

















- don't capitalise a term just because an acronym is also used – for more information, see [referring to the Clean Energy Regulator and its schemes](#)
- limit the use of italics unless it is a legal case or Act. For other special circumstances, see [italics | Style Manual](#)
- limit the use of bold text unless it is a heading or to emphasise a critical word or date
  - » we've designed agency-branded templates to apply bolding to headings when you use the CER style
- only underline text if it is a hyperlink.

For more information, see [grammar, punctuation and conventions | Style Manual](#).

## Latin shortened forms

The Style Manual advises that Latin shortened forms are not accessible. Only use them if there is limited space (such as tables).

In general:

- write 'for example' instead of 'e.g.'
- write 'that is' instead of 'i.e.'
- write 'including', 'such as' or 'for example', instead of using 'etc.' at the end of a sentence
  - » if you think you need to include 'etc.' because there is more to say, add these ideas in your sentence instead.

For more information, see [Latin shortened forms | Style Manual](#).

## Numbers

In general, use numerals for:

- writing '2' and above
- all units of measurement (for example, 1 kilowatt hour/1 kWh)
- showing mathematical relationships (such as equations and ratios) and for decimals
- when you are comparing numbers
- tables and charts
- dates and times
- a series of numbers
- specific contexts, such as steps, instructions, age and school years
- in scientific content.

Write the numbers 'zero' and 'one' in words in any other circumstance.

For more information, see [choosing numerals or words | Style Manual](#).

## Units of measurement

In general:





- always use numerals next to a unit of measurement
- include a space between a numeral and a unit of measurement (for example, say 1 kWh instead of 1kWh)
- spell out units of measurement in the first instance, then use symbols
  - » if it is a well-known unit of measurement, you don't need to spell it out. For more information, see [use symbols for common units of measurement | Style Manual](#)
- don't combine symbols and words for units.

#### Example

We publish data if corporate totals have combined scope 1 and scope 2 greenhouse gas emissions equal to or greater than 50 kilotonnes (kt) carbon dioxide equivalence (CO<sub>2</sub>-e).

For reporting transfer certificate holders, we publish data if a facility has greenhouse gas emissions with a CO<sub>2</sub>-e of 25 kt or more.

For more information, see [measurement and units | Style Manual](#).

## Structuring content

### Headings

In general:

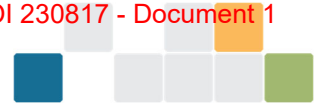
- write headings that are clear and short
- begin each heading with keywords
- use fewer than 70 characters (including spaces)
- avoid using legalistic language or quoting text from legislation
- avoid questions as headings
- avoid generic or duplicated headings.

For more information, see [headings | Style Manual](#).

### Lists

In general:

- use bullet lists when the order of the list items is not important
- use numbered lists or lettered lists when the order is essential such as a list of instructions
  - » legal content is an exception to this
- there are 3 list types you can use – [choose a type of list | Style Manual](#)
  - » you must introduce a list with a sentence lead-in or a heading immediately above the list
- don't use a list if you have only one item. Lists are only for a series of items.



For more information, see [lists | Style Manual](#).

## Hyperlinks and directing users to more information

Use hyperlinks to direct users to supplementary or related content where necessary. Overuse can reduce readability.

When creating content, find out if similar content exists on the CER website. If it does, link to it rather than duplicate it.

If you need to link to an external non-government website, be careful not to imply endorsement. Include external links when the user needs to:

- complete their task on an external website
- access original, authoritative information provided by another government agency or external source
- view specific legislative provisions.

Write link text that makes the destination clear. Links need to make sense when read out of the context of the surrounding content. Links like ‘click here’ or ‘more information’ don’t give the user information about the destination. They are not accessible by screen readers or relevant on touchscreen devices.

Put most links at the end of sentences. This improves readability and creates a call to action.

### Internal links – links to content on our website

Internal links should be either the name of the pages being linked to or the action the user is to carry out.

If needed, link to CER posture guidance on our website where we have explained our preferred interpretation of legislative provisions.

#### Example

To become a registered person, you must meet the criteria of being a fit and proper person. For more information, see our [fit and proper person posture](#).

Do not refer to pages with the word ‘page’. It’s assumed that you’re linking to a page unless stated otherwise.

