



Te Kaporeihana Āwhina Hunga Whara



Dear Attitude friends

We're coming back to the nation with Attitude!

This year the Attitude Awards are back! The event will again showcase the fantastic achievements of New Zealanders with disabilities and will again be held on World Disability Day, December 3rd 2009 at Eden Park Function Centre, ASB Lounge, Auckland.

Who's behind the Attitude Awards?

The Awards have been developed jointly by RSVP Productions, which makes the weekly TV series "Attitude", and Parafed Auckland, with support from several sponsors, including Principal Sponsors, ACC and The Lion Foundation.

What's being planned for this year's Awards?

The Awards will take the form of a sit down three course dinner followed by an hour long awards presentation. The evening will be peppered with entertainment highlighting the talents of the disability sector. The awards will be televised as a special episode of Attitude, with additional coverage on TV One.

We'd love you to be part of the occasion too. Tickets to the Awards are available for purchase on our website www.disabilitytv.com and we'd also value receiving entries from you. The evening will be a visual feast and inspirational – a night to remember, we'd love to see you there.

Award Categories:

- ▶ Attitude Sport Performer of the Year Award
- ▶ Attitude Community Award
- ▶ Attitude Youth Award
- ▶ Attitude ACC Employer Award
- ▶ Attitude Person of the Year Award
- ▶ Attitude Courage in Sport Award
- ▶ Attitude Artistic Achievement Award
- ▶ Spirit of Attitude Award
- ▶ Attitude Hall of Fame

To enter please read conditions of entry and important dates and information – then all you have to do is fill out the attached entry form and send it to us by Friday 4 September 2009. Please note that as well as entering individuals you ARE permitted to enter yourself.

Attitude have introduced two new awards for 2009, they are Attitude Person of the Year Award and The Attitude Hall of Fame. We've also changed the two sports categories this year so that we get an even wider range of entrants – these are Attitude Sport Performer of the Year Award and Attitude Courage in Sport Award. One of the category winners will also be chosen to receive the Attitude ACC Supreme Award. This will be someone whose accomplishments are truly inspiring, and who acts as a beacon highlighting the possibilities available to people with a disability.

Regards

Curtis Palmer
Associate Producer



AWARDS CATEGORIES SUMMARY

- ▶ **Attitude Sport Performer of the Year Award** - the highest achiever in sport for 2009.
- ▶ **Attitude Courage in Sport Award** – a person of any age striving to lead an active sporting life despite their disability.
- ▶ **Attitude Community Award** – an individual with or without a disability who has made a significant contribution to improving the lives of people with disabilities.
- ▶ **Attitude Artistic Achievement Award** - a disabled individual who has made a difference through their creativity. Open to people passionate about theatre, literature, dance, music, comedy, photography, film, painting, sculpture but not limited to – the list is endless.
- ▶ **Attitude Youth Award** – a youth (aged between 15 and 25) who has made a significant contribution to improving the lives of disabled people.
- ▶ **Spirit of Attitude Award** – a person who has overcome hardship to achieve their personal goals. Someone who epitomises the positive spirit we seek to promote through the Attitude TV series.
- ▶ **Attitude ACC Employer Award** – an employer who is a role model in providing outstanding recruitment and retention opportunities for people with disabilities. They have demonstrated excellence in making disability equality integral to their business.
- ▶ **Attitude Hall of Fame** - this award is made to an individual, living or deceased, for a lifetime's work and success in the furtherance of the human and civil rights of disabled people.
- ▶ **Attitude Person of The Year** – this award celebrates a New Zealander who has screened on Attitude TV between September 1st 2008 and August 31st 2009, these stories can be viewed on our website. The Attitude TV team will judge this Award.

ATTITUDE SPORT PERFORMER OF THE YEAR AWARD

Sponsored by Invacare New Zealand

Key Aim

To recognise the highest achiever in sport for 2009.

About this Award

This award celebrates an elite athlete - someone who has achieved at the highest level of their sport, i.e. they have represented New Zealand, won a national title, set a NZ record etc. Although most entrants are likely to be adults, younger people can be entered if they're competing nationally or internationally.

Please provide the following information:

- ▶ Please provide an overview of the entrant, including a brief history, details of the activities they've undertaken in the previous 12 months, the obstacles they've overcome and the significant sporting achievements they've attained.

ATTITUDE COURAGE IN SPORT AWARD

Sponsored by Westpac

Key Aim

To recognise an individual, whose level of achievement in 2009 shows inspiration in the sporting area.

About this Award

This award recognises a person who has strived to lead an active sporting life despite their level of disability. This child or adult will have displayed great courage and a 'winning attitude' and will have overcome larger than normal hurdles to become active in sport. This person may be someone who simply epitomises the attitude of being active and making the most of life.

