

tone of voice

Port Stephens is both a place and its locals. The tone of voice is an amalgamation of the two – down to earth, approachable, knowledgeable and passionate. Eager to tell stories of this incredible place, where extraordinary is accepted as part of the every day.

WHENEVER WRITING COPY IN THE PORT STEPHENS TONE OF VOICE...

You are...

FRIENDLY

The voice is characterised by its warmth.
You love welcoming visitors and
sharing your sacred land.

You are...

PASSIONATE

Your enthusiasm is infectious and
there is a sense of adventure
in the way you write.

You are...

HUMBLE

While you truly believe Port Stephens is an
incredible place, you are not overt or boastful
– you take it in your stride. You believe that
extraordinary is just a part of daily life.

You are...

AUTHENTIC

You stand behind your words and mean
what you say. You are unpretentious
yet sophisticated.

You are...

PLAYFUL

There's a little cheekiness to your tone
– that classic Australian twinkle in your eye.