



*NZSL Taster Class at the Department of Corrections, Ashburton*

# NZSL Week 2021 Report

Deaf Aotearoa

## Reporting on NZSL Week 2021 contract deliverables

Contact person: Erica Dawson, NZSL Week Coordinator

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Report date: 23 July 2021

### Background

The Ministry of Social Development contracted Deaf Aotearoa to provide NZSL Week 2020 – 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.

Deaf Aotearoa agreed to provide services set out in the Statement of Work for this Agreement:

- a. to lift the status and profile of NZSL as an Official Language of New Zealand – a language all New Zealanders can use
- b. for Deaf community members to use and share NZSL
- c. for hearing people to meet Deaf people; breaking down barriers.
- d. for hearing people to have some experience of NZSL, with a view to some choosing to continue their learning and engagement
- e. to highlight the use and learning of NZSL in education, government service, and social and community context.

The agreed services to be delivered under this contract are:

1. A national advertising campaign
2. Local and national Deaf-led events
3. Opportunities to learn NZSL will be developed, promoted and delivered.

## Contract deliverables achieved 2021

### 1. National Advertising Campaign

#### Achievements

A national advertising campaign was successfully delivered. 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. We used the theme “NZSL is for Everyone” with a focus on ‘Deaf people in the Workplace’ for our NZSL Heroes.

#### Ads were purchased and appeared on:

##### **Television OnDemand ads:**

2021 Total impressions: **225,148**

(Compared to 2020: 222,943, 2019: 200,000 and 2018: 157,894)

##### **Online ads on Google, Facebook, YouTube and Instagram:**

Total impressions: **2,212,183** (compared to 2020: 4,258,675)

Total clicks on these ads: 29,935 (compared to 2020: 18,109)

##### **Bus ads in Auckland, Wellington and Christchurch:**

**13** buses

Total impressions: **3,465,000**



##### **Eyelites** (electronic ads in malls):

**16** shopping centres across 7 regions

Total Estimated Fortnightly Traffic: **4,163,267** (2020: 3,956,562)



### Billboards

In recognition of our longstanding relationship with Bespoke Media, we secured bonus (free) billboard advertising sites in Taranaki, Palmerston North and Timaru.

Total plays: **17,580**



### TVC spots on television

TVNZ1, TVNZ2, Three, Choice, Discovery and Living channels

Including the screening of the Wellington Paranormal NZSL week adverts

**311 spots (2020: 207)**

Link to Wellington Paranormal advert: <https://fb.watch/v/1Dwk4B7vj/>

**In total all six media elements provided:**

1 week of TV activity

- 1 week of onDemand activity
- 3 weeks of Internet activity
- 3 weeks of Bus activity
- 3 weeks of Eyelites/Mall activity
- 1 week of Bonus Billboard activity

**This equates to a total added value of** s 9(2)(j)

(Note, this s 9(2)(j) is the value of the advertising delivered, not the amount we paid. Due to Deaf Aotearoa's longstanding relationships and good reputation with media outlets we receive substantial discounts).

### **Social Media Engagement**

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 May when compared to April 2021.

#### **Deaf Aotearoa YouTube Channel:**

<b>YouTube Channel Views</b>	
April 2021	17,543
May 2021	195,383

The most viewed YouTube video in May 2021 was **136,185** views of the 15 second Wellington Paranormal ad.

(The Tiki Taane song in NZSL had 110,000 views in September 2020)

#### **Deaf Aotearoa Facebook Page:**

	<b>New Users</b>	<b>Unique Users</b>	<b>Post Reactions</b>
April 2021	105	71,823	1,666
May 2021	890	541,831	17,661

Prime Minister Jacinda Ardern's 2021 Leaders' Challenge video received **131,000** views on Facebook.

#### **NZSL Week Website:**

	<b>Page Views</b>	<b>Users</b>	<b>New Users</b>
April 2021	10,834	4,299	4,054
May 2021	62,567	29,459	28,464

## Media Coverage

NZSL Week stories organised by Deaf Aotearoa once again featured on major news outlets and primetime programming, including on Breakfast, Magic Nights with Graeme Hill Talk Radio (interview with Daniel Harborne), Seven Sharp, Waikato Times interview with Deaf Aotearoa President Joanne Klaver and Minister Sepuloni speaking about the need to do more to support NZSL users on TVNZ 1 news.

