



15 AUG 2018



Dear 

On 21 June 2018 you emailed the Ministry requesting, under the Official Information Act 1982, the following information:

- *Guidelines and criteria used to determine decision making processes around NZSL Week*
- *Documents and communications in relation to NZSL Week 2018*
- *Documents and communications in relation to NZSL Week 2019*

On 27 June 2018, you refined your request as follows:

- The minutes pertaining to the New Zealand Sign Language (NZSL) Board's discussions of NZSL Week 2018
- The original letter of request from Deaf Aotearoa regarding NZSL Week 2018, the cover letter and letter of grant, and the letter of variation for New Zealand Sign Language Week 2018
- The minutes of the NZSL Board pertaining to discussions of NZSL Week 2019, as well as any other documentation regarding NZSL Week 2019.

As discussed by email on 27 June 2018, there are no specific criteria or guidelines to determine decision-making processes for NZSL Week, although the NZSL Board is guided by the Terms of Reference and the NZSL Board Action Plan 2016-2018. The terms of reference are available on the Office for Disability Issues' website here: www.odi.govt.nz/nzsl/about-board/nzsl-tor and the Action Plan is available here: www.odi.govt.nz/nzsl/about-board/action-plan-2016-2018. The NZSL Board and the Office for Disability Issues only award any funding grants of this nature when they are confident that the applicant has the capability and capacity to ensure value for public money.

The New Zealand Sign Language Board is made up of NZSL users, a majority of whom are Deaf NZSL users. Due to the close connections that can exist between members of the Board and those who may sometimes apply for grants, the Board follows a conflict of interest policy to ensure appropriate decision-making. More information regarding the NZSL Board's governance policy and the process for managing conflicts of interest is available on the Office for Disability Issues' website here: www.odi.govt.nz/nzsl/about-board/questions-and-answers/.

I have enclosed the relevant sections of the minutes of the NZSL Board's meetings on 19 to 20 June 2017, and 31 October to 1 November 2017.

Please note that one number is withheld from the minutes dated 20 June 2017 under section 9(2)(j) of the Official Information Act (the Act). The release of this number is likely to prejudice the ability of the Ministry to conduct negotiations. The greater public interest is in ensuring that government agencies can continue to negotiate without prejudice

These minutes also pertain to your second request, for documents and communications in relation to NZSL Week 2018. As discussed on 27 June 2018, there is a large amount of correspondence regarding NZSL Week 2018. In order to provide you with a timely response, therefore, please find attached the following key pieces of correspondence and documents that contain significant decisions regarding NZSL Week 2018:

- The cover letter and letter of grant to Deaf Aotearoa, dated 30 January 2018
- Report REP/18/4/573 '*New Zealand Sign Language (NZSL) Week: Letter of Grant Variation approval*', dated 26 April 2018
- The letter of grant variation to Deaf Aotearoa, dated 3 May 2018.

Please note that the original letter of request from Deaf Aotearoa for NZSL Week 2018 is not provided as no such letter exists. This part of your request is therefore refused under section 18(e) of the Act as the information requested does not exist. The NZSL Board agreed at the meeting dated 31 October 2017, the minutes of which are provided, that \$300,000 be considered for allocation to Deaf Aotearoa for NZSL Week 2018. This is the same level of funding as was provided the previous year. The Office for Disability Issues was asked by the NZSL Board to work with Deaf Aotearoa to develop a letter of grant agreement for the allocation of this funding.

Regarding your request for all documents and communications in relation to New Zealand Sign Language Week 2019, please find attached the minutes for the NZSL Board meeting on 29 and 30 April 2018 as they relate to discussions of NZSL Week, as this includes reference to future NZSL Week 2019. There is no further communication or documentation held regarding NZSL Week 2019 at this point.

Please note that some information is withheld from these minutes under section 9(2)(f)(iv) of the Official Information Act as it is under active consideration. The release of this information is likely to prejudice the ability of government to consider advice and the wider public interest in effective government would not be served.

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 and
- 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 shortly. 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 regarding decision making for New Zealand Sign Language Week 2018 and 2019 with us, please feel free to contact OIA_Requests@msd.govt.nz.

If you are not satisfied with this response, 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 blue ink, appearing to read 'Brian Coffey', with a stylized flourish at the end.

Brian Coffey
Director, Office for Disability Issues

Minutes

NZSL Board meeting

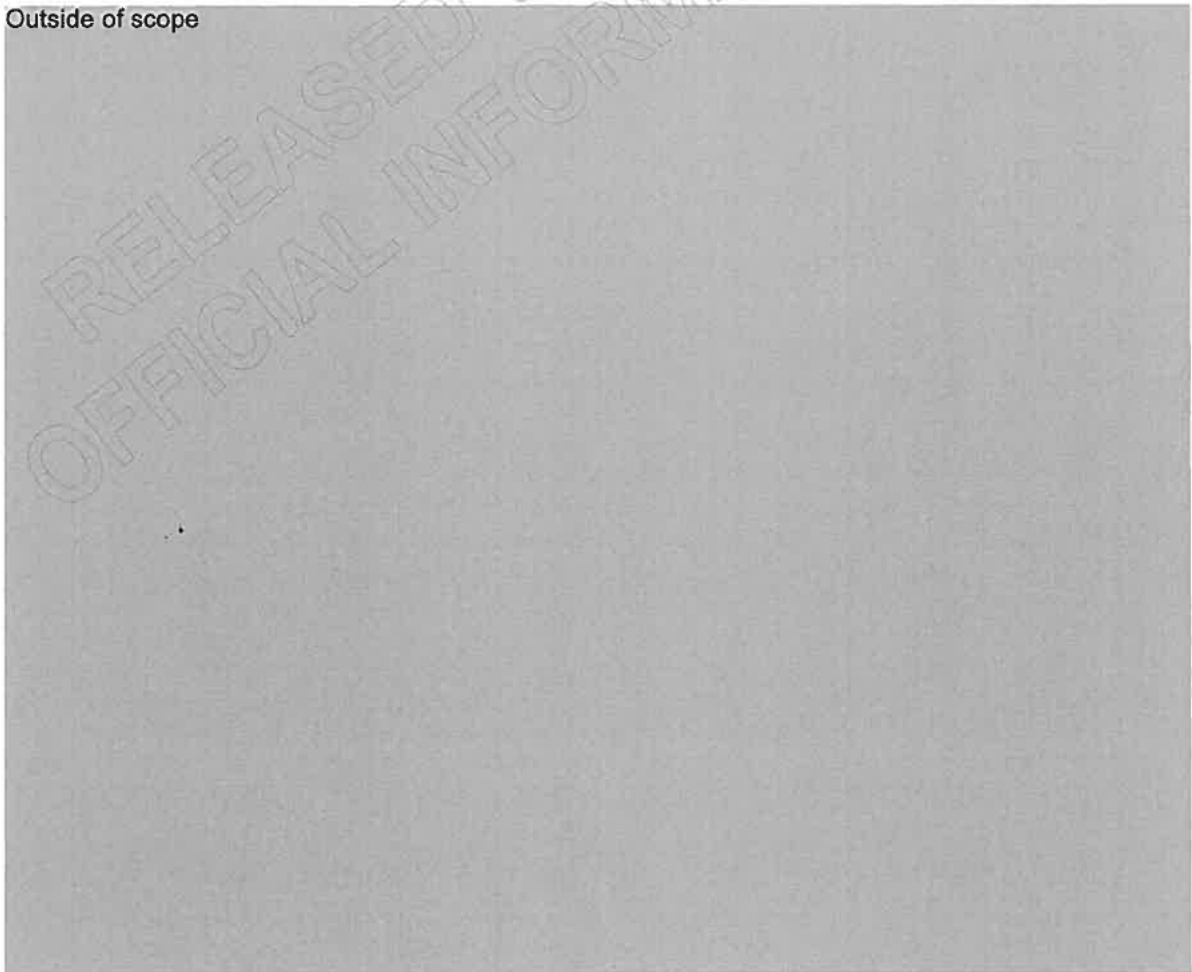
Date: Monday 19 June 2017 Time: 12:30pm to 4:00pm
Tuesday 20 June 2017 9:00am to 4:00pm

