

The Story of An Award Winning Report

David Lee-Steere

Manager Corporate Strategy and Performance
Economic Regulation Authority



@ipaawa #brilliantannualreport



Lonnie 101

No one can whistle a symphony. It takes a whole orchestra to play it.

H.E. Luccock



My Simple Tips

- Clear process, roles and responsibilities
- Dedicated team
- Firm deadlines
- Factor in delays
- Persistence

My Simple Tips

- One report, one (primary) non-technical writer
- Executive support
- Benchmarking
- Remember your audience
- Think Annual Report all year

Biggest Challenges

- Competing priorities
- Writing for your audience

Tools We Use

- MS Word
- InDesign
- MS Project

Questions?

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“Will I ever run out of questions?”

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“How come I ask so many questions?”

Thank you

David Lee-Steere

david.lee-steere@erawa.com.au

www.erawa.com.au

