


2025

Join the conversation:
#PlainLangAwards



Who's the clearest of them all?

The image features four silver trophies arranged in a row, slightly overlapping. Each trophy has a distinctive design of curved, overlapping lines that resemble the fronds of a fern. The trophies are set against a dark, almost black background, which makes the metallic sheen of the trophies stand out. The lighting is soft, highlighting the intricate details of the fern-like patterns.

Sculptor Campbell Maud and Craig Christensen from Graphic Solutions collaborated on the design of our beautiful Awards trophies.

Campbell has created our beautiful Awards trophies, sculpted to mimic fern fronds, since the very first event in 2006. We love his work!

Craig is our fabulous design wizard. Not only has he shared his creative talent for many years now, but he kindly sponsors all his work for the Awards. This includes all of the graphics, and even the lovely programme you are currently holding.

2025 Plain Language Awards ceremony

30 October 2025

Parliament

Wellington, New Zealand



The Awards support a culture of equity through clear communication. I've seen first-hand the difference plain language can bring to people from different experiences and backgrounds. It allows people to communicate with each other on a level playing field.

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Nau mai

Welcome

Message from our founding sponsor

Lynda Harris, Write Group and WriteMark



“What a year it’s been for plain language! Despite many challenges, plain language has enjoyed more advocacy and support in our country than ever before. And internationally, the professionalising of plain language continues at pace, most recently with the publishing of the ISO Plain Language Standard part 2 — legal communication.

So if you’re into plain language, you’re in good company! Huge congratulations to all the finalists here tonight. Your commitment to clarity and transparency is an inspiration to us all.”

Lynda Harris

Awards Founder

Trustee, WriteMark Plain English Awards Trust

Chief Executive, Write Group Limited — Platinum Sponsor



using the power
of words for good



WriteMark[®]
Plain Language Standard

Lynda is the Chief Executive of Write Group, one of the largest plain language consultancies in the world.

Lynda believes that plain language makes the world a better place. Supported by her like-minded team, she’s built a company that aims to put clarity and connection at the heart of every business communication.

The consistent theme of Lynda’s work has been to inspire people to achieve change.



Spotlight on Awards trustee and platinum sponsor

Wayne Wright, Wright Family Foundation



Wayne Wright, a prominent entrepreneur, philanthropist, and businessman from Tauranga is a trustee for the Wright Family Foundation.

With a successful career marked by innovation and leadership, Wayne brings invaluable business acumen and strategic vision to his role. His commitment to philanthropy underscores his dedication to giving back to the community and making a positive impact on society.

Wayne Wright

Trustee, WriteMark Plain English Awards Trust

Co-founder, Wright Family Foundation — Platinum Sponsor



The Wright Family Foundation is a valued sponsor of the Plain Language Awards. We gained so much from having Chloe Wright as Patron of the Awards until her passing. We were sad to lose her, but her legacy will continue.

We hugely appreciate the massive contribution from Wright Family Foundation to the project management of the Awards. Without their contribution, we would not have been able to go ahead with this important event this year.

“ The Awards set a standard for how we should communicate and inspire us to keep improving. When we do it well, those we communicate with are better informed. They can see their needs and concerns have been treated as the priority, which builds trust and respect.

“ Everyone benefits from the improvements in government and business communications resulting from the Awards.

Order of ceremony

5.00pm Doors open — welcome

5.30pm Ceremony begins

Welcome from MC James Elliott and co-host Thomas McGrath

Opening address from founding sponsor Lynda Harris, Write Group Limited

Guest speaker Wayne Wright, Wright Family Foundation

Award presentations

Best Plain Language Sentence Transformation

Best Plain Language Technical Communicator

Guest speaker Rachel Boyack (video message)

Best Plain Language Website

- Private Sector
- Public Sector

Best Plain Language Document

- Private Sector
- Public Sector

Guest Speaker Callum McMenamain

Best Plain Language Digital Tool

Best Plain Language Annual Report

Best Plain Language Legal Document

Guest speaker Simon Hertnon

People's Choice

- Best Plain Language Communication
- Worst Brainstrain Communication

Best Plain Language Turnaround

Guest speaker Anne-Marie Chisnall

Plain Language Champion — Best Individual or Team

Closing remarks

7.00pm Mix and mingle — drinks and canapés

Group photos



Who's clear them

Is the
best of
all?