<https://www.tvnz.co.nz/one-news/new-zealand/definitely-more-do-support-new-zealand-sign-language-users-carmel-sepuloni>

<https://www.nzherald.co.nz/waikato-news/news/rights-of-maori-at-forefront-for-newly-elected-deaf-aotearoa-president/PMEEOOTYDABDT7JPXMMZZKHT4/>

<https://www.beehive.govt.nz/release/new-zealand-sign-language-week-chance-recognise-national-taonga> (also on Scoop news)

Shared with permission: <https://www.scotscollege.school.nz/nzsl-week/>

## Publications

Articles and promotional material were included in a range of publications.

- Upstart Magazine, a children's publication, did an extensive digital campaign in addition to their magazine:

**It is the language for EVERYONE!**

New Zealand Sign Language is the language used by the Deaf community. It combines the use of hands, body and facial expressions and is used by over 25,000 New Zealanders every day. It is one of the three official languages of Aotearoa New Zealand. NZSL can express concepts from both English and Te Reo Māori but is itself a distinct language. It is a language for EVERYONE, so get your hands out, flex those face muscles and let's learn some NZSL!

**LET'S TALK!** NZSL Week lets Deaf New Zealanders put their hands up and be seen - LET'S JOIN THEM!

**Six signs to use at school, home or ANYWHERE!**

**good morning**  
For the sign you need your thumb extended and pointing upwards. Then the right hand changes to palm left, thumb blade forward, the thumb and forefinger meeting to form a D-shape, the other fingers spread and relaxed. The forearm is moved upright to an eye.

**please**  
The flat right hand is held eye level facing the signer. Blade left, with the forefinger touching the chin. The hand is moved slowly downwards to palm up facing the signer, with the fingers curling up like a fist and the thumb sticking out.

**lunch**  
The right hand is held up near the right jaw, palm left, blade forward, the fingers flexed and the thumb upturned. The right hand is moved with a little wiggle.

**thank you**  
The right hand is raised to eye level, fingers facing the signer, blade left, fingers curled, and is moved forward/away.

**meet**  
The left fist is held up, palm facing the opposite hand. The right fist is held up palm facing left, blade forward/flat, the forefinger extended. The two hands are moved towards each other, connecting at the knuckles.

**good on you**  
Both the left and right hand are held up shoulder level, palm facing the signer, blades down, with the arms moved forward/flat to the side, with a little bounce at the end of the movement.

**Learn these signs and use them as often as you can. Tell your friends about them and share the wonderful gift of NZSL.**

**Hi everyone, I'm Annabel, and I am 14 years old. I was born hearing and became Deaf at around age four.**

**We asked Upstart readers to put together a few questions for ANNABEL.**

**How do you communicate with your hearing friends?**  
Sometimes we write it down, text each other, use messaging apps, gesture, an interpreter, or sometimes they can even sign!

**If there were three things you would really like to hear, what would they be?**  
I don't wish that I could hear certain things, it is more about not always being able to communicate with people.

**For example, if I go to an event or large gathering with all hearing people, or I'm at school without an interpreter, I can speak with them, but have no way of understanding what they are saying in return.**

**So, it's not about me being able to hear this and that, it's more about not being able to have a proper, two-way conversation. It can make me feel frustrated and left out.**

**I've heard that people with deafness enjoy music and movies. What is your experience like?** To be honest, I'm not the biggest fan of music, I mean, I have my favourites (Blink 182, Foster, Anastacia), but music just isn't my thing. Many Deaf people enjoy music by picking up the beat and feeling vibrations.

**As for movies, I enjoy them by watching the captions. They actually help both Deaf and hearing. I have even been to Parliament to present about this!**

**I encourage you to learn them on even if it is just for a little bit. Not only do they provide a broader English knowledge but you're actually reading and watching the movie/series at the same time!**

**During the COVID-19 pandemic, what has the access to information been like for you?** I know this sounds weird, but it has actually been the best, and the worst. Trying to communicate what wearing a face mask is a huge barrier for Deaf people, as facial expressions and lip patterns are crucial to understanding others.

