

Retirement Commission

Whiriwhiria!

www.sorted.org.nz

4 July 2002

Media Release

Sorted Site Wins Again

The Retirement Commission's new financial planning web site www.sorted.org.nz has won a Computerworld Excellence Award for the use of IT in Government.

In accepting the award for the Retirement Commission, Communications Manager Robyn Cormack said www.sorted.org.nz was a hugely successful public education campaign, which has attracted over a quarter of a million visitors.

"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 personal financial planning environment."

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

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 our advisers in areas of design and building of 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."

Sorted has also won a PRINZ (Public Relations Institute of NZ) award and a Netguide Web Award for best finance site in November 2001.

End

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