



Institute of Public
Administration Australia
WA

Producing a Brilliant Annual Report



Producing a BRILLIANT Annual Report

Alison Petrie

Chief Executive Officer

WA Institute of Public Administration

PREMIER Corporate Member



PSC | Public Sector
Commission



Murdoch
UNIVERSITY



Government of **Western Australia**
Department of **State Development**





Institute of Public
Administration Australia
WA

Advancing Excellence in the Public Sector

Tony Malkovic

Facilitator

Hyde Park Media



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WA

Advancing Excellence in the Public Sector

Making Your Annual Report Count

Ron Kawalilak

W.S. Lonnie Awards Judge



Advancing Excellence in the Public Sector

The Insurance Commission Annual Report Experience

Damon De Nooyer

Principal Finance Accountant

Insurance Commission of Western Australia

The Insurance Commission Annual Report Experience

Damon de Nooyer



Insurance Commission
of Western Australia



Insurance Commission of Western Australia
A Great Place to Work

Overview

- Planning and Preparation
- Tools and Techniques
- The Final Product
- Looking Ahead
- Celebrate Success



Insurance Commission
of Western Australia



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Planning and Preparation

- Annual Report Timetable
 - Developed each year. Sets out target dates for each individual activity.
 - Details roles and responsibilities
 - Input from all staff involved in the process and signed off by Board



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Planning and Preparation

- Keep up-to-date of all changes to:
 - Accounting Standards
 - Treasurer's Instructions
 - Financial Administration Bookcase (FAB)



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Planning and Preparation

- Annual Report Framework
 - Issued by Public Sector Commission each year
 - Review and incorporate changes where required
- Get Ideas From What Others Do
 - Other Agencies/ States /Private sector



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Tools and Techniques

- Process Management
 - Single point coordination
 - Divulge responsibilities to individuals to engage and empower staff
 - Board and Executive involvement is vital
 - Continual liaison with external parties



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Tools and Techniques

- Graphs, Charts and Diagrams
 - Visual aids are easy to understand for users
 - Great quick reference points
 - Particularly important for KPIs – ease of comparison between actual and target
 - Lots of options available in Word & Excel 2007 – Smart Art



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Tools and Techniques

- Case Studies/Significant Events
 - Highlight and report on key outcomes/projects that occurred during the year
 - Provides users with more of an understanding of what activities the agency is involved in
 - Report on the not so good as well as the good



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The Final Product

- Final Review
 - All sections collated together
 - Ensure a consistent flow of information throughout
 - Proof reader to check spelling and grammar



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The Final Product

- Web Production
 - Easy to find on website
 - Split contents into sections which can be downloaded separately
 - Use bookmarks for ease of navigation
 - Include Executive Summary on web



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Looking Ahead

- Survey/obtain feedback from all key stakeholders on the good and the bad
- Strive for continual improvement
- Address areas of weakness
- Look to be innovative



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Celebrate Success

- Reflect on achievements and success of completing Annual Report
- Recognise and reward all staff involvement – commendation, morning teas, lunch, gift vouchers etc
- Attend Lonnie Awards luncheon



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Contact Information

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More Beautiful than Pictures

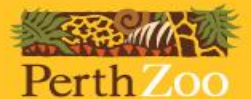
Carol Shannon

Director Corporate & Commercial Development

Perth Zoo

PERTH ZOO

PRODUCING A BRILLIANT ANNUAL REPORT



The last 5 - years

- 2006 - The WS Lonnie Award
- For distinguished achievement in Accountability for Annual Reporting
 - Gold Award in 2005, 2006, 2007, 2009
 - Silver Award in 2008
- 2009 – Good Governance
- 2009 – Occupational Safety & Health and Injury Management



Not just beautiful pictures



Substance

- Presentation of information using clear language and simple charts/graphs
- Information is evidence based
- Compliance with the Annual Reporting Guidelines



Substance

- Authentic picture of organisational achievements and challenges
- How Perth Zoo is addressing working towards its organisational purpose
- The report on operations breathes life into the financial statements and performance indicators



Substance

- Achievements and failures
- What are the major challenges?
- External factors?
- Understanding influences
- Being open
- No surprises



Audience

- Who will be reading the document?
- How would they prefer to read the document?
- Minimising opportunities for information to be misunderstood or misconstrued.
- Capturing the essence of the business