Write this	Not this
We have released the <a href="#">January 2023 market data update</a> .	To view the latest update, <a href="#">click here</a> .
Ready to start your application? <a href="#">Login to apply</a> .	Visit our <a href="#">login to apply</a> page to start your application.
For more information about upcoming activities, visit our <a href="#">consultation hub</a> .	<a href="#">Visit our consultation hub page for more information</a> .



## External links – links to other websites

When directing users to an external site, let them know where they are being directed. This shows them it’s a link to a website they can trust.

Write this	Not this
Visit the Clean Energy Council’s website for information on <a href="#">choosing an installer</a> .	<a href="#">Choose an installer</a> to start the process.
Estimate your electricity usage using the Australian Government’s <a href="#">Energy Made Easy</a> tool.	<a href="#">Estimate your electricity</a> using the Australian Government’s tool.

## Callout boxes

Limit the use of callouts, as they can distract our users if overused.

All callouts should have a title describing their purpose. This helps the user scan the page for relevant sections.

### Write this

#### Updated legislation effective from 1 January 2023

We’ve put in place the amendments to the Renewable Energy Regulations. The amendments address recommendations made to the Australian Government to improve the scheme’s integrity.

### Not this

#### Important!

The amendments to the Renewable Energy Regulations have now been implemented. The amendments address recommendations made to the Australian Government to improve the integrity of the scheme.

Callout content should be supporting content, not the main content. This is because readers treat them as separate from the main content.

For CER content, use callouts to:

- announce related consultations
- announce recent or upcoming changes
- provide summaries
- link to related information
- highlight checklists



- show definitions
- provide examples.

Remove temporary callouts when the information in them is no longer relevant or recent. If the content in the callout is needed for a longer time and essential, consider incorporating it into existing content.

## Accessibility

Accessibility is a mandatory standard for government agencies. The Style Manual covers this in [apply accessibility principles](#).

We ensure our website is built for accessibility. We also need to ensure our content is inclusive and accessible. Familiarise yourself with Style Manual guidance on:

- [literacy and access](#)
- [how people read](#)
- [inclusive language](#).

## Referencing

Use Style Manual guidance on referencing [legal material](#) or use [documentary–note](#) for all other sources.

When referencing with the documentary–note system, use superscript reference markers in the text and footnotes with the full information about the source. Use endnotes if there are too many references to use footnotes in a print document.

## Website content checklist

This example checklist can help ensure your content aligns with the CER writing style and meets the Australian Government Style Manual standards.

- Headings are short (70 characters or less, including spaces)
- Lists are formatted correctly, aligning with [lists | Style Manual](#)
- Content meets [readability requirements](#)
- Content uses the [CER voice](#) throughout
- Content uses [standard tone](#) throughout
- Content does not quote directly from the legislation



## Appendix A. Clean Energy Regulator term capitalisation

### A

Do use	Don't use	Notes
Independent Review of Australian Carbon Credit Units (ACCU Review)	Chubb Review	
agency	the Agency	For internal use only.
auction	Auction	When referring to ACCU Scheme auctions.
Australian carbon credit units (ACCU)	Australian Carbon Credit Units carbon credits	
Australian Carbon Credit Unit (ACCU) Scheme	Australian carbon credit unit scheme Emissions Reduction Fund	
Australian Government	Commonwealth government	See <a href="#">government terms   Style Manual</a> .
Australian National Registry of Emissions Units (ANREU)	Australian national registry of emissions units	
authorised representative	Authorised Representative	

### B

Do use	Don't use	Notes
Blue Carbon Accounting Model (BlueCAM)	blue carbon accounting model	
blue carbon	Blue Carbon	

### C

Do use	Don't use	Notes
carbon abatement	Carbon Abatement	



carbon abatement contract	Carbon Abatement Contract	
carbon capture and storage	Carbon Capture and Storage	
carbon capture, use and storage	Carbon Capture Use and Storage	
carbon estimation area (CEA)	Carbon Estimation Area	
Carbon Farming Initiative	carbon farming initiative	
certified emissions reduction units	Certified Emissions Reduction Units (CERs)	Although the acronym for certified emissions reduction units is CERs, spell out the name to avoid confusion with our agency, CER.
Chair and CEO	Chair & CEO  chair  CEO	
the Clean Energy Regulator (CER)  We, us, our	the Regulator	When deciding whether to use 'CER' or 'the CER', consider if you would say 'Clean Energy Regulator' or 'the Clean Energy Regulator'.  Some legal content may use the Regulator.  See advice on how to use <a href="#">personal pronouns</a> .
Client Portal	client portal	
Climate Active	climate active	When referring to the partnership between the Australian Government and Australian businesses to encourage voluntary climate action.
Climate Active Carbon Neutral Standard	climate active carbon neutral standard	
Corporate Emissions Reduction Transparency (CERT) Report	corporate emissions reduction transparency report	

