

2010 WHAT MATTERS? COMPETITION CRITERIA

The following criteria will be applied by judges when selecting winning entries in the 2010 WHAT MATTERS? competition.

Criteria one	Original work of between 400-600 words
Criteria two	Careful attention to spelling and grammar
Criteria three	Focus on a matter or issue of significance, expressed with passionate conviction
Criteria four	Articulate through appropriate and effective use of language with logical cohesion
Criteria five	Creative and imaginative approach to the subject
Criteria six	Readable and engaging

Tips for 2010 WHAT MATTERS? writing competition provided by our judges

The following tips have been provided by our judges to help prepare a winning entry

1. Correct spelling and grammar is essential.
2. Authenticity. Don't write what you think your teacher or the judges would want you to write about. Write about it because you care.
3. Personal experience. This is not essential, but a common theme with many of the standout essays is a level of personal experience.
4. Don't overwrite. Keep the language simple and to the point. Too often the writing gets overwrought in an attempt to express how serious the subject matter is.
5. Be original.
6. Do your homework beforehand. You don't have to fill your essay with facts and figures, but it will help you shape your understanding of what you are writing about.
7. Use examples, case studies, media reports, etc. Root your essay in real life.
8. Just because the subject matter is serious doesn't mean your essay has to be completely serious. Humour expressed well can be very appealing. Humour expressed badly isn't. If you use humour, use it judiciously.