Venue: Ministry of Social Development, Aurora Centre, 56 The Terrace, Wellington

Attendees: Victoria Manning (Chair), Shona Jones (Deputy Chair), Josje Lelijveld, Kirsten Smiler, Lee Bullivant, Sara Pivac Alexander, Chris Blum, Richard Peri, Rachel McKee, Bridget Ferguson (Deaf Aotearoa representative), Brian Coffey (Acting Director, Office for Disability Issues), s 9(2)(a) - Privacy of natural persons (Office for Disability Issues), s 9(2)(a) (Office for Disability Issues), s 9(2)(a) (interpreter), s 9(2)(a) (interpreter)

Apologies: Shona Jones – 20 June, 11:30am-4.00pm; Rachel McKee – 20 June, 9:00-10:00am.

Outside of scope



Please note that pages 2 to 7 do not relate to New Zealand Sign Language Week and have therefore not been included as they are not in scope of your request.

Language priority: Awareness

- 67 Definition – no change. Key point - NZSL is a valued language for Deaf people, especially Deaf people and all New Zealanders.
- 68 'What it looks like in 5-years' time – update (ODI).
- 69 NZSLB Actions
- 69.1 (a) NZSL Week funding and (b) a review of NZSL promotion to confirm the purpose of promoting NZSL and the most effective ways of promoting NZSL.
- 69.2 NZSL Board discussed proposed NZSL promotion actions i.e. the commitment of a large amount of NZSLB's funding to one organisation for one annual NZSL promotion event and a proposed review of NZSL promotion.

Key discussion points:

- NZSL Week, as celebration event is important. It is also important to focus on the Deaf community.
- NZSL Board is committing a large part of its funding to one promotional event i.e. NZSL Week. NZSL Board want to understand the most effective ways of promoting NZSL, and an independent review could be helpful to help NZSLB to understand. It might be useful to talk to the Maori Language Commission, which is responsible for Maori Language Week, on any work it has done on understanding how to effectively promote a language in New Zealand.
- The purpose of NZSL Week. Deaf community to celebrate NZSL, hearing community, to promote NZSL to or both? Awareness or promotion of NZSL is important, but the full involvement of the Deaf community is important for NZSL promotion events such as NZSL Week.
- NZSL Board could encourage the Deaf community to apply to the NZSLB for funding for awareness work for e.g. to support full Deaf community involvement in NZSL Week or any other promotion events etc. at other times of the year the Deaf community want to promote NZSL.
- NZSL promotion funding: If NZSLB decides to fund external organisations to promote NZSL, it needs to consider:
 - Funding organisations by November each year so the organisations have time to prepare for NZSL Week – May.
 - Having a contract relationship with the organisations contracted to deliver NZSL awareness/promotion events. This would enable NZSL Board to have discussions with the contracted organisations about the NZSL promotion contract requirements including reporting on the outcomes by the contracted providers.

70 Action items:

- NZSL Board did not have enough time to reach agreement on the 'Awareness' activities and agreed to spend further time at the next meeting discussing the actions that they wish to do under 'Awareness'. This will include deciding if NZSLB wants to encourage the Deaf community to apply for funding from the contestable fund for Deaf community NZSL awareness activities.
- Funding for NZSL promotion. ODI will note in its internal paper to the Minister that a significant proportion of the NZSL Board's funding is currently allocated to NZSL promotion and the challenge for NZSL Board to commit this level of funding to this and other 'core' services reduces NZSL Board's ability to fund NZSL community activities etc.

Please note that the following page has not been included as it does not relate to New Zealand Sign Language Week and is therefore not in scope of your request.

Appendix One: Draft NZSLB Strategic Plan: Action Plan

NB: These are very draft changes. The final draft will be presented to NZSL Board September 2017.

Outside of scope



Outside of scope

Awareness: NZSLB (Further work and discussion at the next Board meeting on points 2 and 3).

1	NZSL Online Hub (website)	Review of NZSL Online Hub	Sept 2017	ODI	17/18 set up new website - s 9(2)(i) - negotiations
2	NZSL Promotion	NZSL Promotion including NZSL Week	Dec 2017	ODI	17/18 \$300,000
3	NZSL promotion including NZSL Week	Independent review of NZSL promotion including NZSL week to clarify purpose of NZSL promotion (including audience etc.) and to confirm current cost-effective ways of promoting NZSL.	By June 2018.	ODI	17/18 \$60k review Refer to budget a and b

Please note that the following four pages do not relate to New Zealand Sign Language Week and have therefore not been included as they are not in scope of your request.

