

## 2013 *WHAT MATTERS?* WRITING COMPETITION

### CRITERIA

The following criteria will be applied by judges when selecting winning entries in the 2013 *WHAT MATTERS?* writing competition.

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

### Tips for 2013 *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.

The 2012 winning and highly commended entries can be viewed online at [www.whitlam.org/whatmatters](http://www.whitlam.org/whatmatters). 2013 entry forms and posters are also available for download.

We hope you find these resources helpful.

If you have any questions or require more information please contact the Georgia Hannouch on 9685 9161 or visit [www.whitlam.org](http://www.whitlam.org)

Please send all entries with clearly completed and signed entry forms by **Friday 3 May 2013** to:

**Whitlam Institute within the University of Western Sydney  
Locked Bag 1797  
PENRITH NSW 2751.**