



NSW Department of Education

Speaking Competitions

2023 Sponsorship Prospectus

education.nsw.gov.au



ARTS EDUCATION

An arts-rich education from an early age develops individual creativity, inquiry and self-expression. School-based arts participation can increase learners' confidence and motivation, thereby improving school attendance rates, academic outcomes and the wellbeing and life skills of children and young people.

Programs coordinated by The Arts Unit, such as debating, public speaking, as well as the Premier's Spelling Bee and Premier's Reading Challenge, aim to develop critical thinking, communication skills, and a growth mindset, and are an important part of the culture of NSW public schools. Extension programs, arts experiences, professional learning and resources offered to schools and students by the department's Arts Unit create viable opportunities for sponsors to engage with students, teachers and school communities.



ABOUT SPEAKING COMPETITIONS

The Literature and Language Arts program delivered by The Arts Unit offers a range of public speaking competitions to develop students' skills in speech-writing and oral presentation. Digital resources are also developed to support the teaching of these skills.



FAST FACTS

1

OVER 25,000 STUDENT SPEECHES MADE EACH YEAR

Including team and individual
speeches.

2

OVER 15,000 STUDENT PARTICIPANTS

Ranging from Years 3 to 12

3

OVER 3,000 DEBATES HELD

Across regional and metro areas of
NSW

4

OVER 1,060 SCHOOLS INVOLVED

Including public, catholic and
independent for some programs

5

OVER 1,500 TEACHERS

Across primary and secondary

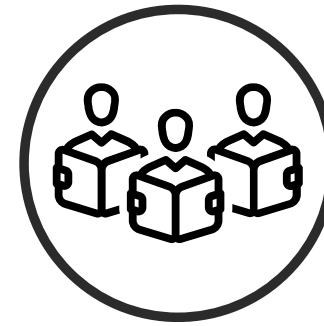
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10 MAJOR PROGRAMS

Including representative camps and an
inaugural Poetry Slam competition



KEY AUDIENCES



STUDENTS

Speaking competitions provide students in Years 3-12 opportunities to develop a wide range of skill sets in communicating their ideas to an audience.



TEACHERS

Teachers are involved in a variety of ways: coaching students, facilitating debates, coordinating and hosting events, learning adjudication skills and developing understanding of whole-school coordination.



COMMUNITIES

School communities attend events where students showcase their leadership skills. The programs support developing awareness of the role of student voice in school communities and beyond.



Debating and Public Speaking programs help to develop confidence, analytical thinking skills, teamwork, written and oral communication, and the ability to think on your feet and construct arguments quickly. This is useful in any career path and contributes to personal and intellectual growth by prompting you to challenge your assumptions and ideas.

Student

I believe debating gives students access to the critical tools of dialogue which are fundamental to civil discourse and active participation in democracy. Students have very nebulous ideas of how policy is made or how reform develops and yet these not only shape the values of society but they also underlie the workings of our everyday lives.

Teacher

ADDING VALUE TO OUR PROGRAMS



ACCESS

Increasing student participation

Supporting equity related to cost and distance challenges for rural and remote students who reach finals' rounds and representative opportunities.



ENGAGEMENT

Raising program profile

Giving more students multiple platforms and opportunities to speak, build skills and develop and demonstrate their ideas, values and leadership.



RESOURCES

Expanding resources

Enriching and expanding the suite of resources in schools that impact directly on quality teaching and student outcomes.

3 WAYS YOUR INVESTMENT MAKES A DIFFERENCE

INVITATION TO PARTNER

The NSW Department of Education is seeking Expressions of Interest from organisations wishing to partner in support of Speaking Competitions



MAJOR SPONSOR

75K

Exclusive

Be the featured brand across both the Premier's Debating Challenge and Plain English Speaking programs, including event staging and communications, and receive a tailored benefits package.

Logo placement

Your logo displayed on program collateral at all regional finals and state finals.

Speaking opportunity

An exclusive opportunity to address the audience including department executives and guests at the Premier's Debating Challenge state final.

Video message

Positioned on the Arts Unit website, your sponsor-produced video message will reach and inspire both 2023 participants and website visitors.





VIK SUPPORTER

Non-Exclusive

There are many ways to enhance program and competition participation or the teaching and learning experiences of students and their teachers through the contribution of significant value-in-kind support.

Examples are:

- Venues for state finals
- High-quality prizes

Benefits are negotiated based on the level of contribution.

Tailored packages available



SPONSOR BENEFITS

CUSTOMISED BENEFITS
PACKAGES ARE DEVELOPED
TO MEET YOUR PRIORITIES
AND OBJECTIVES



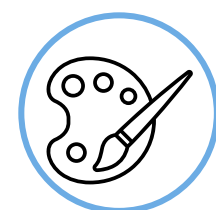
BRAND EXPOSURE

Logo positioned on communications
and a range of printed, digital and
onsite collateral.



SPONSOR CONTENT

Communicated through our
website, social media and video
messages.



ACTIVATIONS

Ranging from social media
competitions to workshops and
product sampling.



NETWORKING

Opportunities offered at key events
and networking events with NSW
Department of Education executive.



SPONSORSHIP AND PROGRAM TIMELINE



2023

- Jan / Feb Expressions of Interest
- Feb Negotiations
Contracting
- Mar Invoicing
Collateral design & approvals
- Jun Plain English Speaking Award State Final
- Aug Premier's Debating Challenge Yr 11 & 12 State Final
- Sept tbc Slam Poetry Competition
- Nov Premier's Debating Challenge Yr 9 & 10 Final
Premier's Debating Challenge Yr 5 & 6 Final
- Dec Premier's Debating Challenge Yr 7 & 8 Final

GET IN TOUCH

Contact us to explore the possibilities of sponsoring in a way that meets your level of support and targeted objectives.

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Arts, Sport and Initiatives



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[SPEAKING COMPETITIONS](#)

