

Proven writing skills training

Trusted by local governments
across Australia since 2008



The power of plain English in local government

The one capability that elevates every effective local government body?

Clear, plain English communication.

Whether it's policy reports, resident letters or community updates, your words *are* your brand. And when jargon or complexity gets in the way, trust, transparency and engagement suffer.

That's where CSA comes in.

We empower staff across your council to write in plain English – cutting through jargon and making every message clear.

✓ Inclusive communication

When writing is clear and accessible, it respects diversity and meets the needs of every audience. That's how councils build their brand and forge stronger community connections.

✓ Compliance and credibility

Policies, reports and notices must meet strict regulations. But the way they're written also shapes your credibility. When communication is clear, it signals transparency and builds confidence.

✓ Community connection

Simple, plain English writing replaces stiff, bureaucratic language with messages people actually understand. That's how councils deepen trust and grow connection.

✓ Cutting through the noise

In a world of information overload, clarity and simplicity are the only ways to be heard. Plain English writing reduces misunderstandings and ensures important messages land.

✓ Faster outcomes, fewer delays

When internal communication is clear and consistent, staff spend less time untangling messy messages. Productivity rises, collaboration flows and decision-making accelerates.

✓ Impact under pressure

Tight deadlines and high-stakes projects demand writing that's clear. With the right skills, staff can produce polished, effective communication without endless rewrites – saving time when it matters most.





The feedback from our team was overwhelmingly positive

CSA's Business Writing workshop was interactive, engaging and relevant – with the added benefit of being a great team-building activity.

The feedback from our team was overwhelmingly positive, with a workbook and checklist provided for ongoing reference. I would highly recommend this course to any organisation looking to enhance writing skills.



GERALDINE BROWN

Coordinator

Business Writing Essentials

Business Writing Essentials is a proven 6-hour course for inhouse teams. Tailored for and delivered in hundreds of councils across Australia since 2008, this course will transform the way your people write. Immediately – and forever.

What your staff will learn

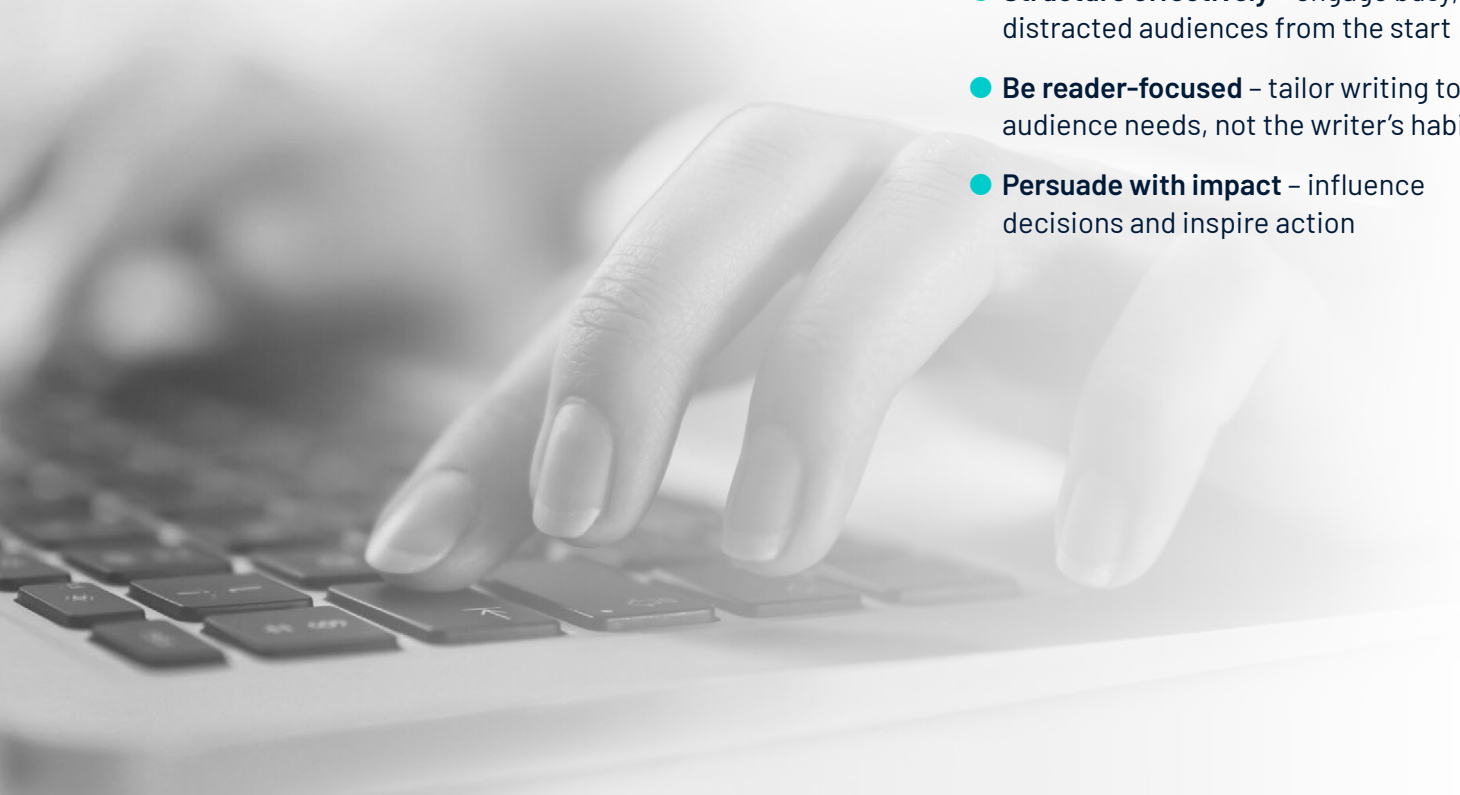
With a focus on plain English writing, Business Writing Essentials will empower your team to:

- **Write clearly** – keep messages simple, concise and easy to understand
- **Stay consistent** – achieve a unified approach across all documents
- **Structure effectively** – engage busy, distracted audiences from the start
- **Be reader-focused** – tailor writing to audience needs, not the writer's habits
- **Persuade with impact** – influence decisions and inspire action

Who should attend?

