

Workforce Development Collaboration Project

Enabling Good Lives Video Resources

It is indeed a pleasure to provide this high level overview of the Enabling Good Lives (EGL) Video Resources Project, which is one of the threads of the Workforce Development Collaboration Project.

Tony McLean in partnership with Nicky Mayne and Amy Hogan were delighted to be selected to co-lead this exciting initiative and work under the leadership and guidance of the project manager, Garth Bennie.

The overview that follows is divided into the following phases:

- (i) Scoping and Planning.
- (ii) Recruitment.
- (iii) In the field.
- (iv) Postproduction and delivery.

Scoping and Planning

The scoping and planning phase commenced in August 2021 with confirmation of our contract. For the remainder of 2021, the video co-leads worked with the project manager and the co-leads for the two qualification projects. As a wider collaborative team, we worked to create a framework that ensured we would have guidance, support and critique from critical sector voices.

As the video project co-lead team, we worked through and developed:

- A creative brief that articulated what we would be seeking from a video supplier.
- Scoped the ideal range of qualities, attributes, locations etc of the people who would share their good life stories, and
- Engaged Access Advisors to create a report that would cover all necessary considerations to ensure the finalised resources were able to meet accessibly best practice standards.

In early 2022, the wider project team and project manager began planning and creating material for a 'Virtual Hui'. The Hui that was held on April 6, 2022. The hui gave us the opportunity to achieve the following outcomes:

- (i) Socialise the project and generate interest and allies.
- (ii) Provide an advanced call that we would be seeking individuals who would be interested in sharing their story with the project, and
- (iii) Put out an 'ask' around video suppliers that people had worked with and were able to recommend.

Recruitment

The recruitment phase covered three aspects within the time frame of April 2022 – November 2022. In parallel we undertook:

- (i) A closed Request for Proposal (RFP) process for video suppliers (the filming expertise).
 - The Creative Brief was repurposed as an RFP and signed off by the project manager and NZDSN Chief Executive. It was sent to eight potential suppliers who had come highly recommended.
 - Five submissions were received and reviewed by the project co-leads and the project working group.
 - Two were finalised, asked to resubmit on a refined purview based on what we learnt from round one and invited to a zoom interview with the project co-leads, project manager and NZDSN Chief Executive.
 - This process resulted in a unanimous decision to offer the contract to Borderless (<https://borderless.co.nz/>).

- (ii) An open and extensive Expression of Interest (EoI) process for 'talent' (people who wanted to share their stories.)
 - In partnership with the project working group and sector allies we drafted and finalised the EoI documents in plain language, NZSL, Te Reo Māori and English.
 - The EoI's were distributed widely through all sector networks.
 - We received more than sixty submissions from all over Aotearoa NZ.
 - Initial shortlisting was conducted by the co-leads and framed by our developing sense of cost pressures which had a direct impact on geographic spread. All 'refining' conversations were agreed with the project manager.
 - At the completion of this robust process, we had secured 11 individual stories and one sector leader's overview. Of the 11 individual stories, two were in Christchurch, three Wellington, one in Palmerston North, one in Opotiki, one in Tauranga, one in Huntly and two were in Auckland.

- (iii) An invitation process for people to join the project working group.
 - To provide a layer of project specific oversight, input, critique and support we created a project working group. Interest in this group was initially floated in the 6 April Virtual Hui and from this we received a number of emails from interested parties.
 - We looked across the sector at what would constitute as wide a representation as possible and invited others i.e. a representative from Deaf Aotearoa, a representative from People Frist etc.
 - The final working group consisted of:
 - (i) People Frist Shane McInroe
 - (ii) Tangata Whenua Cate Grace (Advisor)
 - (iii) Pasefika Taima Fagaloa
 - (iv) EGL Waikato Jasmine Morrison
 - (v) EGL Christchurch Tom Callanan
 - (vi) Mana Whaikaha Tim McEvoy

(vii)	Deaf Aotearoa	Annette Hansen
(viii)	Blind and Low Vision	Karley Parker
(ix)	Manawanui	Liam Sanders
(x)	NZDSN	Karen Scott

One of the initial impacts of the project group was to guide the project away from the concept of one video for each EGL principle – people to do not and cannot compartmentalise their lives in such a way. Rather, it was determined that people’s stories would illustrate the principles through their words, perspectives and experiences.

In the Field

The project co-leads then worked closely with Borderless to maximise our time in the field. This phase included, but was not limited to:

- Preparing briefs for each story including video interviewing most talent (and their closest allies) to prepare them for the filming experience.
- Planning people logistics, shoot dates, scripts and who else would join the individual for their story, i.e. connectors, providers, schools etc.
- All logistics around filming was undertaken and managed by Borderless.
- The thorough process undertaken to set up each shoot resulted in the 12 days of filming all going smoothly and without any significant challenge.
- Filming commenced on 3 November 2022 in Christchurch.
- By Christmas 2022, 11 days of filming were complete. The final day had to be postponed in 2022 and was completed on 19 January 2023.

Postproduction

Borderless began editing across the month of November as the raw footage was logged. Each story has gone through the following process:

- Initial edits of each story were initially reviewed by the co-leads.
- On 23 January 2023 the initial edits were sent to the the project working group, the project manager and NZDSN’s Chief Executive.
- An online meeting was held on 27 January 2023 where all feedback, suggestions, critique and applause was logged.
- The project co-leads then worked through the feedback with Borderless and second edits were created. These were then sent to each participant, seeking their feedback, which resulted in some very minor changes.
- The edits were then ‘locked down’ and final postproduction commenced.
- Once completed we will have 12 distinct videos. Each one will also have a copy which is translated into Te Reo Māori, NZSL, English subtitled and audio described.
- As you read this we are in the process of finalising where and how the resources will be taken to market.

The project co-leads are very proud of the resources that have been created.

Ka nui te mihi, Tony McLean (on behalf of the project co-leads)