**But, I've loved seeing interpreters at the press conferences and COVID-19 briefings, as it provides equal access to information, and there is more public awareness around interpreters and NZSL (New Zealand Sign Language) too!**

**What is something you would like people to understand about being Deaf? That being Deaf doesn't mean you're dumb, different, immature, or unapproachable - it just means you can't hear... that's all!**

**Communicating with a Deaf person is the same as communicating with a hearing person... There are just a few things you need to remember:**

- Talk face to face
- Talk on their level
- Use pen and paper
- Don't shout
- Don't cover your mouth or hold your breath

**5 prize packs to win!**

Each prize pack includes a NZSL Week t-shirt, stickers, booklets, posters and a Deaf Aotearoa bottle.

**To go in the draw to win: Tell us What your New Zealand Sign language became an official language of Aotearoa New Zealand.**

Write your answer in the space provided on the entry coupon on page 63 and send it in, OR enter online at [www.UpstartMag.co.nz](http://www.UpstartMag.co.nz)

Entries close 31 May 2021.

Terms and conditions for all Upstart competitions appear at the bottom of the entry coupon on page 63 and at [www.upstartmag.co.nz](http://www.upstartmag.co.nz)

When signing, use your dominant hand to execute all the signs.

www.UpstartMag.co.nz 31

This feedback email was sent to Upstart Magazine staff:

*“Thank you so much for your lovely, donated magazines .. the children were super excited. Also, your spread in the magazine around NZSL was awesome .... the students felt proud that you had done this about their learning. ( a bit cute)*

*I am encouraging the students to do a little something to put in the magazine and hopefully win a prize or two. ... they are again excited about this prospect.”*

- Getting Out There newsletter:

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**Promoting Abilities**

**Deaf Aotearoa**

**NZSL Promotion**  
This includes Adult Community Education for the Deaf community, tailored Deaf Awareness and NZSL courses for businesses and organisations. NZSL is also particularly promoted during New Zealand Sign Language Week.

**NZSL Week**  
New Zealand Sign Language Week is held each year in May. This year it is being held from Monday, 10th May to Sunday 16th May 2021. Tailor classes are available to register for organisations, businesses and schools. Keep an eye out for our NZSL Week Heroes!

**ISign**  
ISign is a nationwide New Zealand Sign Language interpreter booking service.

Deaf Aotearoa also works to advocate for the Deaf community, engaging with government departments and other agencies to improve access for Deaf people.

**Deaf Aotearoa**  
Address 124 Devonon Street, Whangarei  
Phone 437 2022, Glenis 021 641 178  
Web www.deaf.org.nz  
Email hello@deaf.org.nz  
Open Monday to Thursday 9am-4pm and Friday by appointment

**Sweetie**

**M**y name is Sweetie, I am a hearing impaired person who has overcome language barriers while living in New Zealand, learning English and NZSL.

I moved to New Zealand from the Marshall Islands a few years ago and really love living here.

I have family in mainland America, Guam, Marshall Islands and Hawaii.

When I moved to New Zealand I knew American sign language which is quite different to NZSL, I worked hard to learn NZSL, and I'm glad that I do. I enjoy communicating and connecting with people and find people are always happy to learn different signs and I am happy to teach them.

I am a very independent person. I moved into a furnished flat last year which I really enjoy. I have great neighbours and friends who I socialise and meet with on a regular basis, we enjoy having a good laugh and have many similar interests. I have met some great people since living in New Zealand and know that I will continue to do so.

I have made many lifelong friends within the deaf community, we have regular outings and social events and I always look forward to these occasions and attend them regularly.

I do volunteer work at various places in Northland, these include Matakhe Limestone communicating with her. She skypes me regularly so we can have a chat and a laugh or if there is something on the news she thinks I need to know about.

Technology has played an important part in my life. I am able to communicate with family and friends wherever they may be, I am able to call an interpreter who can relay for me while I am working or need to communicate with anyone in the community.

I have apps on my phone and my iPad that are easy to understand so I can do my banking, emailing and various other things. I have subtitles on my television so during the Covid 19 pandemic last year, I was able to understand what was happening in our community and the rules I needed to follow.