Please note that pages 2 to 7 do not relate to New Zealand Sign Language Week and have therefore not been included as they are not in scope of your request.



Office for
Disability Issues

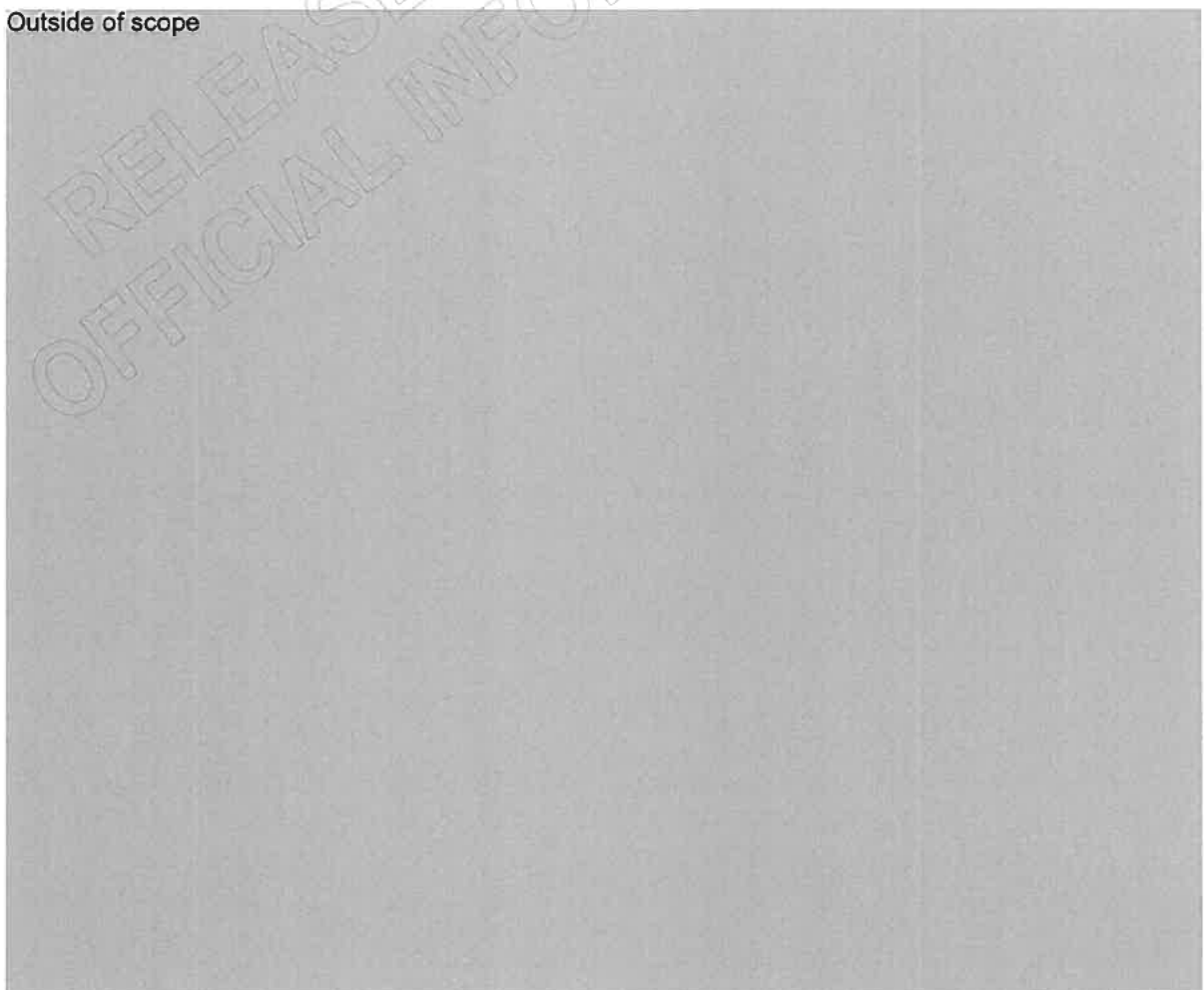
Te Tari Mō Ngā Take Hauātanga
Administered by the Ministry of Social Development

