

2010 WRITEMARK NEW ZEALAND PLAIN ENGLISH AWARDS

# Who's the clearest of them all?

Awards Programme

Friday, 3 September 2010

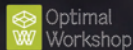
Banquet Hall, Parliament Buildings  
Molesworth Street, Wellington



WRITEMARK  
PLAIN ENGLISH AWARDS

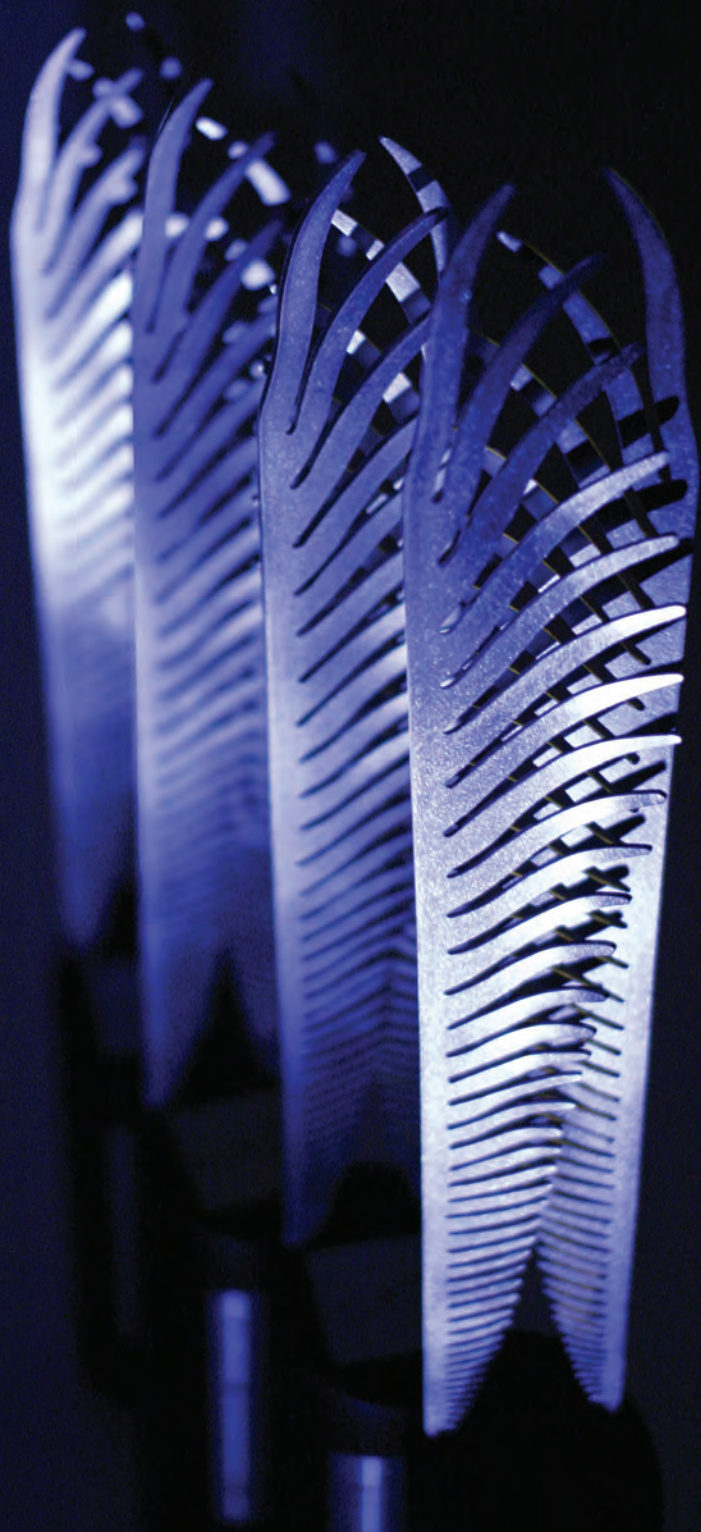
# Sponsors

We would like to thank the following sponsors for their support in 2010.



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# Welcome

Welcome to the fifth annual  
WriteMark New Zealand Plain English Awards.

