



Producing a Brilliant Annual Report



Annual Reporting Tips and Tricks

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WA Electoral Commission



Western Australian Electoral Commission

The Story of an Award-Winning Annual
Report in a Small Organisation

What's a brilliant annual report?

- Compliant
- Open and accountable
- Externally-focused
- Interesting
- Targeted
(to your audience – not the judging panel)

Who's responsible for your annual report? (Who drives it?)

- You
- A team
- A boss
- Not really sure

Why are you producing an annual report?

- It says so in the Act
- It's my job
- To demonstrate the accountability of our organisation to the wider community
- To win a Lonnie Award

What do you put in your annual report?

- Same as before
- Whatever I'm given
- Depends on our year (or the branch?)
- Structured content according to our plan
- Some or all of the above

How do you produce your annual report?

- I do it by myself (or with other colleagues)
- I do it with my team
- Multiple teams work on different aspects
- It's outsourced

What else can you do differently?

- Re-read the annual reporting framework
- Look at other successful annual reports
- Read the judges comments from past awards
- Change your perspective



Annual Reporting

Tips and Tricks

“Lonnie Awards” wins

2014 Gold Award



1. Planning phase

- Annual reporting framework – Public Sector Commission

Tip:

- ✓ Ask someone to help you understand the framework.



✓ Tip

1. Planning phase

- Vision Australia

A screenshot of the Vision Australia website. The header includes the Vision Australia logo, contact information (1300 84 74 66), and navigation links. The main content area features a large banner for a 'rewarding career' and a sidebar with various links and a 'Donate Now' button. The footer contains copyright information and links to terms and conditions.

vision australia
blindness and low vision services

1300 84 74 66

search website

Eye health Living with low vision Business and professionals Fundraising and volunteering Shop Seeing Eye Dogs About us

Looking for a rewarding career?
Work with people who are blind or have low vision to achieve their mobility goals. Apply now for the Graduate Diploma of Orientation and Mobility 2014.

To course information

Blind or low vision
Library
Do you have a print disability?

- I want help living independently
- Get involved and join a group
- I'd like technology help
- I'm newly diagnosed

Key information
Friends & carers
Are you caring for someone?

- Make a referral
- Employment services
- Businesses with low vision staff
- Careers at Vision Australia

Online community
Online forum
Accessibility blog
Latest news
Supporter eNews

Online shop top products
3.5x illuminated hand magnifier (LED)
Using iPhone 5 with iOS 8 Accessibility features

What's On
vision australia feelix library
Bringing the stories to life

Donate Now
Latest Contributions
Susan donated \$25 from Gorkan, NSW

Make a donation
Make a regular donation
Subscribe to our newsletter

Careers at Vision Australia Terms and conditions Privacy Site map Contact us
Copyright © 2012 Vision Australia

1. Planning phase

- Disability Services Commission

The screenshot shows the homepage of the Disability Services Commission website. At the top, there is a navigation bar with links for Site map, Website accessibility, Change content, Text size, and Contact us. Below this is a search bar and a language selection dropdown. The main content area features a header with the Commission's logo and a navigation menu with links for Individuals, families and carers; Disability service providers; Business and government; and NDIS in WA. The central section is titled 'Disability Services Commission' and includes a paragraph about the Commission's role. To the left, there is a graphic of a checklist with a pen, and below it, a section for the 'Consumer satisfaction survey' featuring a photo of two women. To the right, there are two columns of links: 'For individuals, families and carers' (including Accessible places, Families and carers, Housing, Life stories, Planning, Stories about a good life, Work and training, and Support in your local area) and 'For service providers' (including Contract information, Guidelines and policies, Services, supports and eligibility, and Reform). Below these are links for 'Understanding disability' (Communication, History of disability services, Types of disability) and 'Reform' (Disability justice centres, Sector Development). At the bottom, there is a 'Useful links' section with links for Accessing this website, Contact us, Find your Local Area Coordinator, and Website feedback. To the right of this is an 'Other languages' section with links for Amharic, Arabic, Chinese, Croatian, Farsi, Korean, Serbian, Somali, Thai, and Vietnamese.

