

## Our Tone of Voice for different audiences

### Y Communities

#### Our Staff & Volunteers

##### Short Form Example

###### **Job ad**

Searching for ROCKSTAR team leaders to join our team!

Do you:

- Have a passion for health, fitness and recreation?
- Love interacting with people and providing exceptional customer service?
- Want to contribute to the health and wellbeing of xxx community?
- Consider yourself a strong, innovative leader?
- Want to work with an enthusiastic, hardworking team of people?

Did you answer yes? Well maybe you are the perfect person for one of our NEW Team Leader positions! For position description ([click for more information](#)).

##### Long Form Example

###### **Welcome note to new staff members – all ages**

Dear {name},

**Welcome to the Y!** It's fabulous to have you on board.

There's a lot to learn and a lot to gain by being at the Y. Some of our current team members have shared what they think:

###### **7 top reasons why it's great to work at the Y**

1. We work in a fun, fast-paced and ever-changing environment.
2. The work may sometimes be challenging but no two days are the same.
3. I work within a supportive team environment.
4. People at the Y build connections to their community.
5. When you join the Y, you join a family.
6. Our roles have flexible hours which equals work-life balance.
7. We receive paid training, continuous learning and career development.

The Y embraces diversity. Our staff come from all walks of life and share a common passion – a belief in the power of inspired young people.

You have joined an organisation that truly has a positive impact on people's lives and we thank you for giving us your time, energy and commitment.

Enjoy the Y and please remember as you settle in, there's no such thing as a dumb question. It goes two ways – you'll learn from us and we'll learn lots from you.

All the best!

{Signature}

{Title}

### [Our Contract Partners](#)

#### Long Form Examples

Dear Arjun,

I wanted to reach out to you to provide several updates at this difficult time as we now re-enter our second period of lockdown in xxx.

The YMCA has been working closely with our industry peers to formulate the attached letters of advocacy for economic assistance at both the federal and state levels. To date, our industry group has collectively made contact with all our federal and state political connections to advocate for our industry. I would now appreciate your assistance to contact your political connections in support of our advocacy for economic assistance.

As other states recommence their economic recovery, xxx is moving into a period of more severe economic and social impact. Now, more than ever, we need the support of governments. We know the assistance provided to the childcare industry was a direct result of collective advocacy in this industry (including YMCA). Without the support received, the childcare industry would not have recovered as quickly. If we can receive backing for the community recreation sector, we will be able to rebound and once again be in a position to help Victorians with preventative physical and mental health programs. In relation to the lockdown, yesterday we worked closely with all our recreation teams supporting them as they again closed the doors of our impacted aquatic, sporting, leisure and community facilities. However, we are pleased to continue to innovate and manage our open centres in regional Victoria and the reinstatement of memberships, online bookings and new programming.

While it is a difficult and emotional time for all, we have been, and continue to be, very grateful for your support, partnership and trust.

Importantly, please feel free to access and share our new [Virtual Y](#) experience and promote this as a way for your communities to stay healthy during lockdown. Our customers are delighted at the quality of these programs and are surprised that such a high-standard service is free.

Finally, we have been hosting regular webinars to communicate directly throughout the pandemic. We intend to continue this approach and you will receive an invitation this week to a webinar with members of the YMCA senior management team for {date & time}.

We hope you will join us as we share our thoughts and plans for navigating the next six weeks and beyond. We are also wanting to hear from you about your experience and learnings you may have had throughout this period.

Thank you in advance for your solidarity in this time of great need in our wonderful industry.

Regards,

{signature}

{title}

Dear Eliza,

We know the lives of many young Australians will never be the same following the COVID-19 pandemic. Along with social isolation, many young people are currently facing loss of employment, financial insecurity and increased anxiety about the future.

Our services for young people and the communities that support them have never been more important.

As you're aware from our recent webinar series, the Y – in conjunction with the xxx Government – has recently created Virtual Y. This online platform provides opportunities for young people, and the communities that support them, to be heard and most importantly stay connected.

With much of Victoria in a state of emergency and stage four lockdown, opportunities to connect are limited, which makes Virtual Y more relevant than ever. We now need your help to drive greater awareness of Virtual Y so we can support even more young people – to keep physically active, increase their wellbeing and stay connected.

Virtual Y is a free service to help all Victorians remain active and connected during this crisis and into the future.

We would greatly appreciate your help to communicate and drive awareness of Virtual Y through your local channels (digital and traditional) to spread the word to your communities.

