

**Royal
Australian
Mint**

How We Sound

Tone of Voice



The Royal Australian Mint
is an Australian Government agency.



How We Sound

If you think of the Mint's commercial brand as a person, then our tone of voice reflects our personality. It's how we speak to people and how people feel after speaking to us.

In the past we've been a little too formal and distant. We want to change that because that's not really who we are or how we act when we talk to each other. We are more relaxed and approachable, and people really like us after they spend time with us.

Because it's part of our personality, our tone of voice is reflected in everything that we do. You should be able to see our personality shine through our marketing material, our social media channels and the way we speak to our customers and visitors when they call, email or visit us.

Our internal and corporate communications may vary from this tone of voice – that's because we are talking to 'serious' people like our Minister or Treasury, or we are talking about serious topics like our strategic plan or annual report.

This guide should give you an idea of how we should sound when talking to customers and visitors.



Short and Sweet

our tone of voice
in simple terms:

2 **Just Be Yourself**
Friendly and Natural

4 **Say It As It Is**
Clear and Simple

6 **Be A Glass Half-full**
Positive and Enthusiastic

8 **Put Yourself In Their Shoes**
Empathetic

10 **Aim To Please**
Solution-focused



Just Be Yourself

Think of customers and visitors as your work mates – people you like and respect but perhaps not share your entire life story with.

- » Use a thesaurus to 'de-corporatise' your message
- » Test your message – if you are using words or expressions in a way that you wouldn't with friends and family, then you are probably not being yourself
- » Don't use jargon or minting language – remember not everyone knows what 'noodling' means

Our relationship with visitors and customers is friendly and relaxed but we are not 'besties' – we don't share everything with them, just what they need to know.

Don't be afraid to share who you are and remember, it's okay to get it wrong once in a while – that's what makes us human! When we do, we are up-front with it, we apologise and we offer a solution.

Over email or letter

Be friendly, respectful and conversational while still remaining professional.

Hey Lana,

Thanks for getting in touch. You've definitely come to the right place for info on what to do with your 1c and 2c pieces.

Not many people are using 1c and 2c pieces anymore which is why you are not coming across them in your change. They are still legal tender though, which means banks will accept them and exchange them for money totalling the same face value.

Helpful tip: call you nearest bank branch to give them a heads up!

I hope this helps.

Sam

In promotional material

Explain it in your own words.

We're all royalty in our own way, but one Queen has been on every Australian coin since 1966, all fifteen billion of them! Over time, she's aged a little, so join us for a Mini Minties session looking at all of the different portraits of Queen Elizabeth II! Join us for some story-telling, gallery discovery, and the chance to make your very own crown.

Come be a King or Queen for a day!

Over the phone

Pretend you're talking to a friend or family member.

Hi Steven, good to hear from you again. How can I help you? Not a problem, let me look that up for you now. Yes, that product is still available. Let me grab some details from you.

In person

Be genuine – find something you can relate to and go from there.

Welcome to the Mint! Family day out? You look like you need a coffee to get you started. You can do that while the little ones strike their own coin.

On social

Write as you would talk.

Virtual School Tour - The Tool Room

Today we drop in to the Tool Room, where Minties work every day to produce dies, master tools, collars and a wide variety of replacement parts and additional tooling. I know! A lot of technical words that mean nothing to you but everything to us. Don't worry, the video below explains it all!

Join us next time as we visit the proof room, where all the Mint's super shiny and precious metal coins are made.

Say It As It Is

Keep things simple when it comes to the words you use and the way you explain things.

- » Write as if you had the person in front of you and talk as if you were talking to one of your work mates
- » Don't use acronyms or minting terms unless you explain them, or any other buzz word or jargon – plain English only.
- » Be honest and upfront

Make your communication meaningful. Take the time to think about what you want to say and keep it succinct. Less is more, don't do a brain dump. Don't add unnecessary words, content or sentences. Read your message before sending to make sure concise hasn't turned into abrupt. Keep it short and simple.



Over email or letter

Use short sentences and avoid using jargon.

Hey Michelle,

Thanks for getting in touch. We've designed the Donation Dollar to be donated so it's not available for sale. Good news is, you can get your hands on one for free by checking your change. Twenty-five million of these coins will be released through the banks over the next few years.

Make a difference – donate yours when you find one.

Sam

In promotional material

Focus on the story not the coin specs.

Australia is known for its deadly wildlife, so you could call this a killer coin to collect!

'Australia's Most Dangerous' is a series of three coins. Each coin features a different dangerous animal's skeleton – better theirs than yours!

This one shows the skeleton of the Saltwater Crocodile, otherwise known as 'Salty' – both powerful and graceful as it hunts its prey.

Add this to your cart today.

In person

Be empathetic but not apologetic.

I'm sorry you've missed out on an AC/DC coin, Garry. It was a popular coin which sold out quickly. I do have stock of x and x coin if you are interested.

On social

Keep it simple and straight-forward but have some fun!

Hey Dan, this colouring-in competition is for kiddies up to 16 years old and designs have to be original designs. You can read our terms and conditions here.

Mint you're not my real dad you can't tell me what to do!

