

Section 1:

#1: Formal Email Opening (Council Member) Strengths: Your opening paragraph establishes your position and purpose clearly. The formal tone is appropriate for addressing a council member. Weakness: Lack of specific details in the introduction. → While you've mentioned you're writing about the playground, you haven't included specific details about the playground's location within the school grounds or how long these issues have been developing. Adding these details would create a stronger foundation for your argument. For example, in "our school's rapidly deteriorating playground," you could specify exactly where this playground is located and how long it has been deteriorating. Exemplar: *"I am writing to request an urgent inspection and support for our school's central playground area, which has been rapidly deteriorating over the past eighteen months, creating not just an eyesore, but a growing safety concern for our 500+ students who use it daily."*

#2: Informal Email Figurative Language (Business Owner) Strengths: Your use of figurative language is engaging and creates vivid imagery. The casual tone builds rapport with the business owner. Weakness: Overemphasis on negative descriptions. → While your description of the playground issues is vivid ("metal poles that creak like haunted house doors"), you've focused heavily on the negative aspects without balancing them with positive possibilities. This could potentially discourage the business owner from supporting what might seem like an overwhelming project. Including more positive imagery about what their contribution could create would strengthen your persuasive appeal. Exemplar: *"With your sweet support, we could transform our creaky haunted-house playground into a vibrant community hub where children's laughter rings as clearly as your shop bell, and new equipment stands as sturdy and reliable as your famous pastry recipes."*

#3: Formal Email Call to Action (Council Member) Strengths: Your bullet points clearly outline what you're asking for. The conclusion is respectful and appreciative. Weakness: Vague action steps. → Your call to action lacks specificity about timelines and next steps. Phrases like "A site visit" and "Guidance and support" don't provide the council member with clear expectations or a framework for response. Without specific requests, it's easier for your email to be acknowledged but not acted upon. Exemplar:

"We kindly request the Council's support through: • A site inspection by your parks and facilities team before the end of this month • Guidance on accessing the Council's Community Safety Grant programme, for which we believe our project would qualify • Technical assistance from your planning department to help us develop a costed renovation proposal by mid-June"

■ Your persuasive emails demonstrate a strong understanding of tone adaptation between formal and informal contexts. The figurative language in both emails creates memorable imagery that helps convey the urgency of the playground situation. However, your piece would benefit from more sensory details beyond visual descriptions—consider including how the playground sounds (beyond just creaking) and feels to touch. Additionally, your calls to action could be more specific and actionable, giving recipients clear next steps rather than general requests. The emotional appeal is stronger in the informal email; consider bringing some of that emotional resonance into the formal email while maintaining professional language. Also, your informal email makes excellent use of personal connection with mentions of specific products, but this technique could be extended further by connecting the playground renovation to specific benefits for the business. Your closing lines in both emails need strengthening to create a more memorable final impression that reinforces your main persuasive points.

Score: 45/50

Section 2:

Formal Email to Local Council Member

Subject: Urgent Request for Playground Inspection and Support

To: councillor.simon.clarke@cityofriverside.gov.au

From: arianna.smith@riversidehigh.edu.nsw.edu.au

Dear Councillor Clarke,

I hope this message finds you well. My name is Arianna Smith, and I am the elected Minister of the Environment from Riverside High School's Student Leadership Team. I

am writing to request an urgent inspection and support for our school's rapidly deteriorating playground, which has become not just an eyesore, but a growing safety concern for our students.

#1 What was once the heart of our school grounds has now crumbled into a forgotten skeleton of broken benches, rust-stained monkey bars, and faded courts. The metal equipment groans like tired old bones every time a child climbs them, and the surface beneath our feet feels more like a minefield than a safe space for play.

We've recently had a concerning increase in minor injuries. Just last week, a Year 2 student slipped on the cracked concrete and grazed his elbow badly. The peeling paint emits a smell of decay, and the sharp, jagged edges of worn-down equipment are an accident waiting to happen. As young voices fall silent on what should be joyful turf, our community's spirit begins to dim.

Our students deserve more than rust and rubble. They deserve a space that fosters creativity, movement, and friendships—a place where laughter can soar again like birds in spring. We kindly ask for the Council's support in the following ways:

#3 ● A site visit to inspect the current state of the playground

- Guidance and support in securing funding for renovation
- Assistance in fast-tracking maintenance or safety updates

Thank you for your time and for being a champion of youth and community spaces. We truly hope you will stand with us in restoring the heart of our school.

Warm regards,

Arianna Smith

Minister of the Environment, Riverside High School

arianna.smith@riversidehigh.edu.nsw.edu.au

Tel: 0412-555-123

Informal Email to Local Business Owner

Subject: Help Us Bring Joy Back to Our School Playground!

To: hello@sweetbeanbakery.com.au

From: arianna.smith@riversidehigh.edu.nsw.edu.au

Hey, Sweet Bean Bakery Team! 🍪

My name's Arianna Smith, and I'm part of the student leadership team over at Riverside High. First ☹️ [off—] your cinnamon scrolls? Absolute perfection. They're like warm hugs in pastry form!

Now, to the real reason I'm writing—we need your help. Our school playground is falling apart. Imagine a place meant for laughter, games, and running wild... now picture it with rusted monkey bars, cracked basketball courts, and metal poles that creak like haunted house doors. It's like our playground aged 50 years overnight.

#2 It breaks our hearts watching the younger students hesitate before playing. The joyful squeals have been replaced by cautious steps and scraped knees. Even the sun seems to frown when it shines on those broken benches.

That's why we're planning a big push to get our playground fixed—and we're looking for kind-hearted local businesses to join the cause. Would you be interested in becoming a sponsor? Whether it's \$50 or \$500, every dollar helps. We'd love to thank you with a feature in our school newsletter, a custom thank-you sign near the new playground, and lots of shoutouts on our social media.

With your help, we can turn this wreck into something magical—imagine bright new slides that gleam in the sunlight, a court smooth as icing on a cupcake, and shaded spaces where kids can laugh and play without roasting like cookies on a tray. 🍪🌈

If you're up for it, I'd love to chat more or pop by your bakery this week to give you more info. Let's bring the joy back to Riverside together.

Thanks a million!

Arianna Smith

Student Leader – Riverside High

arianna.smith@riversidehigh.edu.nsw.edu.au

Tel: 0412-555-123