Web Based Annual Reporting

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IAB Services

Annual Reporting
Reform needed both to substance and form

- ✓ Attention has been (rightly) focused on *substance*
- ✓ But *form* is also in need of improvement
- ✓ Even good Annual Reports often rate as an average piece of communication
  - ▪ = the achievement of shared meaning
- ✓ Every communication needs to consider
  - ▪ user requirements
  - ▪ structural elements
  - ▪ communication channels

Traditional Structural Elements

✓ It's all about *navigating the report* so that the reader obtains "meaning"

✓ Reporting framework

- once by function or division (activity focus)
  - based on organisation chart
  - KPIs were "busy-ness" metrics
- Now usually by objective (outcome focus)
  - based on corporate plan
  - KPIs are results measures

Traditional Structural Elements

✓ Contents , Glossary, Index

- road map
- "jargon buster"

✓ Internal links and cross references

- useful for navigation, but too much can suggest a confusing overall report structure

✓ Summaries

- Snapshots, dashboards, graphics
- Simple explanations (eg. Financial Report)

The start of a user revolution

- ✓ Websites were originally "supplier" focused
  - ▪ "what we do", "what we have for you"
  - ▪ catalogue of documents and activities
- ✓ But focus group research challenges that
  - ▪ customer focus: "what we want from you"
  - ▪ turned the glove inside-out – website redesign (see ICAC)
- ✓ More savvy users demand more analysis
  - ▪ search-a-bility within the site (engine)
  - ▪ search-a-bility across the www (metadata tags)
  - ▪ comparison (benchmarking) tools (eg. Moneywatch)
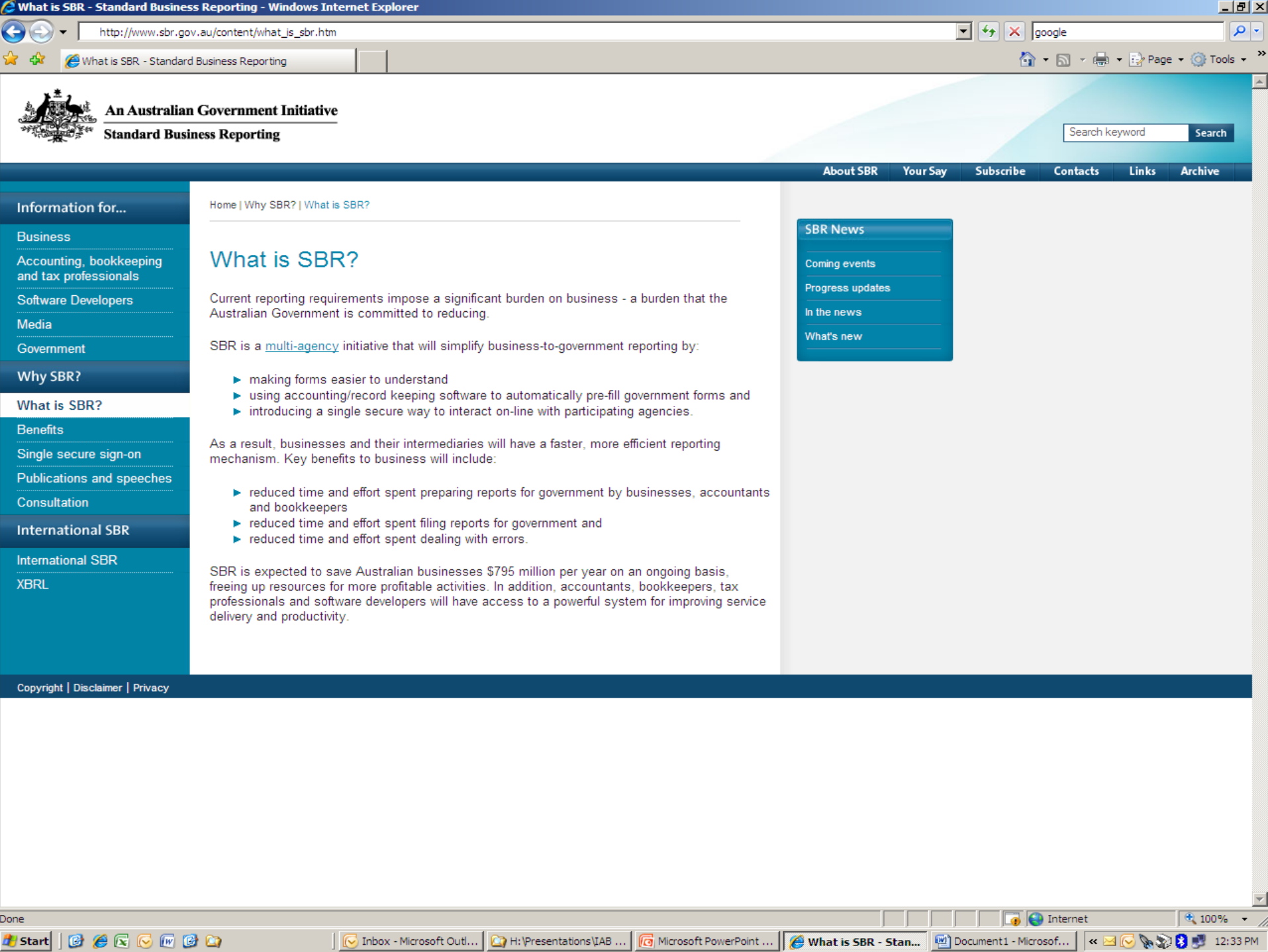
New forms of Reporting