My interpreter from Deaf Aotearoa and my coordinator from CCS Disability Action made regular contact during this time by skype and the New Zealand Video Interpreting Service so I always had updated information. Without this communication I would have been very isolated.

Technology has enabled me to keep in regular contact with my family in the Marshall Islands and my daughter in New Zealand, we do this by skype and email, without technology it would be very difficult. It is very important for me to keep in contact with family and friends and to continue to make connections.

I love living in Northland, enjoying what this great place has to offer and meeting new people.

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- Education Gazette – advert
- Principals Today – advert
- Starters & Strategies – advert
- School News – this content was on their website and e-newsletter and they shared their advertising stats:

Website Title Impressions	Newsletter Title Opens	Off Network Banner Impressions
24,723	5,597	12,171

**NZSL is for Everyone**

NZSL Week 2021 will be held from 10th – 16th May 2021.

New Zealand Sign Language Week is celebrated every year during May. This is an opportunity for the Sign Language Community in New Zealand to showcase our language and provide opportunities for people to learn New Zealand Sign Language. NZSL Week is led by Deaf Aotearoa.

Deaf Aotearoa is the Disabled Person's Organisation (DPO) representing the voice of Deaf people and is the national service provider for Deaf people. Deaf Aotearoa works closely with Deaf communities, government agencies and other organisations to increase awareness, promote NZSL and strengthen the rights of Deaf people. All Deaf Aotearoa surplus go back to the Deaf community by way of sponsorship, donations, and new/improved services.

NZSL Week: [New Zealand Sign Language Week \(nzslweek.org.nz\)](http://NewZealandSignLanguageWeek.nzslweek.org.nz)  
Deaf Aotearoa: [Deaf Aotearoa – The voice of Deaf people in New Zealand](http://DeafAotearoa-TheVoiceofDeafpeopleinNewZealand)



### **Promotional resources:**

The following promotional resources were printed and distributed:

**12,000** cards

**12,000** flyers “Had A Taste – Want to Learn More” directing people to where they can learn more NZSL.

**7,800** 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 for Weekend

25 signs to learn at Work

25 signs to use in Bars and Restaurants

**2,500** NZSL Alphabet posters

**1,600** NZSL Week promotional campaign posters

**2,500** First Signs promotional posters

**2,000** Medical Signs posters

**6,000** NZSL Week Logo stickers \*new\*

**408** NZSL Week T-shirts for staff, tutors and First Signs children.

Our resources are also available online for people to use and print themselves:

<https://nzslweek.org.nz/resources/>

### **NZSL Week Leaders’ Challenge**

This is the fourth year of Deaf Aotearoa’s highly successful NZSL Leaders’ Challenge initiative led by the Prime Minister.

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.

The NZSL Leaders Challenge continues to create significant interest in and promotion of NZSL and NZSL Week within New Zealand and internationally. **35** videos were made, with **75** people participating in them. This is an increase from 28 videos and 56 people participating in 2020.



A number of Chief Executives included their staff and/or colleagues in their videos. Many leaders in the public sector took up the challenge on their own initiative, therefore it is difficult to capture the precise number of videos created and shared on social media.

Additionally, there were a range of videos created by organisations separate to the Leaders' Challenge to show their support for NZSL. For example, the Ministry of the Environment did a video series of environment related phrases in NZSL releasing one each day during NZSL Week on Facebook. The NZSL Week Coordinator went to their workplace and provided translation and signing support during practice and filming.

The MBIE Chief Executive, Carolyn Tremain, interviewed the NZSL Week Co-ordinator about NZSL Week and the Deaf community for one of her weekly internal vlogs for her 7,000 staff during NZSL Week.

### **Challenges**

For this year's advertising campaign, we collaborated with Wellington Paranormal, a well-known New Zealand TV show. We were aware of the potential risk of an audience who were not familiar with this show, and how it might be perceived.

We enjoyed working with Wellington Paranormal and overall, it received a positive response. The social media reaction on Deaf Aotearoa's Facebook posts showed that 739 liked the advert, with 122 laughing emojis, 190 loved the advert and 0 frowning emojis. It was shared 331 times.

