

BRIEFING NOTE: Background brief and draft press release for Government Book Week

Date:	23 June 2016	Priority:	Low
Security	In Confidence	METIS	1005820
Approved by:	Lisa Rodgers	DDI:	04 463 7794

Purpose

1. This briefing provides information for Government Book Week which occurs in the last week of Term Two, 4-8 July 2016, and a draft media release for consideration.

Background

2. Government Book Week is part of the services delivered by the Duffy Books in Homes programme.
3. For every Duffy school, each student receives five new books of their choice to take home and keep.
4. The Ministry of Education sponsors one of the five books for Government Book Week, which operates annually.
5. All schools are encouraged to celebrate Government Book Week in their own way, but many invite their local MPs to address the students during an assembly about the importance of reading. MPs present students with books which the students have selected to take home and keep.
6. Book week assemblies are likely to include a general welcome, an address to the students by the MP, a presentation of Government-sponsored books to the students and items presented by students.
7. In 2015, the Prime Minister, the Rt Hon John Key, attended Otahuhu Primary School in Auckland to address the students and present the books.
8. We understand that The Alan Duff Charitable Foundation has provided MPs with information about Government Book Week 2016 (Appendix 1).
9. We also understand that you have been invited by Duffy Books in Homes to attend Rata School in Naenae, Wellington and take part in the Government Book Week presenting books to students. If you are interested in attending, we will work with your Office and The Alan Duff Charitable Foundation to organise your visit (Appendix 2).
10. You had a meeting with Alan Duff earlier this year about Books in Homes (Metis #978624).
11. A draft media release is attached for your consideration (Appendix 3).

We get the job done Ka oti i a mātou ngā mahi

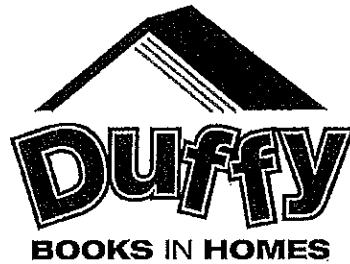
We are respectful, we listen, we learn He rōpū manaaki, he rōpū whakarongo, he rōpū ako mātou

We back ourselves and others to win Ka manawanui ki a mātou me ētahi ake kia wikitoria

We work together for maximum impact Ka mahi ngātahi mō te tūkinga nui tonu

Great results are our bottom line Ko ngā huanga tino pai ā mātou whāinga mutunga





Duffy Books in Homes - Government Book Week
4th-8th July 2016

In 1995 The Alan Duff Charitable Foundation Books in Homes programme began with 80 schools, 16,000 students and 14 sponsors. Now in 2016, there are 500 Duffy Books in Homes schools, approximately 90,000 students and over 150 sponsors supporting the programme. Sponsors include The Ministry of Education, corporate organisations, small businesses, Rotary/Lion Clubs, families, friends and individuals. More than 11,000,000 books have been distributed since the programme's inception with more than 600,000 books being given away each year.

Our vision is to break the cycle of booklessness in New Zealand by inspiring a love of books in Duffy children so they become adults who inspire a love of reading.

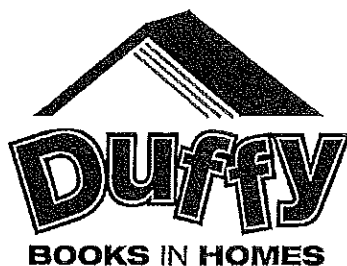
Schools in the programme notice an improved attitude towards books and reading. Changes include less theft, vandalism and bullying within schools. Research has shown improvements in reading scores of up to 35% for schools joining the programme

We're most proud of becoming an integral part of so many schools' literacy programmes and giving children something of their own to treasure. As the original 'Duffy kids' are now beginning to have children of their own one of our greatest rewards is to see how they are passing on their love of reading to their own children.

All Decile 1-3 schools with primary or intermediate age children are eligible to join the programme. Every year each child receives a minimum of five new books of their choice to take home and keep. These books are received in three book offers. Four of these books are paid for by the school and their sponsor and are received during Book Offers One and Three. The Ministry of Education alone sponsors an additional book in the middle of the year called Government Book Week - Book Offer Two.

How the Government Book Offer works

- In the middle of the year between Book Offers One and Three, the Government-sponsors Book Offer Two. The Ministry of Education sponsors this book offer, so each child gets one book at no cost to the school or sponsor (if there is one).
- At the start of Term Two, Preview Packs and brochures arrive at each school.
- Each school on the programme receives a Preview Pack containing all the books on offer (approximately 50-75) from which the students then make their selections.
- The Preview Pack books are generously donated by Scholastic and are then usually added to the library by the schools or used as additional reward books.
- These books in the Preview Pack allow all students to view the books and brochures, before making their selection.