Minutes

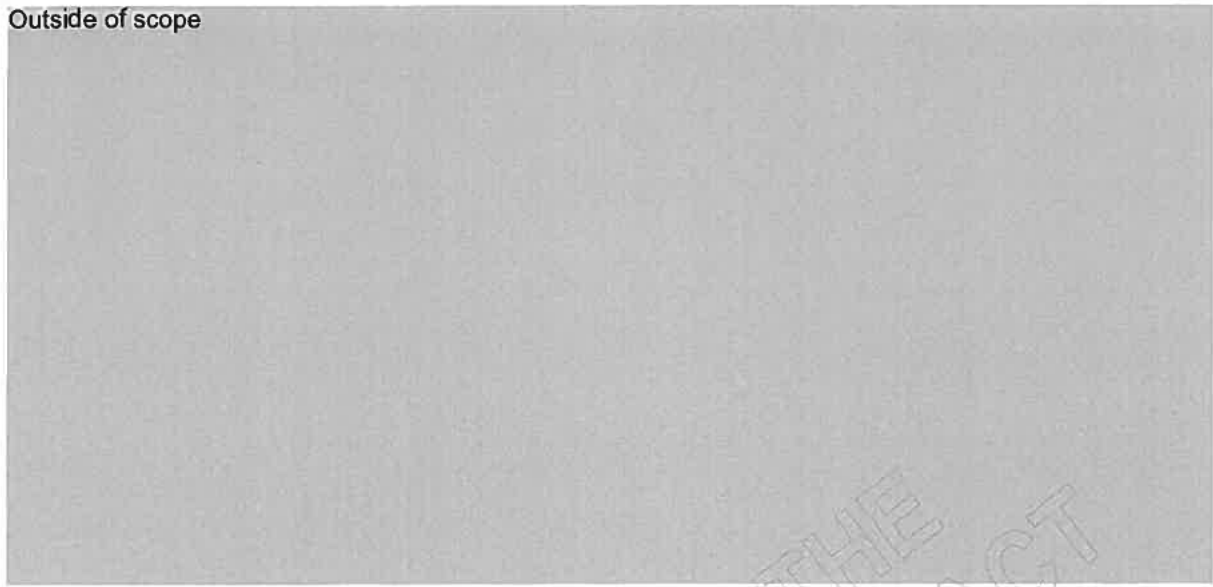
NZSL Board meeting

- Date:** Tuesday 31 October 2017 Time: 9.15am to 4:15pm
Wednesday 1 November 2017
- Venue:** Ministry of Social Development, Aurora Centre, 56 The Terrace, Wellington (31 October); Brentwood Hotel, 16 Kemp Street, Kilbirnie, Wellington (1 November)
- Attendees:** Victoria Manning (Chair), Shona Jones (Deputy Chair), Josje Lelijveld, Sara Pivac Alexander, Chris Blum, Richard Peri, Rachel McKee, Bridget Ferguson (Deaf Aotearoa representative), Brian Coffey (Director, Office for Disability Issues), Sonia Pivac (Office for Disability Issues), Sonya Logan (Office for Disability Issues), Wenda Walton (interpreter), Rosie Henley (interpreter).
- Other: Lachlan Keating (10:15-10:30am, 31 October), Victoria Lessing (2:30-2:50pm, 31 October), Tricia Fitzgerald & Dan Hanks (9:15-10:00am, 1 November)
- Apologies:** Kirsten Smiler, Lee Bullivant (31 October & 1 November), Josje Lelijveld (1 November)

Outside of scope




Outside of scope



- 79 NZSL Week 2018, up to \$300,000.00, approved. It was confirmed by the Board that NZSL Week funding allocated to Deaf Aotearoa not be used to fund alcohol at any NZSL Week activity or event. It was noted that Ministry of Social Development rules required a maximum of \$150k of the funding allocation to Deaf Aotearoa could be spent on advertising and promotion. It was suggested that further collaboration with the Deaf community and stakeholders would be beneficial. (Note: Victoria Manning, Bridget Ferguson and Richard Peri with a conflict of interest, left the room for discussion on this project).

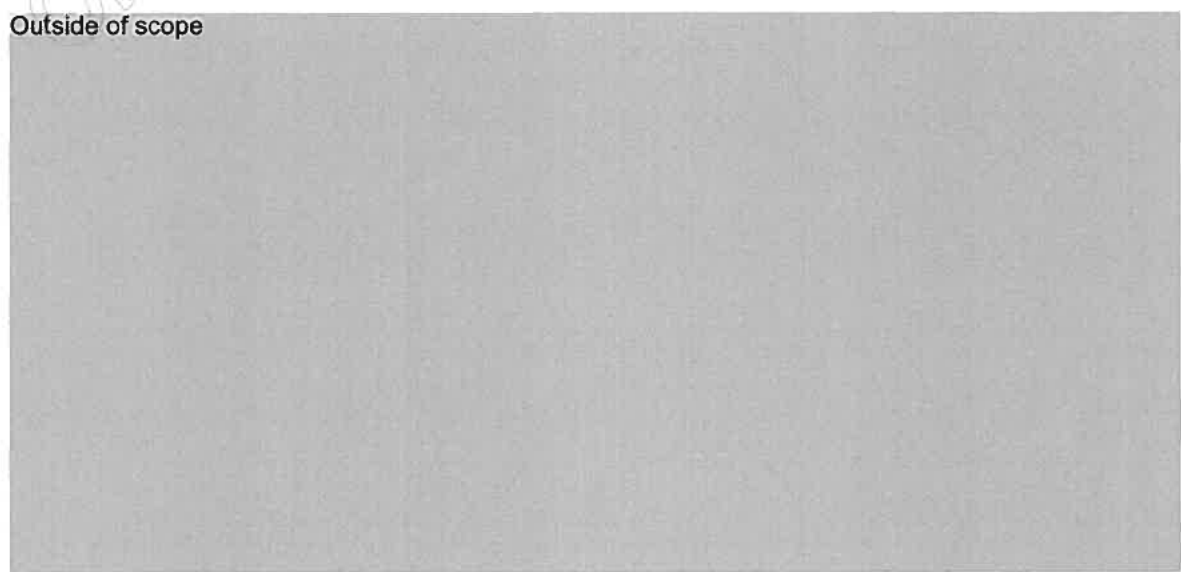
- 80 Action items:

Outside of scope



- ODI to proceed with a contract with Deaf Aotearoa for NZSL Week 2018 with agreed conditions and outcomes.

Outside of scope





MINISTRY OF SOCIAL DEVELOPMENT

TE MANATŪ WHAKAHIATO ORA

30 January 2018

Lachlan Keating
Chief Executive
Deaf Aotearoa Holdings Limited
Level 3
12 Johnston Street
Wellington

Dear Lachlan

LETTER OF GRANT FOR DEAF AOTEAROA Holdings Limited

New Zealand Sign Language Week 2018

Context

- The Ministry of Social Development in respect of the Office for Disability Issues and the New Zealand Sign Language Board wants to support New Zealand Sign Language Week 7-14 May 2018.
- Deaf Aotearoa New Zealand Incorporated is a national organisation representing the voice of Deaf people, and owns Deaf Aotearoa Holdings Limited, the national service provider for Deaf people in New Zealand.

Purpose of this grant:

NZSL Week is a week-long awareness campaign, which is aligned to the NZSL Board's purpose of promoting and maintaining NZSL. The NZSL Board's Fund will support planned NZSL Week activities which enable and contribute to:

- New Zealanders are exposed to NZSL, raising awareness of and valuing NZSL as an equal language.
- Deaf community members are supported to lead and/or participate in local and national NZSL activities which provide them with opportunities to promote awareness and/or celebrate NZSL.

For details of NZSL Week activities and the associated costs and overall funding, refer to Appendix One:

Start and completion date

This Letter of Grant will commence on 30 January 2018 and be completed by 30 July 2018.