Please provide the following information:

- ▶ Please provide an overview of the entrant, including a brief history, details of the activities they've undertaken in the previous 12 months, the obstacles they've overcome to get into their chosen sport (their journey) and the sporting achievements they've attained.

ATTITUDE COMMUNITY AWARD

Sponsored by Drake Medox

Key Aim

To recognise someone with or without a disability who has made a significant contribution to improving the lives of people with disabilities.

About this Award

This award is aimed at celebrating work that improves the lives of people with disabilities within a community. This may be the entrants paid employment or they may work voluntarily but this person will make outstanding personal efforts beyond their job description or effectively be an unsung hero in their community.

Has the entrant given up their time and energy to help other people? Have they influenced policy making at local government level, participated in local action, or otherwise made a real difference, which has benefited others in their community.

It is always humbling to discover the good work being performed 'behind the scenes' by generous, committed individuals serving the disabled community. This award is to reward an individual who has made it their aim to assist those less fortunate, and selflessly gives time to others.

Please provide the following information:

- ▶ Please provide an overview of the entrant, including the type of activities they undertake and the contribution they've made to the disabled sector.
- ▶ Please describe in detail the project or activity the entrant has been undertaking over the previous 12 months.

ATTITUDE ARTISTIC ACHIEVEMENT AWARD

Key Aim

To recognise a disabled individual who has made a difference through their creativity.

About this Award

Open to people passionate about theatre, literature, dance, music, comedy, photography, film, painting, sculpture ... the list is endless.

Please provide the following information:

- ▶ Please provide an overview of the entrant, including a brief history, details of the activities they've undertaken in the previous 12 months, the obstacles they've overcome and the significant achievements they've attained.
- ▶ Material - Please provide an audio tape, DVD or JPEG of the entrant's work, along with the name of a referee who will guarantee the authenticity of the work provided. Please note that the work submitted may be played/shown during the Awards ceremony.

ATTITUDE YOUTH AWARD

Sponsored by The Wayne Francis Charitable Trust

Key Aim

To recognise an outstanding young New Zealander up to 24 years of age with a disability.

About this Award

This award aims to highlight the hard work and dedication shown by young people and the contribution they make to our society. Entrants may have excelled in the educational, sporting or artistic field, or they may be a strong advocate in the community.

Please provide the following information:

- ▶ Please provide an overview of the entrant, including a brief history, details of the type of activities they've undertaken in the previous 12 months, the obstacles they've overcome and the significant achievements they've attained.
- ▶ Please say how the entrant has made a difference, e.g. through their leadership, achievements, contribution to the community etc.
- ▶ Please describe how the entrant has acted as an inspirational role model to other younger members of the disabled community.

SPIRIT OF ATTITUDE AWARD

Key Aim

To recognise someone who epitomises the positive spirit we seek to promote through the Attitude TV series; a person who has overcome hardship to achieve their personal goals, excluding sport.

About this Award

This award celebrates those who have maximised their health and wellbeing, and who are truly embracing life and making the utmost of whatever abilities they have. The recipient of this Award will be someone who demonstrates these qualities, someone who has risen to the challenges they face with a positive, 'can-do' spirit.

Please provide the following information:

- ▶ Please provide an overview of the entrant, including a brief history, details of the activities they've undertaken in the previous 12 months, the obstacles they've overcome and the significant achievements they've attained.

Please note: last year we had an overwhelming response to this category. When considering someone for this award please look at our other award categories to see if they would be better suited.

ATTITUDE ACC EMPLOYER AWARD

Sponsored by ACC

Key Aim

This award recognises an employer who provides outstanding recruitment and retention opportunities for people with disabilities. The employer is a role model who facilitates and encourages the integration of workers with disabilities, through injury or illness, into the workplace, and who has demonstrated excellence in making disability equality integral to their business.

About this Award

Career opportunities available to people with disabilities are limited only by their imagination and the willingness of employers to support their aspirations. This award will be made to an organisation that demonstrates an exemplary level of commitment, innovation and support for employees with disabilities.

Please provide the following information:

- ▶ Please provide an overview of how the employer actively encourages people with disabilities to begin or to continue employment within the organization.
- ▶ Give examples of successful outcomes for staff with disabilities that have been recruited, retained or promoted (including any people with disabilities in senior management positions).
- ▶ Provide examples of any recent policy changes and their impact in practice within the organization.
- ▶ Give any examples of when staff with injuries or disabilities have stayed at work or returned to work to assist their rehabilitation.

Please note: This award is open to all New Zealand employers. Details of all Employer Award entries will be provided to ACC for the sole purpose of additional publicity opportunities. ACC may contact entrants about featuring in further publicity opportunities, subject to the entrants' approval.

