



**MINISTRY OF SOCIAL
DEVELOPMENT**

TE MANATŪ WHAKAHIATO ORA

22 APR 2021

Dear

On 6 April 2021, you emailed the Ministry of Social Development (the Ministry) requesting, under the Official Information Act 1982 (the Act), a copy of the New Zealand Sign Language (NZSL) Week 2020 report.

The Ministry contracted Deaf Aotearoa to provide NZSL Week for 2020 to 2022. The key objective being the supply of national promotion of NZSL, opportunities to learn NZSL, and local community-driven initiatives that bring the hearing and Deaf communities together to celebrate and use NZSL.

Please find enclosed, a copy of the *Project Completion Report to the NZSL Board*, dated 30 November 2020, which describes the work completed by Deaf Aotearoa to deliver NZSL week 2020.

Some information is withheld under section 9(2)(b)(ii) of the Act as, if released, it would be likely to prejudice the commercial position of the person who supplied or who is the subject of the information. The greater public interest is in ensuring that the commercial position can be maintained.

The principles and purposes of the Official Information Act 1982 under which you made your request are:

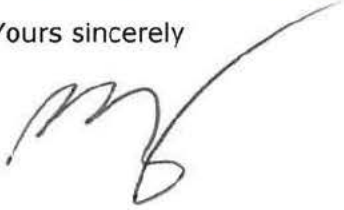
- to create greater openness and transparency about the plans, work and activities of the Government
- to increase the ability of the public to participate in the making and administration of our laws and policies
- to lead to greater accountability in the conduct of public affairs.

This Ministry fully supports those principles and purposes. The Ministry therefore intends to make the information contained in this letter and any attached documents available to the wider public. The Ministry will do this by publishing this letter and attachments on the Ministry of Social Development's website. Your personal details will be deleted and the Ministry will not publish any information that would identify you as the person who requested the information.

If you wish to discuss this response with us, please feel free to contact OIA_Requests@msd.govt.nz.

If you are not satisfied with this response regarding the NZSL Week Project Completion Report, you have the right to seek an investigation and review by the Ombudsman. Information about how to make a complaint is available at www.ombudsman.parliament.nz or 0800 802 602.

Yours sincerely

A handwritten signature in black ink, appearing to be 'B. Coffey', written in a cursive style.

Brian Coffey
Director
Office for Disability Issues

Project Completion report to the NZSL Board

Please complete and return this report telling us how New Zealand Sign Language and the Deaf community have benefitted from your New Zealand Sign Language Fund grant. Please include any information or reports about your Project that you think would help us understand its success.

Your organisation agreed to provide a Report when it received the grant from the NZSL Fund. If it does not provide a satisfactory report on time, we might ask for the funding to be returned, or you might not receive any other grants from the Fund.

By providing this report your organisation agrees that we may talk to other people or organisations about you and your Project and may publish information about it and you.

Background information	
Funding Round	
Organisation	Deaf Aotearoa
Project Name	NZSL Week 2020
Contact person	Victoria Manning
Email address	Victoria.manning@deaf.org.nz
Description	<p>The Ministry of Social Development contracted Deaf Aotearoa to provide NZSL Week 2020 – 2022.</p> <p>The key objective being the supply of national promotion of NZSL; opportunities to learn NZSL; and local community-driven initiatives that bring the hearing and Deaf communities together to celebrate and use NZSL.</p> <p>Deaf Aotearoa agreed to provide services set out in the Statement of Work for this Agreement:</p> <p>a. to lift the status and profile of NZSL as an Official Language of New Zealand – a language all New Zealanders can use</p>

	<p>b. for Deaf community members to use and share NZSL</p> <p>c. for hearing people to meet Deaf people; breaking down barriers.</p> <p>d. for hearing people to have some experience of NZSL, with a view to some choosing to continue their learning and engagement</p> <p>e. to highlight the use and learning of NZSL in education, government service, and social and community context.</p> <p>The agreed services to be delivered under this contract:</p> <ol style="list-style-type: none"> 1. A national advertising campaign 2. Local and national Deaf-led events 3. Opportunities to learn NZSL will be developed, promoted and delivered. 				
Start Date	January 2020	End date	November 2020	Report date	30/11/2020

How your Project went

Action - Tell us what your Project did. [Tip: Attaching a project plan may help you explain.]

