



14 August 2014

Help find the best and worst written words!

From the smallest towns to the largest cities, the hunt is on for documents or websites that have either pressed your buttons in a positive way, or sent you crazy trying to decipher their meaning.

You can dob in offending documents or websites, or praise an organisation or individual who has put together a clear document or website, by entering the WriteMark New Zealand Plain English Awards. Your stand might just help everyone access better information.

The annual awards celebrate the best and out the worst. The aim is to raise the bar so everyone receives clearer communications.

Awards chair Gregory Fortuin says entries are also welcome from the private and public sectors. "Help the judging panel find and reward a great document – especially if it's been sent to, or be seen by many New Zealanders."

Gregory said it might be a really clear letter or a user-friendly webpage from a bank, council or government department. Equally it could be a head-scratcher, which you want to stop anyone else receiving!

Organisations which receive the dreaded Brainstrain Award often go on to improve their documents. Last year the Inland Revenue Department won a Best Turnaround Award for the use of plain English on its website.

"That means your nomination could help thousands of New Zealanders," Gregory said.

For more information on the Plain English Awards and how to enter:
www.plainenglishawards.org.nz