



Comms Guide



Using the Benchmark Group brand

Welcome to Benchmark Group's Comms Guide.

It is here to help you express our brand in an authentic and engaging way. Don't worry it won't take too long to get through (we kept it short). It's definitely worth a read before you get started.





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our history

BENCHMARK GROUP, THEN AND NOW



A new approach to learning

When Benchmark Group began in 2007, the dream was to provide clinicians with a radical new way to access quality clinical skills training.

At the time, nurses and other healthcare professionals were not used to paying for CPD outside the formal setting of a University or College and typically looked to their workplace (or industry) to provide free clinical skills development.

Benchmark Group's courses disrupted the traditional model by enabling healthcare professionals to independently invest in learning of their own choosing – to acquire new clinical skills that would allow them to expand or change their scope of practice.

Importantly, as a registered training organisation (RTO), our courses were formally accredited and nationally recognised. This distinction not only signalled their quality but set Benchmark Group's courses apart from less formal, unaccredited offerings.



Skills learnt today, applied tomorrow

Initially, our courses were heavily focused on meeting the needs of nurses looking to advance their scope of practice or careers.

Over time, this focus naturally extended to skills training for other healthcare professionals, particularly those based in the community, such as GPs, allied health practitioners and Aboriginal and Torres Strait Islander Health Workers and Practitioners.

More recently, we have also developed courses for healthcare consumers and non-clinical staff working in the healthcare environment.

Today, many of our courses remain focused on improving clinical competency and capability in primary care and community-based settings.

In these settings, healthcare professionals often work in isolation from their peers or may be geographically isolated. Within this context, our courses offer a valuable opportunity for healthcare professionals to connect and learn from one another.





Building capability to address unmet or emerging needs

Beyond advancing individual careers, our clinical skills courses can also play an important role in addressing unmet needs or emerging issues within the healthcare sector.

The widespread accessibility of our courses (a key priority for our business) means we are particularly well-placed to improve workforce capability on a national scale.

We are proud to say that this has led to some exciting opportunities to deliver educational courses of significant national importance.



our
mission

SHOULD YOU WISH TO ACCEPT IT



SKILLS THAT TAKE YOU PLACES

We enhance the
careers of healthcare
professionals.

EMPOWERING CHANGE

We equip clinicians with the skills they need to step up, do more, shift focus or satisfy an interest.





PAVING THE WAY FOR NEW OPPORTUNITIES

Every day, our
courses help clinicians
become proficient and
confident in new areas.



“The primary role of clinical skills training is to offer an innovative learning method that efficiently fills the gap between theoretical knowledge and clinical practice.”

WORLD HEALTH ORGANISATION



our vision

TAKING BENCHMARK GROUP INTO THE FUTURE



Our vision

- Quality education worth paying for - Create new and exciting ways for clinicians to learn contemporary skills.
- The skills to tread confidently - Bring community-based clinicians together to learn, connect and grow.
- Every corner of care in Australia - Make high-quality learning opportunities accessible for all.





our elevator pitch

WHAT WE DO IN A NUTSHELL



'Building a course from scratch always starts with understanding what is needed in primary healthcare. It's not about time or cost or limitation – it starts with need. From need, we can design the best possible course to deliver skills recognised by industry.'



DREW SUTHERLAND | CEO, FOUNDER & CO-OWNER



'Whether you want to take your career in a new direction or simply feel more confident in day-to-day practice, we can help you build capability to take you there.'



KATH SUTHERLAND | GENERAL MANAGER & CO-OWNER



our brand attributes

WHAT WE WANT BENCHMARK GROUP TO BE KNOWN FOR



Positive learning experiences

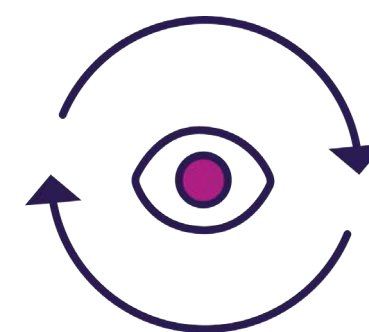
From the onset, I knew the Course in Ear Wax Removal (Microsuction) would be a pivotal step in my professional development. Still, I didn't anticipate just how impactful it would be. The course had comprehensive learning materials, hands-on training, and expert instructors. However, if I had to pinpoint the best thing about this course, it would undoubtedly be the hands-on experience it provided."

Course in Ear wax Removal (Microsuction) Student 2024

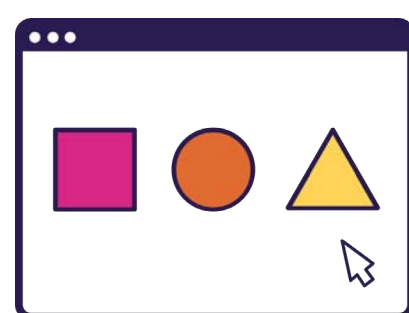




Courses facilitated by outstanding trainers who are currently active in the workplace.