Now in their fifth year, the Awards are going from strength to strength. We greatly appreciate the support of the Hon Christopher Finlayson, and a growing number of MPs, business leaders, and representatives from not-for-profit agencies. And, of course, we must thank our sponsors who make the whole event possible.

Most of all we appreciate all the organisations that entered, and all of you here tonight, for showing such a strong commitment to clear communication. It makes all the hard work worthwhile.

Good luck to all who have entered or been nominated. It's going to be a wonderful evening!

A handwritten signature in black ink that reads "Travers". The signature is written in a cursive, flowing style.

**Christopher Travers**

Chair

WriteMark Plain English Awards Trust



## Message from our main sponsor

It's hard to believe the Awards have been running for five years now! We continue to actively support the efforts of the Trust to make public information, and essential information from private companies, clear and accessible.

As the main sponsor, we were thrilled to see the results of several surveys carried out earlier this year that showed that the Awards really are making a difference.

Thank you so much for taking part and showing that clarity is synonymous with professionalism, clear thinking, and simple courtesy.

To all who have entered—your efforts mean you are winners already. Good luck to you all!

A handwritten signature in blue ink that reads "Lynda Harris". The signature is fluid and cursive.


**Lynda Harris**  
CEO and Director, Write Limited

# A word from the Minister

I think everyone should have access to clear and concise information, particularly when that information comes from government.

Plain English is also good for business. It makes organisations more efficient, transparent, and accountable to customers and shareholders.

The Plain English Awards show the value of information that is easy to read and understand. I congratulate the winners and participants for their commitment to using clear and accessible communication.



**Hon Christopher Finlayson**



# Awards programme

Friday 3 September 2010

## Time

## Programme

7.30pm

Cocktails  
Entertainment | Music

8.10pm

Welcome  
MC | Kevin Milne  
TVNZ Presenter, *Fair Go* host  
Trust Chair address  
Main sponsor address  
Awards ceremony | Part 1  
Best Sentence Transformation  
Best Plain English Technical Communicator  
Best Plain English Website: Private Sector  
Best Plain English Website: Public Sector/NGO  
Best Plain English Document: Public Sector/NGO  
Best Plain English Document: Private Sector



**Time****Programme**

8.45pm

Entertainment | Te Radar  
Awards ceremony | Part 2  
People's Choice awards: Best Plain English Document  
People's Choice awards: Best Plain English Website  
People's Choice awards: Brainstrain website  
People's Choice awards: Brainstrain document

9.20pm

Entertainment | The What Pack  
Hon Christopher Finlayson | Address  
Awards ceremony | Part 3  
Plain English champion: Best Project  
Plain English champion: Best Individual or Team  
Plain English champion: Best Organisation

9.50pm

End of ceremony | Cocktails  
Drinks and nibbles | Entertainment:  
Jazz quartet featuring Colleen Trolove

11.00pm

Close



# Master of ceremonies

**Kevin Milne**  
TVNZ presenter

*Fair Go* host

*Fair Go* presenter Kevin Milne will act as master of ceremonies at the 2010 WriteMark New Zealand Plain English Awards ceremony, as he has since 2006. We are thrilled to have him with us again.

Join Kevin as he steers you through a night of plain English awards and reveals, in good humour, the People's Choice 'Brainstrain' document for 2010.

Kevin is one of TVNZ's longest serving reporters. He started in television in 1970, joined *Fair Go* in 1984, and has been presenting the show since 1993. Kevin was made an Officer of the New Zealand Order of Merit in the 2007 Queen's Birthday Honours for his services to broadcasting and the community.

# Special guests

## **Phil O'Reilly**

### **Chief Executive**

Business New Zealand

Phil O'Reilly is Chief Executive of Business NZ, New Zealand's largest business advocacy organisation, and a special guest at the 2010 WriteMark New Zealand Plain English Awards ceremony.

Phil has a background in business, advocacy, and communications in enterprises in New Zealand and Australia.

