PGPA Act
  - Where there is no sensible abbreviation:
    - First instance: *Modern Slavery Act*
    - Thereafter: The Act, or the *Modern Slavery Act*
  - NB: There is no need to include the year an Act was passed.