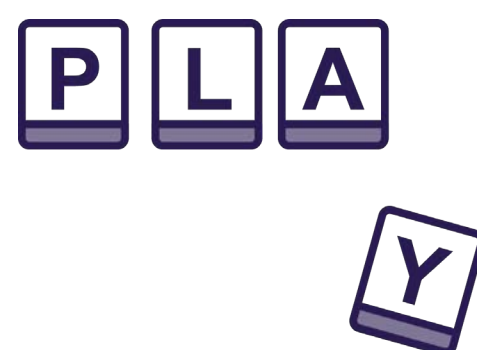
Content is clinically relevant, contemporary and current.



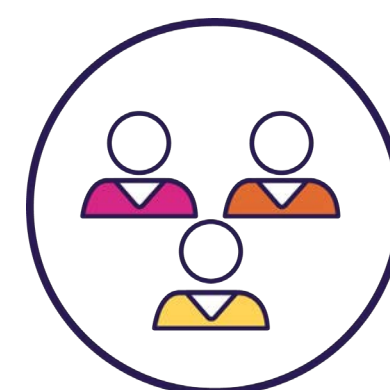
Highly flexible learning formats to meet today's workplace.



Opportunity to connect with peers.



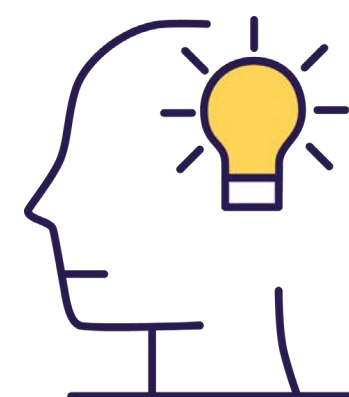
Fun, enjoyable and productive.



Students feel welcome, valued, safe and supported.



Trusted relationship with trainers and student build mutual learning.



Opportunity to build on foundation knowledge and stretch learning.

Leading-edge courses

“Benchmark Group has developed a strong reputation for the development of unique and innovative nationally-accredited courses.” | 2024 Partner

We are not complacent, we are responsive to change. By pushing our courses to the edge, we support contemporary practice and leading care.

All our trainers remain active in the workplace, maintaining up-to-date knowledge, skills and experience (‘industry and vocational currency’).



Easy to deal with

“Our bespoke learning management system, accessIQ, provides learners with an easy and intuitive solution for managing their learning journey from enrolment to completion.” | accessIQ 2024

Our courses are well-organised, well-managed and well-run. accessIQ makes it simple for learners to complete all aspects of their training with us, from course-related administration to learning and assessments.



Practical skills, readily applied

I now have an additional skill to add to my list of qualifications, which I can actually implement in my workplace and use throughout my career!" | Course in Wound Closure Student 2024

We concentrate on skills and knowledge that can be immediately implemented in a vocational context. Skills learnt today can be used tomorrow.



Transformative (career building)

***"I am really excited to become an accredited Nurse Immuniser." |
Immunisation Course for Health Professionals Student 2024***

We want learners to feel inspired and motivated by their learning journey with us – and to use that positive energy to do great things back in the workplace or to take their career in a new direction.





our positioning

HOW BENCHMARK GROUP STANDS OUT FROM THE OTHER CLINICAL EDUCATION PROVIDERS



1. A clear focus on primary healthcare

The skills to deliver the best quality care - Across the diverse range of health professionals working in primary healthcare, we are the education provider for your whole team.

SAMPLE B2C WEBSITE COPY

'Primary healthcare is diverse and ever-changing. It is the front line of health across Australia. Our courses enable you to choose the right skill-set to invest in, so you can bring more to your workplace, branch out into new areas of practice, or deal with a current need in your community.'



2. Taking the lead on culturally-inclusive training

Making training relevant and accessible for Aboriginal and/or Torres Strait Islander peoples - We understand what it means to deliver training that is truly inclusive of diversity and culture, with a clear focus on improving health outcomes for Aboriginal and/or Torres Strait Islander People.

SAMPLE B2B COPY

'When delivering training, we pay particular attention to cultural inclusivity and how we can make course content relevant to a local context. We work closely with a growing number of partners to serve metropolitan, regional and rural communities, addressing healthcare inequity by building strong connections and workforce capability.'



3. Industry-endorsed and nationally-recognised learning

We focus on building learning solutions that address current needs and build workforce capability for tomorrow. Our status as an RTO sets us apart from other providers, as we can deliver nationally accredited content. Beyond accredited courses, we have the depth of knowledge and relationships to build and deliver a range of bespoke courses, endorsed by industry.