While you're in my house you must play by my rules :)



Be A Glass Half-full

We want our customers to feel our genuine passion for everything we do.

- » Tell people something they didn't know
- » Use action and active words that convey enthusiasm and energy
- » Be natural – don't try too hard

We love what we do and when people get us talking about coins or the Mint, they are intrigued. We don't have to try that hard because it all comes from a genuine place. We focus on what is great and address issues through a positive filter.

Over email or letter

Deliver a message in a positive way.

We know how rare it is to get your hands on a coin production die, but we can only let you enter the competition once; so in case you get over excited and register more than once, we'll automatically remove your duplicate entries to make it fair for everyone, including yourself.

Cheers, Sam.

In person

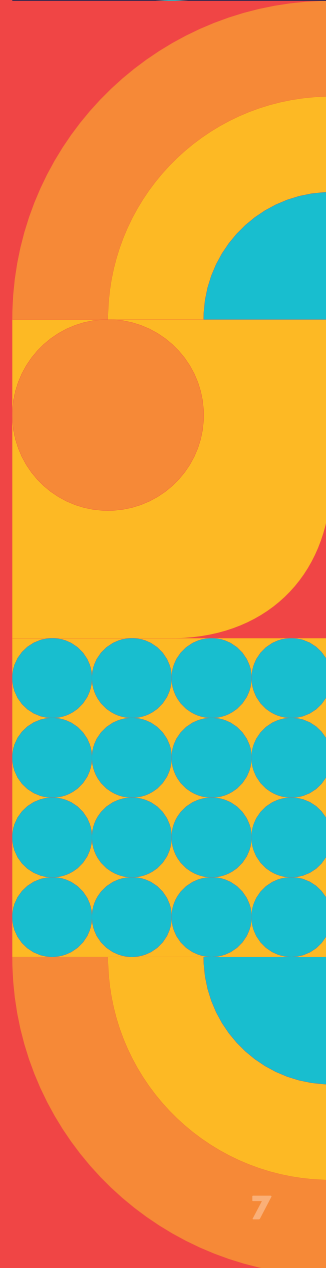
Share your enthusiasm and knowledge.

Did you know that each symbol used in the Repatriation coin has a meaning? The eight flower petals represent the eight states and territories of Australia and the arrows in between the petals show veterans returning home. In the middle of the flower you will see the Australian Military Forces logo used in World War One. It may look like a simple image of a red poppy but it is so much more than that. I love how coin designers do that.

In promotional material

Focus on the positive not the negative.

I'm the Donation Dollar. I'm for donating, not collecting. I'm the hardest working coin in circulation and there will be 25 million of us around to remind you to donate. I know I'm beautiful but please don't collect me, give me away to someone in need – I won't get offended!



Put Yourself In Their Shoes

Try to see where another person is coming from and put aside your own thoughts and feelings so you can truly empathise with someone.

- » Treat customers and visitors how THEY want to be treated not how YOU want to be treated
- » Answer tough questions as directly as possible
- » Offer a solution(s), don't be a 'computer says no' kind of person

Show you understand where they are coming from and how our actions have affected them. Part of being human is that we sometimes make mistakes. If we've made a mistake then apologise but make sure you quickly follow this up with an explanation and a solution or alternative.



Over email or letter

Be friendly, respectful and conversational while still remaining professional.

First of all, I want to apologise for the experience you've had getting your account set up. It's not our usual standard and I understand how frustrating this delay must be.

Over the last week we've been working on making account set up easier. Due to an unexpected increase in signups, we've seen some unfortunate side-effects, such as the one you've experienced. I've checked your account and have made sure that there's no more issues with it. I've given you free postage for your next order to make up for this. If you have any other questions or concerns let me know. I'm here to help!

Cheers, Sam.

In promotional material

Make it relevant to the audience.

Copy for an ad aimed at the financial industry:

ONE AUSSIE THAT IS NOT AT ALL ORDINARY

We've struck a rare and collectible ASX Thompson Reuters \$1 Gold Coin and medallions.

In person

Be helpful in ways that matter to them.

I'm annoyed that I've driven all the way here to find out that you've sold out of X coin – what a waste of my time!

I know how you must feel, it's frustrating to miss out on a product. It was a very popular product. Let me see what I can do for you today.

- a) I see that you are not registered to receive our fortnightly emails, would you like me to add you to this list so that you can find out about products ahead of their release?*
- b) Why don't I show you these other coins which I think you might like.*
- c) I've waived postage on your next purchase as a small gesture.*
- d) I can see that there is one left online, would you like me to help you with this purchase?*
- e) Let me check if one of our dealers has one available.*



Aim To Please

Aim to surprise and delight customers each time.

- » Focus on what can be done rather than on what can't be done
- » Always aim to exceed expectations
- » Be helpful

We are knowledgeable and experienced and there is lots we know that others don't, so share it. Help them understand why things are the way they are. Find solutions they can't see and always have a 'can do' mentality.

Over email or letter

Educate and inform without lecturing.