2014
WESTERN AUSTRALIAN
Electoral Commission

Site map Website accessibility Change content Text size Contact us

Other languages

Search

Home | About us | Jobs | Reform | Services, supports and eligibility | Understanding disability | WA Government search

Individuals, families and carers Disability service providers Business and government NDIS in WA

Disability Services Commission

The Commission works in partnership with service providers and other government departments to provide information, supports and services to people with disability, their families and carers.

For individuals, families and carers

- Accessible places
- Families and carers
- Housing
- Life stories
- Planning
- Stories about a good life
- Work and training
- Support in your local area

For service providers

- Contract information
- Guidelines and policies

Services, supports and eligibility

Here you'll find information on services, funding and eligibility.

Understanding disability

- Communication
- History of disability services
- Types of disability

Reform

- Disability justice centres
- Sector Development

Consumer satisfaction survey

Consumer satisfaction survey

National Standards for Disability Services

My story and NDIS Consumer survey National Standards

More news More events

Useful links

- Accessing this website
- Contact us
- Find your Local Area Coordinator
- Website feedback

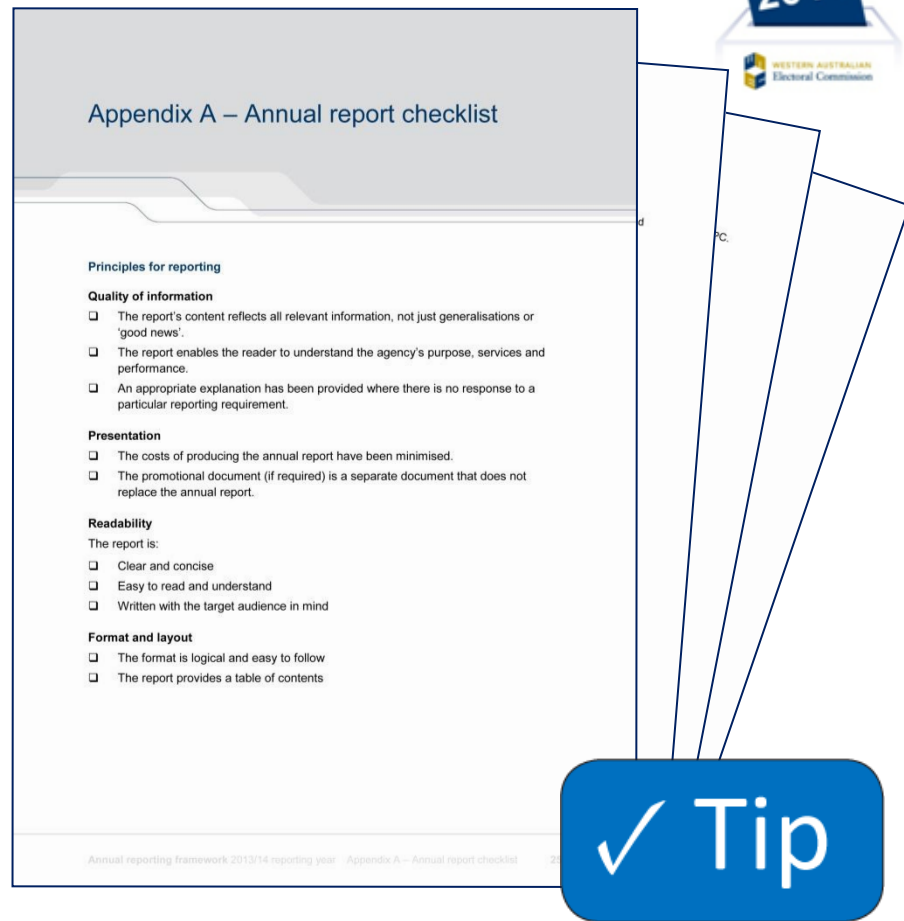
Other languages

- አማርኛ - Amharic
- عربي - Arabic
- 普通话 - Chinese
- Хрватски - Croatian
- فارسی - Farsi
- 한국어 - Korean
- српски - Serbian
- Сомали - Somali
- ไทย - Thai
- Việt Nam - Vietnamese