Congratulations to our 2025 finalists!

Plain Language Champion – Best Individual or Team 2025

Enliven Plain Language Team, Enliven

Jamila Savoy

Specialist Channels team, NZ Transport Agency Waka Kotahi

Best Plain Language Document – Public Sector 2025

National Emergency Management Agency – *Catastrophic Event Handbook*

Office of the Inspectorate – *Young People and Young Adults in Corrections’ Custody thematic report – Quick-read summary*

Transport Rebuild East Coast (TREC) Alliance – *TREC Pānui – Issue 12*

Best Plain Language Document – Private Sector 2025

Healthify He Puna Waiora | Health Navigator Charitable Trust – *Allopurinol for gout*

Make it Easy Kia Māmā Mai | People First New Zealand Ngā Tāngata Tuatahi – *Rainbow Easy Read: Rainbow words and identities*

Manaaki Tāngata | Victim Support – *Coping with trauma*

Best Plain Language Website – Public Sector 2025

Auckland Council – voteauckland.co.nz

Health New Zealand | Te Whatu Ora – info.health.nz

Palmerston North City Council – pncc.govt.nz

Best Plain Language Website – Private Sector 2025

Citizens Advice Bureau New Zealand | Ngā Pou Whakawhirinaki o Aotearoa – koniae.org.nz

KidsHealth, Paediatric Society of New Zealand | Te Kāhui Mātai Arotamariki o Aotearoa – kidshealth.org.nz

Volunteering New Zealand | Tūao Aotearoa – volunteeringnz.org.nz

Best Plain Language Sentence Transformation 2025

Jeanette Muscat, Little pink typewriter / FIELD Engineers – sentence from *Case Study: Dragline failure investigation and redesign significantly improves design life*

Kate Sumner, Auckland Council – sentence from *Annual Plan 2025/2026*

Kate Sumner, Auckland Council – sentence from *The Auckland Plan 2050*

Best Plain Language Annual Report 2025

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

Best Plain Language Technical Communicator 2025

Enliven Plain Language Team, Enliven

Moretalk and Family Law Section of the New Zealand Law Society

Nicolina Newcombe and Imalka Kannangara, IHC Group

Best Plain Language Turnaround 2025

Manaaki Tāngata | Victim Support — *Coping with trauma*

Palmerston North City Council — *Parking tickets* webpage

Reserve Bank of New Zealand | Te Pūtea Matua — *What is legal tender?* webpage

Best Plain Language Digital Tool 2025

Ministry of Social Development — *Find out if you can get NZ Super or Veteran's Pension* guide

Sorted, Te Ara Ahunga Ora | Retirement Commission — *Retirement navigator* tool + guide

Te Waihanga | New Zealand Infrastructure Commission — *Feedback on the draft National Infrastructure Plan* Survey

People's Choice — Best Plain Language Communication 2025

Health New Zealand | Te Whatu Ora — *All about bowel screening*

Justice Andrew Becroft, Courts of New Zealand | Ngā Kōti o Aotearoa — *ORAL JUDGMENT OF BECROFT J [As to appeal of Interim Parenting Order] IN THE FORM OF A LETTER TO CLAUDE*

Mercury — *Increases to your piped gas prices* email

People's Choice — Worst Brainstrain Communication 2025

CityFitness — *CityFitness Terms & Conditions* | *CONDITIONS OF MEMBERSHIP*

Toitū Te Whenua | Land Information New Zealand — *Certification of Land Description dated 9 May 2024 for the Auckland Harbour Board and Takapuna Borough Council Empowering Act Amendment Bill*

Wellington City Council — *WELLINGTON INTERNATIONAL AIRPORT LIMITED DECISION ON DESIGNATION WIAL1 IN THE PROPOSED WELLINGTON CITY DISTRICT PLAN*

Thanks to tonight's hosts and performers



Master of Ceremonies — James Elliott

For the past few years, we've been honoured to have lapsed lawyer (his description, not ours) and now English language teacher James Elliott as the MC for our Awards ceremonies. James has become an integral part of our celebrations.