To support you, we've created a resource pack that includes:

- Social media content with links
- Email templates
- Virtual Y flyer
- Suggested copy and website links

To access the Virtual Y Resource Pack, you will need to enter the password xxxx when you follow the link.

We look forward to continuing to work closely with you to support the needs of our communities. If you or any member of your team has a question about Virtual Y or the resource pack, please contact xxx on {email contact}.

Kind Regards,

{signature}

{title}

## Government and other partners

Long form example: (National)

### Media Release

#### **The Y supports call for a Youth Futures Guarantee**

The Y in Australia joins calls for a Youth Futures Guarantee as proposed in preliminary findings released today (Mon 24 Aug) by the National Youth Commission Australia's Inquiry into Youth Employment and Transitions.

The Y, a large youth-focused not-for-profit employer of young people – with 45% of its 12,000 employees aged under 30 – says the Guarantee clearly spells out what young people need as they navigate the transitions from school to work, and from entry into the labour force towards sustainable long-term employment.

“Australia's young people need this now, more than ever before,” says Melinda Crole, YMCA National CEO.

“There can be no doubt that young people are among those most significantly impacted by the immediate impacts of COVID-19. This includes upheavals in their education, training and employment pathways and disruption to social connections at a time when they are establishing life-long foundations for successful economic, social and civic participation.

“These early impacts to the market have resulted in deep cracks in the already unstable and uncertain employment landscape for young people. Unfortunately, many of the issues experienced by young people as a result of COVID-19 are not new.”

Ms Crole said while young people faced systemic inequality and exclusion, their strength, resilience and innovation was inspiring.

“Our young people have been magnificent as they have stepped up and innovated to shift content and programs online during the COVID-19 pandemic,” Ms Crole said.

“This has kept young people connected, heard and supported via online connection, including Virtual Y, WhyNot and YChats and several of the Y's flagship Youth Parliament programs.

“Importantly, we also recognise the critical role that young people will play in our economic and social recovery. The Y strongly believes that young people must be at the centre of how we re-imagine our future as a nation, for the benefit of all Australians.”

Ms Crole said it was critical that young people were part of designing solutions and it was vital their voices were heard at this time.

“We know that young people are the experts in their own lives, bringing an innovative mindset, a willingness to adapt to change and a strong sense of creativity,” she said.

“Young people of today will be the 30 and 40 somethings of tomorrow – so unless we collectively make the investment in young people now, our future tax base, our future workforce and our future leadership will be eroded. Our economic recovery depends on it.”

## About the Y

The Y is a community not-for-profit and the oldest youth organisation in the world (176 years' old). Services include: children's services (early learning, kindergarten and out of school hours care), recreation (swimming, gyms, gymnastics), camping, youth programs and disability services. The Y's services experience more than 29.5 million annual participations, including 9.84 million children participations and 1.2 million youth participations annually.

For comment or a young person to interview, please contact: {email contact or name & mobile number}

## Long form example

### **YMCA Australia Pre-Budget Submission 2020-21 Federal Budget**

#### **Introduction**

YMCA Australia (the Y) welcomes the opportunity to provide our input to the Pre-Budget Submission process for the 2020-21 Federal Budget.

In Australia, the Y employs approximately 12,000 staff (including 7,000 young people under the age of 30), is supported by 1,400 volunteers and is active across 600 sites in every state and territory.

Although the Y has been severely disrupted during the last quarter due to COVID-19, the Federal Government's support packages such as JobKeeper and the Early Childhood Education and Care package have allowed us to retain the connection to, and often employment for, our young people.

The Y believes in the power of inspired young people and while our programs, services and initiatives support individuals and communities across the lifespan, we are united by our positive impact on young people.

We acknowledge the significant challenges facing our nation as we collectively navigate the economic, social and health implications of the COVID-19 pandemic. There can be no doubt that young people are among the most significantly impacted, with upheavals in their education, training and employment pathways and disruption to social connections. This is at a critical time when they are establishing life-long foundations for successful economic, social and civic participation. The Y is extremely concerned about the toll these issues will have on the confidence and optimism of young people which can have a devastating effect on their mental wellbeing.

Unfortunately, many of the issues experienced by young people as a result of COVID-19 are not new. Disengagement from education, insecure employment or underemployment, unstable housing or homelessness and mental health issues are among the key concerns that have faced many young people in Australia for some time. We know the post COVID-19 environment will exacerbate these issues further.

