KEEPING IT CLEAR

FOR THOSE NEW TO NEW ZEALAND

Understand your audience

A quarter of New Zealand's population was born overseas.

People from different cultures may prefer their information organised and presented in different ways.

We must provide information that migrants can clearly understand and act upon.

For more detail visit
www.immigration.govt.nz/keepingitclear

Keep messages **short and simple**

Use **active and direct** language

Avoid Kiwi expressions, idioms and metaphors

Use easy–to–read fonts and lots of white space

SHORT AND SIMPLE

Get to the point—include only what is crucial to your meaning.

Use short sentences and short words— fewer than 20 words and one idea per sentence.

Cut redundant words.

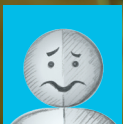**Stay consistent—**choose one word and stick with it throughout.

Junk the jargon.

Avoid double negatives.

Avoid contractions—they hide what is being contracted.

Mind your meanings—could your audience interpret a word in a different way?

For more detail visit
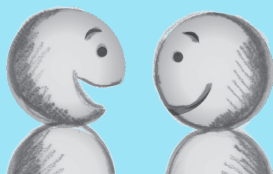**www.immigration.govt.nz/keepingitclear**

Confusing:
A little forward planning and preparation will save a lot of time, frustration and stress in your job hunt.

Clear:
Planning will save you a lot of time in your job search.

ACTIVE, DIRECT

**Use the active voice—**it is simpler, clearer and more concise.

Be direct and address the individual— use 'you' and 'we'—it gets the reader involved and makes you more approachable.

All jokes aside—humour does not transfer easily across cultures.

Give it a human face—a relevant case study can make your migrant audience feel more connected to your information.

For more detail visit
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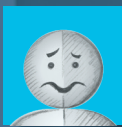
Confusing:
Individuals who have been offered a place in an approved exchange scheme can apply for a student visa for the duration of his or her exchange.

Clear:
If you have a place in an approved exchange scheme, you can apply for a student visa for the duration of your exchange.

THE KIWI CONTEXT

Māori words—provide an English translation or glossary.

**Yeah, nah—**Kiwi expressions will make your information less clear.

Idioms—there are over 25,000 of them in the English language. Many do not translate well across other cultures or languages.

Hidden metaphors—these can be an *obstacle* to newcomers understanding your information.

Cliché—*at the end of the day* these overused expressions can be confusing for migrant audiences.

For more detail visit
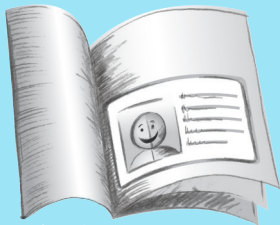**www.immigration.govt.nz/keepingitclear**
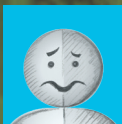
Confusing:
In New Zealand workplaces, small talk with workmates in the smoko room is an important way of establishing and maintaining good team relationships.

Clear:
In New Zealand workplaces, talking to your workmates during breaks is an important way for you to get to know your team.

FORMATTING FOR CLARITY

Messy and cramped typography can make it difficult for a migrant audience to understand your message.

Typeface—sans-serif for shorter documents and on-screen reading, serif for longer printed texts.

White space—reduce visual noise by separating your information.

Informative headings—break up text to make it easier to read.

Legible lists—checklists and bullet points can improve the clarity of your information.

Definite dates—some countries write dates differently.

Friendly web formatting—the first two paragraphs should contain your most important information.

For more detail visit
www.immigration.govt.nz/keepingitclear

FORMATTING
FOR CLARITY

Use a clear point size
(10–12pt)

Make line lengths shorter
(45–90 characters)

Avoid writing in
all capital letters

Avoid underlining

Optimal line spacing
is between 120% and
145% of point size