

## Excellence in Annual Reporting

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# WHY EVEN PRODUCE AN ANNUAL REPORT?





ALL ABOUT AUDIENCES

Annual Report 2015



- MEET LEGISLATIVE&
   REGULATORY OBLIGATIONS
- VITAL COMMUNICATION
   TOOL FOR STAKEHOLDERS
- IMPORTANT COMPONENT OF YOUR ORGANISATIONAL PERFORMANCE MONTORING PROCESS





Discover Understand Respond

ANNUAL 14 15

AUSTRALIAN CRIME COMMISSION

#### BUT WHY STRIVE FOR EXCELLENCE?



- CONTINUOUS IMPROVEMENT
- KNOW CSR ROLE
- CLEAR LONG-TERM VISION
- CORPORATE ENTITY ID
- SELF-ASSESSMENT
- BE OPEN AND ETHICAL
- BE DEMOCRATIC
- DOCUMENT RESPONSIBILITES
- CONTINUOUS IMPROVEMENT
- ENGENDER TRUST
- IMPROVE REPUTATION
- BE AN INDUSTRY ROLE MODEL



## WHAT IS EXCELLENCE IN ANNUAL REPORTING?



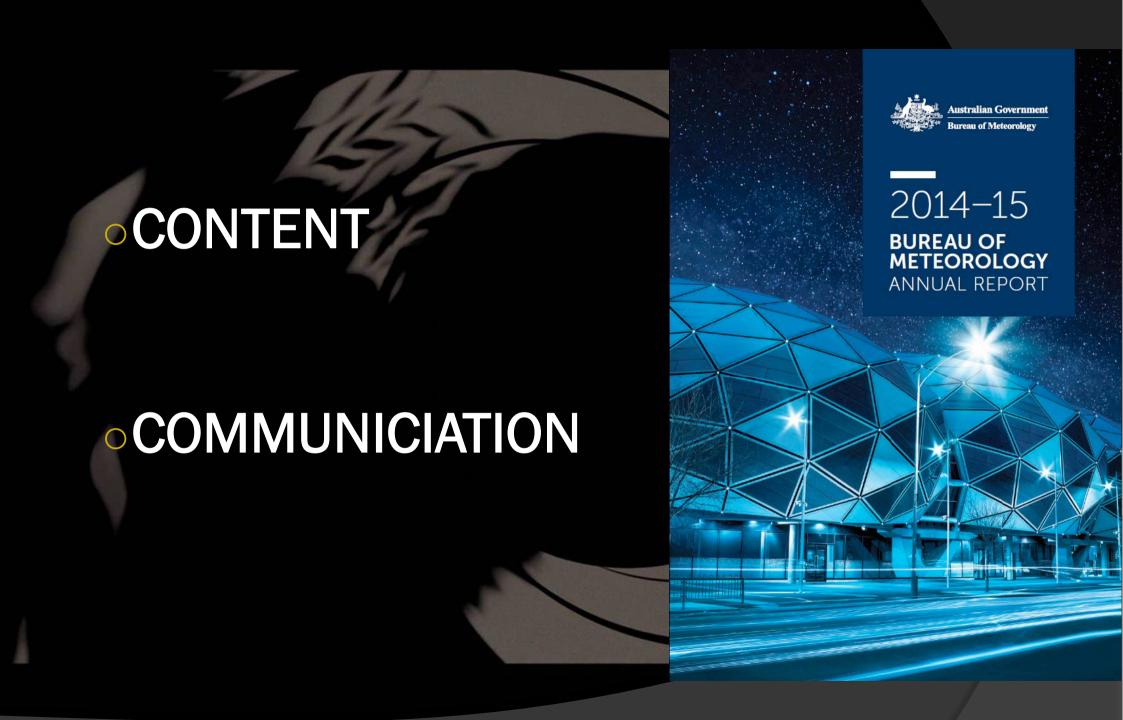
- WHAT DID WE WANT TO ACHIEVE AND DID WE ACHIEVE IT?
- DID WE DO THE THINGS WE SAID WE WOULD DO?

 DID WE DO THEM IAW PRINCIPLES OF GOOD GOVERNANCE AND VALUE FOR MONEY?