Highlights continued

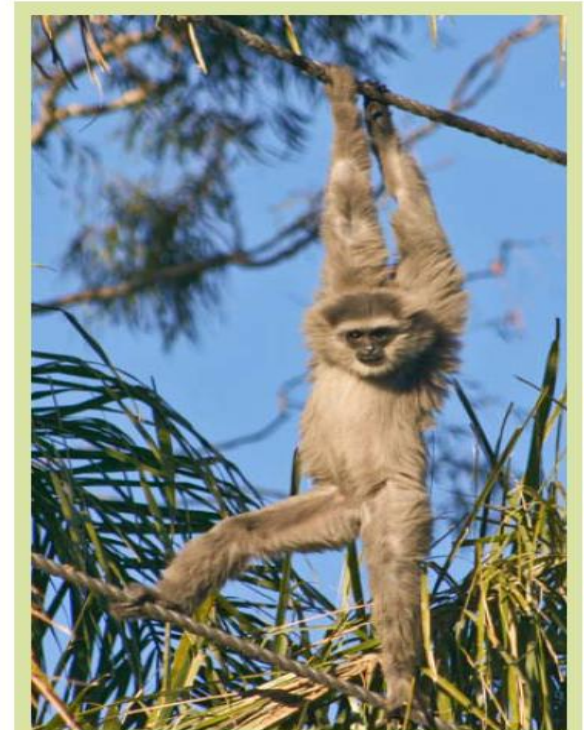
Service 2: Wildlife Management, Medicine and Research

The conservation of wildlife will be optimised by effective species management, high standards of animal welfare and animal husbandry, captive breeding, support for wildlife conservation, breeding for re-introduction and provision of research opportunities.

In 2009-10, Perth Zoo:

- Continued its successful breeding programs for threatened exotic and native species. Significant births included a female Sumatran Orangutan, a male Giraffe, a Blue-and-Gold Macaw, Pygmy Pythons, two Short-beaked Echidnas, 33 Western Swamp Tortoise, 65 Dibblers and nine Numbats.
- Played a key role in regional breeding and management programs including the development of a Global Cooperative Management Program for the endangered Javan Gibbon. Fifteen staff members were involved in the management of regional and local breeding programs as either studbook keepers and/or species coordinators.
- Won the national 2010 Zoological Association In-Situ Conservation Award for its Bukit Tigapuluh Wildlife and Ecosystem Protection program in Indonesia.

- Provided 30 Perth Zoo-bred Western Swamp Tortoise for release into the Moore River Nature Reserve to augment wild populations.
- Established a new breed-for-release program for the critically endangered Woylie which has suffered a dramatic decline in numbers in the wild.
- Opened a new outdoor exhibit for the Estuarine Crocodile. The new facility, funded by the State Government and Perth Zoo's corporate sponsorship program, more than trebles the size of the existing exhibit. It features a heated 90,000 litre billabong, feeding platform and basking area.
- Coordinated a new national initiative to establish a sustainable captive breeding population of Quokkas as a back-up insurance population. One male and seven female Quokkas were collected from Rottnest Island to form part of the founding stock to establish the new breeding population.
- Conducted 23 research projects including 6 PhD projects, 2 Masters projects, 3 Honours projects, 6 Post-doctoral collaborations, 5 staff research projects and 1 Third Year project. The projects reflect a greater focus on higher level studies (MSc, PhD and Post Doctoral research) where there is a greater likelihood of significant outcomes from the research.



Javan Gibbon at Perth Zoo.

Gathering the Information

- Sectional Experts
- Centralised editing
- Consistency between all sections of the report



On a good thing – stick to it...



Dontotsu: Striving to be the best of the best

Alan Colegate

Manager Business Performance

Main Roads



Dantotsu: ダントツ

To be the best of the best

Alan Colegate
Manager Business Performance
March 2011



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Contents

- Main Roads Profile
- Our approach
- Benchmarking
- Stakeholders
- Lessons Learnt





Profile

- Largest spread road agency in the world
- 85 years of serving WA
- Road asset worth \$38b
- \$1.2b budget, 1 000 staff





Business Performance

- Corporate Reporting
- Strategic and Business Planning
- Sustainability
- Governance
- Improvement





Our approach

- Where and what did we achieve?
 - Operational, Corporate
 - Public Sector
- Who achieved it?
 - Staff and our partners
- Who was it for?





