



Australian Government

Wine Australia

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Australia
for
Australian
Wine**

Video reporting guide

Travel & Visiting Scholar Bursary

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Wine Australia

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Final report by video

This guide was developed to assist researchers create a report for the Travel or Visiting Scholar Bursary received from Wine Australia, using the option of a video.

A short written report is required as well as the video presentation. Please consult the reporting guidelines for further information on the written component of the report and how to send your completed report to Wine Australia.

Reports are due 30 days after the travel is completed.

The following factors should be taken into consideration when preparing your video, in order to make your content effective and relevant.

- **Define your goal.** Ask yourself, what kind of video are you going to make? What do you want to say?
- **Keep it short.** Statistics show that even the most interesting videos can lose the audience's attention in the second minute of playback. Include the necessary information but keep the length to three to four minutes.
- **Create a script.** Answer the questions and use natural flowing language.
- **Demonstrate your key message first.** Don't make your audience wait. Be brief, be bold, and be gone.
- **Make your presentation dynamic.** Think about using animation and transitions to freshen up your presentations.
- **Dress appropriately for your audience.**
- **Use familiar terms.** Simplify your wording by using familiar terminology that your audience will understand.
- **Practice.** Test your camera/phone/computer to get your framing and lighting correct. Rehearse your presentation and then re-record until you're happy with the result.