He has been Executive Director of the Newspaper Publishers Association of New Zealand, Chairman of the NZ Advertising Standards Authority, and Head of Employment Policy and Communication at Westpac Bank in Sydney. Currently, Phil is chair of the Commercialisation of Research Action Group and the Massey University Business Advisory Group, and joint chair of the Manufacturing Action Group and the Workplace Health and Safety Council. He is a member of a number of groups and advisory committees, including the Growth and Innovation Advisory Board, the Ministerial Advisory Group on Trade, and Skill New Zealand. He is also New Zealand's Employer Delegate to the International Organisation of Employers and the International Labour Conference.





## **Roger Kerr**

### **Executive Director**

New Zealand Business Roundtable

Roger Kerr is the executive director of the New Zealand Business Roundtable, an organisation of chief executives of around 50 of New Zealand's larger business firms.

Earlier he was a senior official in the Treasury and the Ministry of Foreign Affairs.

He has also been a director of the Electricity Corporation and the Group Board of Colonial Limited in Melbourne, and a member of the Council of Victoria University.

# Entertainment

## Te Radar

Te Radar (Andrew J Lumsden) is an award-winning satirist, documentary-maker, writer, stage and screen director, and amateur historian.

His television series *Radar's Patch* screens on TV1, at 7.00pm on Sundays. His acclaimed show 'Eating the Dog', which celebrates his favourite people in New Zealand's past—the misfits, the failures, and those who died trying—is currently touring the country. His awards include the Fred Award for Comedy Achievement from the 2009 NZ International Comedy Festival, and, in 2008, the New Zealand Comedy Guild's prestigious 'Kevin Smith Memorial Cup for Artistic Achievement'.

## 'The What Pack'

The Improvisors

'The What Pack' from The Improvisors is a musical interlude with a difference.

A talented musician and two performers, scared witless, conjure completely improvised musical numbers out of thin air. The audience calls the tune as the What Pack gives you a taste of the sort of musical mayhem and comedy that has seen them perform four seasons of sold-out improvised musicals at Wellington's Circa Theatre.





## **Jazz quartet: featuring Colleen Trolove**

Colleen Trolove came back to New Zealand in 2009 after having sung jazz in London.

Her background is in barbershop singing, which she pursued to an international level. Living in London, she decided to change direction and follow her true passion: jazz. She worked with a fantastic quartet in London made up of a drummer, bass player, pianist, and guitarist. Most often she performed as a duo with pianists in Covent Garden restaurants and bars, such as La Roche, PJ's Bar and Grill, and Candy Bar.

