

# do's & don't's

Annual Report checklist

do

**DO** ensure that you describe 'what' your goals are and 'how' you plan to achieve them.

**DON'T** make bland statements like 'our plan is to grow' with no further explanation.

don't

do

**DO** use your KPIs to show progress but demonstrate them with stated objectives and strategies.

**DON'T** just provide a table which shows KPI's but does not relate to the objectives and strategies.

don't

# do don't

**DO** give information on any risks and doubts – are they escalating or getting better?

**DON'T** give generic explanations that could apply to any company.

do

**DO** explain why corporate social responsibility is important to the business.

don't

**DON'T** include irrelevant information on environmental, social or community issues.

n't

d

**DO** explain  
your business model  
or how you create revenue  
by your processes,  
structure and distribution  
methods.

d

don't use  
technical jargon  
or buzz words.

on't

do

**DO** qualify  
industry trends with  
supported facts and  
research.

don't

**DON'T** be  
afraid to source  
research papers to  
quantify trends instead of  
weak views such as 'the  
prospects for further  
opportunities are  
good.'

don't

For help with your next annual report

**give us a call**

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