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Benchmarking

- United Nations
- Global Reporting Initiative
- ASX Guidelines
- Business Excellence
- EU Directives





Involving stakeholders

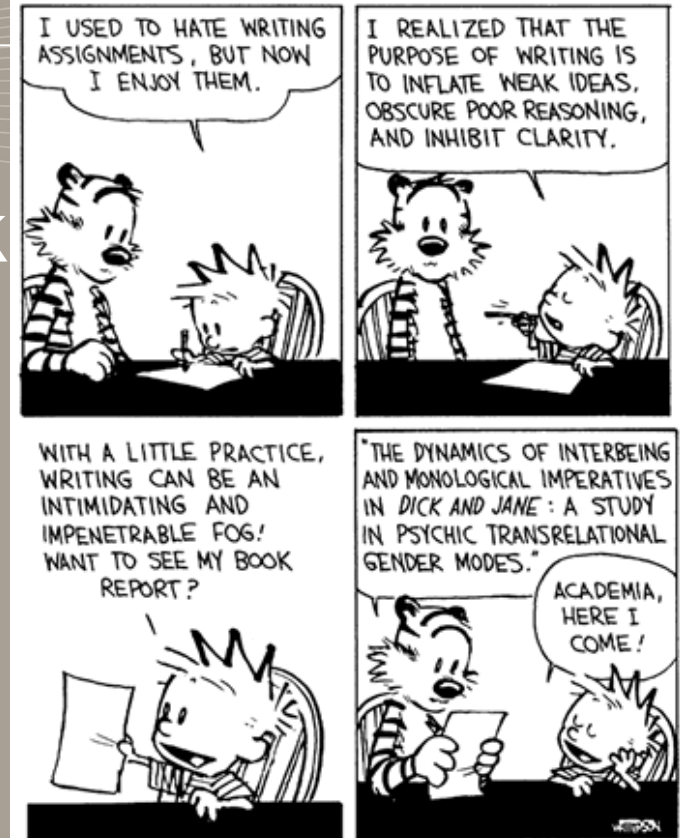
- Draw from them
- Share the pride
- They are part of our story





Lessons learnt

- Not once a year task
- Involve everyone
- Watch the costs
- Keep It Simple S....
- Story telling





However beautiful the strategy,
you should occasionally look
at the results

Winston Churchill

ダントツ



Outcomes

GOVERNMENT GOALS	Main Roads Outcomes	Main Roads Program
Outcomes Based Service Delivery	A safe road environment	Road Safety
		Office of Road Safety
	Reliable and efficient movement of people and goods	Road Management
		Road Efficiency
State Building – Major Projects	Facilitate economic and regional development	State Development
Stronger Focus on the Regions	A well maintained road network	Maintenance
Social and Environmental Responsibility	Improved community access and roadside amenity	Community Access



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Annual Reporting Framework

Martin Rowles

Principal Policy Officer
Public Sector Commission



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Making your Annual Report Accessible to Everyone

Alison Blake

Manager Community Access & Information
Disability Services Commission



Making your annual report accessible to everyone

Top tips

- use 12 point Arial
- ensure strong colour contrast between text and background (including black and white)
- avoid *italics*, CAPITALS, underlining
- avoid watermarks behind text
- photographs are to be explained in text via caption or copy

Script fonts add tails or feet to the text. The extra brush strokes make them harder to read.

Underlining can cut the tails off letters like g and y that hang below the line.

**Sans serif fonts are cleaner and easier to read.
The government standard is 12 point Arial.**

**USING ALL CAPS OR BLOCK LETTERS CAN
MAKE WORDS LOOK LIKE BOXES
PARTICULARLY WHEN USED FOR WHOLE
SENTENCES MAKING IT HARD TO READ AND
UNDERSTAND.**

Use sentence case and make sure it is left aligned

*Italics can make it hard to
distinguish where letters
start or finish.*

The 'air' around non italicised fonts makes the letters and words easier to see and therefore read

Placing text over a watermark or image adds layers to the information and for some people, makes it hard to read.

Watermarks can be used as a graphical element but not behind the copy



Poor colour contrast makes copy hard to read for people with colour blindness or vision impairments.

Check the contrast in black and white

Vision Australia has a free contrast analyser- go to the 'resources' page at www.visionaustralia.org.au



A picture tells a thousand words only when you can see it or have context.