## **Other musicians**

Pre-Awards cocktails: Don Franks on piano

Drum rolls: Joseph Judd

# Awards trophy

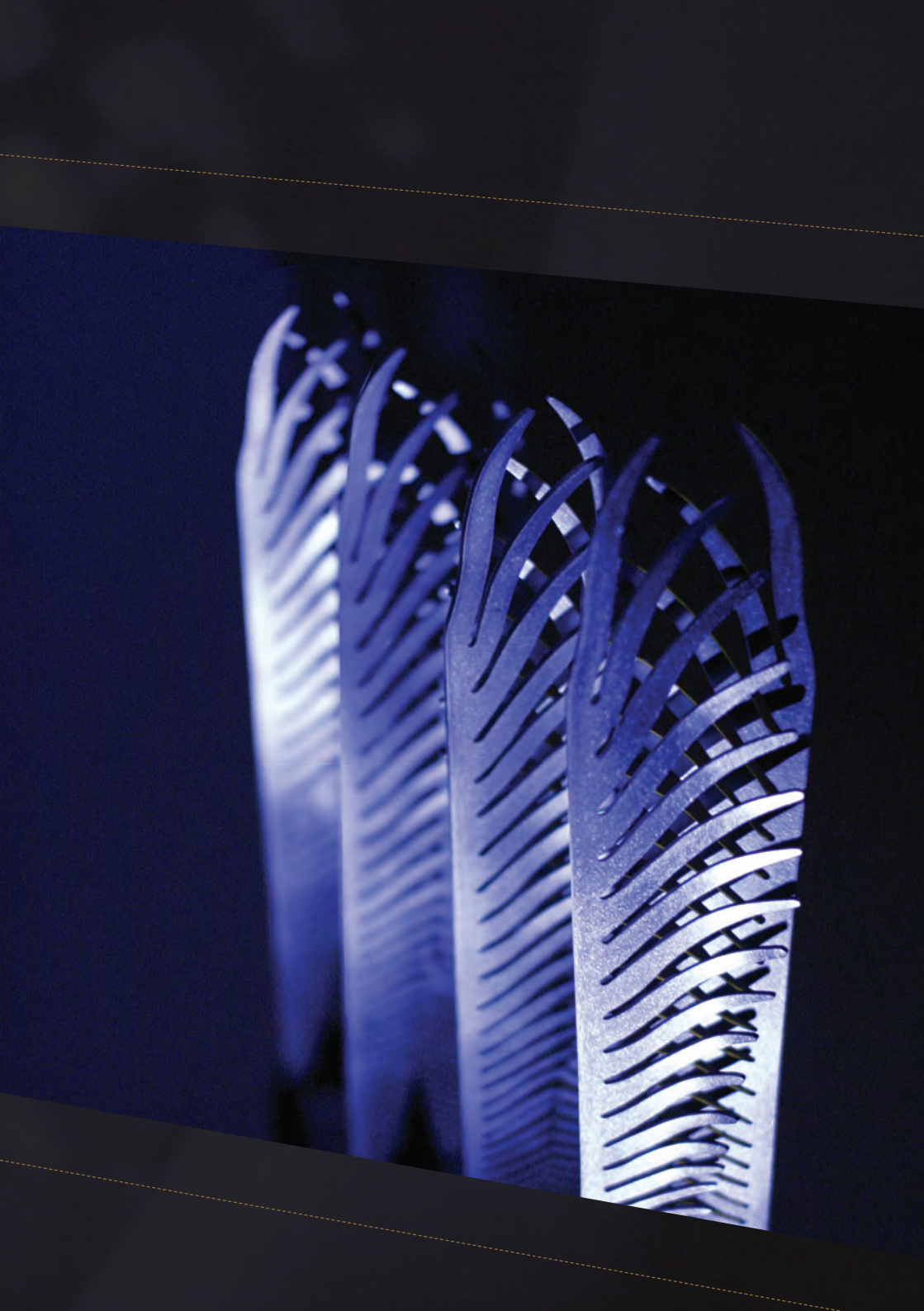
## **Campbell Maud**

**Designer and sculptor**

Campbell Maud has created metal sculptures for clients in the United Kingdom, Japan, Canada, Australia, as well as New Zealand. His work is inspired by natural forms and interactions with them.







# Awards categories

The 2010 Plain English Awards have 13 awards in six categories. They are:

## **Category 1** Plain English Champion

### **Best Organisation**

This is the premier award, open to any organisation that can show evidence of a successful campaign to create an organisation-wide plain English culture. The winner of this category will receive plain English consultancy and editing services to the value of \$10,000. The prize is to be used on a specific plain English project designed to produce measurable results for the winning organisation.

### **Best Project**

This award is for either an externally-focused project, or part of an organisation's plain English project.

### **Best Individual or Team**

This award is open to any individual or team who has successfully campaigned for, and helped create, a plain English culture in their workplace.

## **Category 2** Best Plain English Document

There are two awards in this category—Public Sector/Non-Government Organisation (NGO), and Private Sector:

### **Public Sector/Non-Government Organisation**

This award recognises the best example of a plain English document from the Public Sector or a Non-Government Organisation (NGO).

### **Private Sector**

This award recognises the best example of a plain English document from the private sector.

### **Category 3** Best Plain English Website

There are two awards in this category—Public Sector/Non-Government Organisation (NGO), and Private Sector:

#### **Public Sector/Non-Government Organisation**

This award recognises the best example of a highly usable, reader-focused New Zealand website or intranet from the Public Sector or a Non-Government Organisation (NGO).

#### **Private Sector**

This award recognises the best example of a highly usable, reader-focused New Zealand website or intranet from the private sector.

### **Category 4** Best Sentence Transformation award

This award recognises the best plain English rewrite of ‘unplain’ text written by a New Zealand organisation.