Payment

The Ministry grants you a total of \$300,000 excluding GST for the purposes of NZSL Week. The Grant shall be paid on receipt of an invoice following completion of the NZSL Week as follows:

Date	Payment (excluding GST)	The Ministry will pay you:
15 January 2018	\$270,000	\$270,000
30 May 2018	\$30,000	\$30,000 (see Terms and Conditions, Point 5a overleaf)

Total funding payable under this Grant (excluding GST) \$300,000

Terms and conditions of Grant

The Ministry is paying the Grant to you under the following terms and conditions:

- 1) You must only use the Grant for NZSL Week.
- 2) You will inform the Ministry of any funding you receive from any other source for NZSL Week.
- 3) You agree to acknowledge the assistance of the NZSL Board in any publicity about NZSL Week.
- 4) When undertaking NZSL Week activities, which you are being funded for, you will not do or omit to do any act that brings the Ministry into disrepute.
- 5) You agree to provide to the Ministry with the following reports:
 - a. A high level report (1-2 pages maximum) by 30th May 2018 which summarises the activities listed in Appendix One, Table Two that have been completed NB: the second and final payment of \$30,000 will be payable upon receipt of a report which confirms that the activities listed in Appendix One, Table Two have been completed.
 - b. A Project Report (using the attached Appendix Two) by 30 July 2018.
 - c. NB: All reports should be forwarded to NZ_Sign_Language@msd.govt.nz.
- 6) You will also provide an overview of your Event, in NZSL and English, by 30 July 2018. Your Event overview will be placed on the Office for Disability Issues NZSL Board's website by the Office for Disability Issues. The purpose of this is to provide the Deaf community and other NZSL users with information about your Event. Refer to Appendix Three for full details on how to complete a project overview report.
- 7) You will repay a portion of the funding paid by the Ministry, if either you do not satisfactorily deliver NZSL Week; or do not complete NZSL Week because this Grant is terminated.
- 8) This Grant is a one-off contribution to NZSL Week for the term. The Ministry cannot guarantee that there will be any money available to further fund NZSL Week after the term and you should not expect or rely on continuing funding.
- 9) This Grant may be varied or superseded by a subsequent grant. Both parties will negotiate in good faith if entering into a subsequent grant.
- 10) The Ministry reserves the right to terminate the Grant if you do not comply with these terms and conditions.
- 11) You will not subcontract or assign the benefits or obligations of this Grant with any organisation other than an organisation/s specified in this Grant without prior written permission from the Ministry, and no third party may enforce this Grant.

Please read this letter carefully and to show that you agree to the terms and conditions of this Grant sign both copies of this letter and return one signed copy to the Ministry.

If you have any questions regarding this Grant or if there is a change in the circumstances under which you operate or to NZSL Week being provided please contact:

s 9(2)(a) - Privacy

Name: of natural persons

Title: Senior Advisor

Address: 56 The Terrace, Wellington Central Wellington 6011

Phone: s 9(2)(a)

E-mail: @msd.govt.nz

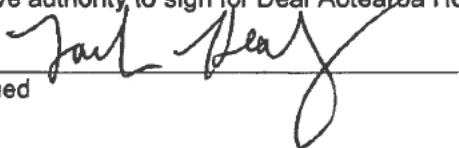
Yours sincerely

Beandan Boyle
Chief Executive
Ministry of Social Development

Signed by Lachlan Keating, Chief Executive

I have authority to sign for Deaf Aotearoa Holdings Limited

Signed



30-1-2018

Date

Appendix One: NZSL Week 2018 Activities and Costings

Tables One A and B: NZSL Week Activities

This table describes the NZSL Week activities that will be delivered by Deaf Aotearoa to enable the national implementation of NZSL Week.

NB: NZSL Week 'activities' refers to any type of activity or event which takes place to support the promotion, raising awareness and/or celebration of NZSL.

What and Purpose	Description
NZSL Taster Classes: The purpose of targeted people's attendance at NZSL taster classes is to: <ul style="list-style-type: none"> • Raise understanding and awareness of NZSL and to value NZSL as a language equal to spoken languages. • To raise awareness for taster class attendees of on-going local community opportunities to learn and use NZSL 	To deliver approximately 450-550 x 45-minute NZSL taster classes to 10,000+ people unfamiliar with NZSL. (NB: this is based on an average cost of \$137.00 per Taster Class). People/organisations/groups who will be specifically targeted for taster classes include: <ul style="list-style-type: none"> • Businesses that Deaf people (want to, or currently) access (via their employment or patronage) • Health services • Marae and services for Maori • Schools (where demand exceeds funding available from Ministry of Education).
TV Commercials The purpose of video and TV commercials is to raise the public's awareness of NZSL	The following video and TV commercials will be produced: <ol style="list-style-type: none"> 1) One 15 sec TV Commercial, 2) One 30 sec TV Commercial 3) One YouTube video approximately 2 mins These commercials will be made available for mainstream (free-to-air) and Pay (Sky) TV. NB: Deaf Aotearoa has an arrangement with Sky where-by Sky provides approximately 100+ free ad spaces for NZSL Week and the commercials will be used in this medium.
Promotional material The purpose of the NZSL Week promotional material is to: <ul style="list-style-type: none"> • Support the promotion and delivery of NZSL Taster classes • Support the promotion of NZSL at NZSL Week activities/events and a wide range of local community venues. 	The following promotional material will be published and distributed by Deaf Aotearoa to support NZSL Week: <ul style="list-style-type: none"> • Flyers – A5 to each taster class participant • Posters – Provided for: all venues which host taster classes, Deaf clubs and their networks, services which are accessed by Deaf people • Fingerspelling cards – provided to each taster class participant. NB: all resources are distributed through taster classes and 14 local offices to ensure national coverage and promotion.
Social Media Campaign The purpose of the NZSL Week media campaign is to maximise the promotion of NZSL to New Zealanders.	A four-week national social media campaign will be run one week prior to the NZSL Week and continuing for two weeks after NZSL Week. Deaf Aotearoa's social media campaign is designed to capture, co-ordinate and nationally boost the promotion of: <ul style="list-style-type: none"> • Deaf Aotearoa initiated NZSL Week activities, key messages such as "NZSL is for everyone!" • Deaf NZSL local community activities – Deaf Aotearoa will capture and promote local NZSL activities through the national social media campaign.

	<ul style="list-style-type: none"> Other 'non-Deaf' organisations etc which support NZSL week e.g. private companies, other government organisations, community organisations, private individuals etc. <p>Deaf Aotearoa will equal or exceed the 2017 NZSL Week (i.e. the previous year's) analytics. (NB. This comparative data will be presented in Deaf Aotearoa's 2018 NZSL Week project report (Appendix Two).</p>
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Table 1B: Deaf community members are supported to lead and/or participate in local and national NZSL activities which provide them with opportunities to promote awareness and/or celebrate NZSL.

