Education Report: Prime Minister’s Education Excellence Awards – Call to Entry Promotion

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<tr>
<th>To:</th>
<th>Hon Chris Hipkins, Minister of Education</th>
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<tr>
<td>Date:</td>
<td>15 March 2019</td>
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<tr>
<td>Priority:</td>
<td>High</td>
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<tr>
<td>Security Level:</td>
<td>In Confidence</td>
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<td>METIS No:</td>
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<td>Drafter:</td>
<td>Charlotte Hughes-Johnson</td>
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<td>Key Contact:</td>
<td>Charlotte Hughes-Johnson</td>
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<tr>
<td>Messaging seen by</td>
<td>Yes</td>
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<td>Communications team:</td>
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<td>Round Robin:</td>
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Purpose of Report

The purpose of this paper is for you to:

- **Note** that the Awards opened for entry on Monday 25 February 2019
- **Note** the information provided to you and the Prime Minister for an interview for a short video, to promote this year’s Awards on the Awards website
- **Note** tag lines provided for you and the Prime Minister for digital and social media audiences
- **Forward** the information for an interview and tag lines to the Prime Minister for her consideration.
Recommended Actions

The Ministry of Education recommends you:

- **Note** that the Awards opened for entry on Monday 25 February 2019
- **Note** the information provided to you and the Prime Minister for an interview for a short video, to promote this year’s Awards on the Awards website
- **Note** tag lines provided for you and the Prime Minister for digital and social media audiences
- **Agree** to produce a short promotional video for the 2019 Awards to encourage entries
- **Agree** to produce a short promotional video for the 2019 Awards to encourage entries
- **forward** the information for an interview and tag lines to the Prime Minister for her consideration and action
- **Agree** that this report is not proactively released at this time as the information is not yet in the public arena.

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Ellen MacGregor-Reid  
Deputy Secretary  
Early Learning and Student Achievement  
4/3/19

Hon Chris Hipkins  
Minister of Education  
16/3/19
Background

1. The 2019 Prime Minister’s Education Excellence Awards opened for entry on Monday 25 February and close for entry on Friday 5 April. You made an announcement on 25 February that the Awards are open for entry.

   The following are the four main categories for the Awards this year:

   - Excellence in Engaging: This award celebrates working together as a community to transform relationships and strengthen achievement, leading to improved and sustained outcomes for all children and young people.

   - Excellence in Leading: This award celebrates leadership and its influence on strengthening professional capability and creating a change in conditions, leading to improved and sustained outcomes for all children and young people.

   - Excellence in Teaching & Learning: This award celebrates teaching that transforms the learning of all children and young people, and achieves improved and sustained outcomes.

   - Excellence in Health and Wellbeing Education: This award celebrates practices that enhance the health, wellbeing of all children and young people, and achieves improved and sustained outcomes.

2. The Focus Prize theme changes each year. Following a request from you, the 2019 Focus Prize is on Māori-medium education as follows:

   - Excellence in Māori-medium Education: This award celebrates Māori-medium education in kōhanga reo and nga puna kōhungahunga (early learning services), kura, schools and wharekura that delivers excellent outcomes for tamariki and rangatahi.

3. Following the opening of the Awards, extensive promotional activities are undertaken to ensure a substantial number of quality entries. This year a focus of the promotional campaign will be on attracting entries in relation to the Focus Prize on Excellence in Māori-medium Education.

4. To date the Awards team has undertaken extensive consultation with a range of stakeholders, cultural advisors, and Ministry experts in developing promotional material.

Comments

5. As part of the promotional activities, it would be very beneficial to have short videos of the Prime Minister and you talking about the Awards.

6. Annex one outlines talking points for the Prime Minister for her information. If she agrees to film a short video promoting the Awards, the video would be recorded by your team, and posted by her office on your social media channels. Attached as Annex two is further content for her to use with these audiences.

7. Also attached as Annex three and four is talking points for you for a video and tag lines for social and digital media to your audiences. The video would be recorded by your team, and posted on your social media channels. The Ministry’s Communications Team will provide assistance to your office if required.
8. Once the videos have been completed, the Awards team may also use them on the Awards website and social media.

9. The following is a suggested social media schedule for consideration:

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<tr>
<th>Date</th>
<th>Activity</th>
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<tr>
<td>Prior to 20 March</td>
<td>Filming of a short video to promote the Awards being open for entries</td>
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<tr>
<td>March</td>
<td>Post video on your Facebook page - entries open announcement</td>
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<tr>
<td>March</td>
<td>Post on your Twitter – entries open announcement</td>
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**Proactive Release**

10. It is recommended that this report is not proactively released at this time as the information contained in it is not yet in the public arena and is free and frank advice to you.

**Annexes**

Annex one: Talking Points for a Short Video for the Prime Minister

Annex two: Content for use in Digital and Social Media for the Prime Minister

Annex three: Talking Points for a Short Video for Minister Hipkins

Annex four: Content for use in Digital and Social Media for Minister Hipkins