Hey Mike,

I feel your pain. Secondary markets are a bit tricky for us as we have no control over them. The best we can do is recommend a retail price and hope that everyone will do the right thing, as there is no law against this. We know that people don't always do the right thing and rolled coins sometimes end up on eBay selling for much more than the RRP.

There is something you can do about this though, and that is to stick to buying from the Mint or one of its Authorised Distributors, as buying from eBay or online sellers only encourages this type of behaviour. Here is a list of our trusted dealers:

Cheers, Sam

In person

Be solution-focused.

Your Supercars collection tin is damaged? I'm sorry about that. I can certainly fix that for you. We have a few options for you. I can exchange it for a new one and you should receive your new tin in two weeks. I can give you a credit for your next purchase. Or, I can give you a refund but then you won't get to keep this amazing limited edition set which is likely to sell out in the next day or so. What would you like to do?

In social

Surprise and delight.

We heard you! Drumroll please... from x day you will be able to buy circulating coin sachets from the Mint's online shop. It took us a little while and we had to jump through a few hoops to make this happen for you but they are here and they are here to stay.

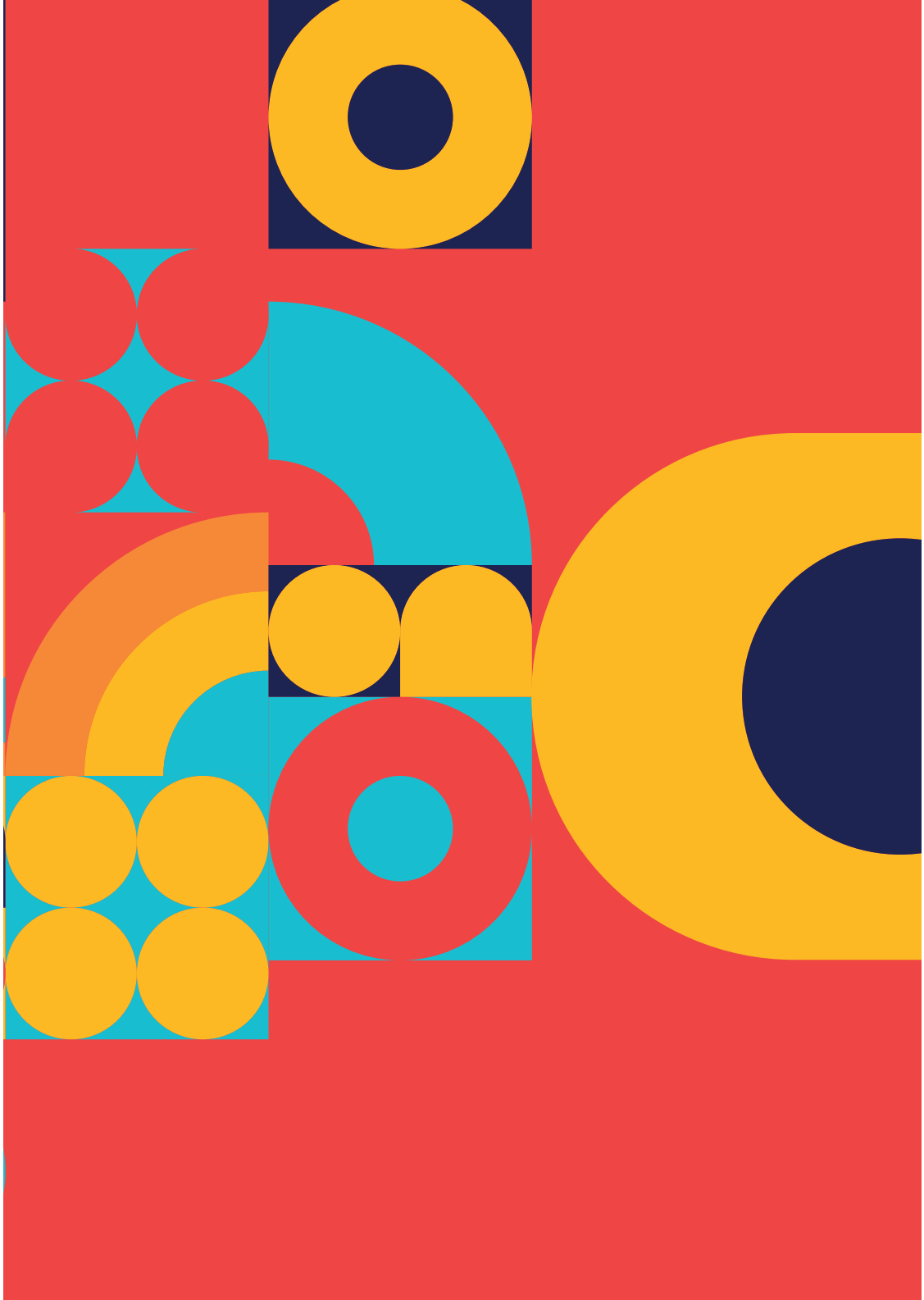
In promotional material

Make it fun!

Buy the coin and go in the draw to win a trip for two on the Ghan.

Win the only ASIO 70th Anniversary 2019 50c Proof Coin ever minted!







Got Questions?

For more information email:

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