


2022

Join the conversation:
#PlainLangAwards



Who's the clearest of them all?



Our designer Craig Christensen from Graphic Solutions and sculptor Campbell Maud collaborated to create our beautiful Awards trophies.

Campbell creates stunning metal sculptures for many clients internationally, as well as in New Zealand. His work is inspired by natural forms and interactions with them.



Chloe Wright ONZM, Awards Patron

'I'm passionate about championing people's right to understand. The Awards' goal of making plain language a natural part of everyday business and government communication is something I strongly support.'

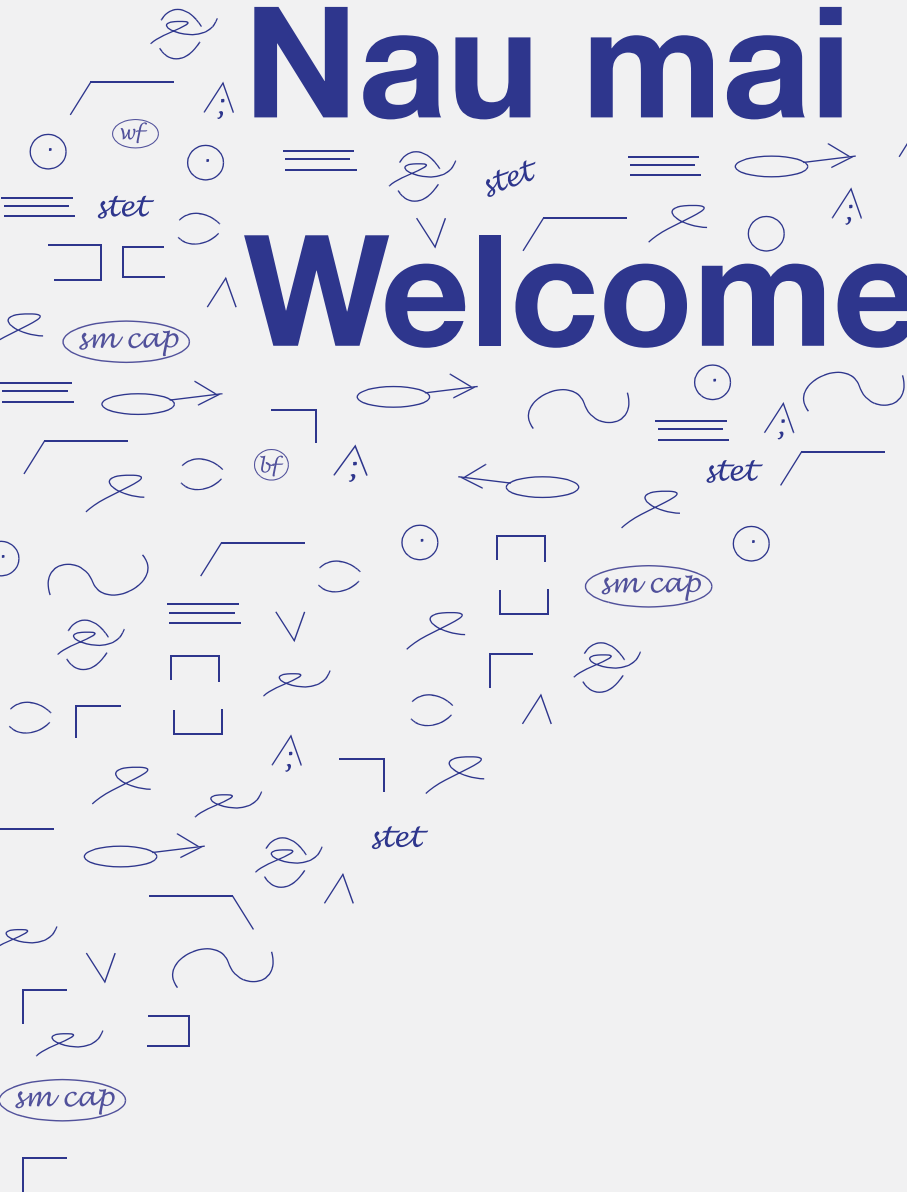


Gregory Fortuin, Chair, WriteMark Plain English Awards Trust

'A major goal for the Awards has always been to bring plain language into common use in New Zealand.'

Each year, the quality of entries tells me we're getting there!

Nau mai — Welcome



Order of ceremony

Welcome from the MC

James Elliott

Opening address

Chloe Wright NZOM, Awards Patron

Award Presentations

Best Plain Language Sentence Transformation

Best Plain Language Website — Private Sector

Best Plain Language Website — Public Sector

Best Plain Language Document — Private Sector

Best Plain Language Document — Public Sector

Best Plain Language Technical Communicator

Best Plain Language Annual Report

Best Plain Language Legal Document

Progress on the passage of the Plain Language Bill

Rachel Boyack, MP

Hannah Cameron, Deputy Commissioner, Public Service Commission

Award Presentations

People's Choice Best Plain Language Communication

People's Choice Worst Brainstrain Communication

Best Plain Language Turnaround

Plain Language Champion — Best Individual or Team

Address

Lynda Harris, Awards Founder

Award Presentation

Plain Language Champion — Best Organisation

Closing remarks

Gregory Fortuin, Chair of the WriteMark Plain English Awards Trust

Awards categories and finalists

The background is filled with a variety of hand-drawn symbols and text elements in a light blue color. These include: the words 'sm cap', 'wf', 'stet', and 'bf' enclosed in circles or ovals; various geometric shapes like squares, rectangles, and triangles; arrows pointing in different directions; wavy lines; and other abstract symbols such as a semicolon with an upward-pointing arrow, a circle with a dot inside, and a circle with a dot and an arrow. The symbols are scattered across the page, creating a busy, artistic backdrop for the main text.