- ✓ Summary vs full Annual Report
- ✓ Special Purpose Reports (eg. TBL)
- ✓ Pressures from Regulators and Customers
  - continuous reporting
  - simplified reporting and improved analysis
- ✓ Online reporting trend accelerated

First steps into cyberspace

✓ Most organisations still "think-print" to begin with
  - disc or cd-rom version
  - online pdf
  - both have major access and navigation problems

✓ Sectioned-pdf's
  - a little easier, but internal movement is still poor

✓ Web based reporting
  - actually a whole new communication channel. Requires a significant re-think

Technology rewrites the script

- ✓ web design tools add new possibilities
  - easy internal navigation
  - text-balloon explanations
  - bells and whistles (movement, embedded video)
- ✓ XBRL will revolutionise financial reporting
  - free language for electronic communication
  - defined by an international standard
  - think of it like a bar code on every piece of financial reporting data
  - Being pushed by Federal Government (SBR Program)

What is SBR?

Current reporting requirements impose a significant burden on business - a burden that the Australian Government is committed to reducing.

SBR is a multi-agency initiative that will simplify business-to-government reporting by:

- ▶ making forms easier to understand
- ▶ using accounting/record keeping software to automatically pre-fill government forms and
- ▶ introducing a single secure way to interact on-line with participating agencies.

As a result, businesses and their intermediaries will have a faster, more efficient reporting mechanism. Key benefits to business will include:

- ▶ reduced time and effort spent preparing reports for government by businesses, accountants and bookkeepers
- ▶ reduced time and effort spent filing reports for government and
- ▶ reduced time and effort spent dealing with errors.

SBR is expected to save Australian businesses $795 million per year on an ongoing basis, freeing up resources for more profitable activities. In addition, accountants, bookkeepers, tax professionals and software developers will have access to a powerful system for improving service delivery and productivity.

An Australian Government Initiative
Standard Business Reporting

Search keyword [Search]

About SBR   Your Say   Subscribe   Contacts   Links   Archive

Information for...

- Business
- Accounting, bookkeeping and tax professionals
- Software Developers
- Media
- Government

Why SBR?

- What is SBR?
- Benefits
- Single secure sign-on
- Publications and speeches
- Consultation

International SBR

- International SBR
- XBRL

SBR News

- Coming events
- Progress updates
- In the news
- What's new

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Criteria for Online Reporting

✓New Award category this year for the Australasian Reports Awards

✓Five main areas to address:

- Communication design
- Accessibility
- Printability
- Transparency
- Organisational Branding and Values

annual reports awards

Electronic (Online) Reporting Award / Criteria Applicab...

