



Marlborough District Council

Marlborough Roads PO Box 1031

Blenheim 7240 New Zealand

18th February 2021

Dear Mayor John Leggett and Councillors,

Annual Plan Submission 2021/22

Please consider this a submission to the council's annual plan. I am writing to bid for \$5,000 to assist with delivery of the New Zealand Chinese Language Week (NZCLW) being held across New Zealand 26th of September to the 2nd of October 2021.

Background

The New Zealand Chinese Language Week Charitable Trust was established in 2015 to enhance New Zealanders' understanding of Chinese language and culture. Since then, New Zealand Chinese Language Week has grown in reach and exposure year-on-year and had strong support from current and previous governments, as well as many Councils, schools and businesses.

Building linguistic and cultural skills of New Zealanders not only provides a crucial underpinning of our educational and social strength as a country and community, but will increasingly be a necessary foundation for New Zealand business, government and society to engage with China. Such skills will be needed to rebuild our tourism industry, to support local governments and their sister city initiatives, and to promote trade and investment.

As acknowledged already through Sister City relationships and the China New Zealand Mayoral Forum, the relationship with China is an important one. Many local businesses have found the support of their council has helped them to do business in China.

Supporting NZCLW is another practical way to get more local businesses and communities exposed to Chinese language and culture leading to more trade and exchanges. The week is growing in popularity and becoming an annual fixture on the calendar, however we require sponsorship and partnerships to deliver the initiative – hence we are asking for your financial support.

NZCLW 2021

This week NZCLW will build on its past successes engaging schools; government and local government; local communities and commercial enterprises. We do this through supporting the delivery of a range of fun and practical activities – exposing Kiwis to Chinese culture and encouraging Kiwis to “give Chinese a go”. Planned activities include:

- Events to promote Chinese learning in schools, including activities with schools in China;

- Publishing a trilingual children's book for distribution to schools and libraries across New Zealand;
- Community-based activities including National Dumpling Day;
- Challenges to promote basic Chinese skills in business and the community, with supporting printed material;
- High level promotion of the importance of building Chinese language capacity – from the Prime Minister, Mayors, Ministers and business leaders;
- Media promotion; and
- Ongoing engagement and activities via social media.

In terms of council involvement, many Mayors have taken up the #5Days5Phrases Challenge; libraries have held a range of activities including book readings in Mandarin, China-themed displays and dances, calligraphy demonstrations and other events.

We believe supporting New Zealand Chinese Language Week is an investment in New Zealand's future and its prosperity. It is a means of acknowledging our multi-cultural character and the contribution made by New Zealanders of Chinese ethnicity to our business and society. As we emerge from Covid-19, having a society that has enhanced linguistic and cultural capability to engage with China will become ever more important. All parts of our community – government and business in particular – need to build knowledge and understanding of China and its language and culture.

For more information don't hesitate to visit the NZCLW website: www.nzclw.com

Thank-you for considering our Annual Plan 2021/22 submission. If you have any further queries or information please do not hesitate to contact Cathie Bell, on email nzclw@nzclw.com or on phone +64 027 499 8467.

Warmest regards,



Jo Coughlan
Chair
New Zealand Chinese Language Week Trust