Contract deliverables achieved in 2020:

NZSL Week 2020 had to be postponed due to the COVID-19 pandemic and on agreement with our MSD contract managers was re-scheduled to be celebrated from 21st – 27th September to coincide with the United Nations International Day of Sign Languages and the World Federation of the Deaf's International Week of the Deaf.

The effects of the pandemic have been far reaching and the Deaf community, Deaf Aotearoa and the public's capacity to engage has not been immune to the impacts. As a result, and in respect of the unprecedented strain on people and communities, all NZSL Week 2020 activities went ahead albeit with some reduced target numbers in some of the deliverables.

1. National advertising campaign

A national advertising campaign was successfully delivered. Much of the campaign is online and original plans and targets were able to be implemented.

All NZSL Week promotional material shows positive images of Deaf people and NZSL; and the call to action directs people to where they can learn more NZSL and access NZSL learning resources.

Ads were purchased and appeared on:

Television OnDemand ads:

2020 Total impressions: **222,943**

(Compared to 2019: 200,000 and 2018: 157,894)

Online ads on Google, Facebook, Youtube, Instagram and Verizon:

Total impressions: **4,258,675**

Total clicks on these ads: **18,109**

Bus ads in Auckland, Wellington and Christchurch:

11 buses

Estimated impressions: **5,005,000**

Eyellites (electronic ads in malls):

16 centres

Total Estimated Fortnightly Traffic: **3,956,562**

Billboards

We secured bonus (free) billboard advertising at **4 sites** in christchurch.

TVC spots on television (TVNZ1, TVNZ2, Three, Prime and Choice)

Screening the Tiki Taane song in NZSL adverts

207 spots.

Total Rate card Value of all the above advertising: s9(2)(b)(ii)

(Note, this is the value of the advertising we got, not the amount we paid. Due to Deaf Aotearoa's longstanding relationships and good reputation with media outlets we receive substantial discounts).

This year Deaf Aotearoa partnered with TVNZ to jointly produce NZSL picture-in-picture translations of **7 television commercials (TVCs)**. The 7 TVC were, Bay Audiology (two separate TVCs), Resene, KFC, St Johns, Southern Cross and Z Energy.

Deaf Aotearoa ensured a qualified NZSL tutor who was one of our staff people were supported to do these PIP translations. Deaf Aotearoa provided our Deaf staff person with preparation and coaching time with another qualified NZSL Tutor (external Deaf person) of their choice to practice and prepare for the filming of the PIPs. At the filming of the PIPs at TVNZs studios, we ensured the same external Deaf NZSL Tutor was present to provide NZSL support and coaching to the Deaf presenter and also covered the costs of a NZSL interpreter to support the filming.

These NZSL PIP TVCs were screened on TVNZ One, TVNZ 2 and DUKE a total of **165** times. This is in addition to the 207 TVC spots screening the Tiki Taane TVC, meaning a **total of 372** television adverts promoted NZSL during NZSL Week.

Media Coverage

NZSL Week stories organised by Deaf Aotearoa featured on major news outlets and primetime programming, including on Breakfast, One News, Maori Television, Stuff, The Dominion Post, RNZ, and local newspapers in Invercargill and Northland.

Promotional resources:

The following promotional resources were printed and distributed:

12,100 alphabet cards

10,000 flyers "Had A Taste – Want To Learn More" directing people to where they can learn more NZSL.