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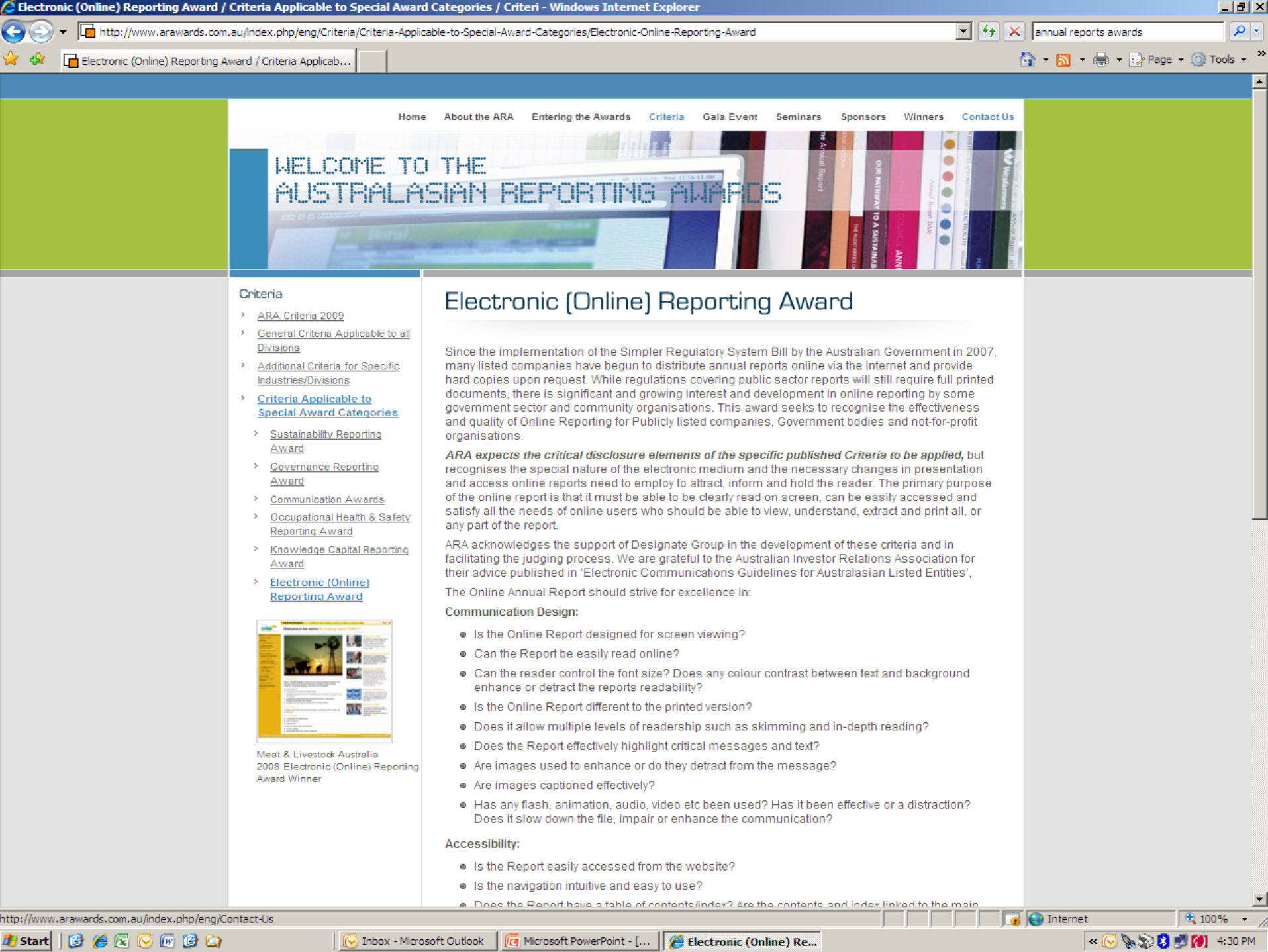
WELCOME TO THE
AUSTRALASIAN REPORTING AWARDS

Criteria

- ARA Criteria 2009
- General Criteria Applicable to all Divisions
- Additional Criteria for Specific Industries/Divisions
- **Criteria Applicable to Special Award Categories**
  - Sustainability Reporting Award
  - Governance Reporting Award
  - Communication Awards
  - Occupational Health & Safety Reporting Award
  - Knowledge Capital Reporting Award
  - **Electronic (Online) Reporting Award**

Meat & Livestock Australia 2008 Electronic (Online) Reporting Award Winner

Electronic (Online) Reporting Award

Since the implementation of the Simpler Regulatory System Bill by the Australian Government in 2007, many listed companies have begun to distribute annual reports online via the Internet and provide hard copies upon request. While regulations covering public sector reports will still require full printed documents, there is significant and growing interest and development in online reporting by some government sector and community organisations. This award seeks to recognise the effectiveness and quality of Online Reporting for Publicly listed companies, Government bodies and not-for-profit organisations.

ARA expects the critical disclosure elements of the specific published Criteria to be applied, but recognises the special nature of the electronic medium and the necessary changes in presentation and access online reports need to employ to attract, inform and hold the reader. The primary purpose of the online report is that it must be able to be clearly read on screen, can be easily accessed and satisfy all the needs of online users who should be able to view, understand, extract and print all, or any part of the report.