## HOW DO WE DELIVER A REPORT THAT ANSWERS THESE QUESTIONS?





#### CONTENT

-TYPE

**-QUALITY** 

-PLACEMENT

-VALUE

#### **TOGETHER WE THRIVE**

Yarra Ranges Annual Report 2014–15





#### TYPES

#### **MANDATORY**

Charities must report annually to the ACNC through the Annual Information Statement





13.8%

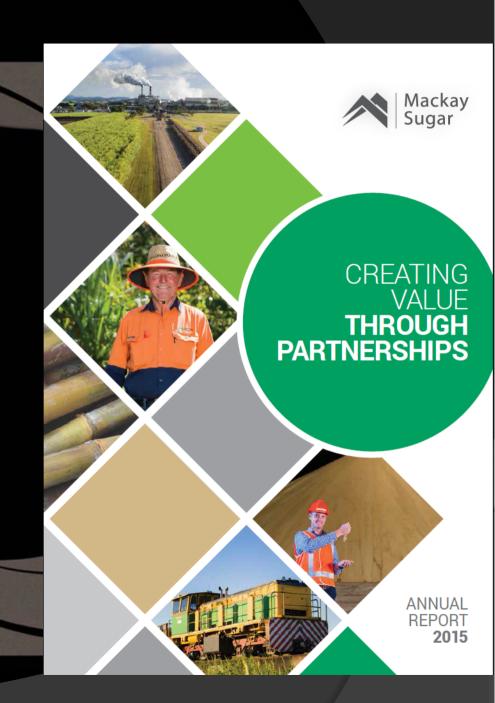
11.75%
Common Equity Tier 1 Capital Ratio

Shareholder Returns
Dividend per Share 57 sen
Dividend Vield 6.2%

#### NON-MANDATORY

-CONTEXTUAL

-NICE TO HAVE



#### CONTEXTUAL

- -BACKGROUND
  - -WHO
  - -WHERE
  - -WHY
- **-DESTINATION** 
  - -WHERE
  - -HOW
  - -ARE YOU THERE?



Annual Report 2018-19



#### QUALITY

-BOX TICKING

-NEWS REPORT

-OUTCOME RELATED

-EVIDENCE

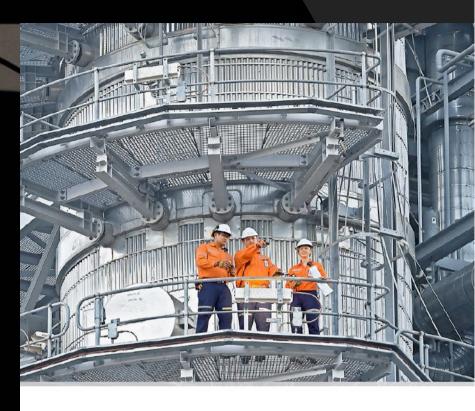
-KEY MESSAGES



#### PLACEMENT

-IS IT EVEN THERE?

-IS IT IN THE MOST
APPROPRIATE
PLACE?



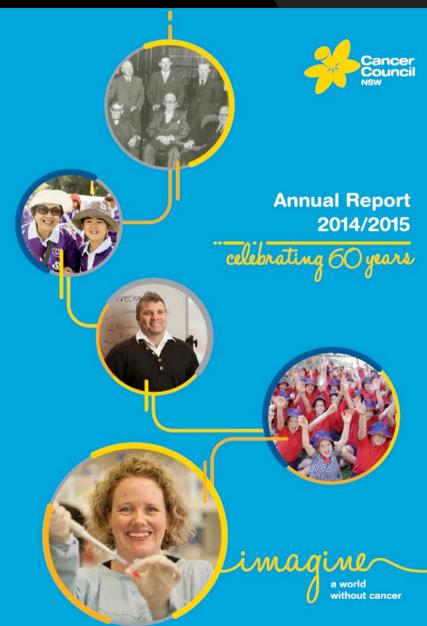
**ANNUAL REPORT 2015** 

Strength through resilience





-BE RUTHLESS?



#### COMMUNICATION

-WRITING

-DESIGN





#### WRITING

-FLOW

-COMPREHENDABLE

– DELIVER KEY MESSAGES

-ACTIVE SUB HEADINGS



#### DESIGN

-STRUCTURE

**-LAYOUT** 

-FONT

-GRAPHICS

-PHOTOGRAPHY

LIBRARY COUNCIL OF NSW 2014–15 Annual Report



#### FINAL WORDS

-LIMITED RESOURCES

-SMALL TEAM

-NO STRATEGIC PLAN OR VISION

-DON'T FIX IT ALL AT ONCE