13,300 booklets of 25 signs:

25 signs to learn in the Family

25 signs to learn in Medical Settings

25 signs to learn for First Signs families

25 signs to learn of Māori concepts

25 signs to learn at Work

25 signs to use in Bars and Restaurants

580 table talkers/hospitality tent card to put on tables in bars showing how to order a beer in NZSL and promoting NZSL

710 Alphabet posters

1,200 NZSL Week promotional campaign posters

600 First Signs promotional posters

1,870 Medical Signs posters (770 sent to Deaf Aotearoa offices and 50 each sent to the 22 DHBs)

354 NZSL Week T-shirts for staff, Tutors and First Signs families.

NZSL Week Leaders Challenge

This is the third year of Deaf Aotearoa's highly successful NZSL Leaders Challenge initiative. We reached out to a wide range of our New Zealand leaders inviting them to participate. The Prime Minister declined to participate this year due to the General Election. For those who accepted the challenge our staff provided support by way of:

- helping to co-create their video script
- creating a NZSL video of their script for them to practice
- attending in person to help ensure their NZSL articulation was correct and appropriate during the filming of their Leaders Challenge video

- filming and editing some of the videos
- providing our NZSL Week end slide for those people who edited their own videos
- uploading and/or sharing and promoting all the videos.

This year **28** New Zealand Leaders made NZSL Leaders Challenge videos. Some of these NZSL Leaders Challenge videos had multiple people in them, including one video having 14 people in it and another having 10 people in it. Thus the total number of people participating in this year's NZSL Leaders Challenge videos were **56** people.

Most of the NZSL Leaders Challenge videos were uploaded and posted by our staff with 6 choosing to post themselves which we then shared or were tagged in.

17,900 views on Dr Ashley Bloomfield's NZSL Leaders Challenge video alone.

2. Local and national Deaf-led events

28 local Deaf-led events were organised and delivered.

4 of these events were NZSL Quiz events in Kahoots where the Deaf community and others came together to celebrate NZSL Week. We provided resources and activity packs to successfully run all of these events.

8 of these events were organised in partnership with Garage Project to launch the 2020 NZSL Week Talk to the Hand beer in bars around the country including, Auckland, Tauranga, Havelock North, New Plymouth, Palmerston North, Wellington, Christchurch and Dunedin.

In addition, there were **11** NZSL Awards presented locally at events with Deaf Aotearoa staff, Executive Board members and Deaf community people.

3. Opportunities to learn NZSL will be developed, promoted and delivered

131 taster classes across the country were delivered, including in health organisations, government organisations, hospitality places and community organisations.

Between **1,600 and 2,000** people attended these Taster Classes.

In addition, Deaf Aotearoa organised another **16** Taster Classes for Garage Project in their bar venues around New Zealand, launching the NZSL Week 2020 Talk to the Hand beer.

Results - What positive changes did your Project make? Have you achieved the intended Project outcomes? How do you know? Have any wider benefits been achieved?

National advertising campaign:

Deaf Aotearoa's media promotion and the campaign's call to action and resources distributed at NZSL Week Taster Classes and NZSL Week events, all directed people to our website and social media channels for more information, resources and awareness on NZSL. The figures below show significant increases in Deaf Aotearoa's media engagement and social media traffic during September when compared to August 2020.

Deaf Aotearoa Youtube Channel:

Youtube Channel Views	
August 2020	16,843
September 2020	171,244

Our most viewed Youtube video in September was **110,000** views of the Tiki Taane song in NZSL.

Deaf Aotearoa Facebook Page:

	New Users	Unique Users	Post Reactions
August	346	838	1,410
September	5,160	6,450	10,400

Dr Ashley Bloomfield's NZSL Leaders Challenge video alone received **17,900** views.

NZSL Week Website:

	Page Views	Users	New Users
August	6,342	1,192	1,054
September	89,280	19,235	18,888

Feedback from Taster Class Participants:

"We got through so much in just an hour! it was great"

"The rest of the group messaged me afterwards about how great the workshop was."

"My year 4/5 class are exposed to NZSL every day but the taster class contained further signs they didn't know. It was great for the students to interact with someone Deaf and feel comfortable that they could still communicate and understand what he was saying. They loved taking the handouts away too. Thank you for providing this opportunity."