**Images and graphs need to be described in the copy or in a caption.
Online use a descriptive alt tag.**

Top tips

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- avoid watermarks behind text
- photographs are to be explained in text via caption or copy



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Annual Reporting in Accordance with FMA and TIs

Mark Hort

Acting Principal Financial Advisor, Financial Policy
Department of Treasury and Finance



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Building a Better Practice Finance Team

Mandy Taylor

Chief Financial Officer
Central Institute of Technology

Building a Better Practice Finance Team

Mandy Taylor

Chief Financial Officer

Central Institute of Technology

Central Institute of Technology - Our History



- Central Institute of Technology began as the Perth Technical School in May 1900
- Changed brand from Central TAFE on 1 January 2010



Central Institute of Technology - Today



Full and part time staff of around 1,300

We deliver some 10 million student contact hours – public and private funded

To over 31,000+ students – local and international

365 Nationally Accredited Courses

Across campuses at Perth, Leederville, East Perth, Mt Lawley, Subiaco, and Nedlands

Funding & Focus

- Funding comes from Department of Training and Workforce Development by way of a Delivery and Performance Agreement (70:30)
- State and Commonwealth share responsibility – an *open and competitive* training market
- Priorities and targets: workforce development; HLQs; skills shortages; Aboriginal and Torres Strait Islander students; students with disabilities; RPL; MLCR; course completions; employment based training

Our Students

- 57% female; 43% male
- 47% FT; 53% PT
- 66% in qualifications at Certificate IV and above
- 6% of students are International
- Students with disabilities around 4%
- 11% of students in Foundation language programs
- 83% student satisfaction
- The highest proportion who go on to study at university (9.5%)