ARA acknowledges the support of Designate Group in the development of these criteria and in facilitating the judging process. We are grateful to the Australian Investor Relations Association for their advice published in 'Electronic Communications Guidelines for Australasian Listed Entities',

The Online Annual Report should strive for excellence in:

Communication Design:

- Is the Online Report designed for screen viewing?
- Can the Report be easily read online?
- Can the reader control the font size? Does any colour contrast between text and background enhance or detract the reports readability?
- Is the Online Report different to the printed version?
- Does it allow multiple levels of readership such as skimming and in-depth reading?
- Does the Report effectively highlight critical messages and text?
- Are images used to enhance or do they detract from the message?
- Are images captioned effectively?
- Has any flash, animation, audio, video etc been used? Has it been effective or a distraction? Does it slow down the file, impair or enhance the communication?

Accessibility:

- Is the Report easily accessed from the website?
- Is the navigation intuitive and easy to use?
- Does the Report have a table of contents/index? Are the contents and index linked to the main

Start   Inbox - Microsoft Outlook   Microsoft PowerPoint - [...   Electronic (Online) Re...   4:30 PM

Criteria for Online Reporting

✓ ## Communication design:

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Criteria for Online Reporting

✓ Accessibility:

- Is the Report easily accessed from the website?

- Is the navigation intuitive and easy to use?

- Does the Report have a table of contents/index? Are the contents and index linked to the main sections of the Report?

- Can the user move within sections and between sections? Between levels? Does the user have to go through too many levels?

- Does the report provide interactive links to relevant sites/documents?

- Can users quickly get the information they want? Does the user always know where they are, in the Report?

- Does the Report use clarifying descriptions when necessary?

- Can readers copy and paste information for their own use?

- Can financial information be accessed in spreadsheet form? Is it already available in that form?

- Is all referenced information linked to its relevant page?

- Is there a site map and help button?

Criteria for Online Reporting

✓ Printability:

- Is the Online Report designed and produced to allow for the purpose of printing?

- Is the Online Report set up for quick, cheap and efficient printing?

- Can the Report be downloaded in full for later reading and printing?

- Can individual sections of the report be downloaded for later reading and printing?

- Can the user print directly from the page they are viewing?

Criteria for Online Reporting

✓ Transparency:

- Is there access to the Full Annual Report?

- Is the organisation letting people choose the information they want or dictating to them?

- Are graphs, tables and diagrams clear and easily read and easily understandable?

- Are there links to any other parts of the organisation's website or other websites for further information?

- Was the Online Report available quickly after the results were released? Was it available by the time the printed version was mailed?

- Are Senior Management and Directors clearly taking responsibility for the Report content?

