



## Media Release

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### **ANZ the first KiwiSaver provider to achieve WriteMark plain English quality standard**

ANZ's commitment to presenting financial information in a simple way is paying off, with confirmation it is the first KiwiSaver provider to achieve the WriteMark quality standard.

WriteMark is New Zealand's quality standard for clarity in writing and presentation and was achieved for the recently updated ANZ KiwiSaver Scheme Investment Statement.

"We wanted our refreshed ANZ KiwiSaver Scheme Investment Statement to have the highest standards for plain English and clarity," said John Body, Managing Director, Wealth and Private Banking, New Zealand.

"We are pleased to be the first in the industry to carry a WriteMark on our KiwiSaver investment statement. We believe displaying the WriteMark will give members confidence that our documents have been written to make things easier for them. We've done this in a way that makes the information in these statements easy to find and easy to read," Mr Body said.

Chief Executive of Write Limited and founder of the WriteMark, Lynda Harris, congratulated ANZ on its efforts to deliver the best possible offer documents.

"We're impressed with the commitment ANZ has made to its investors. Some financial institutions and their lawyers have argued that writing an investment statement in plain English is just not possible. ANZ has shown that the naysayers are wrong; investment statements can be clear," Ms Harris said.

WriteMark's assessors judged the updated ANZ Investment Statement against 28 criteria, established according to internationally recognised benchmarks for plain English.

This WriteMark quality approval follows ANZ's success in The Workplace Savings 2012 Communications Award for best KiwiSaver Annual Report. Throughout 2013, several more ANZ offer documents will be refreshed and these will also be audited against the WriteMark Plain English Standard.

"KiwiSaver helps New Zealanders save for their retirement and it's important they make well-informed choices about their provider and their investment in the scheme. We hope our refreshed plain English investment statement and reports help people do that," Mr Body said.

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