1. Planning phase

Tip:

- ✓ Checklist
- ✓ Add your own pages and start your own list



1. Planning phase

Challenges:

- ✓ Finish report on time for tabling
- ✓ Design something different and fresh
- ✓ Corporate colours – goldish brown & blue
- ✓ Coordinate contributions in an election year – all staff so busy
- ✓ Report on KPI outcomes

1. Planning phase

What can go wrong:

- ✓ Content not on time
- ✓ Financials late, waiting on auditor sign-off
- ✓ Not prepared
- ✓ No design
- ✓ Not understanding requirements

2. Content phase

Content coordinator 'hat':

- ✓ collect content from all contributing staff
- ✓ start choosing appropriate photos & images
- ✓ artwork template done
- ✓ confirm financials spread sheets deadline
- ✓ set-up electronic folders for content

Tip:

- ✓ Send email to content contributors

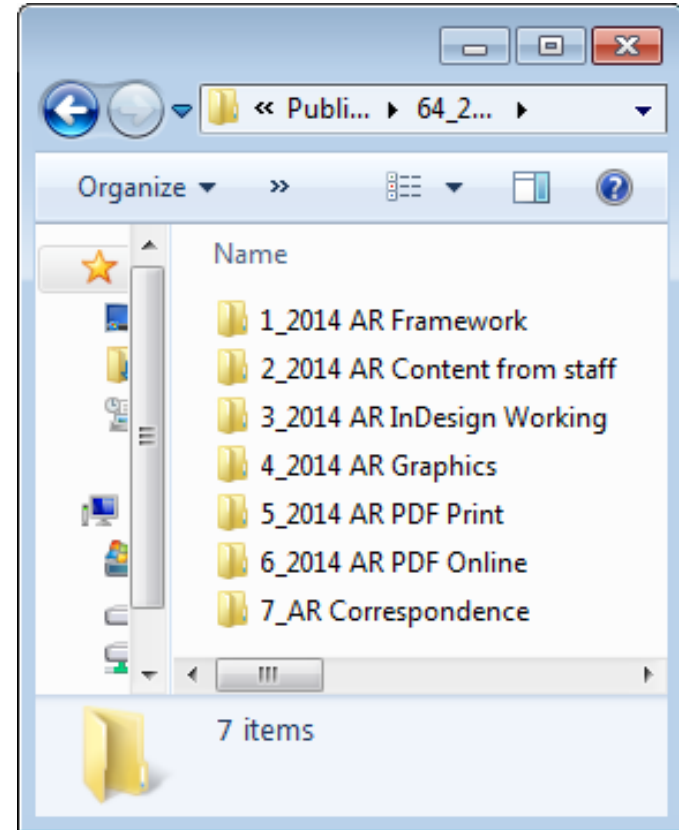
✓ Tip

2. Content phase

My folder structure:

2014 Annual Reporting

- ✓ Content
- ✓ Working
- ✓ Graphics
- ✓ Correspondence
- ✓ Final – Print and Online



2. Content phase

Wearing many hats, I become the:

- Editor
 - ✓ request for more information
 - ✓ make small changes
 - ✓ making sure the content flows
 - ✓ choose titles and headlines
 - ✓ correct house style
 - ✓ spelling is correct

3. Design phase

Wearing many hats, I become the:

- Graphic designer
 - ✓ artwork and illustrations
 - ✓ photographer
 - ✓ typography
 - ✓ charts and graphs

Tip:

- ✓ iStockphoto



✓ Tip

3. Design phase

What I look for:

- ✓ layout
- ✓ use of graphics and photos
- ✓ colours
- ✓ fonts and headings

Tip:

- ✓ White space



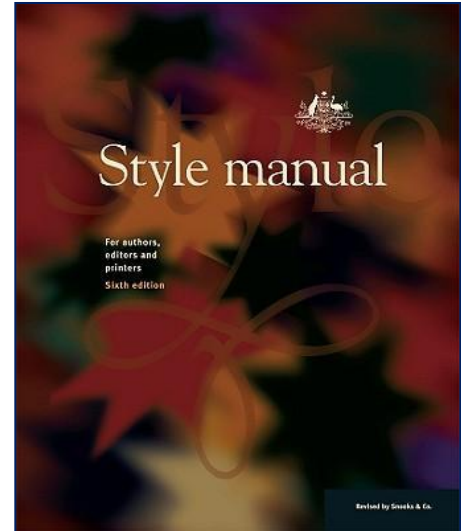
3. Design and Layout

Aware of Style Manual

- ✓ advice on how to plan
- ✓ undertake and evaluate a publishing project
- ✓ general practices for electronic publishing

Trick:

- ✓ Everything you need to know.



✓ Trick

3. Design and Layout

‘Publishing’ philosophy --

KISS

Keep It Simple Stupid
as a design principle.

Trick:

- ✓ Landscape is easier for online reading

✓ Trick

3. Design and Layout

Format:

Word

InDesign



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Report on Operations – Outputs and Results Areas

Output 1 – Election Management

State General Election

Writs for the 39th Western Australian State general election were issued on 6 February 2013 by His Excellency the Governor. This was in accordance with legislation introduced in 2011 to fix polling day as the second Saturday in March every four years, in this case 9 March 2013.

The writs instructed the Electoral Commissioner to proceed with elections in all Legislative Assembly electoral districts and Legislative Council electoral regions. These elections were to be run using the electoral boundaries published in October 2011. The writs allowed for 31 days to polling day.

In terms of the election outcome, the incumbent Liberal-National Government was re-elected with an increased majority. The closest Legislative Assembly seats were Midland and Collie-Preston, both won by the Labor Party by 24 and 56 votes respectively.

Two comprehensive reports covering the 2013 State general election and providing detailed results information will be published by the Commission and tabled in State Parliament in the final quarter of 2013. Detailed district and region results statistics are also available from the Commission website at www.elections.wa.gov.au.

Election Logistics

About 1.4 million electors were eligible to vote at the March State general election. They were serviced by 794 ordinary polling places within Western Australia on election day, as well as 79 early voting centre in WA, interstate or overseas. In addition, mobile polling teams visited 246 special institutions (eg hospitals and nursing homes) and 83 remote locations (eg Aboriginal communities and mine sites).

The Commission recruited and trained over 7,500 casual polling staff to issue votes and facilitate polling, as well as a further 1,200 staff to work at the vote processing and counting centre at premises in Perth's central business district.

Given the need to offer early and absent voting as well as ordinary voting at polling places across the State and beyond, the Commission produced 6.75 million ballot papers, 9,511 voting packs containing electoral material and instructional manuals, and 250 cubic metres of cardboard for polling screens and ballot boxes.

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3. Design and Layout

What to look for proofing your final report:

- ✓ Proof reading
- ✓ Quality control

4. Final documents

Final copies:

- ✓ Print version for tabling in Parliament
- ✓ Online version for Commission's website

5. Summary

Tips:

- ✓ Ask for help understanding the Annual reporting framework
- ✓ Send an email to all contributors and attached the Annual reporting framework
- ✓ Create a checklist
- ✓ iStockphoto

5. Summary

Tricks:

- ✓ Use the Style Manual – 6th edition for advice on producing publications
- ✓ Keep the design simple
- ✓ Landscape is easier for online reading

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