SAMPLE B2B COPY

'Group bookings are a fantastic way for organisations to help their clinicians thrive. Not only does it foster a sense of camaraderie and teamwork, but it also ensures everyone is on the same page, enhancing collaboration and patient care. Plus, our group bookings are cost-effective and flexible, allowing for tailored content that meets your team's specific needs.'



our values

WHAT MATTERS TO US



RESPECT

We treat everyone with respect and dignity. We're thoughtful and considerate in our interactions with others. We take time to extend common courtesies – we say thank you. A lot. And we make a point of letting our learners know how much we respect them for taking 'time out' to learn and do new things.



EXCELLENCE

We know that to be truly excellent at something, you must surpass ordinary standards, so we aim to constantly raise the bar on what defines quality skills education in healthcare. As a team, we commit to doing our best work each day and wherever possible, to avoid ho-hum.



PASSION

We show pride, enthusiasm and dedication in all that we do. We're ambitious in our goals and motivated to find new and different ways to meet the needs of those who train with us. We enjoy what we do, and it shows.



SUPPORT

We measure our success by our learners' success. We create positive learning experiences and actively support our learners to achieve new things. We share our learners' hopes and goals and believe in engaging, empowering and enabling them throughout their journey with us.



PERSONALITY

We value the individual and the opportunity to put our own stamp on things. We want our personality to shine through when we interact with learners and stakeholders – whether that's by email, phone or in person. We want our customers to see our human side and to feel connected to us as people – not just as a business.



our

personality, voice and tone

BRINGING BENCHMARKUE GROUP TO LIFE IN BRAND COMMUNICATIONS



These 5 words describe what makes us tick and how we want to come across in our copy, design and spirit

Playful (Cheeky). While we're always the consummate professional, we also don't take ourselves too seriously. We're fun, light-hearted and fond of anything that brings a smile to someone's face or a little extra joy into the day.

Straightforward. We like to keep things simple, intuitive and drama-free. Dealing with us, our systems and our processes should be easy and free from complication across the entire learning journey.

Experimental. We're not afraid to try new things or to be radical in our thinking, especially if this means we bring excitement and innovation to the sector.

Vibrant. We bring positive energy and good vibes to every situation. We like to shine bright and bring light to every interaction (the warm sunny kind, not the overtly dazzling or blinding kind).

Reliable (Dependable). We are unwaveringly consistent in our quality and service. We can be trusted to get the job done, to take responsibility and to step up to the proverbial plate in any situation.



Our brand voice

Our brand voice reflects our personality and should stay consistent across all our content.

In a nutshell, when writing for Benchmark Group, our voice is always:

- warm and genuine
- clear and direct
- playful and fun
- motivating and inspiring

The following slides provide tips for how you can convey our brand personality and voice when writing.



Playful, vibrant, cheeky

DO

- Be warm, friendly and conversational (contractions are okay, e.g. we'll).
- Use positive, upbeat language to convey excitement and optimism (exclamation marks are okay!).
- Be clever. Use humour and wit to engage, surprise and delight.
- Write like a human. Be relatable. Share stories and funny anecdotes.
- Use active voice and strong verbs to inject energy and pace.
- Have fun – it's part of our brand!

DON'T

- Be silly or unprofessional (think professional with a playful edge).
- Try too hard to be funny (we're not all natural comedians).
- Be inappropriate or cross the line; remain family-friendly and inclusive.
- Use 'in jokes' that exclude; ensure content is understandable independent of any witticisms.
- Sound like a robot or auto-message.
- Use slang.
- Abandon cultural awareness and appropriateness – challenge yourself to find a sense of warmth and humour that translates across cultures.

Straightforward, reliable, dependable

DO

- Employ a tone that is open and direct.
- Write truthfully – be genuine, honest and transparent.
- Use confident and reassuring language.
- Use plain English. Avoid buzzwords, jargon and words you wouldn't say in person.
- Use simple words and sentences to present information clearly and concisely (aim for brevity and clarity).
- Address queries in a timely and responsive manner.

DON'T

- Be ambiguous or wishy-washy.
- Be strait-laced.
- Deliver a dissertation when a single line will do.
- Embellish or exaggerate.
- Include unnecessary or redundant information.
- Offer confusing explanations.
- Sound disorganised or frazzled.

Experimental, passionate, innovative

DO

- Act as champions/cheerleaders for our learners.
- Use aspirational words and phrases that inspire and empower.
- Tap into learners' dreams and aspirations (what is driving them) to help evoke feeling and connection.
- Be open to and inviting of other perspectives.
- Be forward-thinking; future-focused.
- Reference current and emerging trends (when relevant).
- Look for moments to push the conversation further.