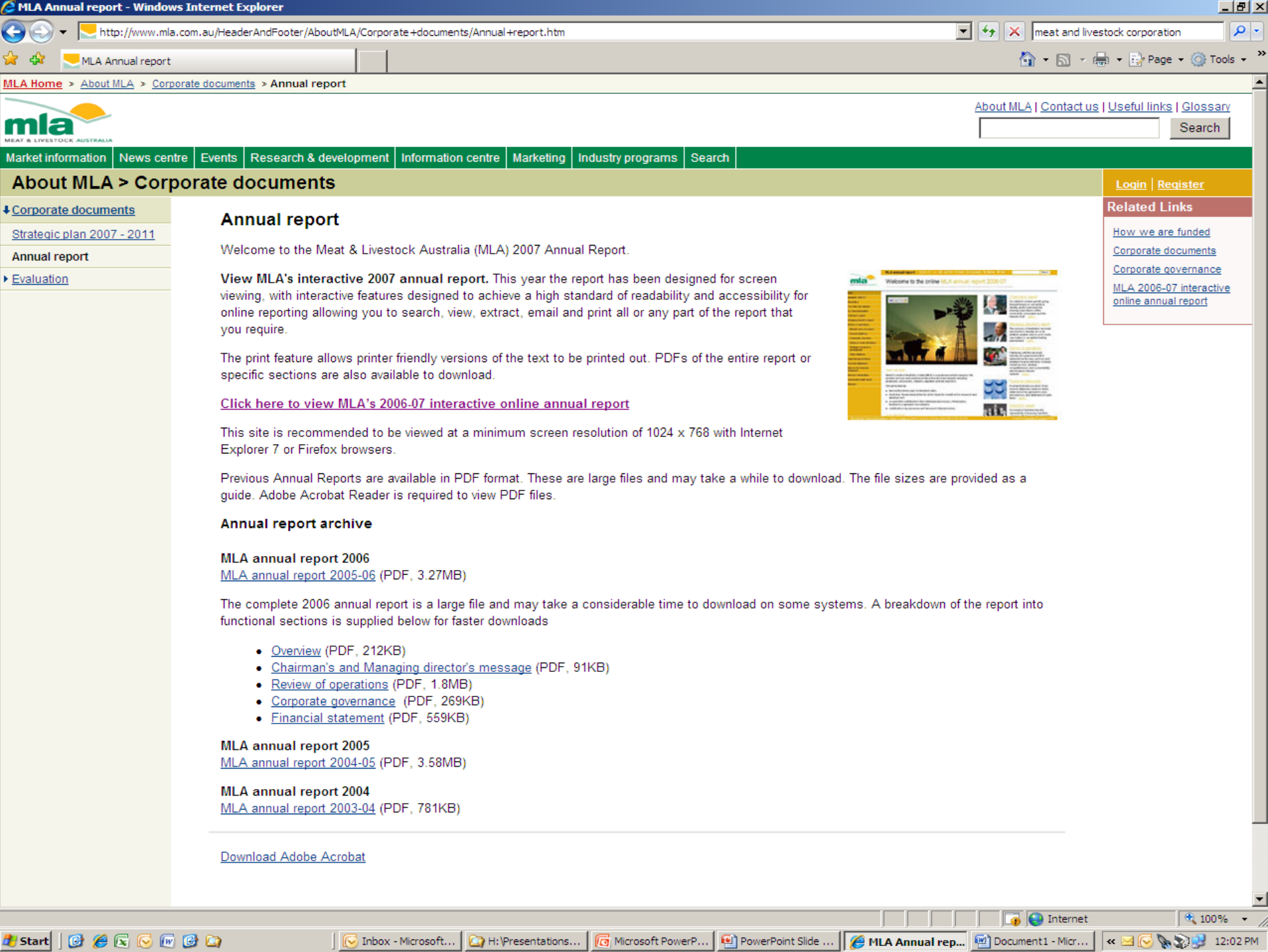# Criteria for Online Reporting

✓ Branding and Values:

- Does the Online Report consistently reflect the organisation's brand i.e. website, corporate profile and other online documents?

- Does the Report visualise the organisation's values?

- Does the Report relate to the website?

An example to look at

✓ ARA winner of the Online Reporting Award:

- Meat and Livestock Australia

- www.mla.com.au

http://www.mla.com.au/HeaderAndFooter/AboutMLA/Corporate+documents/Annual+report.htm

meat and livestock corporation

MLA Annual report

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Annual report

▸ Evaluation

Related Links

How we are funded

Corporate documents

Corporate governance

MLA 2006-07 interactive online annual report

Annual report

Welcome to the Meat & Livestock Australia (MLA) 2007 Annual Report.

View MLA's interactive 2007 annual report. This year the report has been designed for screen viewing, with interactive features designed to achieve a high standard of readability and accessibility for online reporting allowing you to search, view, extract, email and print all or any part of the report that you require.

The print feature allows printer friendly versions of the text to be printed out. PDFs of the entire report or specific sections are also available to download.

Click here to view MLA's 2006-07 interactive online annual report

This site is recommended to be viewed at a minimum screen resolution of 1024 x 768 with Internet Explorer 7 or Firefox browsers.

Previous Annual Reports are available in PDF format. These are large files and may take a while to download. The file sizes are provided as a guide. Adobe Acrobat Reader is required to view PDF files.

Annual report archive

MLA annual report 2006
MLA annual report 2005-06 (PDF, 3.27MB)

The complete 2006 annual report is a large file and may take a considerable time to download on some systems. A breakdown of the report into functional sections is supplied below for faster downloads

- Overview (PDF, 212KB)
- Chairman's and Managing director's message (PDF, 91KB)
- Review of operations (PDF, 1.8MB)
- Corporate governance (PDF, 269KB)
- Financial statement (PDF, 559KB)

MLA annual report 2005
MLA annual report 2004-05 (PDF, 3.58MB)

MLA annual report 2004
MLA annual report 2003-04 (PDF, 781KB)

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MEAT & LIVESTOCK AUSTRALIA

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  Strategic research & development
  Other initiatives
Corporate governance
Financial report
Notes to the financial statements
Directors' declaration
Independent audit report
Glossary

Welcome to the online MLA annual report 2006-07

This site is recommended to be viewed at a minimum screen resolution of 1024 x 768 with Internet Explorer 7 or Firefox browsers.