Business Writing Essentials is for everyday professionals across your council – including:

- **Managers and executives** guiding strategy and decisions
- **Policy and planning officers** drafting reports and recommendations
- **Community engagement and communications staff** preparing updates and announcements
- **Administration and customer service teams** responding to residents and stakeholders
- **Technical specialists and advisors** turning complex information into plain English





How your team will use it

Your people will be able to apply our tactics to:

- **Emails and letters** to residents and stakeholders
- **Reports and business cases** that inform decisions
- **Council papers and minutes** that capture outcomes and guide actions
- **Community announcements** that keep residents informed and engaged
- **Policies and strategies** that set direction and are easy to implement
- **Grants and submissions** that secure funding and influence policy

How is it delivered?

We run this workshop **face-to-face** and **online**. The choice is yours. Whichever way you go, your workshop will be:

- **Tailored:** Your course will be tailored to your training objectives and team's specific writing needs.
- **Inspiring:** Your team will walk away with a new perspective, more confidence – and loads of new skills!
- **Interactive and engaging:**
A great morale booster, your team will enjoy the practical activities, interaction... and the laughs!
- **Flexible:** Delivered onsite or online on a day and time that suits you



Clear tips, tricks and strategies to enhance communication

CSA's business writing training was both engaging and practical. The sessions equipped our staff with clear tips, tricks and strategies to enhance communication.

The feedback from participants was overwhelmingly positive, with many noting immediate improvements they could make in their writing.



Mildura Rural City Council

RHIANNON PANUCCIO

Human Resources Coordinator

Meet our leaders and writing trainers

Two talented trainers. One shared vision: to be Australia's leading provider of writing skills training. Your workshop will be run by either Vikki or Veronica – professional writers who use the writing tips and tactics they teach every single day.



Vikki Maver
Founder

A seasoned marketing professional and a natural educator, Vikki has been writing for organisations across all sectors since 2003. Having presented in hundreds of workplaces and trained thousands of people over the last two decades, Vikki is Australia's most sought-after writing skills trainer.



Veronica Rustica
Founder

With a varied background in government, education and professional services, Veronica is a master at translating complex ideas into clear, compelling messages. A qualified educator, she excels at designing interactive, memorable learning experiences that transform how teams communicate.

Expand your council's communication capability

Business Writing Essentials is where we began and what local governments across Australia have trusted us for – for nearly two decades.

But today, our partnerships go further. Councils now turn to CSA as their long-term training provider to strengthen communication skills across every level and function.

Here are a selection of just some of our other courses.

✓ Presenting with Confidence

Equip your team to deliver client pitches, presentations and internal briefings with clarity, confidence and conviction.

This practical one-day workshop provides the skills to engage audiences, speak with authority and deliver messages that land.

✓ Navigating Difficult Conversations

Arm your team with proven strategies to master the conversations we all prefer to avoid.

Participants gain the skills to lean into uncomfortable encounters with confidence – and achieve the outcomes they seek.

✓ Persuasive Presentations & Pitch Decks

Empower your team to direct, design and narrate compelling presentations.

Move beyond tired templates – and craft presentations that truly connect. (They'll never look at PowerPoint the same way again.)

✓ Neuroinclusive Communication at Work

Often, communication isn't as inclusive as leaders think. Not because managers set out to exclude people. But because they fall back on a single 'default' style.

This immersive, one-day program builds awareness and skills to create communication that works for every brain in your workplace.

✓ Leading Effective Meetings

Do unproductive meetings leave your team drained and directionless?

Give your people the strategies to drive efficient and focused meetings. Less time wasted in unstructured meetings means more time invested in *actual* work.

✓ Effective Business Storytelling

If your council isn't harnessing the power of storytelling, you're leaving influence – and impact – on the table.

Unlock the hidden value within your organisation – to give your people the skills to connect faster, influence more deeply and leave a lasting impression.

[Explore all courses](#)



Always rated in the 'exceptional' category in our evaluations

CSA has been running training sessions for our organisation since 2008. They have trained hundreds of our staff and their courses are always very well received - rating in the 'exceptional' category in our evaluations.

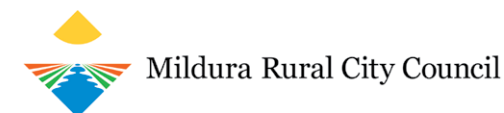
Our trainer Vikki builds a respectful relationship with our employees and understands our commercial objectives. She is also very accommodating with her training schedule and easy to work with when I create our corporate training calendar.



LYNDSEY SMITH

Capability & Engagement Advisor, Organisation Development

Our council client portfolio



Ready to build a culture of clear, confident writing?

Schedule a discovery call today.



1300 558 005



welcome@communicationskills.academy



communicationskills.academy

