

**Extract of Presentation made by Professor Christopher Doepel PSM
Chair W.S Lonnie Awards Judging Panel**

Thursday 7th April 2011

Hyatt Regency Hotel

I would like to make a couple of general comments about last year's annual reports.

By and large, state agencies comply with the mandatory annual reporting requirements imposed upon them. But what makes an agency's report outstanding to the degree that it is recognised for a Lonnie Award?

In addition to fulfilling the judging criteria, the Award winners this year demonstrated the following characteristics at a level of excellence:

1. They were crisp and clear in their descriptions of what they did and for whom.
2. They integrated visual images and statistical information in a complementary and balanced way.
3. They were transparent in the presentation of their financial information, not only in their audited statements but in the narratives around their program delivery.
4. At least one agency used visual humour in a clever way to liven up its report.

One of the judging criteria required us to assess the navigability or friendliness to the reader who accessed a report by computer. You will see among the winners agencies that made great efforts to understand the process of accessing information in the electronic environment. They made extensive use of hyperlinks or side panel bookmarks to assist the reader. This included links to and within their financial information. They also understood how the reader's experience would differ between the hard and electronic copies and accounted for this in their design. While this criterion was just one of several criteria against which reports were judged, the judges considered it to be important. It reflects the contemporary realities of how readers seek out and process information.

Another criterion required us to assess the extent to which agencies described difficulties they experienced in delivering their programs. Few agencies provided any critical commentary on their program delivery. After reading some 30 reports you could be forgiven for thinking that you had just put down a modern retelling of Voltaire's *Candide* where Dr Pangloss cheerfully proclaims 'all is for the best in this the best of all possible worlds'.

Perhaps the reality of accountability within our parliamentary democracy works against agencies providing this analysis. To paraphrase Sir Humphrey Appleby, it might indeed be a very courageous agency head who presented to the Minister for tabling in the Parliament an annual report that spelled out shortcomings, warts and all.

We know that program delivery in a modern parliamentary democracy can be difficult. Stakeholders are poised to take aim at what they consider to be failures. Nevertheless, it would perhaps contribute to improving public understanding if more agencies were prepared to provide some narrative around the difficulties they experience.

So, what can we say overall? It is quite clear that an agency's annual report in a bare pdf form buried several mouse clicks down from the home page is not going to cut it when it comes to winning a Lonnie Award. Agencies that do it well understand not only the compliance requirements but also the best practice around modern document preparation, particularly for the e-world.

The Judging Panel congratulates the winners.

W.S. Lonnie Major Awards

The W.S. Lonnie Memorial Trophy

■ [Office of the Auditor General](#)

The Margaret Nadebaum Trophy

■ [Insurance Commission of Western Australia](#)

Margaret McAleer Special Commendation

■ [Public Transport Authority](#)

The Allan Skinner Trophy

■ [Office of the Auditor General](#)

General Awards - by Agency Category winners

Category 1 – Agencies with < 100 FTEs

- Gold Economic Regulation Authority

- Silver Western Australia Electoral Commission

- Bronze Ombudsman Western Australia

Special Commendation: Subiaco Redevelopment Authority

Category 2 – Agencies with 101 – 1,000 FTEs

- Gold Office of the Auditor General

- Silver Zoological Parks Authority

- Bronze WorkCover Western Australia

- Bronze Department of State Development

Category 3 – Agencies with > 1,000 FTEs

- Gold Public Transport Authority

- Silver Disability Services Commission

- Bronze Main Roads Western Australia

- Bronze WA Police

Category 4 – Government Trading Enterprises

- Gold Insurance Commission of Western Australia

- Silver Fremantle Ports

A Bronze Award was not presented in this category.

Specialist Awards

Office of the Auditor General Award for Transparency & Accountability

- [Disability Services Commission](#)

Ombudsman Western Australia Award for Complaints Handling

- [Disability Services Commission](#)

Judges Comments: The Commission has a robust and transparent complaints handling policy and procedure. There is clear evidence of responsiveness to client concerns about service problems and the way that complaints are handled in DSC is clearly articulated. There are also clear strategies to encourage consumer feedback and utilisation of the complaints process.