Chairman's report
Our ability to sustain growth going forward hinges on our ability to identify, predict and meet the evolving expectations of the community, consumers and the industry itself.   more...

Managing director's report
The success of Australia's red meat and livestock industry lies in its ability to weather storms and charter new waters in our global trading environment   more...

Review of operations
Partnering with the red meat industry and government, MLA delivered world-class services and solutions to grow demand, increase market access, develop competitiveness and sustainability, and increase industry capacity.   more...

Financial statements
A comprehensive run down of our income statement, balance sheet, statement of recognised income and expense, and statement of cash flows.   more...

Directors' report
Our board of directors has the reponsibility of ensuring that MLA operates effectively and stakeholder and industry value is maximised.   more...

WHO WE ARE

Meat & Livestock Australia Limited (MLA) is a producer-owned company. We provide services and solutions to the entire red meat industry including producers, processors, retailers, exporters and live exporters.

We are funded by:

- transaction levies paid on livestock sales
- Australian Government dollar-for-dollar funds for investment in research and development
- co-operative contributions from individual processors, wholesalers, foodservice operators and retailers
- contributions by processor and live export industry bodies

OUR MISSION

To deliver world-class services and solutions in partnership with industry and government.

OUR VALUES

- Collaborate with stakeholders
- Seek excellence
- Deliver value

Some Issues to Ponder

- Some users may see this as cost shifting if they have to use their own resources to print out material from the Report

- Limiting the use of colour, and use of borderless printing, may help reduce costs for users

- XBRL – stay tuned – your organisation <u>will</u> need skills in this area

- Annual Reporting may not continue to be "annual" for much longer. Especially with XBRL, shorter reporting periods, if not continuous reporting, is surely coming

http://dev.arawards.com.au/index.php/eng/Winners/2008-Award-Recipients

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AUSTRALASIAN REPORTING AWARDS

Wesfarmers

Winners

- 2008 Award Recipients
  - Gold Awards
  - Silver Awards
  - Bronze Awards
- 2007 Award Recipients
- 2006 Award Recipients
- 2005 Award Recipients
- 2004 Award Recipients
- 2003 Award Recipients

2008 Award Recipients

Congratulations to all 2008 Award recipients!

Report of the Year
OneSteel Limited

Communication Award
Private Sector - BlueScope Steel
Public Sector - Gold Coast City Council
Not-for-Profit Sector - St. Vincent's Melbourne

Governance Reporting Award
Private Sector - Australia and New Zealand Banking Group Limited
Public Sector - Gold Coast City Council

Sustainability Reporting Award
National Australia Bank

Occupational Health & Safety Reporting Award
Hume City Council

Knowledge Capital Reporting Award
NSW Department of Lands

Electronic (Online) Reporting Award
Meat & Livestock Australia

Best First Time Entry
MonashLink Community Health Service

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Emergency Services Queensland

Gold Awards / 2008 Award Recipients / Winners / Ho...

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Winners

- **2008 Award Recipients**
  - Gold Awards
  - Silver Awards
  - Bronze Awards
- 2007 Award Recipients
- 2006 Award Recipients
- 2005 Award Recipients
- 2004 Award Recipients
- 2003 Award Recipients

Gold Awards

Australia Post

Australian Broadcasting Corporation

Australian Securities & Investments Commission (ASIC)

Barwon Water

BHP Billiton

Boral Limited

Brimbank City Council

Caboolture Shire Council

Central Queensland Ports Authority

City of Boroondara

City of Kingston

CSR Limited

Department of Emergency Services

Gold Coast City Council

Hume City Council

Legal Aid New South Wales

Macarthur Coal Limited

North East Water

NSW Lotteries Corporation

Nurses Board of Victoria

OneSteel Limited

Port of Brisbane Corporation

Residential Tenancies Authority

Rio Tinto

Santos Ltd

Stanwell Corporation Limited

Suncorp-Metway Ltd

Tennis Australia

The Hospitals Contribution Fund of Australia Limited

Victorian Institute of Forensic Mental Health

Warrigal Care

Watercare Services Limited

West Wimmera Health Service

Western District Health Service

Western Region Water Corporation

Westpac Banking Corporation

Woodside Petroleum Ltd

Working with Agencies to improve the Public Sector

Stephen Horne
Managing Director

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and manage their risks

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