What and Purpose	Description
NZSL Taster classes Members of the Deaf community are able to: <ul style="list-style-type: none"> lead or contribute to the delivery of NZSL Taster classes in their community further develop their NZSL teaching skills, and/or increase their hours of NZSL teaching which contributes to their NZSLTA registration, and/or promote regular attendance at NZSL classes to taster class participants. 	The provision of employment, training, support, resources, administration, supervision to approximately 70 tutors which ensures they can develop as tutors, and continue to work privately as tutors in the community.
Local NZSL activities Purpose: Deaf Aotearoa will work with the Deaf community members to provide input and leadership on establishment and delivery of approximately 40-50 local Deaf Community NZSL activities across New Zealand during NZSL week	<p>To achieve Deaf community leadership of and/or input into NZSL week activities and events, Deaf Aotearoa will:</p> <ul style="list-style-type: none"> Work with local Deaf community members (via Deaf community networks including online video, flyers and face to face) to identify local community members ideas on the NZSL Week activities they would like to occur in their community, what activities they wish to lead/operate themselves and if/what type of support they require from Deaf Aotearoa to lead/run a local Deaf community NZSL events. Support the NZSL Week local NZSL activities in the ways agreed with local Deaf community members. <p>Deaf Aotearoa will, wherever possible, work with Deaf clubs to support Deaf clubs to hold NZSL Week activities and/or hold NZSL Week activities at local Deaf Clubs (to support the promotion of local Deaf clubs).</p>
NZSL Awards The purpose of the NZSL Awards is to recognise national NZSL champions.	<p>Deaf Aotearoa will run a NZSL Awards communication process that will:</p> <ul style="list-style-type: none"> Notify and encourage Deaf people to nominate or be nominated for an NZSL Award Promote awareness of and/or the attendance of Deaf community members at the awards ceremony. <p>Date of Ceremony: 10th May 2018 Venue: Parliament</p>
TV Commercials (TVC) and Video production: The purpose of the TVC is to promote NZSL on mainstream media and will showcase Deaf people using NZSL. The TVC will also attract a global audience.	The TVC will be directed by a Deaf person and will involve diverse members of the Deaf community.

<p>training and support to tutors throughout delivery of NZSL Taster classes to 70 tutors located throughout New Zealand.</p> <p>50-550 NZSL Taster Classes which includes the following costs:</p> <p>tutor fees for: attendance at training, delivery of taster classes, lesson preparation, engagement with organisations to determine their needs, travel and parking.</p>	<p><i>Sub Total</i></p>
<p>resources will be developed for distribution to support the promotion of NZSL local NZSL week activities e.g. Taster classes.</p> <p>cards, fingerspelling cards, tent cards for cafes.</p> <p>to each taster class participant</p> <p>venues which host taster classes, Deaf clubs and their networks, service accessed by Deaf people</p> <p>g cards – to each taster class participant</p> <p>placed in local cafes.</p> <p>are distributed through the Taster classes and 14 Deaf Aotearoa local communities to ensure national coverage and promotion of NZSL.</p> <p>resources are not for publicity and advertising. They are not expended purpose but as part of the on-going project outcomes</p>	

Appendix Two: New Zealand Sign Language Fund Report

Please complete and return this report telling us how New Zealand Sign Language and the Deaf community have benefitted from the New Zealand Sign Language Fund Grant. Please also send us 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 giving this report your organisation agrees that we may talk to other people or organisations about you and your Event and may publish information about the Event and you.

Initiative Information

Organisation:			
Project Name:			
Description:			
Project Start Date:		End Date	

Tell us what your Event (Project) did

<p>RELEASED UNDER THE OFFICIAL INFORMATION ACT</p>
--

Project Outcome Indicators

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What positive changes did your Project make? How do you know?

Who took part in your Project?

What did you learn from the Project?

Reflecting on your Project

What went well? What could you have done more of to make it better?

What, if anything, didn't go well? What could you have done less of to make it better?

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

Financial Reporting

Please note:

- (1) If your organisation is GST registered, all figures should exclude GST
- (2) Budgeted income and expenditure

Funding			
Funding Source	Type (e.g. grant 'in kind')	Actual	Planned
NZSL Fund	Grant		
(Total)	(Total)	(Total)	(Total)

Expenditure			
Expenditure type	Planned	Actual	Variance

Expenditure			
Expenditure type	Planned	Actual	Variance
(Total)	(Total)	(Total)	(Total)

Surplus / Deficit: (Total Funding – Total Expenditure)	£
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Did you spend the funds as per your funding application and the Letter of Grant? If not, please explain along with any significant variances:

This report must be signed by an authorised officeholder within the organisation:
 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: _____
Position: _____
Signature: _____
Date: _____

Appendix Three: New Zealand Sign Language Fund Project Overview

The purpose of this Project overview is to provide the NZSL Board with a summary of your Project. Your Project overview will be placed on the Office for Disability Issues: NZSL Board's website by the Office for Disability Issues so that the Deaf community and all other NZSL users are provided with information about the use of the NZSL Fund and individual NZSL activities/events etc. For examples of NZSL Project overviews, refer to

- <http://odi.govt.nz/nzsl/fund/round-2-recipients/challenge-for-growth-in-nzsl/>
- <http://odi.govt.nz/nzsl/fund/round-1-recipients/geographical-signs/>

Please submit your draft Project Overview in English first. When ODI have approved this draft, please complete a NZSL video translation of your Project overview.

Name:

First Draft due date: Upon completion of the Project but no later than 30 July 2018.

Final Draft NZSL video and English due date: By 15 August 2018.

Signed by: _____

Date: _____

Name: _____

Position: _____

Project Name	
Project Description Highlights/achievements/outcomes Who can people contact if they have further questions about your activity/event/Project.	



Report

Date: 26 April 2018

Security Level: IN CONFIDENCE

For: Hon Carmel Sepuloni, Minister for Disability Issues

File Reference: REP/18/4/573

New Zealand Sign Language (NZSL) Week: Letter of Grant Variation approval

Purpose of the report

- 1 This purpose of this report is to seek your approval for Deaf Aotearoa New Zealand Incorporated (Deaf Aotearoa) to allocate up to \$180,000 to NZSL Week 2018 advertising and publicity activities. This is within an overall grant of \$300,000 which has been allocated to Deaf Aotearoa for NZSL Week.


