

Tell the story of plant conservation in your garden

The theme for this year's Botanic Gardens Day is **More than a garden...protecting our plants and landscapes**. We'd love you to share either a project or a snapshot of daily life caring for your space that makes it **'more than a garden'**. A focus on conservation and/or native plants would be ideal. For example, this may include research, education programs, living collections, plant sales or other activities. To help you share this story and highlight the amazing work you do, we have provided a breakdown of video/recording shots that we ask you to try and emulate on your smartphone camera. The video should be about 2–3 minutes long. It can be a combination of different people being interviewed, or just one.

What you need

- Smartphone**
- Person to shoot the smartphone video** (*you can also put it in selfie mode and prop it up if you don't have extra help*).
Holds the camera and frames the shots.
- The plant/plants you want to highlight**
A plant/s that your garden is helping to conserve (e.g. rare and threatened specimen, plant facing challenges due to the rapidly changing climate, etc.).
- Presenter**
Speaks to the script provided, having them located in the space you want to highlight is ideal.
- Video**
Landscape, your nominated plant either ex-situ or in situ, people.
- Photographs**
In addition to the video, if available: landscape, relevant plants, people.
- Written content**
Information about what you have chosen to highlight, whether a project, plant you're conserving or your garden in general. 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 #BotanicGardensDay, #BotanicGardensDay2024 and #MoreThanAGarden2024. 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.

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/garden shot

~30 seconds (approx.) of close-up video footage

- Chosen plant (could be in a pot) held by a presenter
- 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 the plant/s you mention 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](#)'



Presenter shot

~90 seconds (approx.) of video footage of them talking

- Frame the shot using these images as a guide
- Shoot a mid-close-up of plant, hold, then slowly zoom in.



*While they are talking, the presenter can be holding a feature plant in a pot or can be standing with 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 sharing what we have been up to lately in our garden to celebrate Botanic Gardens Day 2024.

1. *Our garden is 'more than a garden' because (insert your information here in 45 seconds).*
2. *Something we are doing to protect our plants is (insert your information here in 45 seconds).*
3. *Finish with a 'call to action', such as 'visit your botanic garden on Botanic Gardens Day 26 May', 'see what your botanic garden is up to on Botanic Gardens Day 26 May' or 'visit your botanic garden on Botanic Gardens Day 26 May to see how it's 'more than a garden'.*

Example Script

Kia ora my name is **Amalia** from **Ōtari Native Botanic Garden, in Wellington, NZ**. I'm sharing what we have been up to lately in our garden to celebrate Botanic Gardens Day 2024.



Our garden is 'more than a garden' because **we are also working on the conservation of threatened plant species, through seed collecting trips, propagation, advocacy and lab work in our onsite laboratory and seed bank. A current project we are working on is the conservation of Agathis and Araucariaceae, NZ species commonly known as Kauri, one of our most iconic native trees.**

One of the things we're doing to protect these plants is being part of **a global collaboration working to protect these iconic trees through seed collecting. So far, we have collected one Vulnerable, two Endangered and one Critically Endangered species from seed sources within NZ. These seeds will then be sorted to find the viable ones with embryos and from there they will be germinated in the Lions Ōtari Laboratory as part of the overall seed storage project.**

Visit your botanic garden on Botanic Gardens Day 26 May and find out why it's 'more than a garden'!

Your written content

Information about the project/place/plant:

- Name and background/context
- Why it is important
- Who is involved
- If a project, what it involves
- Plants mentioned - Conservation status, growing conditions, why it needs to be conserved, your gardens efforts in conserving it
- Growing conditions

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

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 space and plants
- Flower(s) and close-up of flower(s) of any plants you're speaking about (you can go macro, but just filling the frame with a flower is fine)
- If you're speaking about a tree, a shot of a tree canopy, bark etc.
- Seed of plants mentioned
- Seedling/propagation of plants mentioned
- Nursery staff in nursery
- Hort staff in the garden
- Lab worker(s)
- Scientist(s)
- Staff at in situ location/staff on collections trip
- Indigenous guide
- Volunteers
- Families
- Children
- School groups