

Share your Stories

We want to hear from older Australians about their ideal amazing ageing experience and are calling on the sector to send us video clips to incorporate into the Ten Days of Congress. Grab your camera or phone and ask your senior friends, family and clients what their ideal ageing experience would be. What do they love doing, what inspires them, what is important to them as they age and what advice would they give to younger people about ageing?

Suggested Questions to Ask:

- Tell us about your idea or your dream of an amazing ageing experience?
- What is your favourite activity?
- What would be your ideal way to age?
- What do you love doing and what inspires you every day?
- How important is being involved in the community and what do you like about that?
- Did you think about growing older when you were younger – what would you suggest to people to aim for as an older person?

How to make the video compelling:

1. Choose a location relevant to the person's story you are filming.
2. Prepare the location. For example, tidy the room, think about what might be in shot that you wouldn't want to be. Sometimes it is worth having a spotter to do this who isn't the camera person or interviewer.
3. Being with people is often good, if it is appropriate to what they do.
4. Maintain social distancing and make sure staff are wearing appropriate PPE.
5. Allow them to use props if they want, to make them feel more comfortable.
6. Don't make it too scripted. Give them time to think about what they want to say but speaking to camera off the cuff is best.
7. Support the talent to be natural but animated. Ask them open-ended questions (as suggested above) to get them to talk about amazing ageing experiences. (We can edit out your questions and just have the older person talking.)
8. The ideal length is 50 seconds to 1.20 second but we are happy with shorter or longer videos from individuals.

HOW TO SHOOT HOME CARE CLIENTS OR AGED CARE RESIDENT VIDEOS FOR LASA'S TEN DAYS OF CONGRESS

There are two important components to making a video:

- A. **Clear vision:** Shoot a Medium Close-up (MCU) interview. If you are using a phone or tablet ENSURE you are shooting horizontal not vertical. This greatly improves the quality and resolution and ensures it has television potential.

Medium Close-up (MCU)

- Frames a subject's head and cuts off around mid-chest.
- The focus is on the subject.
- Reveals only a little of the surroundings.
- Shows the facial expressions of the subject.
- Commonly used for interviews in documentaries and news programs.



- B. **Clear audio:** Use a microphone or shoot with a phone, tablet or camera Medium Close-up, getting the talent to speak strongly, and make sure there is not too much noise in the background. For example, find sheltered locations to reduce wind noise if outside. Use a spotter to listen out for planes, traffic noise, etc. If there is a major noise during the recording, please re-record. Remember that our ears filter out the noise but the camera/microphone doesn't.

Editing videos: If you want to edit your video, a list of easy-to-use software is [here](#)

However, it is probably easier to submit the video the LASA and we will compile it. The easiest way to submit videos is through [wetransfer.com](https://www.wetransfer.com), [Dropbox](https://www.dropbox.com) or [Google](https://www.google.com) and email the link to nickw@lasa.asn.au

Please include the name or names of the people who have been interviewed.



Medium Close-up