"Gaining a greater awareness of what a comprehensive and expressive language it is. And [Tutors name] was absolutely fantastic, very engaging and fun to learn from. One of the most lovely things has arisen in the 24hrs since as we are all making an effort to use what we have learned, and helping each other."

"Learning the basics was great - not just learning but retaining it as well. Great use of participants to reinforce our learning, increase confidence and have fun. Presenter was fantastic and made communication through the session surprisingly easy. A fantastic session - while I'm obviously not great at Sign I feel I could at least use the alphabet and numbers to communicate albeit slowly!"

"Learning in a non judgmental environment that was fun and informative. Our tutor was FABULOUS."

"I loved the fact that there was no talking in the class. It's a really minor thing that I didn't actually think about but it really forced you to engage with the sign and got a feel for what it must be like."

"Seeing all of our bakers (they have various disabilities) get involved. Our blind baker Parveen even learned how to sign his name!"

"Very well taught for retaining the knowledge quickly. Enough repetition but not too much. Also broken down into useful sections."

Contributions and Support - Who took part in your Project?

All 65+ staff of Deaf Aotearoa are involved in supporting NZSL Week to happen in various ways, including:

- our local Facilitators and Team Leaders engage with their local community in the planning, organisation and running of local NZSL Week events
- our NZSL Tutors on staff provide Taster Classes and other staff who are not qualified NZSL Tutors are supported to provide Taster Classes as a way to develop our Deaf staff people's skills and encourage them to become qualified Tutors
- The NZSL Resources and Information Team staff and another Deaf staff person seconded to this Team in the lead up to NZSL Week, provided the coordination of NZSL Week events and Taster Classes
- The CE's EA led this year's NZSL Leaders Challenge and supported the NZSL Resources and Information Team
- Our HR staff supported with updating the contract for our external Tutors and ensuring all contractual processes were completed for the Tutors
- Our General Managers supported their staff to support NZSL Week activities, such as by ensuring the flexibility of other Deaf Aotearoa services during NZSL week; ensuring the provision of high-quality NZSL interpreters at key NZSL Week events including media interviews
- Our GM-Strategy oversaw the NZSL Week team; led the design and printing of all the NZSL Week resources; coordinated the national advertising campaign and engaged with the various media during NZSL Week to successfully get a range of different Deaf people featured in the media.

Learning - What did you learn from the Project? Did everything go to plan and as agreed? How did you manage anything that went wrong?

This year has been an unprecedented challenging one for our organisation and our country. Our staff and the organisation as a whole have not been immune to the effects of the COVID-19 pandemic. Managing the effect of the pandemic included reducing the targets for NZSL Week events and taster classes, and cancelling the NZSL Awards event that contributed to reducing the strain on our staff resources.

Reflecting on your Project

What went well? How could you have made it better?

Despite the COVID-19 pandemic Deaf Aotearoa was able to successfully run NZSL Week and engage 11 local Deaf communities and large sections of the public.

Considering this difficult year, we are pleased to have done as well as we did.

What, if anything, didn't go well? How could you have made it better?

Deaf Aotearoa has put considerable effort into supporting all staff during this difficult year. This paired with one of our key staff people being on extended leave meant our staff were stretched.

Deaf Aotearoa has held an internal review of how NZSL Week 2020 went and areas in which we can improve. This confirmed our greatest assets are our dedicated and passionate staff and our awesome external NZSL Tutors, which we will continue to support more in the next two years. It also highlighted our systems for managing the Taster Class registrations needs to be improved as some notifications and confirmations were not activated. This occurred because we were implementing a new booking systems to interface with our Office 365 system and because our key quality systems staff person was on extended leave. We have engaged our IT provider to plan out the fixes and ensure robust testing of the system before NZSL Week 2021.

Considering this difficult year, we are pleased to have done as well as we did.

What might you do differently in the future to make it better?

