

SCOUTS New Zealand – Communications Resource

Glossary of Common Terms and Syntax



For all staff and volunteers developing communications for SCOUTS New Zealand newsletters, website(s) or Facebook pages.

Purpose of this document

This glossary outlines the correct (and incorrect) use of common terms and syntax used in SCOUTS New Zealand communications and will:

- help to ensure consistency across all internal and external communications
- show clearly what terminology is correct and what is not correct
- ensure that our communications are clear, concise and professional.

Common Scouting Terms and Syntax

Correct 	Outdated example 
SCOUTS New Zealand*	Scouts New Zealand/Scouting NZ/SCOUTS NZ
SCOUTS Direct	Scouts Direct
National Council	National council
National Executive Committee (NEC)	N.E.C.
National SCOUT Centre	National office
National Development Team	Regional Development Managers (RDMs)
National Programmes	National programs
National Leadership Team	National Staff and National Volunteers
Executive Leadership Team (ELT)	E.L.T
National Schools	National schools
Regional SCOUT Centre	Regional Office
The Movement	The Association/the movement
Zone Leader	Zone leader
Group Leader	Group leader
Riverhead Scout Group	Riverhead Scout group
Upper South Island (USI) Region	U.S.I. Region
Chief Scout’s Award	Chief Scouts Award
Queen’s Scout Award	Queens Scout Award
Better Prepared	Better prepared
One Team	One team

*Our legal name is The Scout Association of New Zealand, and our brand name is SCOUTS New Zealand which is preferred usage.

SCOUTS New Zealand Branding

For branding guidelines, please refer to the link below on the Members website. You will need to be logged in to the Members site to access this Branding file:

http://members.scouts.org.nz/Resources?Command=Core_Download&EntryId=122