



**COOK
CONNECT
CREATE CHANGE**

OZHARVEST CEO COOKOFF 2026 · CEO GUIDE

FILM YOUR OWN CONTENT GUIDE

Everything you need to film your own content, tell the story well,
hit your target and make the most of the night.

FILM YOUR OWN CONTENT · 2026

FILM YOUR OWN CONTENT

CEO

A quick, casual clip to rally your network and show why you're stepping up for CookOff. Follow these tips, hit record, and help spread the word.

FILMING TIPS

- 1 Prop your phone at eye level and step back so you're framed from about the chest up.
- 2 If you can't, hold your phone upright and at eye level, like a selfie.
- 3 Face a window or soft light, and find somewhere quiet.
- 4 Look into the lens, not at yourself on the screen.
- 5 Keep it short — around 30 to 60 seconds.
- 6 Do a couple of takes! Keep it casual — we just want your perspective and excitement on CEO CookOff.

FRAMING EXAMPLE



AIM FOR THIS

Get as close to this framing as you can.

Chest up, eye level, plenty of soft light on your face — somewhere quiet with a bit of personality.

START WITH THIS LINE

“I’m [name], I’m [job title] at [place of work] – and I’m joining OzHarvest’s CEO CookOff in [CITY].”

SUGGESTED TOPICS TO COVER

Speak naturally – no need to script it word for word.

1

“I’m doing CEO CookOff this year because...”

Finish it your way – e.g. because good food shouldn’t go to waste while people go hungry.

2

Your challenge to other leaders

Why they should get involved too.

3

Nominate a friend

If you want to, call on someone else to take part – and tag them!

4

Every \$1 = 2 meals

Remind everyone of the impact – every \$1 donated to OzHarvest delivers 2 meals to people in need.

FINISH WITH THIS LINE

“Join me at CEO CookOff.”

CAPTION FOR SOCIALS

Copy this when you post – tag us and add the hashtags so we can find and share your clip.



@ozharvest · Suggested caption

“I’m joining OzHarvest’s CEO CookOff with @ozharvest [TAG US] in [CITY] – I can’t wait to see you there!”

#ceocookoff #ozharvest #cookconnectcreatechange

MORE CAPTION IDEAS – PICK ONE

“I’ve signed up to cook at OzHarvest’s CEO CookOff [CITY] – who’s joining me? @ozharvest”

“Swapping the boardroom for the kitchen at OzHarvest’s CEO CookOff [CITY]. @ozharvest”

“Every \$1 = 2 meals. Proud to back OzHarvest at CEO CookOff [CITY]. @ozharvest”

“Challenging my network to join me at OzHarvest’s CEO CookOff [CITY] – who’s in? @ozharvest”

ASKING FOR DONATIONS

“Every \$1 = 2 meals 🍷 Back my CookOff fundraiser and help feed people in need – [donation link]”

“Help me hit my CookOff goal – donate via my CEO dashboard link: [donation link]”



Not sure about editing? Send us your raw clip and we’ll polish it for you – just email it to your OzHarvest contact.

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