Deaf Aotearoa is putting together a new NZSL Information and Resources Team, led by a newly promoted (Deaf) Team Leader, who will be responsible for coordinating and supporting the production of all NZSL Week activities. Recruiting is currently underway for three staff for this Team including a full-time NZSL Week Coordinator role. This new Team configuration means that the key staff working on and coordinating NZSL Week activities all sit in the same Team with the same direct-report. Whereas previously some key NZSL Week staff had different direct-reports that caused some communication issues and overlapping of tasks.

Triannual Service Performance Report 2020

Achievement of the desired level of service for the previous 4 month period?

Despite the COVID-19 pandemic Deaf Aotearoa was able to successfully run NZSL Week 2020 and engage 11 local Deaf communities and large sections of the public.

The reporting data above provides evidence of meeting our desired level of service in our National Advertising Campaign; a slightly lower desired level of service in our

Local and National Deaf-Led Events; and a lower desired level of service in the provision of Taster Classes. The lower desired level of services are a direct result of the COVID-19 pandemic.

Deliverables during the previous 4 months?

Deaf Aotearoa's reporting data above captures the planning, preparation, successful implementation and impacts of NZSL Week 2020.

In the last month, since NZSL Week's completion, Deaf Aotearoa has held an internal review of how NZSL Week 2020 went and areas in which we can improve. This confirmed our greatest assets are our dedicated and passionate staff and our awesome external NZSL Tutors, which we will continue to support more in the next two years. It also highlighted our systems for managing the Taster Class registrations needs to be improved as some notifications and confirmations were not activated. This occurred because we were implementing a new booking systems to interface with our Office 365 system and because our key quality systems staff person was on extended leave. We have engaged our IT provider to plan out the fixes and ensure robust testing of the system before NZSL Week 2021.

Projection of deliverables for the following 4 months?

Issues/exception reporting detailing issues raised, issue status, and trend analysis?

Accumulated costs for invoicing?

Third party support functions.

In planning forward for the next few months Deaf Aotearoa will:

- Establish a new NZSL Week advisory group to support the planning and delivery of NZSL Week 2021 and 2022. This NZSL Week advisory group will include key staff from Deaf Aotearoa and Deaf community representation. A Terms of Reference for this group will be shared in January 2021 with a call for interested Deaf community members to apply
- Develop a two-year NZSL Week 2021 – 2022 strategy with input from the NZSL Week advisory group
- Ensure adequate time for the new NZSL Information and Resources Team and the GM-Strategy to come together to develop a comprehensive project plan for the delivery of NZSL Week 2021 that aligns with the NZSL Week 2021-2022 strategy

- Engage our IT provider to plan out the system fixes and test the system before NZSL Week 2021

Financial reporting

[If your organisation is GST registered, all figures should exclude GST.]

Is your organisation GST registered?

Yes / ~~No~~

A) Funding

Source	Type [e.g. grant, 'in kind support']	Actual (\$)	Planned (\$)
NZSL Fund	Grant	300,000.00	300,000.00
NZSL Week Awards Sponsors		13,000.00	13,000.00
TOTAL	-	313,000.00	

B) Spending

Spending type	Planned (\$)	Actual (\$)	Variance (\$) [Planned - Actual]
NZSL Taster Classes	s9(2)(b)(ii)		-10,427.29
Advertising & Promotion			44,849.09
National Events			3,373.81
Local Events			-18,127.36
Administration			
TOTAL		324,803.89	

C) Surplus / Deficit

[Total Funding] – [Total Actual Spend]	\$-6,668.25
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D) Did you spend the funds as agreed in your funding application and the Letter of Grant? Yes / No

If not, please complete the following sections.

Explanation of any spending that was different to what was agreed.


Reason(s) for any significant variances (differences between what you planned to spend on something and what you actually spent on it)

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- This report must be signed by an authorised officeholder within the organisation.
 - Please scan and email a signed copy of your completed report to NZ_Sign_Language@msd.govt.nz.
 - Also send in your draft Project Overview (in English) when you send in this report.

We solemnly declare that all details contained in this report are true and correct to the best of our knowledge and that we have the authority to provide this information.

Name Victoria Manning

Position General Manager-Strategy

Signature 

Date 30 / 11 / 2020