One person submitted a complaint to the Standards Authority, complaint 21/270 which stated, *"Please do not show police wrestling with anyone. Looks bad for nz and bad for police profile. Bad taste advert. Makes a serious subject look dumb/simple."* The complaint was investigated by the Advertising Standards Authority but was not upheld.

### **Learnings**

Approximately 212 personal invites to participate in the Leaders' Challenge were issued to Mayors and the Public Sector Chief Executives. A number of leaders apologised for not being able to participate this year despite being keen to do so. A general theme was the busyness surrounding the dealing with and/or aftermath of Covid-19.

Considering all the factors that leaders have continued to face we are pleased with the number of challenge videos that were created however video numbers remain consistently around 30 per year and consequently there is an opportunity through the NZSL Week Advisory Group to identify the impact that the challenge has and whether further resources or broader scope may be deployed in this area to attract more leaders in future years.

At the time of report submission, Deaf Aotearoa have developed the Terms of Reference and were advertising for Expressions of Interest for joining Deaf Aotearoa's NZSL Week Advisory Group. The deadline being Sunday, 25<sup>th</sup> July

2021. On completion of the selection process the aim is to have the initial introductory/welcome meeting by the end of August 2021. The delay in bringing together this group is due to the unexpected additional workload that came with the funding given to Deaf Aotearoa for the NZSL Week Events Community Grant.

## 2. Local Deaf-Led Events

When reporting against this deliverable Deaf Aotearoa categorise “Deaf-Led events” as being events that are organised and facilitated by Deaf people and Deaf Aotearoa, as the DPO (an organisation led by Deaf people).

### **Achievements**

**29** local Deaf-led events were organised, as well as **6** Talk to the Hand beer launch events held at venues throughout the country in collaboration with Garage Project (please note that no funding was spent on alcohol or on these venues). A further **17** Community Grant funded events were delivered by the community. Bringing a total of **52** events nation-wide for the public and Deaf community to come together and celebrate NZSL.

### **Deaf Aotearoa Events**

We launched NZSL Week 2021 with a Parliament Breakfast hosted by Minister Carmel Sepuloni. It had a positive turn-out, of approximately 150 people, particularly given on-going concerns around Covid-19. This event was live-streamed to reach a wider audience with 505 views. We had a video montage created to show 15 years of NZSL Week: <https://youtu.be/ZUCOsUZft2E>. We also took the opportunity to distribute our NZSL Week resources at the event for guests to take back to their workplaces.





The breakfast was followed by a range of local events including family fun days and activities such as creating NZSL inspired art, walk and bike adventures and Mega Air trampolining as well as cultural tours and building relationships with local services.

### Tour and High Tea at Lanarch Castle



### Surf Life Saving in the Bay of Plenty



**Learning sign language at the Garage Project in Auckland**



**Deaf Aotearoa Office Opening at Hawkes Bay Deaf Club**



**Deaf Aotearoa South Auckland Office Opening with Carving by Māori Deaf man, John Rua**





### **Universal Newborn Hearing Screening Early Intervention Programme**

Extracts from Jasmine Plimmer's, Manager of the Antenatal and Newborn Screening Programmes team, letter to thank Deaf Aotearoa staff for the sessions they ran at their hui held in May:

*"Their sessions were greatly appreciated and enjoyed by attendees who provided really positive feedback both verbally and via the online evaluation post hui."*

*"On behalf of our Ministry of Health team and the district health board (DHBs) screening workforce I want to thank Deaf Aotearoa for supporting our recent hui with two interesting and fun sessions"*

*"Responses from the hui evaluation told us that screeners enjoyed the sessions run by Deaf Aotearoa. They were described as insightful, fun and ignited interest in learning more NZ sign language. We would be grateful if you could pass on our appreciation to (the facilitators) for sharing their experiences with us and teaching us some sign language. These sessions provided really helpful insights on what it is like to be deaf and how to improve our communication with deaf people."*

### **Talking about NZ Sign Language at PACE (Professional Assistants to Chief Executives) Meeting**

Prior to the upcoming NZSL Week, the NZSL Week Coordinator was asked by Victoria University of Wellington to do a presentation/promotion about NZSL and NZSL Week at the PACE meeting which was held at Sofitel Hotel on 28 April 2021. There were approximately 50 people in attendance. As a result of this presentation the NZSL Week Coordinator was asked to do a similar presentation for the Greater Wellington Regional City Council.

