

Take the Botanic Gardens Seasol Plant Challenge!

Tell the story of plant conservation in your garden

To help tell your conservation story and highlight work of your garden, below is a breakdown of video/recording shots that we ask you to try and emulate on your smartphone camera.

► What you need

- Smartphone**
- Person to shoot the smartphone video** —
Holds the camera and frames the shots.
- The plant, your garden's specimen** —
A plant (ideally in a pot) that your garden is helping to conserve (e.g. rare and threatened specimen, plant facing challenges due to the rapidly changing climate, etc).
- Presenter** —
Holds the plant in front of them and speaks to the script provided
- Video** —
Landscape, your nominated plant ex-situ, people.
- Photographs** —
In addition to the video, if available: landscape, your nominated plant ex-situ, people.
- Written content** —
Information about the plant, why it needs to be conserved and your garden's efforts in conserving it. This can be provided in either: 200 words, link to an existing web article, paper or a press release.
- Posting to your website/social media channels**
Please remember to include the hashtags, #PlantChallenge and #BotanicGardensDay. BGANZ will then be able to share your posts.



PLEASE NOTE: With all our footage and images we strive to capture a balance of demographic e.g. gender, ethnicity and age. We ask you to assist us in achieving this balance wherever possible.

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Your filming checklist

► Framing and Orientation

Please frame **all** shots in landscape **NOT** portrait.



► Landscape shot

30 seconds (approx.) of video footage —

- Wide shots/slow pans of the collection bed & landscape showing your nominated plant.
- Start at one end & steadily pan across or walk along the garden to capture collection and surrounding landscape.
- The garden entrance.



► Plant shot

30 seconds (approx) of close-up video footage —

- Chosen plant (ideally in a pot) held by a presenter (helps us in producing a montage)
- Flowers and close-up of flowers (you can go macro, but just filling the frame with a flower is fine)
- Foliage, architectural foliage, bark (if possible, feel free to capture morning light hitting dew or water droplets, insects, spider, butterfly, bees, etc)
- If your nominated plant is a tree, a shot of a tree canopy, tree near a creek...



► People shot

30 seconds (approx) of video footage —

- Hort staff in the garden, lab worker(s), scientist(s), volunteers
- Families, children/school groups
- See more suggestions listed under '[Video/Photography checklist](#)'



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► Presenter shot

- Frame the shot using these images as a guide
- Shoot a mid-close-up of plant, hold, then slowly zoom in.
- ✳ Feature plant in a pot should be one a presenter can easily hold. Although this type of shot is preferable, if this is not possible the presenter can be standing within a plant (or within a collection).



Presenter: Your Script

► Voice recording

1. Find a quiet indoors space, free from as much background noise as possible.
2. Locate your voice recorder app on your smartphone, in most cases it comes preloaded on your phone
3. Record yourself reading the script straight from the page, save the file.

► Video recording

You don't need to know all the lines off by heart, as much as you can manage the better - BUT the **first few lines to camera** would be good.

Then you can either speak as much as possible or read the following script to camera (don't worry if you have to read some of the words from a script).

► The script

"Hi my name is (.....) from (.....) Botanic Gardens". I'm taking the BGANZ Seasol plant challenge to celebrate Botanic Gardens Day 2023.

Botanic gardens play an important role in the conservation of plant species for future generations of all living things. Climate change and recent events such as the bushfires and floods have highlighted the vulnerability of many plants and animals.

Threatened plant species are increasing across Australia and New Zealand and they depend on botanic gardens for long term survival.

Plants such as ("**common name?**"), (**insert your information here ONE sentence**)

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(For example: “*Kingia australis* is from the Kwongan ecoregion of south western Australia and found nowhere else in the world.”

Plant biodiversity is the lifeblood of our planet and it’s easy for us to forget that plants provide us with clean air and water, our food, mental well-being and much more.

So, visit your local botanic garden...[and... remember to breathe!].”

Your written content

Information about the plant:

- Plant Name
- Plant Origin
- Conservation Status
- Growing conditions
- Why it needs to be conserved
- Your gardens efforts in conserving it

✘ This can be in either: 200 words, link to an existing web article, paper or a press release.

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Your video/photography checklist

We hope that you or your organisations marketing/media department would have most of these photographs already on hand.

Please ensure the images are as high a quality as you can provide, at a minimum they need to be clear (in focus, not blurry) and well-lit. Images on a smartphone are fine too.

Please include the following video shots/photographs if you have them:

- Wide shots of the collection bed and/or landscape showing your nominated plant
- Flower(s) and close-up of flower(s) of nominated plant (you can go macro, but just filling the frame with a flower is fine)
- If your nominated plant is a tree, a shot of a tree canopy, bark ...
- Seed of nominated plant
- Seedling/propagation of nominated plant
- Nursery staff in nursery
- Hort staff in the garden
- Lab worker(s)
- Scientist(s)
- Staff at nominated plant in-situ location/staff on collections trip
- Indigenous guide
- Volunteers
- Families
- Children
- School groups