**D**

Do use	Don't use	Notes
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deeming period	Deeming Period	
designated large facility	Designated Large Facility	
Developer Portal	developer portal	

**E**

Do use	Don't use	Notes
electricity generation return	Electricity Generation Return	
Emissions and Energy Reporting System (EERS)	emissions and energy reporting system	
Emissions Reduction Assurance Committee (ERAC)	emissions reduction assurance committee	
emissions reduction units	Emissions Reduction Units	
emissions-intensive trade-exposed (EITE)	Emissions Intensive Trade Exposed  emissions intensive trade exposed	
energy acquisition statement	Energy Acquisition Statement	
exemption certificate	Exemption Certificate	
exemption determination tool	Exemption Determination Tool	

**F**

Do use	Don't use	Notes
fit and proper person (FPP)	Fit and Proper Person	
forward abatement estimate	Forward Abatement Estimate	



Full Carbon Accounting Model (FullCAM)	full carbon accounting model	
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**G**

Do use	Don't use	Notes
global warming potential (GWP)	Global Warming Potential	
GreenPower	greenpower Green Power	
Guarantee of Origin (GO)	guarantee of origin	

**H**

Do use	Don't use	Notes
human-induced regeneration method	Human-induced Regeneration Method Human Induced Regeneration Method	

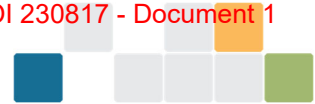
**J**

Do use	Don't use	Notes
jurisdictional surrenders	Jurisdictional Surrenders	

**L**

Do use	Don't use	Notes
landfill baseline	Landfill Baseline	





large-scale generation certificate (LGC)	Large-scale Generation Certificate	
Large-scale Renewable Energy Target (LRET)	large-scale renewable energy target	

**M**

Do use	Don't use	Notes
multi-year monitoring period	Multi-year Monitoring Period	

**N**

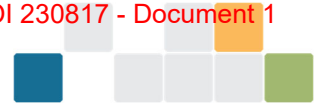
Do use	Don't use	Notes
National Greenhouse and Energy Reporting (NGER) Scheme	national greenhouse and energy reporting scheme	
notice of certifiable amount	Notice of Certifiable Amount	

**O**

Do use	Don't use	Notes
Online Services	Online Services Portal Client Portal Beta	When referring to the portal, Online Services.

**P**

Do use	Don't use	Notes
participant	Participant	
power purchase agreement	Power Purchase Agreement	
program	programme	



**Q**

Do use	Don't use	Notes
Quarterly Carbon Market Report (QCMR)	quarterly carbon market report  Quarterly Carbon Market report	

**R**

Do use	Don't use	Notes
register of solar water heaters	Register of Solar Water Heaters	
removal units	Removal Units	
Renewable Energy Certificate Registry (REC Registry)	renewable energy certificate registry	
Renewable Energy Target (RET)	renewable energy target	
renewable power percentage	Renewable Power Percentage	
reporting transfer certificate	Reporting Transfer Certificate	
residual mix factor	Residual Mix Factor	

**S**

Do use	Don't use	Notes
Safeguard Mechanism	safeguard mechanism	
Safeguard Mechanism credit unit	Safeguard Mechanism Credit Unit	
savanna burning	Savanna Burning  savannah burning	



scheme	Scheme	Use lowercase unless using the full scheme's title, e.g. ACCU Scheme.
small generation unit	Small Generation Unit	
Small-scale Renewable Energy Scheme (SRES)	small-scale renewable energy scheme	
small-scale technology certificate (STC)	Small-scale Technology Certificate	
small-scale technology certificate clearing house	Small-scale Technology Certificate Clearing House	
small-scale technology percentage	Small-scale Technology Percentage	
Solar Panel Validation (SPV) Initiative	solar panel validation initiative	
SRES Smart	SRES smart	

**T**

Do use	Don't use	Notes
trade-exposed baseline-adjusted (TEBA)	Trade-exposed Baseline-adjusted  Trade Exposed Baseline Adjusted	

**V**

Do use	Don't use	Notes
verified carbon unit	Verified Carbon Unit	
verified emission reductions	Verified Emission Reductions	