

# SPLIT SECOND

FILM  
COMPETITION

2020

## Starring *Firass Dirani* in any role you want.

The addition of Firass Dirani to this year's competition is an incredible opportunity for the winner to work with one of Australia's most dynamic actors and have him featured in their film. So, ensure your idea includes a role that best uses Firass and his talents.



### Background

Mobile phones are increasingly present in our lives; they dominate the way we communicate, consume entertainment and source information. But unfortunately for all of us, our phones have become a primary source of distraction behind the wheel, having a profound effect on road safety.

People aged 18-25 are twice as likely to make a phone call, four times more likely to text and they are more likely to read emails or use the internet while driving. Shockingly, 12 percent have admitted to updating their Facebook status and 14 percent have admitted to taking a selfie and uploading it while driving.

Understanding the role of distraction in car crashes is a key component of the Transport Accident Commission (TAC) Towards Zero strategy, which is driven by four guiding principles:

1. We all make mistakes, but no one should die because of them.
2. Our bodies can only withstand so much crush force before being seriously injured or killed, with some people being more vulnerable.
3. Everyone shares the responsibility to make our road system safer.
4. Together, we can move towards zero lives lost on the road.

### The Challenge

Submit an idea for a 45-second film designed to get people thinking about their attitudes and behaviours around using phones while driving. Your submission must include a synopsis no longer than 300 words.

To help get your idea across, you can also include:

- ⊕ **Script**    ⊕ **Storyboard**    ⊕ **Visual references**

Get creative! But remember, this is about educating the audience as well as entertaining them.

You must be 18-25 years of age to enter.

### PRODUCTION CONSIDERATIONS

1. Minimise number of locations to 1 or 2.
2. Ensure location environment is accessible for a film crew.
3. Think about using technology i.e. animation to help tell your story in ways that don't require multiple people in the one space at all times.

### Tips

- ⊕ **NO CLICHÉS**  
Think of something that's unexpected for a road safety ad.
- ⊕ **NO BLOOD OR GORE**  
We know shock tactics don't work, so don't use them.
- ⊕ **KEEP IT IN BUDGET**  
Avoid Hollywood explosions, CGI and car chases.
- ⊕ **KEEP IT IN TIME**  
Storyboarding will help ensure your idea fits in 45 seconds.
- ⊕ **THINK ABOUT YOUR AUDIENCE**  
How would you convince your mate?