### **Category 5** Best Plain English Technical Communicator

This award will go to the technical communicator who demonstrates the best use of plain English in technical documents.

### **Category 6** People’s Choice awards

There are four awards in the People’s Choice category:

#### **Best Plain English Document**

The People’s Choice best plain English document award recognises the most outstanding example of a plain English document nominated by members of the public.

#### **Best Plain English Website**

This award honours the most outstanding example of a plain English website nominated by a member of the public.

#### **‘Brainstrain’ Document**

The People’s Choice ‘Brainstrain’ award recognises, in good humour, a document most notable for confusing and dumbfounding its target audience with obscurity and gobbledygook.

#### **‘Brainstrain’ Website**

Like the ‘Brainstrain’ Document award, this award is for the website that most confuses and dumbfounds its target audience.

# Entrants and nominees for 2010

Accident Compensation Corporation

Air New Zealand

AMI Insurance

Barnardos New Zealand

BNZ

BT Funds Management (NZ) Limited

Campbell Paterson Ltd

Cancer Society of New Zealand

Cancer Society Wellington

Career Services

Castalia

Charities Commission

Child, Youth and Family (Ministry of Social Development)

Commerce Commission

Creative Data Solutions

Department of Internal Affairs

Department of Labour

Dispute Resolution Services Limited

Dynamic Controls

Elections New Zealand

Electricity and Gas Complaints Commission

Elephant Training and HR Limited

Energy Efficiency and Conservation Authority

Greater Wellington Regional Council

Healthcare of New Zealand Limited

House of Travel

Hutt City Council

IHC

Immigration New Zealand

InfraTrain New Zealand

Inland Revenue

Innovating New Zealand

Jigsaw

Kapiti Retirement Trust

Kiwitax

Linkage Trust

Maritime New Zealand

Martelli McKegg Wells & Cormack

Massey University

Ministry of Consumer Affairs

Ministry of Education

Ministry of Justice

Ministry of Social Development

Ministry of Transport

Ministry of Youth  
Development

New Zealand Government  
Electronic Tenders Service

New Zealand Guidelines  
Group

New Zealand Law Society

New Zealand Police

New Zealand Post

New Zealand Superannuation  
Fund

Northpower

nzfishing.com

NZS.com

NZ Federation of Voluntary  
Welfare Organisations

NZ Transport Agency

Office of Film and Literature  
Classification

Office of the Auditor-General

Office of the Privacy  
Commissioner

Organics Aotearoa

PHARMAC

Pharmacy Guild of  
New Zealand

PORSE

Pridex Kitchens and  
Wardrobes

Public Trust

QBE New Zealand

Queenstown Lakes  
District Council

Rainey Collins Lawyers

Real Estate Agents Authority

Retail Institute

Rural Women New Zealand

Salvation Army

Samaritans

Simpson Grierson

Smith&Smith

Social Services Industry  
Training Organisation

Solnet Solutions Limited

Sonar6

Statistics New Zealand

Streamliners NZ Ltd

Telecommunication  
Dispute Resolution

Thames–Coromandel  
District Council

The Wheeling Gourmet

Transpower

Two Red Apples

Upper Hutt City Council

Wellington City Council

# Awards judges for 2010

This year we have six separate judging panels, each with at least one international judge. As the Awards continue to attract an increasing number of entries, the judging load has become too much for the five judges we have had in previous years. Introducing the 2010 judging team:

## Category

### Plain English Champion

Best Organisation  
Best Project  
Best Individual or Team

### Best Plain English Document

Public Sector  
Private Sector

### Best Plain English Website

Public Sector  
Private Sector

### Best Plain English Sentence

Transformation

### Best Plain English Technical

Communicator

### People's Choice

Best Plain English Document  
'Brainstrain' Document

### People's Choice

Best Plain English Website  
'Brainstrain' Website

## Judges

Christopher Balmford  
Andrea Dickens  
Lynda Jelbert

Neil James  
Ralph Brown  
Howard Warner

Annetta Cheek  
Erin Anderson  
Melua Watson

Susan Kleimann  
Maryanne Cathro  
Lynne Laracy

Jacque Harrison  
Martin Cutts  
David Russell

Rachel McAlpine  
Sue Chetwin  
Candi Harrison



## **Christopher Balmford**

**Director, Words & Beyond, and Cleardocs  
Australia**

Christopher Balmford is an internationally-recognised plain-language expert based in Melbourne, Australia. His company Words & Beyond offers plain language services to Australian and overseas clients, including major law firms, private companies, government agencies, the United Nations, and the European Central Bank. His company Cleardocs is an online provider of ‘ready-to-sign’ legal document packages in Australia and the United Kingdom. The hallmarks of the Cleardocs brand are ‘clarity, simplicity, and ease of use’. Christopher is also president of the international association Clarity, whose membership includes lawyers and others who promote plain legal language.



## **Andrea Dickens**

**Law firm project manager, A J Park**

Andrea Dickens played a key role in establishing A J Park’s plain English culture. She led the firm’s plain English journey, which started in 2005, when she was Marketing Manager with the firm. A J Park was awarded best plain English organisation in 2006. In 2008, its client charter was a finalist in the WriteMark award category for best plain English private sector document, and in 2009 the charter achieved the internationally-recognised Crystal Mark.

Andrea currently manages a number of strategic business projects that allow her to ‘spread the word’ of plain English throughout all areas of the business. She applies plain English principles to all projects, whether these involve internal communications, drafting precedent documents, reports for the partnership, or tender responses. She also leads A J Park’s plain English training programme for new executives. Andrea has a strong background in professional services marketing, and believes plain English is the best way to deliver client-focused communications.





## **Lynda Jelbert**

**Business Analyst, Human Resources,  
New Zealand Trade and Enterprise**

Lynda has been with New Zealand Trade and Enterprise for the past seven years where she has been heavily involved in the agency's plain English project. She was particularly proud of the agency's win as Best Plain English Organisation 2008. A human resource generalist with a background in training and development, she enjoys making a difference to the way people and organisations work.



## **Neil James**

**Executive Director, Plain English Foundation  
Australia**

Neil James returns as one of our international judges. He is Chair of the International Working Group on Plain Language, and hosted the 2009 PLAIN International Conference in Sydney. He was also a keynote speaker at the first WriteMark New Zealand Plain English Conference in 2006, and a judge for the 2008 and 2009 Plain English Awards. After a long career in government and the media, he completed a doctorate in English and set up Australia's Plain English Foundation with Peta Spear. The foundation combines plain English training, editing, and auditing with a public campaign for plain English. Neil has published two books and over 50 essays and articles on language and literature. His book *Writing at Work* (Allen and Unwin 2007)—on plain language and the professions—has been widely acclaimed as one of the best of its kind.



## **Ralph Brown**

**Founder and Managing Director, Media Associates**

Ralph Brown founded Media Associates, a New Zealand company specialising in training in communication, 25 years ago. His earlier career was as a television journalist. Ralph, a passionate advocate of reader-focused writing, developed a writing and editing method to help writers produce plain English consistently. He then taught this system to thousands of New Zealanders and Australians. He has written four books, including *Making Business Writing Easy* and *Making Business Writing Happen*.

## Howard Warner

### Director, Plain English People

Howard Warner is director of Plain English People, an Auckland-based editing, publications, and writing-training consultancy. His career has taken him from print journalist to editor and publications specialist in a range of sectors. He has also taught workplace English to professional and business migrants. Given Howard's background, it's no wonder he is also an international Scrabble champion. Howard sees the role of Plain English People as linking specialist-information providers with non-specialist readers.



## Annetta Cheek

### Chair, Center for Plain Language United States of America

Dr Annetta Cheek is an anthropologist by training, earning her doctorate from the University of Arizona in 1974. She worked for the US Government from 1980 until early 2007 and spent four years as the chief plain language expert on Vice President Al Gore's National Partnership for Reinventing Government. She was the chair of the Plain Language Action and Information Network (PLAIN), a federal interagency plain language advocacy group, from when it was founded in 1995 until she retired from government. She also ran the group's website, [www.plainlanguage.gov](http://www.plainlanguage.gov).

