

Public Vote www.sorted.org.nz a Winner

23 November 2001

The Retirement Commission's new financial planning web site www.sorted.org.nz has been named the best New Zealand financial planning web site.

Announced winner in the best finance site category last night at the NZ Netguide Web Awards ceremony in Auckland, Sorted headed off a field of 4 finalists nominated by the public.

The judges said "the site promises to live up to its name – to get you sorted on money matters – and it does it well. We found ourselves having fun using some of the excellent features on the site and even rethinking and comparing some of our own personal finances. We especially liked the excellent easy-to-follow navigation menu, which many finance sites find difficult."

In accepting the award for the Retirement Commission, Communications Manager Liz Read said it was confirmation that a move to a web-based public education programme was the right decision.

"We've been successfully providing financial planning education to New Zealanders for five years, but our decision to use the internet to deliver it opened up new opportunities for us to provide a fun, interactive and audience-specific financial planning environment."

"This win endorses the great reaction we've had to Sorted in the seven weeks since we launched the programme.

"The site has had more than 90,000 user sessions, and the email feedback we've received has been really positive."

Retirement Commissioner Colin Blair said he was delighted to hear of the win.

"The success of Sorted is due to the dedication of our small team of staff. Most of the content was developed in-house. The high quality of work from Saatchi & Saatchi and Dunham Bremmer in areas of design and building the site was also invaluable."

"But ultimately it is the public who judge its value, and this award, together with the level of interest in the site, suggests it is meeting a real need New Zealanders have for simple, easy-to-access financial planning tools."

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