*"I would again like to thank you on my own behalf for an excellent presentation. As I said last night, Erica, you are amazing."*

*"I just wanted to say thank you both again for coming to our PACE meeting last night. It was perfect and your presentation style was fantastic. Everyone thoroughly enjoyed it and I think it will have sparked some interest in NZSL so hopefully you'll hear from some of our members!"*

### **Challenges**

Due to Covid-19 delaying NZSL Week 2020, in 2021 the lead up time for NZSL Week was for shortened with planning and development commencing in earnest in February 2021 when our NZSL Week Co-ordinator commenced. The reduced timeframe resulted in a domino effect for all the NZSL Week processes e.g., when resources and promotional materials were available and consequently added pressure to staff workloads.

### **Learnings**

As a result of the development of local partnerships through the promotion of NZSL and the delivery of Taster Classes and of NZSL Week events, Deaf Aotearoa are now seeing these partners offering their own NZSL Week activities.

For example, in Nelson a primary school that have had a number of taster classes over the years put on their own event. Nelson library, which has previously partnered with Deaf Aotearoa to provide events set up an independent event this year. Local NZSL students in Nelson organised events including as a tour of Pics Peanut Butter.

### **Community Grant Events**



Deaf Aotearoa and all the organisations that were successful in applying for the Community Grant found the grant to be invaluable, with all organisations except two reporting that their event achieved all of the five contract principles and all hope to see the grant being made available in future years when they will be better prepared to take full advantage of this opportunity.

## Summary

Number of applications	20
Grants approved	17
Grants declined	3
Total \$ applied for	\$91,302.41
Total \$ approved	\$84,306.41
Total \$ paid out	\$82,387.28
Total \$ of grant spent by organisations	\$54,986.60
Total \$ of grant unspent and retained by organisations	\$5,854.77

## Participant data

Deaf	Hearing	Mixed group	NZSL Students	NZSL Interpreters	Participant Age Range	Total Participants
182	2	182	173	8	8 months – 70+ years	547

## Resources Developed

Administration forms for application and reporting  
7 x videos showcasing Deaf and hearing working together  
1 x NZSL Club Info Pack  
1 x Zoom licence purchased to deliver the first online Deaf Deaf World event  
Plus, promotional and resource materials for the events.

Bay of Plenty Association for Deaf Children Inc – *“Events like this are so important to our families to have a support network when going through their journeys. Whether children have an upcoming operation for cochlear implants, they can discuss with other parents whose children have already had the operation or the issues that our children face in schools and the additional support they require etc.”*

Deaf Wellbeing Society – *“Celebrating NZSL & realising NZ is a supportive country for Deaf communication. Our activity was relaxing, creative and made us proud.”*

Deaf Adventures – *“The activity guides that worked with us learned how to work and communicate with Deaf people by using facial expressions, gestures, or preparing information documents in advance for our Deaf guides. Most importantly, our Deaf group were able to access each of these important landmarks and activities directly in NZSL.”*

*“Deaf Adventures is eternally grateful to the NZSL Board and Deaf Aotearoa for funding this unique event and helping us kick-start our new company. We have received a lot of interest from Deaf people all around New Zealand for us to operate a NZSL Week Tour in both the North and South Islands during next year’s NZSL Week. The participants from our recent tour are also keen for us to organise more NZSL Tours throughout the year.”*

NZSLTA Northern Branch - Deaf Deaf World face to face and online events – “I would like to extend my thanks to the NZSL Board for granting us these funds, it allowed us to give our Northern Branch tutors a financial thank you for supporting and being involved in this event. Also allowing all three NZSLTA Branches to work and support each other for this event. We the Northern Branch look forward to collaborating with Central and Southern Branches in the future developing and working together. We hope to be able to provide this event again next year during NZSL Week.”



Tauranga Deaf Club – Organized event for CODA's, parents with Deaf children, Tauranga Deaf Club and students who are learning sign language to come together - “Having funding is a big help to us to build a community to get together and know each other and keep sign lives.”