James has been a columnist for Newsroom.co.nz and his humour columns have been published in *The New Zealand Herald*, *Herald on Sunday*, and *Listener*. James has also been a regular contributor to RNZ's 'The Week That Was' and 'The Panel'.



Co-hosted by Thomas McGrath, Write Group Limited

We're lucky to have Thomas McGrath joining us for another year to co-host the Awards. Thomas is an inspiring and energetic trainer, facilitator, and leader from Write Group.

Plain language is a simple concept, but can feel a bit daunting to try and 'do it all'. Thomas believes in the ability of all people to make amazing advances to their thinking and communicating with the right tools and consistent effort.

Although it is always fulfilling to receive an award, the real benefit is seeing the difference it makes for your organisation and your clients. Being part of the Plain Language Awards allows Thomas the joy of recognising where people have made the effort to do the right thing.



Music by LightSwitch

LightSwitch is a jazzy trio who create that extra bit of ambience for a room. They play familiar jazz standards and more recent songs with a slight twist.

LightSwitch are: Margy Bliss on vocals, Brian Main on drums, and Nik Straugheir on guitar.

Meet our guest speakers



Rachel Boyack, Nelson MP (speaking via video)

Rachel was the original sponsor of the Plain Language Bill, which became the Plain Language Act 2022.

She lives in Nelson with her husband Scott and has been Nelson's MP since 2020.



Callum McMenamin, OpenAccess

Callum is the founder of OpenAccess — a consultancy that helps to make websites and apps accessible for disabled people.

He helped to create the New Zealand Government's web accessibility measurement system and its mandatory web accessibility standard.



Simon Hertnon, Nakedize (Awards head judge)

Simon is the Head Judge of the 2025 Plain Language Awards, and has served on the judging panel since 2011. Simon is a professional writer, consultant, and educator, who has taught essential writing skills to thousands of knowledge workers.

He is the author of the popular writing guidebook, *Clear Concise Compelling*, and has been passionately championing the societal value of clear information for more than 20 years.



Anne-Marie Chisnall, Write Group Limited

Anne-Marie is the Deputy Chief Executive at Write Group. She guides and supports Write's teams, ensuring projects maintain their high standards of quality and business impact.

Anne-Marie helped to develop the WriteMark and WriteMark Plus, quality marks for clear communication. And she's been part of the team behind Write Online, a library of microlearning content, since it began.

You

beauties



A special thanks to our Awards judges!

Plain Language Champion – Best Individual or Team

Melissa Wardell
Dr Neil James
Irene Stotko

Best Plain Language Document – Public Sector

Rob Waller
Suraya Casey
Jen Olson

Best Plain Language Document – Private Sector

Marjon Leemborg
Jonathan Tan
Emily Halloran

Best Plain Language Website – Public Sector

Elizabeth Beach
Laurence Walls
Emily Cotlier

Best Plain Language Website – Private Sector

Steph Prince
Paula van Gemen
Lucy Wilkins

Best Plain Language Sentence Transformation

Maryland Spencer
Caitlin Whiteman
Ruth Hamilton

Best Plain Language Annual Report

Andrew Pegler
Marja Stack
Emily Turner

Best Plain Language Legal Document

Kathryn Reeves
Laura Cheftel
Liezl van Zyl

Best Plain Language Technical Communicator

Deanna Lorianni
Lisa Wilde
Laura Southgate

Best Plain Language Turnaround

Kylie McGrath
Emma Fossey
Michelle Waitzman

Best Plain Language Digital Tool

Matt Huntington
James Burgess
Emily Harris

People's Choice – Best and Brainstrain

Simon Hertnon
Romina Marazzato Sparano
Bronwen Wall

Thank you to our fantastic sponsors!

