

My Ability Australia – Video Content Storyboards (Reels & TikTok)

Storyboard 1 – Participant Story ('I Can Do More Now')

Scene	Description
Scene 1 (3s)	Participant with support worker, smiling. Text overlay: 'Meet Sarah ■'
Scene 2 (5s)	Sarah cooking with assistance. Text overlay: 'With support, I've learned new skills...'
Scene 3 (5s)	Sarah holding her finished dish. Text overlay: '...and gained independence.'
Closing (5s)	Purple screen with MAA logo + CTA: 'Empowering lives every day. Refer a client today.'

Storyboard 2 – Staff Highlight ('Day in the Life')

Scene	Description
Scene 1 (3s)	Support worker putting on MAA polo. Text overlay: 'A day in the life of our Support Workers ■'
Scene 2 (4s)	Worker helping client with grocery shopping.
Scene 3 (4s)	Worker laughing with client at a café.
Scene 4 (5s)	Worker writing notes at end of shift. Text overlay: 'Every day is different, but always rewarding.'
Closing (5s)	Purple outro screen + CTA: 'Work with us. Apply now at MAA.'

Storyboard 3 – Service Explainer ('How to Start')

Scene	Description
Scene 1 (4s)	Staff member speaking to camera. Text overlay: 'Need support? Here's how to start with MAA ■'
Scene 2 (5s)	Screen recording of referral form. Text overlay: 'Step 1: Fill out our quick form.'
Scene 3 (5s)	Staff member on phone. Text overlay: 'Step 2: We'll call you within 1 day.'
Closing (5s)	Smiling team group shot + CTA: 'Step 3: Your supports begin! Visit www.myability.org.au '