EyeFilms - to create 10 different videos and showcase 10 different scenarios of Deaf and hearing people communicating using NZSL. “We managed to create 7



*different videos because of the short timeframe”. – “We learnt A LOT about planning and how long it takes to organise people, places, bringing equipment, transport to Auckland, child care, keeping people in the loop, emails etc! It was a lot of work and we enjoyed every minute of it because we were contributing to NZSL week and creating a bridge between the Deaf and hearing community.”*

*“Community Feedback: Verbal feedback about the videos was that they appeared very professionally produced with dignity compared to other slapstick style work, incorporating an underlying message that Deaf were business owners, contributing members of society and on an equal footing with hearing people. The Ricoh video was sent to their international branches. Chris and Tama's video got a lot of Maori connections and several positive comments were made. A lot of people liked the fact that Deaf people can have their own business. There was a positive attitude towards Deaf access and role modeling. All the videos had a great positive underlying message.”*

Jack's Cafe - <https://vimeo.com/556763418/726c11e4cb>

Police Station - <https://vimeo.com/553133659/4452556044>

Rebecca and Matthew - <https://vimeo.com/549171997/8889e19c31>

Ricoh - <https://vimeo.com/548764165/145b1706cc>

Chris and Tama - <https://vimeo.com/548757809/60d6aba0ee>

Sarah and Manan - <https://vimeo.com/548756503/6f8109c764>

### **Challenges**

The take up of the Community Grant opportunity was hindered by the short lead up time and lack of understanding within the community regarding what it could be used for.

Various administration systems and processes were established including the creation of a Community Grant application form and a Community Grant reporting form which enabled a response in print or in NZSL.

Organisations had little time to consult with their membership/stakeholders as to what events they would like to be developed.

Three Community Grant applications were declined. One was received after the deadline; one did not provide sufficient information and the third did not fulfil the criteria.

### **Learnings**

Allocation of the grant to Deaf Aotearoa needs to occur soon after the previous year's evaluation to enable the Community Grant to be as accessible and successful as possible.

More lead up time and resource preparation is required to promote and educate the community as to the opportunities offered to them via the Community Grant and to develop robust and practical administration processes.

Some organisations did not spend all their allocated grant, this was unexpected, and consequently there is a need to develop criteria and administration processes to manage this situation in the future.

All organisations that participated identified a number of areas for their own development and improvement for implementation of similar or new events in future years.

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

#### Achievements Taster Classes

**220** Taster Classes (**177** unique organisations, of which **137** were for the first time) were delivered across the country between 4 May – 8 July 2021, including in health, government, hospitality and community organisations. This is a significant 68% increase in delivery from the 131 Taster Classes last year. In addition to these Taster Classes, we also delivered 181 taster classes to educational establishments. This is a good start for “post-Covid” recovery.

In total **4,562** people attended Taster Classes in 2021. Up from between 1,600 and 2,000 attendees last year.

In addition, Deaf Aotearoa organised another **6** Taster Classes for Garage Project staff in their bar venues around New Zealand, prior to the launching the NZSL Week 2021 Talk to the Hand beer events the same day.

Feedback given in our survey as to, “What was the best part of your Taster Class?” showed overwhelmingly that participants enjoyed the skill and style of delivery from the tutors and that they appreciated the opportunity to learn some functional NZSL whilst also interacting with and learning about Deaf people.

*“Nicolette was an excellent teacher! She went at a great pace and we all came away having learned a lot in a short space of time. She had a great sense of humor and had us all laughing.”*

*“Her (the tutor) calm charisma personality set the mood for participants, so they didn't feel uncomfortable walking into something they are unfamiliar with. All participants walked away feeling confident and comfortable to sign basic signs around the office, especially asking how everyone is and asking of their names. They even want to know when the tutors next sign classes are to join up 😊”*

*“The tutor was very patient with us and laughed along with us when we were having a bit of fun with it. It made us feel more comfortable to make mistakes and focus on learning in a fun way, rather than worry about if we were doing it wrong. We have been practising sign each day since she came in our morning conversations and general chat in the office - it's been really fantastic.”*