Recommended actions

- 2 It is recommended that you:
 - a) **note** that the Chief Executive of the Ministry of Social Development has the delegation to approve advertising and publicity activities up to \$150,000.

Yes/No
 - b) **note** that Deaf Aotearoa has asked to increase the NZSL Week advertising and publicity costs to a maximum of \$180,000.

Yes/No
 - c) **approve** the allocation by Deaf Aotearoa of a maximum of \$180,000 to NZSL Week advertising and publicity activities.

Agree / Disagree



Brian Coffey
Director
The Office for Disability Issues

26 / 4 / 2018
Date



Hon Carmel Sepuloni,
Minister for Social Development

29 / 4 / 2018
Date

Background

- 3 NZSL Week is an annual, week-long NZSL awareness campaign that contributes towards some of the NZSL Board's key responsibilities, in particular:
 - Exposing New Zealanders to NZSL to raise awareness and enabling them to value NZSL as an equal language.
 - Deaf community members are supported to lead and/or participate in local and national NZSL events which provide them with opportunities to promote awareness and/or celebrate NZSL.
- 4 Deaf Aotearoa, as a national Deaf organisation, is currently responsible for leading and implementing NZSL Week as a national awareness campaign. Your office is working with Deaf Aotearoa to host the national NZSL awards at Parliament during NZSL Week.
- 5 The Office for Disability Issues (ODI), on the NZSL Board's recommendation, allocated \$300,000 to Deaf Aotearoa on 24 January 2018, through a Letter of Grant, to deliver national NZSL Week activities during NZSL Week 7-14 May 2018.
- 6 The Letter of Grant confirmed \$150,000 of the \$300,000 would be allocated to NZSL Week publicity and advertising, with \$40,000 for a television commercial and \$110,000 for advertising space.
- 7 Ministry of Social Development (MSD) policy requires that any funding allocated within Letters of Grant and contracts to publicity and advertising activities up to \$150,000 requires MSD's Chief Executive's approval. This approval was obtained on 24 January 2018.
- 8 Deaf Aotearoa has since requested to increase the spend on the agreed advertising and publicity activities from \$150,000 to a maximum of \$180,000. This is due to an increase in costs to produce the television commercial (i.e. this was originally budgeted at \$30,000 but the projected cost is now \$70,000). It is to be noted that this increase will be funded within the total \$300,000 granted (Appendix A: Description and financial breakdown of NZSL Week 2018 activities).
- 9 MSD policy also requires that any funding allocated within Letters of Grant and contracts to publicity and advertising over \$150,000 requires ministerial approval. Due to the NZSL Week advertising and publicity activities costing up to a maximum of \$180,000, ODI is seeking your approval for this.
- 10 Deaf Aotearoa keep ODI regularly updated on the implementation of NZSL Week and are required to submit a report to the NZSL Board on completion of NZSL Week.
- 11 There are no risks or issues associated with approving Deaf Aotearoa to increase the spend on NZSL Week advertising and publicity activities up to \$180,000. There are also no issues with Deaf Aotearoa reallocating funding from within the total grant to NZSL Week advertising and publicity activities.

Next Steps

- 12 If you approve the funding allocation of up to \$180,000 to NZSL Week publicity and advertising, ODI will draft a Letter of Grant variation letter to Deaf Aotearoa.
- 13 If you do not approve the funding allocation of up to \$180,000 to NZSL Week publicity and advertising, ODI will work to Deaf Aotearoa to revise and manage the NZSL Week budget.

Appendix A: Description and financial breakdown of NZSL Week 2018 activities

A description and financial breakdown of NZSL Week 2018 activities, including Advertising and Publicity, which will be supported by the NZSL grant:

Activity	Costs
Advertising and publicity <ul style="list-style-type: none"> Purchasing of media (Ad space: online, print, social media (Facebook, Google), Eyelites (electronic signs in malls), buses and media advice (e.g. placement of advertising to maximise publicity). The production of the following commercials and videos which will be used on TV and social media during NZSL Week. <ul style="list-style-type: none"> Commercial 15 seconds Commercial 30 seconds YouTube video 2 minutes <p style="text-align: right;"><i>Sub Total</i></p>	<p>110,000</p> <p>70,000</p> <p><i>Up to 180,000</i></p>
NZSL Taster Classes <ul style="list-style-type: none"> Provision of training and support to tutors throughout delivery of NZSL Taster classes to approximately 70 tutors located throughout New Zealand. Delivery of 450-550 NZSL Taster Classes which includes the following costs: <ul style="list-style-type: none"> NZSL tutor fees for: attendance at training, delivery of taster classes, lesson preparation, engagement with organisations to determine their needs, travel and parking. <p style="text-align: right;"><i>Sub Total</i></p>	<p>20,000</p> <p>40,000</p> <p><i>60,000</i></p>
Resources <p>The following resources will be developed for distribution to support the promotion of NZSL and a range of local NZSL week activities e.g. Taster classes.</p> <ul style="list-style-type: none"> Flyers, posters, fingerspelling cards, tent cards for cafes. Flyers – A5 to each taster class participant Posters – all venues which host taster classes, Deaf clubs and their networks, service which are accessed by Deaf people Fingerspelling cards – to each taster class participant Tent cards – placed in local cafes. <p>NB: all resources are distributed through the Taster classes and 14 Deaf Aotearoa local offices to their local communities to ensure national coverage and promotion of NZSL.</p> <p><i>Please note: The resources are not for publicity and advertising. They are not expended directly for this purpose but as part of the on-going project outcomes.</i></p>	<p><i>Up to 15,000</i></p>
Events <p>Funding is allocated to the following key events:</p> <ul style="list-style-type: none"> NZSL Awards: Fund for the NZSL Awards to be promoted and managed, and to be celebrated at the NZSL Awards ceremony (Held at Parliament). Local NZSL community events – Funding to support events held within local communities. <p>NB: The NZSL Board requires NZSL Grant funding cannot be allocated to the purchase and provision of alcohol at NZSL Week events.</p>	<p><i>Up to 30,000</i></p>
Administration <ul style="list-style-type: none"> All 75 staff are involved in some way in the administration and delivery of NZSL Week. Some staff are involved full time for 3-4 months, some staff are involved for a few hours during the Week. \$30,000 would cover a small portion of the staff costs associated with NZSL Week. 	<p><i>Up to 15,000</i></p>
	\$300,000



MINISTRY OF SOCIAL DEVELOPMENT

TE MANATŪ WHAKAHIATO ORA

3 May 2018

Lachlan Keating
Chief Executive
Deaf Aotearoa Holdings Limited
Level 3
12 Johnston Street
Wellington

Dear Lachlan

Re: NZSL Week 2018 Letter of Grant Variation

The purpose of this Letter of Grant variation is to confirm the approved changes to the original NZSL Week 2018 Letter of Grant issued 30 January 2018 to Deaf Aotearoa by the Ministry of Social Development (MSD).