While we understand the systemic inequality and exclusion faced by many young people, we also recognise their strength, resilience, creativity and innovation during this time.

Importantly, we also acknowledge the critical role that young people will play in our economic and social recovery. The Y strongly believes that young people must be at the centre of how we re-imagine our future as a nation, for the benefit of all Australians.

This submission is focused on Federal Budget considerations that will not only support young people experiencing the immediate and direct impacts of COVID-19, but also the investment required to ensure young people are leading and informing our economic and social recovery into the future. Young people of today will be the 30 and 40 somethings of tomorrow – so unless we collectively make the investment in young people now, our future tax base, our future workforce, and our future leadership will be eroded. Our economic recovery depends on it.

[See full submission here](#)

## Recreation

### **Health Club members**

#### Short Form Example

Zoom – many of us are so ready to break up with you...

We're excited that we'll be able to open our doors to real life group fitness classes for up to 20 members at a time – next week!

We get that you might be a little nervous coming face to face.

So, to reassure you that your health, safety and wellbeing remains our number one priority, check out all of our new health and safety protocols. {LINK}

And for those of you not ready for the “big bust up” – we'll also be offering live streaming of our classes for a small fee.\*

Because here at the Y in xx, we recognise that everyone has their own preferred way of staying active and connected with others.

Book online to reserve your next class with us – whether it's on the gym floor – or live-streamed from your lounge room floor!

#### Short Form Example

Are you doing it right?

When completing a workout, it's important you perform exercises correctly to ensure you maximise the impact it has on your body and fitness, and to prevent injury.

We have enlisted Y trainer, Jack, to help you learn the correct way to perform a squat.

See how it's done! {link}

### Long Form Example

#### **Website news story**

### **Take the Pressure Off: Free gym and pool access for Year 12 students**

**YMCA centres are offering free access to students currently completing their Year 12 exams.**

'Take the Pressure Off' is a Y initiative designed to give students the opportunity to stay active and keep their wellbeing in mind during stressful exam periods.

Alice, a HSC student, said the free gym access enabled her to add more structure to her study routine when she participated last year.

"I found the free fitness scheme for HSC students really helped me to balance my studies," Alice said. "The regular exercise also assisted me to relieve stress and clear my head, allowing me to study more effectively.

"It was a great way to stay fit and positive during such a stressful time."

Studies have shown that physical activity can reduce symptoms of anxiety and also improve cognitive function, focus, attention and social health.

Y Fitness Program Specialist {name} said the benefits of exercise could be wide reaching for students during this challenging time.

"Opening up the use of our facilities to enable students to take the pressure off with some healthy study break options is just a small way we can support our local communities," {name} said.

"At the Y we believe in the power of inspired young people. We're encouraging young people during their exams by providing a supportive social environment to de-stress and re-energise."

**Year 12 students can claim a free membership to access participating Y recreation centres from the start of October until {date} November {year}.**

**Go to {website address} or visit your local participating centre to access this offer.**

### Camp Participants

#### Short Form Example

#### **School holiday camp welcome card (ages 8 to 12)**

**WELCOME TO CAMP {name}**

Are you excited? Nervous? Both?

**5 days = 5 challenges**

- 1. Have fun**
- 2. Be adventurous**
- 3. Chat to someone new**
- 4. Work as a team**
- 5. Have a go!**

Are you up for the challenge?

*Y Camp Leaders*

Long Form Example

**Post-camp participant survey – first year of high school**

**How did you go?**

It's been an amazing few days – do you agree?

Before you pack your bags and say goodbye, please take a few minutes to give us the low-down on your experience. Have we nailed it? Do we need to improve?

Please circle what you thought of the below activities

For example:

1 = No way, not keen to do that again

5 = Awesome, I'd do that again!

**Adventure**

High ropes	1	2	3	4	5
Low ropes	1	2	3	4	5
Giant swing	1	2	3	4	5
Flying fox	1	2	3	4	5
Rock climbing	1	2	3	4	5
Abseiling	1	2	3	4	5
Canoeing	1	2	3	4	5

**Natural world awareness**

Tree planting	1	2	3	4	5
Water watch	1	2	3	4	5

**Team work**

Alpine rescue	1	2	3	4	5
Cave maze	1	2	3	4	5

**Downtime**

Campfire	1	2	3	4	5
Camp craft	1	2	3	4	5

**Other**

Food		1	2	3	4	5
Team leaders	1	2	3	4	5	
Huts		1	2	3	4	5

If you were describing Camp xxxx to a friend, what three words come to mind?

