

**Congratulations on being a finalist for the 2016 Green Gown Awards Australasia!
There is now a requirement to create a short video to share with the sector in the event you are a winner in the Australasian Awards and/or selected as the winner in the International Green Gown Awards.**

If you are a winner, your video will be played during the Green Gown Awards Australasia ceremony on 3 November 2016 on the Sunshine Coast. If you are then successful in the international Green Gown Awards your video will be played again at the international Green Gown Awards ceremony. The Awards organisers strongly encourage you to submit a case study video, in case of success, as well as part of our greater commitment to increase and share best practice case studies in Australasia and internationally. All case study videos will be disseminated after the Awards ceremony via a multitude of platforms and ensures year round exposure for your institution.

If you are a finalist in one of the international categories, **producing a video is mandatory**. The international Award categories are: Continuous Improvement: Institutional Change, Community Engagement and Student Engagement. The winners from each national Award scheme will automatically be in consideration for the international title. If you win, your video will be shown at the International Green Gown Awards ceremony, taking place in Europe in the spring of 2017.

All short video's will also be used as your best practice case study for post Award dissemination.

Requirements

- **The video should be between 1-2 minutes in length and a maximum of 2 minutes.** Due to time constraints this requirement MUST be adhered to. Any video greater than 2 minutes will not be shown.
- The video must be about the 2016 Green Gown Award Australasia submitted project. Make it as catchy and as interesting as you can, highlighting the challenges and any issues encountered as well as the benefits and any unexpected positive outcomes.
- Please ensure you address the aims of the video, which is to allow people to learn from your success, understand why your initiative was a finalist/winner and how institutions could replicate your activities within their own institutions.
- If you use music to accompany the video please ensure it is freely available and not commercially copy righted.
- Consider including a quote from your Vice Chancellor / President / CEO on “what it means to be recognised in the Awards”.
- If the video includes interviews / people speaking, please try and include their name and title.
- Include information about where viewers can find out more about the project i.e. on your website.
- In terms of creating the videos themselves, you may like to get your green champions or students involved as this would be a fantastic project to engage them with sustainability, the Green Gown Awards Australasia and your project.
- The format for the videos should ideally be MP4 (please [click here](#) for more information on supported formats). See additional technical requirements below.
- Please top and tail the video with:
 - The Green Gown Awards Australasia logo ([download it here](#))
 - Your institution's logo
 - The category entered

- If your project is in an international category please also include the IGGA logo (download here)
- If you need any specific images or logos please contact us ggaa@acts.asn.au
- Deadline to get your videos to us is **Wednesday 26 October 2016**.
- Completed videos should be sent via an electronic link such as [DropBox](#) or other free file transfer software as they are likely to be very large files. Please send the link to ggaa@acts.asn.au. We will confirm safe receipt.
- **For examples and inspiration for your video, please see previous winners/highly commended examples which [can be found here](#).**

Technical Requirements

- Resolution: 1920x1080 or 1280x720
- Video Compression: H.264 with AAC audio
- Quality: Two pass encoding

Tips for a great video!

- Avoid a full video of talking heads - try to include lots of pictures/shots of your initiative.
- Please avoid creating a 2-minute promotional video for your institution – this is a sharing and learning opportunity, not a marketing opportunity!
- Try to address some of the following points to create a clear concise resource for others:
 - The name of the institution and the purpose of the video
 - The summary details of your winning project
 - What did you hope to achieve from undertaking this project? And did you achieve it?
 - What aspects did you find challenging? How did you overcome these challenges?
 - How was your project received by others?
 - How did you disseminate your findings within your institutions and to the wider community?
 - What leadership and/or resources did you need to undertake your initiative?
 - Were there any surprising outcomes of the project that were not expected?
 - Were there any significant factors that contributed to your success i.e. VC directive? Successful grant funding?
 - What have you learnt from this project that you would like to tell others if they were to reproduce the initiative within their workplace?

Please note: this list is not exhaustive or complete; please address those issues important and relevant to you and your initiative. Ensure that the video is interesting, concise and relevant for its intended audience – remember it may be shown at the Australasian Awards ceremony in Queensland as well as the International Awards ceremony which will be streamed live around the world!

Support

We would like to capture the information above as best we can. However we appreciate that this can be a timely process so please do let us know if you need any help. By following the guidelines above, high quality videos can be produced with no or limited budget within a short period of time.

Contact:

Sue Hopkins – Partnerships & Events Manager

sue.hopkins@acts.asn.au

0405 564755