



## CORPORATE COMMUNICATION SPECIALIST

Professional editorial services for business and government

Central Writing & Editing works with business, government and academic clients to improve the quality and effectiveness of client communications, both print and digital.

We ensure client publications are clear, concise, correct – and appropriate for the audience and purpose.

Our services include:

|              |                                |
|--------------|--------------------------------|
| Editing      | Writing/rewriting              |
| Proofreading | Plain English rewriting        |
| Indexing     | Structural/substantive editing |
| Formatting   | Technical writing/editing      |
| Style guides | Tables and graphs              |

### Background

Central Writing & Editing Services was established by Denise Holden in 2006 to provide editing, proofreading and writing services to the corporate and government sectors.

Holden's undergraduate degree was in commerce with a major in statistics. She followed this with a masters degree in writing incorporating a graduate certificate in editing and publishing.

She has completed professional development courses through the NSW Writers' Centre and Society of Editors (NSW) and is accredited by the Institute of Professional Editors (IPEd).

Early in her career Holden worked as a media analyst and researcher in the advertising industry. Her corporate management roles encompassed marketing, media, advertising and research with responsibility for document, presentation and report production.

She has extensive experience in numerical reports, statistics and analysis. She assumed her first editor role in 1995 as editor of *Media Update*, a monthly newsletter reporting on trends in the media industry.

### Industry involvement

Holden is a member of several writing and editing industry organisations both in Australia and overseas. She was editor of the Society of Editors (NSW) newsletter *Blue Pencil* from 2008 to 2011, a member of the 2012 IPEd Standards Revision Working Group and the NSW delegate to the IPEd Review working party in 2013–14.

### Qualifications

BCom (Statistics)  
MA (Writing)  
Grad Cert Editing & Publishing  
Accredited Editor

### DOCUMENTS

Annual reports  
Award submissions  
Blogs  
Brochures  
Conference abstracts  
Grant submissions  
Issues papers  
Manuals  
Newsletters  
Non-fiction books  
Policy documents  
Presentations  
Procedures manuals  
Proposals  
Prospectuses  
Reports  
Social media  
Strategy documents  
Style guides  
Submissions  
Tenders  
Theses  
Training manuals  
Websites

“Our editor, Denise Holden, worked against ridiculous deadlines but always with the highest professionalism and good humour.”

Klari Kadar, *Kimberley Cultural Trail*

## Professional development

Holden continues to expand her expertise through professional development and attendance at conferences: IPEd National Editors Conference 2009, 2011, 2013, 2015; SfEP Conference (UK) 2015. In 2015 she presented a paper on editing documents with numerical content at the IPEd conference in Canberra.

## Example projects

Writing and editing projects involve documents in plain English for the general public as well as special government and industry groups.

Reports for the **City of Sydney** including *Housing Issues Paper*, *Cultural Policy and Action Plan 2014–24*, *Live Music and Performance Action Plan*, *Community Garden Guidelines* (editing, rewriting, proofreading).

*Brain & Mind Research Institute Annual Report 2012*: 70-page report for the **University of Sydney** (editing and proofreading)

**University of Sydney COGNO** Cooperative Trials Group for Neuro-oncology: Abstracts for 2016 conference program (indexing and formatting for publication)

**Screen Australia**: *Drama Report 2013/14* (editing and proofreading); new website 2016 (proofreading); research reports (editing); press releases (editing); festival reports and programs (editing)

Writing and editing projects for

### **Australia Council for the Arts:**

*Service Organisations Scan Research Report* (analysis and writing), *Disability Action Plan* (editing), case studies (writing), *Reading the Reader* survey (editing).

**Western Sydney University** Centre for Educational Research: Research paper (proofreading)

*Camden Sound Marine Park Management Plan 2012–26*: 90-page report for **WA Dept of Environment and Conservation** (editing and proofreading)

*Safety Management Systems*: Series of booklets compiled by **Aerosafe Risk Management** for the **Civil Aviation Authority of New Zealand** providing practical advice on safety for aviation organisations (editing and rewriting)

**Roads & Maritime Services (NSW)**: *Rail Crossing Guidelines* (editing and rewriting)

*Capability Risk Profiles*: Series of reports for the **Royal Australian Navy** (editing)

*Kimberley Cultural Trail*: Book on art and culture in the Kimberley region of WA, funded by the **Department of Industry Tourism and Resources** (editing)

*Be Safe Occupational Health & Safety Resource Kit*: Manual supported by a series of fact sheets outlining OH&S requirements in a school context. Developed by the **NSW/ACT Independent Education Union** (rewriting, editing, proofreading)

## CLIENTS

City of Sydney

University of Sydney

Roads & Maritime Services (NSW)

Aerosafe Risk Management

Korn Ferry

Special Broadcasting Service (SBS)

Department of Environment & Conservation (WA)

Brain & Mind Research Institute

Australian Broadcasting Corporation (ABC)

NSW Independent Pricing and Regulatory Tribunal (IPART)

Australian Logistics Council

Fairfax Media

News Limited

Australia Council for the Arts

Screen Australia

NSW Independent Education Union

Western Sydney University

White Ribbon Australia

Curtin University