Since retiring, Annetta has served as Chair of the board of the private sector Center for Plain Language, a federally tax-exempt corporation. The Center held its first annual awards programme on 29 April 2010. Annetta also works with consulting firm R3i Solutions, and is the Director of Plain Language Programs for NOVAD Consulting.





## **Erin Anderson**

**Director of Content Strategy, Brain Traffic  
United States of America**

Erin Anderson brings years of journalistic and publishing experience to the Brain Traffic content process. Her knowledge of editorial strategy allows her to tackle each project with the right balance of technical excellence and structural flow. Since joining Brain Traffic in 2005, Erin has led the charge on literally hundreds of web content projects for companies all over the world, including Medtronic and UnitedHealth Group.

A recognised expert in web writing best practices, Erin regularly conducts workshops and presentations at events such as the South by Southwest Interactive Festival (SXSWi), the HOW Design Conference, and the MarketingProfs Online webinar series. Erin recently co-authored *InterACT with Web Standards: A holistic approach to web design* (New Riders, 2010), a book on the basics of web design. The authors of this book also created the InterACT curriculum project (<http://interact.webstandards.org>) and the Opera Web Standards Curriculum.



## **Melua Watson**

**Director, Writeclick**

Melua Watson is currently a director at Writeclick, a leading New Zealand content strategy and development agency. A former journalist, she has worked in communications for a range of government agencies based in New Zealand and Australia. Over the past six years, Melua has planned and written content for close to 100 websites. She is a big fan of user-focused writing and believes in the power of keeping things simple. If everyone shared her commitment to plain English, the world would be a jargon-free paradise of online satisfaction for all.

## **Susan Kleimann**

**President, Kleimann Communication Group  
United States of America**

Dr Susan Kleimann is one of the US-based leaders of clear communication in written documents. Her 30 years experience in the field has made her an internationally-recognised expert on the tangible benefits of plain English. She served as the first Executive Director of the Center for Plain Language and as the second Director of the Document Design Center at the American Institutes for Research. She is a sought-after speaker on qualitative and quantitative research and evaluation, information design, instructional design, and organisational process analysis. Since founding Kleimann Communication Group in 1997, she and her team have evaluated and redesigned many high-profile documents to produce measurable results for organisations and consumers. The group's clients include the US-based Internal Revenue Service, Federal Trade Commission, and Securities and Exchange Commission. Susan has testified before the US Senate about the information needs of the elderly, won awards for her work, and published numerous articles and books.



## **Maryanne Cathro**

Maryanne Cathro's long career as a writer has left her in no doubt that the pen is mightier than the sword, and she has secret plans for world domination through clear communication. Currently living and working in Wellington, she divides her time among her day job as a business improvement specialist at New Zealand Trade and Enterprise, writing theatre reviews for [www.theatreview.org.nz](http://www.theatreview.org.nz), and blogging. Maryanne is a past president of the Technical Communicators Association of New Zealand and a past recipient of the Sentence Transformation category of the Plain English Awards.





## **Lynne Laracy**

**Director, Laracy Communications**

Lynne Laracy is the director of Laracy Communications, an Auckland-based consultancy specialising in professional writing training and plain language programmes. She left journalism to start her own training company, and has worked in mainstream media, and health and public sector publishing. The theme underpinning her work as a writer, editor, manager, and trainer, is helping people communicate their knowledge clearly to those who need it. Lynne sees working in the diverse and fascinating field as a real privilege. She says she learns as much as she teaches. The International Association of Business Communicators runs the Gold Quill Awards, and in 2004 Lynne took out a Gold Quill Excellence Award for spearheading a writing standards and plain language programme at the Auckland City Council in her former role there as Publications Manager.



## **Jacquie Harrison**

**Senior Lecturer, School of Communication Studies,  
AUT University**

Jacquie Harrison engaged with the plain English philosophy in the early 1990s when she wrote her doctoral thesis on the readability of public documents in New Zealand. Since then she has completed several research projects testing the accessibility of New Zealand legislation. A member of the judging panel for the WriteMark Awards since they started in 2006, Jacquie has noted the rising profile of the WriteMark Awards as an annual event. She says it reflects the continuing enthusiasm of ordinary New Zealand citizens for public documents that are clear and easy to read.