ATTITUDE HALL OF FAME

Supported by The Lion Foundation

Key Aim

To recognise an individual, living or deceased, for a lifetime's work and success in the furtherance of the human and civil rights of disabled people.

About this Award

The winner may have worked on a professional or voluntary basis in sustained and consistent activity in campaigning, service provision, employment, legal rights, policy development and lobbying, raising awareness, provision of information, advice and guidance, product development, or any number of these and more. The winner will have made a significant contribution to the improvement of human and civil rights of disabled people either nationally or internationally.

Please provide the following information:

- ▶ How does the entrant show significant leadership in the area of human rights of disabled people?
- ▶ Please give us a demonstrable record of achieving change
- ▶ How have they made a difference?

ATTITUDE PERSON OF THE YEAR AWARD

Key Aim

We here at Attitude TV are constantly inspired by the stories we film and want to recognise a person we have featured on the Attitude programme between September 1st 2008 and August 31st 2009.

About this Award

A new initiative by the Attitude team. Viewers can suggest their choice and it will be considered by our team. You can watch previous episodes of Attitude on our website www.disabilitytv.com. The winner will be someone who is not only inspiring and gutsy but has yet to be celebrated.

Please provide the following information:

- ▶ How has this entrant inspired you?
- ▶ Why do you feel this entrant should be celebrated?



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Attitude

IMPORTANT DATES AND INFORMATION

Event Date: World Disability Day – Thursday, 3 December 2009

Venue: Eden Park ASB Lounge, Auckland

Entries Open: Monday 22 June 2009

Entries Close: 5pm on Friday 4 September 2009. Please note that late entries cannot be accepted.

Entry Form Entries will be acknowledged within 14 days of receipt.

Acknowledgments: If you do not receive an acknowledgement within this time please call 09 309 4015.

Judges' decision: Entries will be assessed against the judging criteria. Entries will be short listed and the referred to the judging panel who will decide the recipients of the awards. All winners will be selected at the sole discretion of the judging panel and will be final and binding.

Enquiries: Contact Sue Wales-Earl, Project Manager ph: 09 309 4015.

Large print version: Large print version and hard copies of entry form available through our office.

Entry forms to be lodged: *By mail:*
Attitude Awards 2009
Private Bag MBEM 111
Auckland 1142

By email: sue@attitudetv.co.nz

Referees: The contact details of at least one referee must accompany each entry.

Public use of Information: We will treat all information given to us in the strictest confidence. After we receive an entry form we will contact the entrant to check that they are happy to be an Award candidate. We may use any information we receive as part of the entry for publicity purposes, but no material will be made public without the entrant's prior approval.

Ticket Sales: \$150.00 inclusive of GST, the order form is on our website www.disabilitytv.com or contact Sue Wales-Earl: sue@attitudetv.co.nz

How to enter:

Please fill out an entry form:

- ▶ Provide all contact details, for both the entrant and the person making the entry.
- ▶ Answer all questions relevant to the category being entered. Ensure you give as much information as possible.
- ▶ Attach a separate sheet of paper if necessary, but no more than 600 words. Any additional sheet of paper must be clearly labeled with entrant's name.
- ▶ Please feel free to send additional media, i.e. dvd's, photos, articles etc to support your entry.

Conditions of Entry:

- ▶ Previous winners are excluded from entering the same category in 2009.
- ▶ If you are entering more than one award category, please provide one entry form per category.
- ▶ To enter yourself or enter another person, please complete the entry form in full.
- ▶ Please read the judging criteria carefully as information outside the criteria will not be considered.

Disclaimer: Attitude TV nor the judging panel will be responsible for the improper delivery or non-arrival of any awards material.
Successful entrants will be required to sign an Appearance Release Agreement.





ATTITUDE AWARDS 2009

ENTRY FORM

It is important that all entries are fully completed. Take time over your wording as judges need as much information as possible. Attitude Awards will not undertake additional detailed research on entrants and all judging will be based solely on the information provided in this form.

PLEASE PROVIDE ENTRY DETAILS (person or organisation being entered)

Category to be entered: _____

Name of person (entry): _____

Address: _____

_____ Postcode: _____

Phone: _____

Mobile: _____

Email: _____

PLEASE PROVIDE ALL YOUR DETAILS

Your Name: _____

Your Address: _____

_____ Postcode: _____

Phone: _____

Mobile: _____

Email: _____





Please provide the name of ONE or TWO REFEREES - to allow judges to verify the stated achievements of the entrant.

Name of Referee: _____

Relationship to Entrant: _____

Phone: _____

Mobile: _____

Email: _____

Name of Referee: _____

Relationship to Entrant: _____

Phone: _____

Mobile: _____

Email: _____

When you have completed this entry please post to:

Attitude Awards 2009
Private Bag MBEM 111,
Auckland 1142

or email your entry to:

sue@attitudetv.co.nz