Institute Structure

Governing Council

Managing Director

Engineering,
Technology &
Business

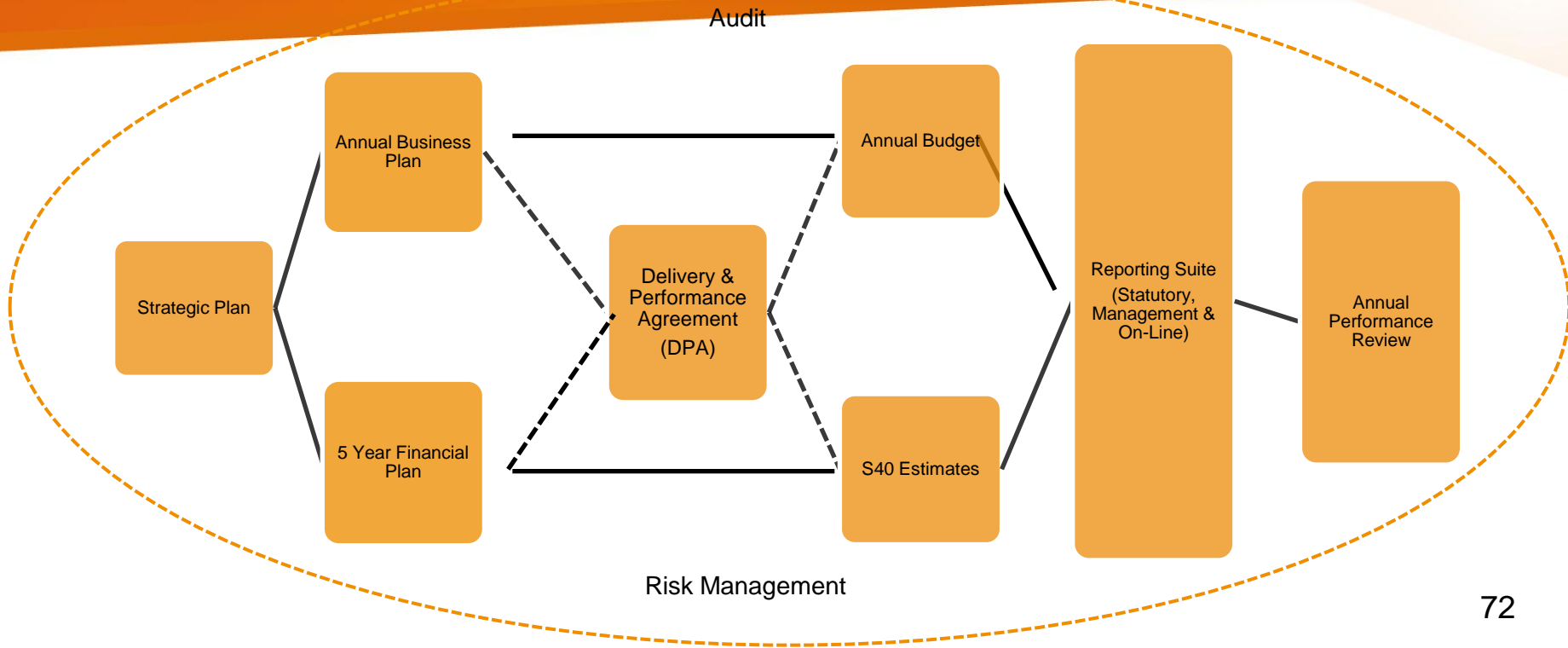
Creative
Industries

Community
Services, Health &
Languages

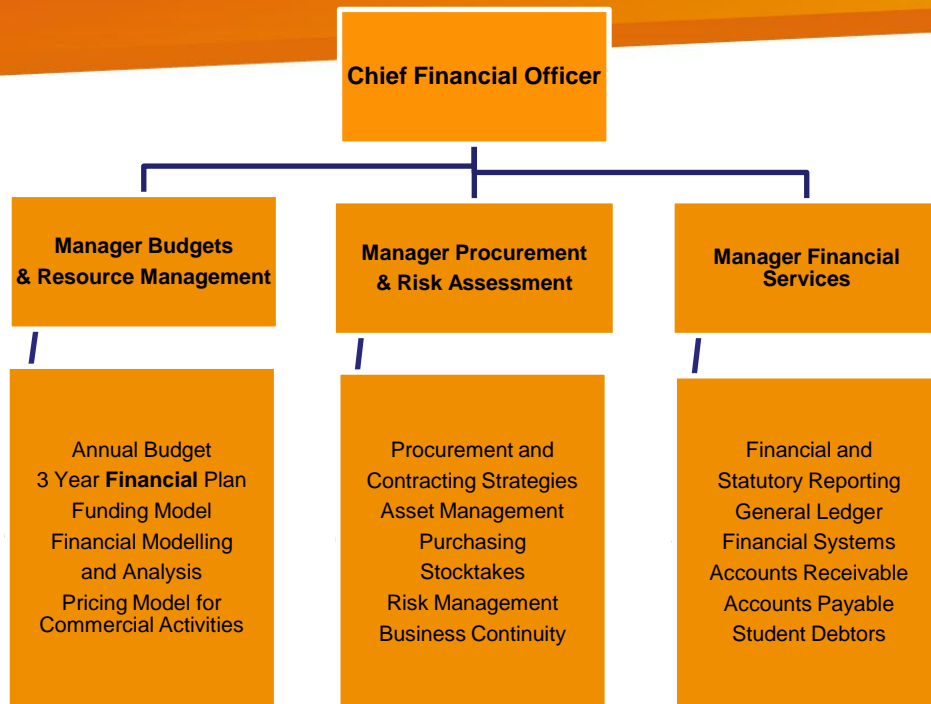
Strategy &
Development

Business
Services

Overview of Financial Strategy



Financial Services Structure





Keys to Success



central
INSTITUTE OF TECHNOLOGY

- Recruitment
- Succession Planning
- Workforce Development
- Performance / Career Management
- Professional Development
- Capability Profiles

Capability Profile

Capability	Leadership Qualities	Level 7	Y/N	Evidence Discussion
Outcomes	<ul style="list-style-type: none"> • Builds organisational skill & responsiveness • Marshals professional expertise • Steers & implements change & deals with uncertainty • Delivers intended results 	Focuses on identifying opportunities for continuous improvement and identifies key talent to support performance.		
		Values specialist expertise and capitalises on expert knowledge and skills of others; contributes own expertise to achieve work area outcomes.		
		Responds in a positive and flexible manner to change and uncertainty; shares information with others and assists them to adapt.		
		Monitors performance, adjusts plans where required and commits to achieving quality outcomes.		
		Seeks feedback from stakeholders to gauge satisfaction.		

Ways of Working

- Relationship teams
- Consultancy
- Compliance
- Teamwork





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INDIVIDUAL Membership

Individual's who become Personal Members of the Institute receive:

- ✓Up to 35% discount on events & seminars
- ✓Up to 25% discount on training
- ✓Invitations to exclusive member-only events
- ✓FREE information CD to help you excel in your career
- ✓FREE subscription to quarterly publications



INDIVIDUAL Membership

Show your membership card and receive instant benefits at these specially selected partners:



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TECHNICAL &
SPECIALIST BOOKS

LUNA PALACE
CINEMAS



TRENCH
HEALTH AND FITNESS

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