Platinum sponsors



We're all about clear communication and celebrating achievement against a standard — just like the Plain Language Awards.



using the power
of words for good

As New Zealand's premier plain language consultancy, we believe in the social, ethical, and financial benefits that come from communicating in plain language.

We help our clients to form better relationships with their own customers and stakeholders. We sum up our work in the tagline 'using the power of words for good'.



For more than 20 years, humanitarians Chloe and Wayne Wright have been the driving force behind the Wright Family Foundation. They've tirelessly dedicated their time and made generous financial contributions to improve the lives and prospects of New Zealanders, focusing particularly on mothers and children.



Small but mighty. Graphic Solutions is a graphic design studio based in Wellington, New Zealand. We design with communication in mind — helping our clients create engaging brands, publications, and websites.

Our work has been recognised in the New Zealand Best Design Awards and we are members of the All-of-Government design panel.

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Colleen Trolove
PLAIN LANGUAGE TRAINING

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Institute of
New Zealand

Thanks also to our ceremony helpers at Parliament



Huihui
PARLIAMENT AVENUE, WELLINGTON



Thanks to all who entered or were nominated

Auckland Council
Auckland Emergency Management
Citizens Advice Bureau New Zealand |
Ngā Pou Whakawhirinaki o Aotearoa
Department of Internal Affairs
Enliven, Part of Each
ESL News New Zealand
Fulton Hogan Limited
Greater Wellington Regional Council
Hamilton City Council
Health New Zealand | Te Whatu Ora
Healthify He Puna Waiora | Health Navigator
Charitable Trust
Heidi Fog
Helen Bradford, Capire
Heritage New Zealand | Pouhere Taonga
Indi | The Independent Mortgage Company
Jamila Savoy, Plain Language Matters
Justice Andrew Becroft, Courts of
New Zealand | Ngā Kōti o Aotearoa
KidsHealth, The Paediatric Society of
New Zealand | Te Kāhui Mātai Arotamariki
o Aotearoa
Kiwibank
Little pink typewriter / FIELD Engineers
Louisa Eades, WorkSafe
Make it Easy Kia Māmā Mai | People First
New Zealand Ngā Tāngata Tuatahi
Manaaki Tāngata | Victim Support
Mercedes Glover
Mercury
Ministry of Business, Innovation & Employment
Ministry of Education |
Te Tāhuhu o te Mātauranga
Ministry of Social Development
Moretalk and Family Law Section of the
New Zealand Law Society
National Emergency Management Agency
Nicolina Newcombe and Imalka Kannangara,
IHC Group
NZ Transport Agency Waka Kotahi
Office of the Inspectorate
Palmerston North City Council
Predator Free Wellington
Reserve Bank of New Zealand |
Te Pūtea Matua
Sarah Shore, Fulton Hogan Limited
Sorted, Te Ara Ahunga Ora | Retirement
Commission
Stronger Schools, Streamliners
Talking Trouble Aotearoa NZ
Te Waihanga | New Zealand Infrastructure
Commission
The Personal Advocacy and Safeguarding
Adults Trust
Transport Rebuild East Coast (TREC) Alliance
Volunteering New Zealand | Tūao Aotearoa
Waipapa Taumata Rau | University of Auckland
Watercare Services Limited
Whai Rawa, Te Rūnanga o Ngāi Tahu
Whānau Āwhina Plunket

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Wright Family Foundation



It's party time!

The first 10 people to email me get their pick of these treats:

- A nail appointment at your local salon
- A Scenic Spa visit for you and your bestie
- A 30-minute massage with your local therapist
- Lunch for you and a friend at your local haunt
- Four of your favourite pies. (The guys at the gym insisted I put pies on the list. "Everybody likes a pie!" – Joe Fiu)

colleen@colleentrolove.com

Pssst! Email right now! You deserve to feel fabulous.



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