



All scripts are a rough guide to how the video will be assembled. **Any interesting or unexpected points that interviewees bring up may replace or be added to the script below**

Specific questions

For mentee/s (employees returning to work)

1. How has the improved flexibility of work at this organisation helped you?
2. What does your typical workday consist of?

For CEO

1. How has the workplace culture evolved since this organisation became involved in the Career Revive initiative?
2. What opportunities do you think are missed if an organisation isn't involved in the Career Revive initiative?
3. Why is the Career Revive initiative important for *all* employees?
4. What benefits has the Career Revive initiative generated for this organisation?
5. What long term change has been left in the organisation because of participation in the Career Revive initiative?

Focus - Defining workplace culture

Phase of program - Leadership pathways

Time (mm:ss)	Audio	Visual <i>Drone footage subject to location access. Client provided - approved raw footage preferred for sensitive areas.</i>
0:00	Bright, gentle music Words on the screen with Australian Government crest.	Career Revive is an Australian Government program that supports employers to attract and retain women returning to work after a career break.
0:05	Bright, gentle music CEO voice over narration begins with ambient noises of the office and faint chatting.	Location shots of Exterior then Interior, Title comes up over footage (Focus & Phase) Slow footage (drone if possible) for animated graphic state map with site location and business name. Attendees holding branded cups, laughing, chatting to each other
0:15	Voice over narration continues <ul style="list-style-type: none"> • Their role in the organisation • Missed opportunities • Why is it important for all employees? • What changes have they seen within the workplace culture? 	CEO gets out of car and walks into office and sits at her desk Close-ups of the employee smiling and interacting with other staff AND/OR if possible, employee/s interacting with their child/ren and/or partners. Kids drawings, family photos on desks, showcase systems of workflow e.g. remote tech



0:45	<p>Discuss reasons why you held the morning tea (overall benefit of participating in Career Revive)</p> <ul style="list-style-type: none"> • What issues or solutions were raised? • What was implemented as a result of the discussion? • What culture changes did that initiate? • What are you doing differently now? 	<p>Morning tea discussion - attendees sitting talking to each other.</p> <p>Filling out survey, collecting data etc</p> <p>Narrative footage is filmed to complement audio.</p>
1:15	<p>What benefits has the Career Revive initiative generated for this organisation?</p>	<p>CEO talking to the camera.</p> <p>Narrative footage is filmed to complement audio.</p>
1:30	<p>What would you say to other leaders looking into applying for the Career Revive initiative?</p>	<p>More scenes of office interaction, AND/OR if possible, warm interaction between employee/s and their child/ren and/or partner/s, finishing the day and suggestive of male employees seeing the value of flexible hours.</p> <p>Suggestion of leadership pathways.</p> <p>Narrative footage is filmed to complement audio.</p>
1:45	<p>Words on the screen.</p>	<p>Where to go for more info on Career Revive.</p>

Career Revive Script framework

Note: This document is only intended as a framework for broad coverage of important points. If there's a specific area of interest while on-site, a fascinating process or unusual piece of machinery, or something notable mentioned by the interviewee/s that may warrant further questioning please contact us to discuss the options.

Treatment

- Inspirational, natural, warm, light-hearted, personal stories, amusing anecdotes
- Well lit, creative composition to create depth and interest, smooth, calm camera movements in complementary footage
- Roughly 90 secs long, each video will focus on one or two employees who participated in returner program, with any necessary input from mentors and/or management
- It's recommended the mentee is interviewed first, and any gaps in their interview can be filled by mentors and/or management who can make to-the-point statements covering key areas, as well as encouraging other businesses to get involved
- Interviewer should ask all general questions and then specific questions appropriate to the organisation as listed on the following pages.
- It's important to encourage the interviewee to incorporate the question in their answer, as naturally as possible. This will make for a more coherent and to-the-point video. For example:
 - **Interviewer:** tell us about your role/s and responsibilities at [organisation]
 - **Interviewee:** My role at [organisation] is [Role] and my responsibilities include [a, b and c]

Treatment and narration example - <https://youtu.be/na7aRxIQGZ4>