Institute of Chartered Accountants in Australia Award for Chief Financial Officer of 2010

- [Mr. Sandy Kerr](#)
[Department of Regional Development & Lands](#)

Judges Comments: Sandy put together a very impressive and intelligent response that highlighted the major challenges and deliverables through 2009/10 following the formation of the Dept on 1 July 2009. Sandy demonstrated strength and depth of knowledge and experiences across all of the selection criteria, especially in the areas of Strategy, Financial Reporting and Leadership. An exceptional candidate.

Finalists

- **Raymond Willis – CFO at the Dept of Education Services**

Judges Comments: Again, a strong submission highlighting his initiative with the introduction of the Grants Auditing Programme, his key role in communicating with all key stakeholders (including the Minister, ERC and other Departments) and his ongoing determination to challenge the “existing way of doing things” for the benefit of the agency as a whole.

- **Peter Parolo, CFO at the Dept of Water**

Judges Comments: Peter’s key strengths in his nomination centred around his ability to rebuild and (more importantly) retain and re-motivate the finance team over a number of years as well as ensuring his department was ready and able to respond quickly to requests to resolve budget issues, including communicating their impact on the strategic and financial plans. The finance division, under Peter’s leadership, also demonstrated it works well in supporting the business areas and working closely with them to address and resolve problems & issues.

Department of Treasury & Finance Award for Performance Reporting

■ WorkCover Western Australia

The Office of the Director of Public Prosecution, the Disability Services Commission and the Department of Corrective Services were also highly rated.

Joint Award led by the Department of Commerce for Occupational Safety, Health and Injury Management

■ Main Roads Western Australia

Judges Comments: The winner, Main Roads Western Australia exceeded the requirements by displaying a high level of transparency and disclosure of their occupational safety, health and injury management performance and their commitment to a risk aware safety culture.

The Public Sector Commission Award for Good Governance

■ Ombudsman Western Australia

Special Commendations: Main Roads Western Australia; Office of the Auditor General

State Records Commission Award for Excellence in Compliance Reporting

■ W A Police

Judges Comments: The WA Police annual report provides a detailed overview of its program to improve recordkeeping practices. The report describes the organization's initiatives to review and improve existing recordkeeping processes and systems, with an aim towards improving productivity, communication and frontline service.

The WA Police training and induction programs acknowledge the diverse nature of its workforce, in both a geographic and occupational sense. The report describes a comprehensive training program which is tailored to specific occupational groups, such as cadets and frontline customer service staff. Online and face-to-face training, where necessary, provide staff statewide with information and guidance in understanding their recordkeeping responsibilities.

The WA Police annual report is a solid account of the organization's commitment to good business practices through improved recordkeeping.

[Special Commendation: Main Roads Western Australia](#)

Judges Comments: The State Records Commission also wishes to extend a high commendation to **Main Roads Western Australia** for reporting on its program to review and improve recordkeeping practices.

Initiatives described in this year's report encompass the review and update of major recordkeeping tools; codes of practice; and the provision of training and awareness mechanisms to improve recordkeeping across the entire organization of some 1, 000 staff.

Finalists

The Institute would like to recognise the following organisations that were shortlisted for an Award.

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| Department of Commerce | Kimberley Development Commission |
| Department of Corrective Services | Main Roads Western Australia |
| Department of Environment and Conservation | Office of the Auditor General |
| Department of Fisheries | Office of the Director of Public Prosecutions |
| Department of Indigenous Affairs | Office of the Public Sector Standards Commissioner |
| Department of Mines and Petroleum | Ombudsman Western Australia |
| Department of Regional Development and Lands | Perth Theatre Trust |
| Department of State Development | Public Transport Authority |
| Department of the Attorney General | Public Trustee |
| Department of Treasury and Finance | Racing and Wagering Western Australia |
| Disability Services Commission | South West Development Commission |
| Economic Regulation Authority | Subiaco Redevelopment Authority |
| Fremantle Ports | WA Police |
| Gascoyne Development Commission | Western Australian Electoral Commission |
| Great Southern Development Commission | WorkCover Western Australia |
| Insurance Commission of Western Australia | Zoological Parks Authority |