*“Loved how practical the content was!”*

*“Most of the staff that took part had no experience with NZSL and Rosie was great with them! She had fun and interactive ways of learning the basic signs. The staff loved it and would be keen to do it again.”*

*“Learning to sign from a Deaf tutor really opened our staff’s eyes to how communication can actually work. In-person teaching also really helped us as an office learn how to host people who are Deaf”*

*“That we learned enough words and terms to be able to communicate in a reasonably meaningful way. Also that the presenter was a deaf person as this gave us other learning and experience of how communication does and does not work with someone who does not hear, and a tiny insight into the world of someone who is deaf - eg thinking what it must have been like for her in a room full of people that she didnt know who were using spoken words to communicate. How silly and rude we might have seemed. How important other clear ways of communication are.”*

*“I enjoyed this so much that I have already signed up for online classes.”*

### **Youth Week**

This year Youth Week, delivered by Ara Taiohi, was during the same week as NZSL Week. We came together to collaborate in the following ways:

1. We shared our newly designed and printed NZSL Week logo stickers for Ara Taiohi to distribute to their Youth community
2. Their CE, Jane Zintl, participated in the Leaders’ Challenge
3. Where it was possible, a couple of other Leaders included “Happy Youth Week” in their videos
4. We provided an NZSL translation of their Accessible Event Toolkit document: <https://arataiohi.org.nz/youthweek/accessible-event-guide/>
5. We also created a “Myth Busters” video about common misconceptions about Deaf people for their audience: <https://youtu.be/GZpPH-5nhxl>.

### **Challenges**

This year managing our resources and the expectations of funders, the Deaf community and taster class participants with the additional workload that the Covid-19 situation continues to create whilst maintaining everyone’s safety and wellbeing has been a challenge that we have risen to.

Furthermore, there was a tight timeline to manage due to returning NZSL Week to May following NZSL Week in September last year. In addition, the NZSL Week Coordinator role did not start until the 1<sup>st</sup> of February 2021 creating significant time pressures and stress on staff across all areas.

There were also ongoing Covid-19 concerns that we had to be mindful of at all times e.g., Auckland outbreaks, what level would any part of the country be in at any one time? We needed to be prepared to adapt accordingly with back up plans such as moving Taster Classes or being on alert to cancel/change events.

Despite these pressures, we managed to deliver NZSL Week 2021 successfully and events went ahead without issue.

### **Learnings**

Improvements made to the Taster Class registration and booking system were successful but need ongoing monitoring and review to manage technical glitches/hiccups.

There is an opportunity to further develop online Taster Classes with consideration as to participant numbers, video quality, resource dissemination and interaction.

*“The teacher only used sign language which was really useful. I liked the Zoom format because it allowed them to type in the chat when we didn't get it.”*

*“Rosie was awesome with the kids. She was confident and the kids really responded to her. The best part of seeing the kids adapt to using sign only to communicate. I think if you moved to online zooms you may miss this special part of the sessions. We loved it. Thank you.”*

The take up of Taster Classes by Maori organisations remains low. This is an area where relationships need to be further developed to promote NZSL Week opportunities in preparation for NZSL Week 2022 and beyond.

### **In Conclusion**

The reporting data throughout this report provides evidence of meeting our desired level of service in our National Advertising Campaign and our Local and National Deaf-led events with a slightly lower desired level of service in the provision of Taster Classes. Our Taster Class figure needs to be considered in the context that we also provided an additional 181 taster classes to a total of 132 unique education institutes.

The creation of a dedicated NZSL Information and Resources Team including a full time NZSL Week Co-ordinator role together with a temporary part-time contracted NZSL Week Assistant to support the Co-ordinator has brought cohesion and efficiencies resulting in the effective administration and successful implementation of NZSL Week 2021. This becomes evident from a Team Leader's comment given to the NZSL Week Co-ordinator: *“I reckon it ran smoother than years before so well done”*.

The Community Grant has enabled Deaf community organisations to become more involved, take more responsibility and have a greater role in promoting and participating in NZSL Week.

During and following NZSL Week and the delivery of Taster Classes, there is a higher than usual surge in demand for NZSL courses and Deaf Awareness training for organisations as well as individuals querying where to continue to learn NZSL.