



MĀORI LANGUAGE AWARDS CRITERIA 2009

The Māori Language Awards celebrate and recognise commitment to Māori language regeneration.

The awards will be featured as part of *He Huia Kaimanawa*, a two day event hosted by Te Taura Whiri i te Reo Māori to discuss, showcase and celebrate Māori language regeneration and innovation across Aotearoa.

This year the awards are focussed on initiatives that demonstrate an ongoing commitment to Māori language regeneration.

For initiatives to be eligible as a Māori Language Award entry they must be current.

Entries open on **Wednesday 1 July 2009** and close at **5.00pm** on **Monday 10 August 2009**.

Hard copy entries should be;

Delivered to:

OR

Posted to:

Te Taura Whiri i te Reo Māori
Level 14, PSIS Building
Corner Ballance & Featherston Streets
Wellington 6011
Attention: Māori Language Awards

Te Taura Whiri i te Reo Māori
PO Box 411
Wellington 6140

Attention: Māori Language Awards

For further information about *He Huia Kaimanawa* and to access the electronic entry form visit www.koreromaori.co.nz.

Award Categories

1. Business
2. Local Government
3. Community
4. Radio
5. Television
6. Print
7. Schools (ECE, Primary, Intermediate, Secondary)
8. Tertiary Education
9. Māori Language Week (27 July – 2 August 2009)

Judging Criteria

General Criteria

The 6 general criteria apply to all entries:

1. Commitment
 - How does the organisation or initiative demonstrate commitment to Maori language regeneration?
2. Impact
 - Is there evidence of positive changes in behaviour and attitudes towards the Māori language?

3. Quality

- Does the organisation and initiative demonstrate a focus on language quality, therefore using Māori language that is clear, correct and understandable?

4. Innovation

- Is the Māori language initiative original and creative?

5. Recognition

- What recognition has the initiative received from others?

6. Enduring

- What are the long-term plans for this initiative and/or your organisation?

Specific Criteria

These specific judging criteria also apply to the following categories:

Television & Radio

- Provision of AV material no longer than 3-minutes in duration.
- Announcers' quality of Māori language pronunciation and content.

Print

- Example of printed material.
- Attention to quality of Māori language grammar and writing style.

Schools and Tertiary

- Involvement of whānau and wider community.

Māori Language Week

Relevance to the 2009 theme 'Te Reo i te Hapori – Māori Language in the Community'.

- Key messages of the initiative and how these were communicated and received by the audience.
- Serving whānau, hapū, iwi or community interest and their involvement.

MĀORI LANGUAGE AWARDS ENTRY FORM 2009

General Information

Contact Person:

Contact Person Position:

Organisation:

Contact Email Address:

Contact Phone (Bus):

Contact Phone (Cell):

Postal Address:

Award Category (please circle the award your initiative is being considered for)

- | | | |
|-------------|-----------------------|------------------------|
| 1. Business | 2. Local Government | 3. Community |
| 4. Radio | 5. Television | 6. Print |
| 7. Schools | 8. Tertiary Education | 9. Māori Language Week |

Detail of Initiative (please refer to Criteria above)

Provide the dates your initiative commenced and concluded

Commenced

Concluded

Please provide a 100 word summary of your entry (this may be used for promotional purposes)

Commitment

- How does the organisation or initiative demonstrate commitment to Māori language regeneration?

Impact

- Is there evidence of positive changes in behaviour and attitudes towards the Māori language?

Quality

- Does the organisation and initiative demonstrate a focus on language quality, therefore using Māori language that is clear, correct and understandable? Provide examples of this.

Innovation

- Is the Māori language initiative original and creative?
-
-
-

Recognition

- What recognition has the initiative received from others?
-
-
-

Enduring

- What are the long-term plans for this initiative and/or your organisation?
-
-
-

Television and Radio (please only complete if you are submitting an entry in these specific categories)

Describe the quality of the Māori language used and the announcer’s attention to detail (suitable audio visual material must be provided).

Print (please only complete if you are submitting an entry in this specific category)

Describe the quality of the Māori language used and the attention to detail in print media (suitable print material must be provided).

Schools and Tertiary (please only complete if you are submitting an entry in these specific categories)

How did your organisation engage whānau and/or the wider community involvement in the initiative?

Māori Language Week (please only complete if you are submitting an entry in this specific category)

Describe how your initiative aligns with the 2009 theme 'Te Reo i te Hapori – Māori Language in the Community'.

What were the key messages of your activity and how were these communicated to and received by the audience?

How did your activity serve a whānau, hapū, iwi or community interest, and what involvement did these communities have in the activity?

Conditions of Entry

Please read the terms and conditions carefully.

Entries

- Entries must meet the stipulated **general** and **specific** criteria.
- Entries may be submitted for one category only.
- For the Television, Radio & Print categories, entries are limited to 1 programme, newscast or article per entry.
- All entries must be received by **5.00pm on Monday 10 August 2009.**
- All material submitted will remain the property of Te Taura Whiri i te Reo Māori and will not be returned.

Supporting Material

- 4 copies of any supporting material must also be provided (including AV material) bound or divided separately.
- All material must be clearly and fully identified, and be within duration as noted.
- Where possible include suitable colour photographs of initiatives for possible use in promotions.
- Other information considered relevant may also be submitted.

Promotion

- Any material submitted may be used by the Māori Language Awards organisers to promote the awards.

- Any material submitted may be used for future award promotions and for reference purposes.

Finalists

- Finalists in all categories are advised and announced in late August 2009.
- Finalists are welcome to attend *He Huia Kaimanawa*, 15/16 October 2009, Te Rauparaha Arena, Porirua.
- Travel and accommodation will be the finalists' responsibility.

Judging

- The judges decision will be based on material submitted according to the criteria as listed.
- Their decision will be final and no correspondence will be entered into.

Checklist

Have you completed all applicable sections of this application form?	Yes	No
Are suitable colour photographs included?	Yes	No
Is the supporting audio-visual material provided no longer than 3 minutes in duration? (this is compulsory for entries in the Television and Radio categories)	Yes	No
Have you provided 4 copies of all information submitted and is it clearly identified?	Yes	No
Have you retained a full copy of the entry?	Yes	No
Please list any supporting material accompanying your entry.		

Does your entry meet the judging criteria?	Yes	No
Have you read and do you agree to the conditions of entry?	Yes	No

Signed: _____ Date: _____