Our annual report

The annual report is an opportunity for us to communicate with our stakeholders and shape their understanding of our business. The main message for this year's report is:

Your contribution to the report should target specific audiences and aim to persuade them of the messages relevant to your section, as set out below.

Your contribution

Contributor	
Section	
Topics	
Audience outcomes	
Specifications	
Deadline	

Writing advice

When drafting your contribution, cover only the topics listed above. Other contributors will speak to the main message of the report or major events in the year, if these are not relevant to your section.

Focus on what we want readers to take away from your section – the Audience outcomes as listed above. If you are reporting poor results, the report is an opportunity to persuade readers that this is reasonable in the circumstances.

To further support your reader, prioritise the key content rather than following the chronology of the past year. Take the journalistic approach of key facts and assessments first, backed up by the detail.

Use plain English expression to offset complex content and necessary technical terms. To do this:
- use the pronouns 'we' and 'us' rather than 'the organisation' and 'it'
- prefer active verbs that make it clear who is responsible for an action
- choose the simplest word or phrase that accurately conveys your meaning
- keep sentences short and focused on 1 idea.

Australian Style Guide™ advice

As a key communication piece, the annual report must be consistent and polished. To help achieve this, please follow these standards in your contribution.

Currency

Use a $ and a comma for large amounts
Use decimals only for small amounts
Use currency codes only when referring to multiple currencies
Use table headings to show large amounts, as shown in the Revenue row to the right

✓ $542,356
✓ The closing share price was $6.73.
✓ AUD542,356 and NZD188,345

FY	2022–23	2021–22
Revenue	$'000	$'000
Product 1 revenue	$6,049	$4,863
Product 2 revenue	$18,035	$2,354

Dates

Write calendar years as YYYY
Write financial years as YYYY–YY
Write dates as D Month YYYY in text, or D-M-YY in tables

✓ 2023 (calendar year)
✓ 2022–23 (financial year)
✓ 30 June 2022 (date in text)
✓ 30-6-22 (date in table)

Formatting

Use sentence case for headings
Prefer bold for emphasis, rather than italics or underlining
Avoid blank or merged cells in tables
Add an alt text table title and description to all tables to improve accessibility

✓ Remuneration and benefits report
✓ Despite being confirmed in 2021, these changes occurred **after** 30 June 2022.
✓ See the 'FY' and 'Revenue' headings above
ⓘ Right click on a table, select Table properties, then go to the Alt text tab

Numbers

Use numerals for all numbers, except in common expressions
Use the % symbol in text and tables
Only use 'million' or 'billion' for imprecise numbers

✓ Despite 3 months' work on the project, it is effectively back at square one.
✓ This is a 24.3% increase on last year.
✓ We expect web traffic to reach around 1.5 million visits a month by March 2024.

Our style advice