## Martin Cutts

**Research director, Plain Language Commission  
United Kingdom**

Martin Cutts, research director of Plain Language Commission, has been at the heart of the plain-English movement since the mid-1970s. He co-founded the Plain English Campaign in July 1979 and was a partner in the resulting business of the same name until 1988. He is one of the most experienced plain-English editors in the United Kingdom, with over 30 years work in the field. He has led more than 1,500 writing-skills courses for government departments, companies, local authorities, and law firms. Plain Language Commission's Clear English Standard appears on more than 14,500 documents. Martin is the author of *The Oxford Guide to Plain English* (3rd ed., OUP, 2009), and several books on using plain language in law. Three of these, including *Lucid Law* (2nd ed., 2000), are on free download from [www.clearest.co.uk](http://www.clearest.co.uk).



## David Russell

**Former CEO, Consumer NZ**

David Russell returns as one of our longstanding judges, having been involved with judging the WriteMark New Zealand Plain English Awards since they began in 2006. A long-time advocate for consumers' rights, he is the former chief executive officer of Consumer NZ—a position he held for more than 15 years. As the independent, non-profit organisation's spokesperson on a broad range of consumer issues, David's name became synonymous with saving New Zealanders from dodgy dealings, large and small. As far back as the 1980s David was a part of New Zealand's first plain English campaign. After asking the public to submit pieces of impenetrable text, the offending text was sent back with a sticker that read: 'This is gobbledygook; use plain English!'





## **Rachel McAlpine**

**Director, Contented Enterprises Ltd**

Rachel McAlpine is a consultant, writer, editor, and trainer, who has specialised in online content since 1995. She is particularly keen to improve the quality of intranet and web content on government sites. Rachel is the author of *Better Business Writing on the Web*, *Web Word Wizardry*, *Crash Course in Corporate Communications*, and *Global English for Global Business*. She is also a poet, playwright, and novelist.



## **Sue Chetwin**

**Chief Executive, Consumer NZ**

Sue Chetwin is responsible for Consumer NZ's research and commercial publishing activities. She is also its public spokesperson on current consumer issues and its representative for a number of industry and government organisations. The principal aim of Consumer NZ is to collect and disseminate information that will further the interests of its subscribing members and those of consumers generally. Consumer NZ achieves this aim by doing research, publishing *Consumer* magazine, and connecting with consumers through the [consumer.org.nz](http://consumer.org.nz) website.

## Candi Harrison

### United States of America

Candi Harrison was Department Web Manager at the US Department of Housing and Urban Development from 1995 to 2005. During her leadership, HUD won numerous web awards for its work on the use of the Internet to serve citizens, its free web clinics for HUD partners, and its government information kiosks. HUD's web operations were cited as 'best practices' in numerous studies and reviews. In 2000, Candi founded the Web Content Managers Forum to enable government web content managers to exchange best practices and lessons learned. She led the forum until late 2005.

Candi has co-chaired working groups on web content and web management. She has also organised and led workshops across the United States to train government web managers on federal web policies and best practices. She also helped to create the website [WebContent.gov](http://WebContent.gov) as a resource for government web content managers.

Candi retired in October 2005, after 24 years of federal government service. Since then, she has taught courses and workshops on web management and communications. In 2010, she served as a judge for the Clearmark Plain Language Awards. Her highly praised blog, *Candi On Content* ([candioncontent.blogspot.com](http://candioncontent.blogspot.com)), chronicles her experiences and ideas to improve the way the US Government communicates with its citizens.



# Are the Awards making a difference?

The answer is an unequivocal ‘yes!’ Five years on, the Trust surveyed past winners, finalists, and others involved in the WriteMark New Zealand Plain English Awards to gauge the impact of the Awards on organisations and individuals.

## **The feedback indicated that the Awards:**

are highly valued by entrants, award winners, judges, sponsors, and service providers

provide a benchmark for organisations to assess their own performance

have resulted in positive, productive impacts on organisations that enter, and on the New Zealand public

often transform organisations—the process leading to success at the Awards has led to widespread change in some organisation



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