DON'T

- Over promise.
- Be excessively positive about what lies ahead.
- Shock for shock's sake.
- Forget the substance.
- Sensationalise.



Writing goals and principles - With every piece of content we publish, we aim to:

Empower. Help learners understand how our courses have the potential to aid career building and transform their scope of practice. Use aspirational language that inspires them and helps them to envision a new future for themselves.

Encourage. Support learners by encouraging them in their learning and career goals. Let learners know we stand behind them at every step of their learning journey.

Inform. Tell learners what they need to know using simple and clear language. Give them the exact information they need, so they can take the next step in their learning journey.

Guide. Think of yourself as a tour guide for our learners. Whether you're leading them through our course offerings or a task in accessIQ, communicate in a friendly and helpful way.

Entertain. Learning should be exciting, not boring. Help our learners see that the learning journey can be fun and enjoyable.



General writing tips

- Write short sentences (no more than 15–25 words).
- Use headings and bullets to make your content easier to scan.
- Avoid jargon and always choose a short, simple word over a long and complicated one.
- Only use industry-standard terminology when you have reason to believe it will improve customer understanding. Spend time researching what words people use, rather than defaulting to ‘industry speak’.
- Edit to remove unnecessary or repeated words.
- Write for small screens first. Constraints can help you focus on the most important message.
- Read your content out loud. If you get tripped up or it doesn’t sound like something a human would say, your content needs to be edited.
- If you’re using an AI tool to draft your content, make sure you review it carefully and ensure it aligns with the Benchmarque voice and uses the correct Australian English spelling.

Words/phrases we like

- currency
- industry endorsed
- enabling our learners to be workplace-ready
- collaborate with peers
- inclusive
- student facing
- course - NOT program
- supercalifragilisticexpialidocious
- you don't need new customers, you need new things to sell to your good customers.

Words/phrases we don't like

- program (use 'course' instead)
- "that's not my role, you should speak with..."
- compliance (when it stifles creativity)
- approval (use 'feedback', or 'input')
- moist.



our writing

WRITING THE BENCHMARK WAY - EXAMPLES

WRITING SAMPLES

The following pages show examples of copy across a number of platforms. This copy reflects the personality of the Benchmark Group.



Sample email copy (workshop registration)

Subject: Guess who's ready and registered!

Hi Lucy,

Amazing, you're all registered! You are now enrolled in the following: Course in Wound Closure.

Below are some details for your diary, make sure to pencil them in.

Workshop Details: 2 November 2022, 8:45am - 4:30pm

Maroochy RSL, Maroochydore 105 Memorial Ave MAROOCHYDORE QLD 4558 [Google maps link](#)

As a part of the course assessment, you'll need to complete a workplace-based observed activity after attending the workshop. This activity includes performing two wound assessments in your workplace under observation and is a mandatory part of your assessment. Please make sure that you can meet this requirement before attending the workshop in order to ensure you can achieve competency in the Course in Wound Closure.

Get excited, your workshop is locked in and ready to go!

See you soon!

Cheers,

Benchmark Group



Sample social post

Ever wondered what goes on behind the scenes at Benchmark Group? Our Learning and Development Manager plays a key role in ensuring our courses are up-to-date and meet the needs of healthcare professionals nationwide. From coordinating with trainers to developing new content, no two days are the same!

Curious about how we create our courses? Drop a question below and we'll give you a sneak peek into our process!





Sample website copy

We do interesting work that matters

We get to work on some amazingly cool projects with clever and passionate people who are driving change in the healthcare industry and in Primary Healthcare.

Whether you are a wiz at managing student enquiries, sales extraordinaire, a nurse looking for flexible ways to deliver education and training or you are a healthcare specialist who can write content we can offer you a pretty cool place to work, full-time, part-time or as a contractor.

We actively partner with Aboriginal and/or Torres Strait Islander Health organisations and play a role in supporting health equity for all Australians and encourage Aboriginal and Torres Strait Islander people, young people, people with disability and people from culturally diverse backgrounds to join our team.





our
useful resources

WHERE TO GO FOR MORE INFORMATION



Useful links

- [How to edit for voice and tone](#)
- [Let's talk about brand personality, voice and tone](#)
- [Parlez-vous B2B? The dangers of using jargon in your marketing](#)
- [The 4 E's for Creating Kick-Ass Social Media Content](#)
- [8 email newsletter best practices](#)
- [The eNewsletter Isn't Dead: Here's What You Need to Know](#)
- [7 Tips for Creating More Engaging Newsletters](#)





Your brand contacts

If you have any questions about the content contained in this comms guide, please contact:

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