

**Title:** Pandemic Update and Response PSA Video for Online Media

**Client:** Australian Cabinets and Kitchens Manufacturing

**Length:** 2 minutes

**Air Dates:** 14<sup>th</sup> August 2020 onwards

ACKM logo (:00)

CUT: Fades into Zoom recorded video of Managing Director with branded virtual background (:05)

CHYRON: (Blue Band White Text across the bottom of the screen) Joseph Black, Managing Director of ACCM (fade in :08 fade out at :15)

CUT: Fade to animated graph with dates and numbers of infections (:20)

CUT: Fade back to Zoom recording (:30)

CUT: Fade to pan of factory with social distancing signs, workers wearing protective gear and splash visors over eye protectors and masks standing over 1.5m apart (:45)

CHYRON: (Blue Band white text across the bottom of the screen) Victorian Production Facilities (:45 fade out at 1:00)

CUT: Fade to pan of office space with executive staff spaced 1.5m apart wearing face masks working at computers (1:05)

MANAGING DIRECTOR:

Greetings from ACKM here in Victoria. We live in interesting and challenging times, there is no doubt about that, but I want to assure all our partners and clients that here at Australian Cabinets and Kitchens Manufacturing the safety of our staff and supply continuity are our number one priority.

As we are all aware infection rates are rising. Since the outbreak of COVID-19 we have seen a steady increase of cases in Australia, especially here in Victoria.

Despite this our message is clear: We are committed to making sure our deliveries of premium cabinets and kitchens to clients around the country remains uninterrupted. As of today, 14<sup>th</sup> August, we are in the advance stages of actioning our pandemic response plan that came into effect at the start of this year.

Our factory staff are adhering to the strictest codes of hygiene. Mandatory social distancing, top of the line protective apparel including splash visors, and shift work to minimise personal contact form the core of our worker protection protocols.

Our office staff are also doing their part. Remote working days, social distancing, and masks worn at all times ensure that our support staff are just as protected as our production team.

CUT: Fade back to Zoom recording (1:15)

The reason for all these protective measures is simple: Here at ACKM our staff are the lifeblood of our company. Their safety and the safety of their families comes first, and keeping a healthy workforce means we can ensure our service and supply remain uninterrupted.

CUT: Long shot of ACKM truck pulling up to a border checkpoint, the driver is wearing a facemask and passes papers through the top of the driver's side window. A police officer looks over the papers, nods and gives the driver a thumbs up before passing the papers back and waving the truck, which then drives forwards and out of the shot (1:35)

For those customers and partners living outside of Victoria, the restrictions on interstate travel have caused concern and fear, and I want to reassure you:

CHYRON: (Blue band white text at the bottom of the screen) NSW & Victoria Border (1:35 fades out 1:40)

Our drivers are now being tested fortnightly and we have secured travel permission passes from the Victorian Government to make sure we can continue to deliver wherever you need us.

CUT: Fade back to Zoom recording (1:45)

We are living in strange and challenging times, but ACKM is committed to overcoming these challenges and continuing to be Australia's number one supplier of cabinets and kitchens.

CUT: Fade to ACKM logo (1:57 then fade to black 2:00)

From all of us here look after yourselves, look after your families, and take care.