In the original Letter for Grant, Deaf Aotearoa was allocated a funding contribution from the NZSL Fund for a total of \$300,000 to deliver a range of NZSL Week activities. The Letter of Grant, approved by the MSD Chief Executive, confirmed the allocation up to \$150,000 to NZSL Week 2018 advertising and publicity activities within the overall grant of \$300,000.

You sought approval for NZSL Week 2018 advertising and publicity activities to exceed \$150,000. As per MSD's financial delegation policy requirements, approval for this increased advertising expenditure was required and has been obtained from the Minister for Disability Issues. The original Letter of Grant's 'Appendix A - Description and financial breakdown of NZSL Week 2018 activities' has been updated to reflect the approval for Deaf Aotearoa to spend up to \$180,000 on NZSL Week 2018 advertising and publicity activities within the overall grant of \$300,000. The changes are listed (in bold) in Appendix A overleaf.

If you have any queries, please contact Sonya Logan. Please sign the two copies of the Letter of Grant variation and return one copy to Sonya Logan.

yours sincerely

Brian Coffey
Director
Office for Disability Issues
Ministry of Social Development

Signed
Date

Position

3/5/18

Director

[Signature]

CEO

3-5-2018

Appendix A: Description and financial breakdown of NZSL Week 2018 activities

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Administration <ul style="list-style-type: none"> All 75 staff are involved in some way in the administration and delivery of NZSL Week. Some staff are involved full time for 3-4 months, some staff are involved for a few hours during the Week. \$30,000 would cover a small portion of the staff costs associated with NZSL Week. 	<p>Up to 15,000</p>
	\$300,000

Minutes

NZSL Board meeting

Date: Sunday 29 April 2018 Time: 9:00am to 4:00pm
Monday 30 April 2018 9:00am to 4:00pm

Venue: CQ Hotel Cuba Street (30 April); Ministry of Social Development, Aurora Centre, 56 The Terrace, Wellington (30 April)

Attendees: Victoria Manning (Chair), Shona Jones (Deputy Chair), Josje Lelijveld, Chris Blum, Richard Peri, Rachel McKee, Bridget Ferguson (Deaf Aotearoa representative), Brian Coffey (Director, Office for Disability Issues), s 9(2)(a) (Office for Disability Issues), s 9(2)(a) (Office for Disability Issues), s 9(2)(a) (interpreter), s 9(2)(a) - Privacy of natural persons (interpreter).

Apologies: Kirsten Smiler (30 April)

Outside of scope

RELEASED UNDER OFFICIAL INFORMATION ACT

Correspondence

s 9(2)(f)(iv) -
Under active
consideration

- 11 The Chief Executive of Deaf Aotearoa submitted a NZSL Week funding proposal for s 9(2)(f)(iv) [REDACTED]. D [REDACTED] also proposed that the Board make a decision as early as possible in 2018, rather than waiting until September 2018. Refer to 27 February 2018 minutes, where the NZSL Board agreed that it would decide on the amount of NZSL Week funding in September 2018.
- 12 No other correspondence was received.
- 13 It was agreed that all Board members would be involved in the discussion on this correspondence from Deaf Aotearoa (refer to Point 8).
- 14 The Board determined the following issues with Deaf Aotearoa's NZSL Week funding proposal:
 - If and when the Board could make a decision about NZSL Week 2019 funding, earlier than September 2018 which the Board had previously agreed to at its 27 February 2018 Board meeting.
 - The level of funding that could be allocated to NZSL Week.
 - s 9(2)(f)(iv) [REDACTED]
 - s 9(2)(f)(iv) [REDACTED]
- 15 The Board sought advice from ODI, who confirmed that the letter had been received only three days prior to the Board meeting. Brian Coffey, ODI Director's advice was as follows:
 - 15.1 s 9(2)(f)(iv) [REDACTED]
 - 15.2 s 9(2)(f)(iv) [REDACTED]
 - 15.3 ODI is currently doing a range of projects under the direction of the Board to determine the costs of long term costs of funding a range of NZSL services/resources. The cost of providing some of the NZSL services and resources the Board is investigating will not be available until September 2018. It will not be possible for ODI to provide full financial information by July due to the progress being made on some of the projects to determine the costings of NZSL services/resources. ODI should be able to provide a better picture in September 2018.
 - 15.4 s 9(2)(f)(iv) [REDACTED]
 - 15.5 By September 2018, ODI will be in stronger position to present a proposed budget for the Board's Strategy (2018-2023 as per the Strategy's timeframe) with as much information as possible. From the proposed budget, the Board will then decide what funding decisions it will make for:

Please note that the remainder of this document does not relate to New Zealand Sign Language Week and have therefore not been included as they are not in scope of your request.

- The next financial year: 2018/19
- The remaining financial years, as per the Board's Strategy timeframe: 2019-2023.
- s 9(2)(f)(iv)

16 The Board (without Victoria Manning and Bridget Ferguson, who left the room due to a conflict of interest):

- Agreed to support the funding of NZSL Week in principal.
- Agreed that it would consider a proposed budget from ODI at the next Board meeting.
- Agreed that it would consider a proposal from Deaf Aotearoa at the next Board meeting. ODI has determined it will be able to provide a better picture on the Board's budget in September 2018. It will be then that a NZSL Week funding allocation decision can be made.
- s 9(2)(f)(iv)

17 Action items:

- ODI will draft a four year budget for the Board to consider at its next meeting.
- Deaf Aotearoa will be requested to submit a NZSL Week funding proposal for NZSL Week to the Board to consider at its next meeting.

Outside of scope