Congratulations to our 2022 finalists!

Plain Language Champion – Best Organisation

Finalist: AA Insurance

Finalist: National Capital Limited

Plain Language Champion – Best Individual or Team

Finalist: Phil Belcher, Medical Assurance Society (MAS)

Finalist: Plain Language, Health Literacy and Engagement Team, enliven Victoria

Finalist: Communications and Creative Team, thinkstep-anz

Best Plain Language Document – Public Sector

Finalist: Hawke's Bay Regional Council – *The future of our coastline*

Finalist: Health Quality & Safety Commission – *Let's plan for your next health care visit*

Finalist: WorkSafe – *How We Do Duty Holder Reviews*

Best Plain Language Document – Private Sector

This year we had one finalist and one highly commended entry. For obvious reasons, we can't reveal names until the ceremony.

Best Plain Language Website – Public Sector

Finalist: Auckland Council – www.aucklandcouncil.govt.nz/elections

Finalist: Hawke's Bay Regional Council – www.hbrc.govt.nz

Finalist: Ministry of Social Development – www.areyouok.org.nz

Best Plain Language Website – Private Sector

Finalist: Mercer (N.Z.) Limited – www.seatattable.co.nz

Finalist: MoneyHub Group Limited – www.moneyhub.co.nz

Best Plain Language Sentence Transformation

We can't let the cat out the bag yet. All will be revealed!

Best Plain Language Annual Report

Finalist: Mercer (N.Z.) Limited – *New Zealand Defence Force KiwiSaver Scheme Annual Report 2022*

Finalist: Hawke's Bay Regional Council – *2020–2021 Annual Report Summary*

Finalist: thinkstep-anz – *Growth (thinkstep-anz Integrated Report 2020/2021)*

Finalist: Xero Limited – *Xero Limited Annual Report 2022*

Best Plain Language Legal Document

Finalist: AA Insurance — *Comprehensive Car Insurance Policy*

Finalist: Medical Assurance Society (MAS) — *Your Income Security policy document*

Finalist: The Energy Collective — *Conditional Offer of Employment*

Best Plain Language Technical Communicator

Finalist: Helen Bradford, Capire

Finalist: Communications and Creative Team, thinkstep-anz

Best Plain Language Turnaround

Finalist: Manukau Institute of Technology, now part of Te Pūkenga — *Professional Practice*

Finalist: Medical Assurance Society — *Your Professional Life Plan policy document*

Finalist: The Energy Collective — *Health & Safety Guide*

People's Choice — Best Plain Language Communication

Finalist: Aurecon — www.aurecongroup.com

Finalist: Inland Revenue — *Income Tax Assessment*

Finalist: Sawmill Brewery — *Sawmill Brewery Menu*

Finalist: Wellington City Council — *When to put out your rubbish or recycling*

People's Choice — Worst Brainstrain Communication

Finalist: Internal Affairs | Births, Deaths and Marriages — *Application to register a name change* (webpage and application form)

Finalist: Work and Income — *COVID-19 Leave Support Scheme: who can get it* (webpage)

Hear from last year's winners

“ [The Awards] reinforce the importance of using citizen language for civic engagement. ”

“ A great way to help organisations be more aware of the real-life impact of their work on communities and to focus on what people need from them. ”

“ Just one organisation starting to write in plain English can change many clients' lives for the better. ”

“ [The Awards] show that change is necessary AND possible! ”

“ Incredibly affirming and motivates us to continue as we have been. ”

“ Good communication is at the heart of a business's success and is incredibly important. ”

You

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A big shoutout to our fabulous sponsors!

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A huge thank you to our expert judges!

We're enormously grateful to have the guidance and insight of the experts on our international panel of judges. Find out more about each of our judges below.

Plain Language Champion – Best Organisation

Matt Huntington (Lead judge)
Cinzia Theobald
David Boyle

Plain Language Champion – Best Individual or Team

Steph Prince (Lead judge)
Irene Stotko
Teresa Housel

Best Plain Language Document – Public Sector

Rob Waller (Lead judge)
Dana Skopal
Meredith Evans

Best Plain Language Document – Private Sector

Jonathan Tan (Lead judge)
Charlotte Davis
Susan Kleimann

Best Plain Language Website – Public Sector

Marjon Leemborg (Lead judge)
Beverley Stevens
Kathryn Reeves

Best Plain Language Website – Private Sector

Kylie McGrath (Lead judge)
Paula van Gemen
Lisa Wilde

Best Plain Language Sentence Transformation

Maryland Spencer (Lead judge)
Gina Frampton
Melissa Wardell

Best Plain Language Annual Report

Deanna Lorianni (Co-lead judge)
Emma Fossey (Co-lead judge)
Verity White

Best Plain Language Legal Document

Jan Bowen (Lead judge)
Andrew Pegler
James Burgess

Best Plain Language Technical Communicator

Kathleen Dobson (Lead judge)
Linda Lior
Emma Harding

Best Plain Language Turnaround

Erica Mather (Lead judge)
Mary McLaughlin
Fraser Buffini

People's Choice – Best Plain Language Communication and Worst Brainstrain Communication

Jacqueline Taylor (Lead judge)
Roz Lawlor
Emily Harris

write

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 Plain Language Awards

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