

# VIDEO MESSAGE TIPS

We would love to hear why you support Ewe Beauty - Campaign for wool and what the return of wool processing means to you or your community. A video is a powerful way to convey a message and we offer the following tips to make the process simple and effective.

Step 1. Choose a background. It is just as important as your message. This could be your farm, workplace or home.

Step 2. Be conscious of your lighting and sound. There is no need for professional equipment. Natural light is still your best bet but additional internally lighting can help.

Step 3. Your script. We suggest keeping it short and sharp and aim for 60 seconds. When delivering your message speak slowly and use emotion.

*Who are you?*

[SAMPLE - My name is Hannah McNeil and I work on my family property in Dubbo in central NSW. My family has a long tradition of running sheep and cattle on our property]

*What do you do?*

[SAMPLE - I have recently commenced studying Animal Science at the University of New England in Armidale].

*Why do you support wool processing in Australia?*

[SAMPLE – I strongly support the return of wool scouring and carbonizing in Australia. A facility in any rural community means jobs, which are so important to the local economy. Australia has a history of processing its own wool. Why should we send it overseas to be cleaned and processed. As a country we should be adding value to all our exports, it's the only way Agricultural will become Australia's next 100bn industry.]

Step 4, Shooting your video. Shoot in landscape mode by turning your phone on its side. You can grab a mate to assist or try it in selfie mode

Step 5. Video complete? Ewe Beauty, we cannot wait to see it. You can dropbox us but don't forget to include your name and contact details. Feel free to include any video clips of your farm or workplace if you're happy with us editing and adding some neat transitions to your video.