

# Professional editing and proofreading

## Quality control for your reports, presentations and websites

### What do we do?

- ✓ Copyediting
- ✓ Proofreading
- ✓ Structural editing
- ✓ Plain English rewriting
- ✓ Technical writing/editing
- ✓ Tables and charts
- ✓ Formatting
- ✓ Indexing
- ✓ Style guides

### Some of our clients

We have completed projects for local councils, state and federal government departments, universities in NSW and WA, companies in the ASX Top 200, as well as for smaller businesses that focus on niche markets.

- ✓ Australia Council for the Arts
- ✓ NSW Government | Health
- ✓ Screen Australia
- ✓ Korn Ferry
- ✓ Toyota Australia (Dealers)
- ✓ City of Sydney
- ✓ Department of Premier and Cabinet (NSW)
- ✓ Department of Environment & Conservation (WA)
- ✓ Independent Pricing and Regulatory Tribunal (NSW)
- ✓ Australian Logistics Council
- ✓ Curtin University
- ✓ University of Sydney
- ✓ Macquarie University
- ✓ NHMRC Clinical Trials Centre
- ✓ Roads & Maritime Services (NSW)

### What can we do for you?

Professional editing and proofreading of your business communications will give you confidence that your documents are of the highest quality.

As well as being more accurate, professionals are also generally quicker and cheaper than using internal resources.

We ensure quality and save time and money by:

- ✓ reviewing content to ensure your key messages are clear and consistent
- ✓ checking that language is appropriate for the audience and purpose
- ✓ finding and fixing any errors in punctuation, grammar or spelling
- ✓ locating any errors in formatting or layout.

### Founder Denise Holden AE

Prior to establishing Central Writing & Editing Services in 2006, Denise Holden worked in advertising and media.

Her corporate management roles encompassed marketing, media, advertising and research with responsibility for document, presentation and report production.

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

Holden is active within the editing profession. 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.

Holden continues to build on her expertise through professional development and attendance at conferences: IPEd National Editors Conference 2009, 2011, 2013, 2015, 2019; SfEP Conference (UK) 2015. In 2015 she presented a paper on editing documents with numerical content at the IPEd conference in Canberra.

### Qualifications

- ✓ Bachelor of Commerce (Statistics)
- ✓ Master of Arts (Writing)
- ✓ Graduate Certificate in Editing & Publishing
- ✓ Accredited by Institute of Professional Editors

### Professional memberships

- ✓ Institute of Professional Editors (IPEd)
- ✓ Chartered Institute of Editing & Proofreading [UK]
- ✓ Australian Society for Technical Communication (ASTC)
- ✓ Plain Language Association International (PLAIN)
- ✓ Australia New Zealand Society of Indexers (ANZSI)
- ✓ Australian Society of Authors (ASA)

