**Hunter HR**

**Website Copy**

[www.hunterhr.com.au](http://www.hunterhr.com.au)

(Suggest you also purchase www.hunterhr.au)

**Version control:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Version** | **Author name** | **Date** | **Comment** |
| 1.0 | Carla Ellerby | 06/04/22 | **First Draft** |
| 2.0 | TBC | TBC | **Second Draft** |
| 3.0 | TBC | TBC | **Third Draft** |
| 4.0 | TBC | TBC | **Final draft with proofread** |

**Sign off:**

|  |  |  |
| --- | --- | --- |
| **Name** | **Company** | **Phone** |
| Elaine O’Neill | Hunter HR | 0431487933 |

USING THIS COPY DECK

This template has been carefully designed to provide copy that’s easy for your designer and programmer to use.

Some notes to help you:

* Grey copy is not visible on the page to the user
* Yellow copy is used for elements that need to be confirmed
* Links to other sites are [embedded in the copy](http://www.composedcommunication.com.au)
* Links within the deck are highlighted like this: <Link to page 5>
* Questions are added as comments in the deck using Microsoft® Word’s Track Changes option

When making amends to the deck, please use **Track Changes** to highlight them.

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GUIDELINES

|  |  |
| --- | --- |
| **Brand** | **Brand Name** |
| **Registered business name** | Hunter HR |
| **Tag line** | TBC |
| **Tone** | Experienced, professional, relaxed |

|  |  |
| --- | --- |
| **Direct language** | Address all copy to the customer directly (you) rather than indirectly (our clients). |
| **Spelling** | Australian English |
| **Contractions** | Contract all words where possible:   * We will = we’ll * You are = you’re * It is = it’s * That is = that’s |
| **Use plain English** | Use plain language:   * Purchase = buy * Receive = get * Require = need/want * Represents = is/are * Assist = help |
| **Avoid abbreviations** | * Use ‘and’, not ‘&’ **(except in navigation and page headers)** * Use ‘that is’, not ‘i.e.’ * Use ‘for example’, not ‘e.g.’ * Use ‘and so on’, not ‘etc.’ * Use full month names: ‘December’, not ‘Dec’ |
| **Avoid modal verbs** | Can, could, may, might, must, shall, should, will, would |
| **Avoid passive voice** | **Bad**: ‘The business is improved by the new system.’  **Good**: ‘The new system improves the business.’ |
| **Things to avoid** | Exclamation marks |

|  |  |
| --- | --- |
| **Acronyms:** | Use the full product name where possible. Only use an acronym where space or repetition suggests it.  If you do use an acronym, use the expanded version of the name first, and then follow it with the acronym in parentheses. |
| **Case:** | Use sentence case for page names, sub-headers and links.  Use initial caps for all Solution names, Products and Services. |
| **Currency format** | A$XX |
| **Dash** | Hyphen ( - ): Use only to hyphenate words or show range. For example, ‘2-5TB’, ‘May 6-7’. En-dash ( – ): If possible, choose an alternative solution to using the en-dash. |
| **Date format** | 13 May 2015 |
| **Full stops** | **Don’t use** full stops at the end of headers, sub-headers or bulleted sentences. |
| **Links** | Use contextual links as well as (or instead of) end-of-article ‘Read more’ links.  Use contextual keyword hyperlinks rather than featuring the full URL. For example: ‘a recent Twitter report reveals…’ rather than ‘a recent report on [http://www.twitter.com](http://www.twitter.com/) reveals…’. |
| **Numbers** | Use words from 1-9. After that, use numerals instead of words for numbers. |
| **Percent** | Use the symbol ‘%’ with a numeral, and don’t use a space: ‘97%’. |

STANDARD ELEMENTS

**Header left:**

Logo: **Hunter HR**

**Primary navigation**

* HOW WE HELP <Link to MOVING YOU FORWARD>
* WHO WE ARE <Link to MEET ELAINE>
* WHO WE SERVE <Link to WHY CHOOSE US?>
* TESTIMONIALS <Link to DON’T TAKE OUR WORD FROM IT>
* CONTACT <Link to Contact section>
* [info@hunterhr.com.au](mailto:info@hunterhr.com.au) <use email icon>
* 0431 487 933 <use phone icon>

**Pop up**

Text: **Get in touch for a free 30-minute HR audit**

Field: [First name]

Field: [Enter email] [go]

Thank you copy: Thanks. You’ll receive an email from us soon.

