

# Planning your Content



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A good Annual Report has strong content that engages your stakeholders with your yearly achievements.

## Developing Content

When writing your content keep focussed on your key messages and cover all aspects of your organisation. This checklist is to help you to include all these elements in your content.

### Keep Your Content on Message

- Vision/Mission Statement
- How we use our Vision/Mission Statement
- Summary of key outcomes for year.
- Summary of key strategies this year (What we said we would do)
- Summary of achievements against strategies (What we actually did)
- Summary of key strategies for next year (What we plan to do)
- Summary of outlook and issues for next year
- Summary of performance targets for next year
- Why these targets were selected
- Benchmarks against other like organizations
- Programs and department reports
- Systems and processes
- Managing risk
- Staff

### Including Board and Governance

- Accountability/Evaluation
- Functions
- Committees
- Succession planning
- Induction
- Conflict of interest
- Remuneration/Expenses
- Policies

**Call today**  
**1300 714 512**

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**OUR VISION**

**To achieve great  
results for our clients  
through partnership  
and collaboration**

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Higgeldy Piggeldy are problem solvers, delivering solutions for digital and print that are functional, engaging and most importantly results focussed.

- > Identity and brand strategies
- > Marketing communications
- > Graphic design and web development services

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