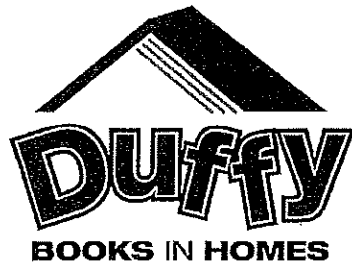
- For the Government Book Offer each child will make three choices and receive one book. On average, 90% of children receive their first choice but occasionally due to demand, Scholastic will need to substitute one of their choices.

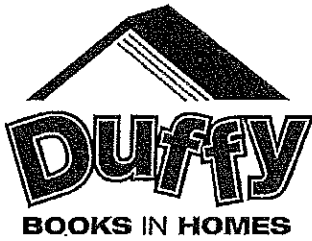
What to expect if you receive an invitation

- All schools are instructed to celebrate Government Book Week in their own way. We suggest that the schools contact their Local MP and invite them to attend a special Government Book Week assembly.
- You may want to contact the Duffy Books in Homes schools in your electorate to ask if a Government Book Week Assembly is taking place (please find attached a list of our schools split into regions along with their contact details).
- As an MP, should you receive an invitation to an assembly, please organise a time during Government Book Week (4th-8th July 2016) which is mutually acceptable to both you and the school. If you have time constraints please let the school know so they can organise the length of the assembly accordingly.
- Each school may differ in how they run the assembly but they will generally run through the order of events before the assembly starts.
- A common format that the assembly may take:
 - A general welcome where you will be introduced to the students, teachers, parents and any other guests
 - You may be asked to talk briefly to the students
 - You will be asked to present books to some of the students from the Government Book Offer
 - The school may intersperse some cultural or song items during the length of the assembly
 - The assembly will conclude
- We ask each school to send any pictures they may have taken from their assemblies so we may include these in our quarterly newsletter
- We also send out a media release about Government Book Week to all newspapers in the areas where our schools are based.

Thank you for taking the time out of your busy schedule to help inspire a love of reading in Duffy children. This is a great opportunity to make a difference in their lives.

The Duffy Books in Homes Team





13 June 2016

Hon Hekia Parata
Minister of Education
Parliament Buildings
WELLINGTON

Dear Minister,

Very soon our annual 'Government Book Week' scheduled for the end of term two 2016 will take place. Over 85,000 children from 500 decile 1-3 schools nationwide will receive their own brand new book.

We are delighted to extend an invite for you to attend one of our Duffy school Book Offer Assembly in Wellington and, take part in the Government Book Week presenting books to children.

Last year we celebrated with a ceremony at Otahuhu Primary in Auckland and the Rt Hon John Key presented books to some very excited children. It's so inspiring seeing the children, parents and whanau in our communities engaging with our country's leaders and role models promoting the importance of books' and sharing their own reading experiences.

We understand your schedule is extremely busy and hopefully we can see you at Rata Street School in Naenae Wellington, during Government Book Week. We would appreciate you nominate a time during school hours and any day between 4th-8th July 2016.

We look forward to hearing from you soon.

Yours sincerely

A handwritten signature in black ink, appearing to read "Linda Vagana".

Linda Vagana
General Manager

4 July 2016

Media Statement

Education Minister marks Government Book Week

Education Minister Hekia Parata has acknowledged the importance of good reading skills in young New Zealanders during Government Book Week 2016.

"Reading is crucial to the development of young people so this week about 90,000 New Zealand children will receive a free book thanks to the Ministry of Education and the Alan Duff Charitable Foundation," Ms Parata says.

"Students throughout the country will this week be very excited to receive their books and I'm sure they will take them home and treasure them.

"I hope the books these tamariki receive instils in them a passion for reading that will stay with them for the rest of their lives."

More than 500 New Zealand schools are in the Duffy Books in Homes programme. The children at these schools receive five free books of their choice each year and the Ministry of Education funds one of these books during Government Book Week.

"More than 11 million books have been given to Kiwi children since the Duffy Books in Homes programme started in 1995. Good reading skills are a must for 21st century students and this programme is one of many great ways that young New Zealanders are developing these skills."

During Government Book Week many schools invite their local Member of Parliament to read to students and present them with books.