**Footer:**

Diversity, inclusion and equality are part of our DNA. We work with people from all backgrounds, beliefs and experiences.

We acknowledge that we operate on the grounds of the traditional country of the Awabakal and Worimi people. We pay our respect to their elders past, present and emerging.

Sitemap <Link to page TBC> | Privacy Policy <Link to page TBC> | Terms and Conditions <Link to page TBC> Website words by [Composed Communication](http://www.composedcommunication.com.au)

© 2022 Hunter HR. All Rights Reserved. ABN: **TBC.**

Get the HR guidance you need. Give your employees HR support. Gain time to focus on business growth.

0. Home

Primary keyword phrase: HR support for small business

Other phrases and synonyms: Hunter HR, Elaine O’Neill

Title: HR support and solutions for small business | Hunter HR

Description: Get the HR guidance you need. Give your employees HR support. Gain time back to focus on business growth. Contact us on 0431 487 933.

H1: **Straightforward HR solutions for your small business**

OR some alternate options for main header for you to consider:

* **Honest, no-nonsense HR support**
* **Practical HR solutions you can trust**
* **Straightforward HR guidance and support**
* **Helping you plan for growth**

H2: **We help your business grow, and your people thrive**

CTA: Let’s talk <Link to page contact section>

H3: **Helping you build a better business**

Intro: Do you need help to handle the growing HR needs of your business?

Are you keen to create a culture that attracts talented people?

Do you want access to quick, trusted HR advice from a problem-solving specialist?

Phew. You’ve come to the right place.

H4: **You don’t have to do HR alone**

Body: There's never enough time in the day for successful small business owners. Getting the people element right can be tricky and time-consuming as you work hard to propel your business forward.

Hunter HR is here to take the people stuff off your plate. We help small businesses in Newcastle and across the Hunter grow through practical HR advice and support.

CTA: Let’s talk <Link to contact section>

Banner or pull out text:

**Get the HR guidance you need**

**Give your employees HR support**

**Gain time to focus on business growth**

H5: **Moving you forward**

Icon

Description automatically generated

* **Grow your business**  
  We set you up to flourish with HR solutions and advice to align your organisational structure, people, workflows and processes.

Icon

Description automatically generated

* **Engage your employees**  
  We create a workplace that values, supports and recognises your people while helping them feel connected to your business.

**Icon

Description automatically generated**

* **Develop your leaders**

We unlock the potential of your leaders so they perform their best and stick around to drive business development.

H6: **Outsourced HR support**

Body: Discover how it feels to have an approachable HR manager at your side, committed to your growth and peace of mind. Through our outsourced HR packages, you have our support when you need it, without the ongoing cost of an in-house HR team.

We walk beside you onsite, supporting you through meetings when you need us. Or we act as your virtual HR manager, only a phone call away to discuss issues and bounce ideas.

CTA: Contact us to discuss packages

H7: **Meet Elaine O’Neill**

H8: **A straight-talking professional who gets stuff done**

Body: Well, hello! I’m Elaine, founder of Hunter HR.

I’m obsessed with helping small businesses grow. And I love guiding savvy business owners and entrepreneurs toward HR and business success.

With over 20 years of HR experience, I founded Hunter HR to empower business owners with the tools, knowledge, and support to take their business to the next level.

Come at me with your people problems, and I’ll find a creative, practical way to solve them.

About me:

* Don’t let my Irish accent fool you - I’ve found my forever home in beautiful Lake Macquarie. Sorry, you’re stuck with me.
* My three young kids keep me on my toes and laughing every day. But I’m still adjusting to parenthood nine years later.
* Florence from Florence and the Machines is my spirit animal, and ‘You’ve got the love’ is my theme song to life.
* I once graced the cover of Employment Today magazine in New Zealand (stepping in when the actual model didn’t turn up).

H8: **Why choose us?**

Body: We know HR can get a bad rap and might even be thought of as the policy police. We’re happy to say that’s not us at all.

We firmly believe in HR support that’s not all about processes, policies, rules and regulations. While we clear red tape, boost innovation and facilitate constructive change, we don’t take ourselves too seriously, and we tend to have a bit of fun along the way.

**Our values:**

* Authentic
* Accountable
* Disruptive
* Objective
* Fun

H8: **Who we work with**

If you’re a growing small to medium business in Newcastle that employs talented, skilled people, look no further.

We work across various industries including IT, distribution, property and marketing.