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What are two things you would like to see improved? (Be honest, we won't cry.)

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Overall, how would you rate your time at Camp xxxx?

1      2      3      4      5

Thanks for your time and honesty!

*Y Team Leaders*

**Disability Services**

Short Form – Video Example

Link to video [here](#).

Short Form – Video Example

Link to video [here](#).

Long Form Example

**Website story/media release**

**Keeping connections alive**

The Y has had an overwhelming response to its Leap Online program aimed at providing a social outlet for people living with disability during the current period of isolation due to the COVID-19 emergency.

The program, delivered by xxx is nearing the end of its third week of operation with each of the 54 one-hour, six-person weekly sessions fully booked.

The sessions are being run on the Zoom platform and the online engagement by clients and their families has created an important social support network for vulnerable community members forced into isolation.

Often the main source of social interaction for xxx Leap participants is their regular sessions at the xxx Recreation Centre. As the COVID-19 National Response took shape, we concentrated on developing ideas to maintain connection with those already at risk of social isolation. The staged close-down of venues, events and activities removed their direct contact with others.

Leap Online was launched to establish and maintain regular engagement from participants' lounge rooms, kitchen tables or back verandahs. It was aimed at keeping relationships strong between people who were personally interacting with each other before the COVID pandemic measures were in place.

Well over 100 individual, hour long catch-ups have occurred with singing, games, fitness, dancing and exercise keeping those important connections intact and active. These sessions have proved vital for many people and their families. They provide something to look forward to, to break up the hours of isolation and loneliness.

The program is now also being engaged with by participants outside the xxx region, introducing people from across the state to each other through the sessions. This, in turn, is broadening networks and further enhancing social connections.

This had been an enormous benefit for these participants. Being online and managed out of xxx, it has also allowed for new people to join and introduce themselves in an extremely safe and secure manner.

During this close-down, these programs have provided new opportunities for so many to join in, meet, talk and interact with new people. As we come out of this time, we believe that those who have been a part of the program will emerge more connected and with improved social outcomes.

For more information contact {insert details}.

## Youth Services

### Long Form Examples

The Y backs young people ahead of Global Climate Strike. [Link here.](#)

Answer the World's Smoke Signal - Link to WhyNot article [here](#)

Feed My Ego – Link to WhyNot article [here](#)

R U OK My Friend? Link to WhyNot article [here.](#)

### Short form example

Whether you're at the beginning of your career or looking for your next job, your resume tells the employer if you're a valuable fit for their organisation.

Unsure where to start? These nine steps will help you write a resume from scratch, putting your best foot forward – all on one page. {Link to bio} (#YWeAreHere)

### Short Form Example

Stop

DROP (in)

Roll with the good times

We're introducing YTime to xxxx! What does that mean?

The cool stuff you love like hoops and jams, live gigs and art will still be here along with more: a safe space to drop in to hang out with mates, or chat to our friendly youth workers about what's going on in your life.

You can also reach out to our youth workers if you need support with anything from mental health concerns, to filling in forms or informal counselling.

Drop in – we'll be starting real soon. Stay tuned to our FB page for details.

### Short Form Video Example

Link to video [here.](#)

### Short Form Social Media Example

**Example:** This post is an example of falling into the habit of a more corporate tone, leading with “we” rather than you:

“Positive news alert: We are thrilled to announce we have received a \$300,000 grant from the Federal Government to fund eight camps and a series of ongoing active recreation programming for young Aboriginal people.”

**A rewrite:** “Positive news alert: Are you a young Aboriginal person? Do you love camping? Well get excited, because you can now access a new program where...”

**Example:** Avoid using the phrase “young people” - change copy from “What barriers to employment do young people experience?” to “What is hard about finding work at the moment?”

## Children's Services

### Children

#### Short Form Examples – Videos

Link to video [here](#)

Link to video [here](#)

Stay Safe, Tell Someone.

Everyone has the right to feel safe and be safe at the Y, in their families and in their communities.

[Video Link here.](#)

#### **Parents of participants of Y programs or services**

##### Short Form Example

##### Social media

The Y Schools' Breakfast Program is celebrating five million meals provided since 2006. Thanks to the support of our wonderful sponsors and volunteers, our program now runs in over 115 schools in South East Queensland. We look forward to continuing to provide a nutritious breakfast to thousands of school children... Pass the Vegemite please!

