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## Calling all reader-friendly annual reports

Annual reports may not be light bedtime reading but we applaud the growing trend toward making them much easier for readers.

If your annual report stands out from the rest for its focus on ease and clarity, enter it in the Best Plain English Annual Report category.

The judges will be looking for a report that all stakeholders, including those who are not financially literate, will find easy to read and use to make informed decisions.

[See the requirements for Best Plain English Annual Report](#)  
[See all categories and requirements](#)

## Meet the sponsors: NZ Superannuation Fund

NZ Superannuation Fund, sponsors of the Best Plain English Financial Document category in 2012 and 2013, have this year sponsored the new award — Best Plain English Annual Report. We are so appreciative of their support!

When we asked Catherine Etheredge, Head of Communications for the Fund, why they chose to support the Awards so actively, she told us this:

'The Guardians of New Zealand Superannuation, the entity that manages the NZ Superannuation Fund, is pleased to support the new category of Best Plain English Annual Report.

'In line with our commitment to the United Nations Principles for Responsible Investment,

of which we are a founding signatory, we work to raise investee companies' awareness of good-practice reporting standards and actively encourage their efforts.'

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## Meet the judges

The judges for the Best Plain English Annual Report category are:

Emily Cotlier

Eamonn Moran

Sue Kerr

Thank you judges!

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## 5 weeks to go!

Entries close on 12 September.

Winners will be announced at the Awards ceremony on 27 November.

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