IMAGE BAR: LOGO wall of previous clients/employers

H9: **Don’t just take our word for it**

QUOTES: You might want to have these as scrolling quotes which move across the page rather than all in one big chunk

“Elaine is one of the most inspiring and hardworking individuals I have met and these are such important qualities for a senior HR professional.

“Elaine was held in high regard at all levels including C-Suite, senior executives, her colleagues and her team. She consistently demonstrated an authentic leadership style for her team, coached and empowered them and delivered results.”

**JUDY BRADLEY | GM PEOPLE EXCELLENCE | NEW HORIZONS**

“Elaine is one of the most impressive People and Culture professionals I have ever worked with.

“Elaine and I worked closely on the largest strategic project in New Horizon's 50+ year history. The project was a complicated one - involving many stakeholders and very demanding timeframes.

“Elaine was courageous in challenging the status quo, in a way that swiftly earned my trust and respect. Once on the project, the communications to various stakeholders significantly improved due to Elaine's direct and timely interventions. Her writing skills are impeccable. Elaine also has very well-developed face to face communication skills. Underpinning all of this is a deep knowledge of HR issues and how to recruit and manage people.

“I have no hesitation in recommending Elaine.”

**MICHAEL SHEEDY | HEAD OF MENTAL HEALTH | ANGLICARE SYDNEY**

“It was a pleasure working with Elaine. We used her firm's HR services in building our fun culture and growth strategy. I was impressed with her attitude and work ethic. I would highly recommend her services.”

**ASHAY SHARMA | OWNER |POP IMPACT**

“Elaine provided outstanding leadership for me personally and the rest of the UXC Connect team during a time of great change. She was instrumental in bringing three separate organisational cultures together and forging one cohesive team.   
   
“She exhibits great passion for people, teams, and organisations and her dry Irish wit produces high level of energy and drives great outcomes.   
   
“I would have no reservations in having Elaine as part of any team in the future or recommending her to any organisation.”

**MAURICE NICHOLSON | SALES DIRECTOR | UXC CONNECT**

“Elaine is a fun, passionate and very capable HR manager. She worked with my teams closely and added value at every step of the way. Her drive to develop an engaged culture and her ownership of these initiatives was excellent.”

**MARK PRYOR | HEAD OF MANAGED SERVICES | BRENNAN IT**

“Elaine supported the QLD team as the HR Manager out of NSW. Having a large team of direct reports and working through significant organisation change, I couldn’t have asked for more support from a HR Manager.

“Elaine would proactively reach out to offer assistance and guidance on a number of fronts, always encouraging, supporting and lifting spirits.

“Elaine is a very positive, personable and warm person who is very much about getting things done and balancing the demands of the business and the needs of the people. I would strongly recommend Elaine.”

**TIM MATAR | REGIONAL SERVICES MANAGER | DXC TECHNOLOGY**

H9: **Contact us**

Intro: Ready to get started? Contact us today and if you like, we can kick things off with a free 30-minute HR audit.

Contact form:

Name: <Text field>

Email address: <Text field>

Contact number: <Text field>

**How can we help?** <Large text field>

**How should we contact you?**

Email: <Radio button>

Phone: <Radio button>

<Check box> Yes, I agree to the Hunter HR Privacy Policy <Link to page TBC> and Terms and Conditions <Link to page TBC>.

<Check box> Yes, I would like to receive information regarding services and content from Hunter HR.

Button: Submit <Link to page X.1>

Located in beautiful Belmont and working with businesses in Newcastle and across the Hunter region.

Email icon: [info@hunterhr.com.au](mailto:info@hunterhr.com.au)

Phone icon: 0431 487 933

Include Google map with location (helps with local searches)

1 Contact Thanks

Title: How to contact us – Thanks | Hunter HR

Description: N/A. Will not be indexed.

H1: **Thanks**

H2:  **We’ll be in touch**

Intro: Thanks for completing our enquiry form. We’ll be in touch soon.   
  
However, if you need to speak to our friendly team right away, please call us on**0431 487 933.**

2. Terms and Conditions

Title: Customer Terms and Conditions | Hunter HR

Description: Our Terms and Conditions contain legal information and notices relating to Hunter HR. Questions? Call us on **0431 487 933.**

Breadcrumb trail: Home > Terms and conditions

H1: **Terms and Conditions**

H2: **Last updated: Date**

Body:TBC

3. Privacy Policy

Title: Customer Privacy Policy | Hunter HR

Description: Call us in Belmont on **0431 487 933**

Breadcrumb trail: Home > Privacy Policy

H1: **Privacy Policy**

H2: **Last updated: Date**

Intro: TBC