##### Short Form Example – OSHC

##### **Website copy**

##### Short Form Example - OSHC

We know the juggle for working parents is real. That's why we are so excited to announce that our OSHC Centre will be offering Before School Care starting in August 2020!

We believe all children should go home having had an experience that makes their parents smile, so your kids will want to go again tomorrow.

Our goal is to support families by offering a safe, nurturing and fun environment, including daily breakfast and a range of activities to help children prepare for their day at school. Before School Care will run from 7:00-8:45am, Monday-Friday. Enrol now to secure your spot.

##### Short Form Example – OSHC

By exploring the natural environment around them, children will discover new objects and learn where they come from. We've created two activities this week on #theYathome blog where children can use natural materials to get creative and have fun! Living Grass Head & Nature Creations.

## Long Form Example: OSHC

### Parents

#### Receive life-saving water skills without getting wet

Safety and rescue tips for the beach, backyard pools, rural properties and inland waterways are the focus of a Water Safety 'Dry' Program coming to {centre name} OSHC next month.

The Y is visiting Out of School Hours Care centres over two weeks with the aim of reaching more than 1,000 students between the ages of 5 and 12.

During the free presentation, the children will experience and interact with simulated situations and safety procedures, with teachers and parents gaining valuable tips as well.

We know it is painful to think about drowning, however, sadly it remains one of the leading causes of death in young children. According to the *Royal Life Saving National Drowning Report 2018*, nine children aged 5 to 14 years drowned in Australia in 2017/18. Bathtub/spa baths, beaches and lakes/dam/lagoons recorded two drowning deaths each.

While our program is not a substitute for our swimming lessons, we want to do everything we can to help keep your children remain safe around water.

"Swimming and recreating were the leading activities these children were doing immediately prior to drowning, accounting for 56 per cent of all deaths in this age group," says coordinator of the Y program, {name}.

"Our program aims to make children and adults more aware of the dangers around water and the incredible importance of proper supervision. In addition to the age group we are targeting with our Program, the Royal Life Saving report reveals there were 18 drowning deaths in the 0-4 age range and 29 between the ages of 15 and 24."

The program has been well received so far at the centres we have visited, and the children also enjoyed the surprise visit from the Y's mascot 'Philbert' the Frog.

#### **Book a spot or find out more:**

Please contact the Centre on {contact details}. You are most welcome to join in too!

#### **FREE lessons**

The Y encourages people of all ages to learn more about water safety and will be offering children aged 0-14, two weeks of free swimming lessons at the {name} Centre during {offer period}.



### Short Form Example: Early Learning

We really get it that leaving your child in the care of others is not an easy decision. It can be difficult not knowing how your child is going and what they are up to during the day.

That's why here at the Y in xxxx, we keep track of your child's every magic moment with us and make sure you hear about it!

We work closely with you every day, so together, we can ensure that your child thrives.

We believe in early education and childcare that ensures you will never regret your decision to leave your precious child with us.

Don't take our word for it.

Come and see for yourself why families trust the Y.

Arrange a tour today.

Long Form Example Early Learning

**Thank you letter to parent/guardian (one child attending)**

Dear {insert name}

It has been another big year and I want to thank you for giving us the opportunity to spend so many precious months with {child's name}.

We realise it's a huge decision choosing the right place and people to care for your child. We thank you for putting your trust in us, as it has been a real privilege getting to know {child's name} and seeing her/him thrive.

As you know, it's important for our educators to work in partnership with parents to teach our children that learning can happen anywhere, anytime. It's been fabulous seeing {child's name} and his/her friends explore different environments and embrace new activities.

We hope you have enjoyed seeing what {child's name} has been up to this year through his/her individual portfolio. We've got a real kick out of hearing and recording the wonderful conversations that have taken place with friends and staff members.

Our Early Learning team members love what they do and genuinely enjoy fronting up to work each day. Equipped with ongoing industry training, you can be reassured your child is getting the most up-to-date teaching and early childhood education and care.

It can be a fine art providing a safe environment while encouraging children to challenge themselves. We strike a good balance between the two and it is so exciting to see the positive results.

Again, thank you for allowing us to care for {child's name} this year. We hope you have a safe and fun-filled festive season and we look forward to welcoming you back next year.

{signature}

{title}