

SPLIT SECOND

FILM
COMPETITION

2021

BRIEF 01

Speeding



Background

In 2020 speed was suspected to be a contributing factor in 34% of fatal crashes, making it the most significant factor in road crashes. Speed not only affects the number of crashes, but also the severity.

While many people speed to get to reach their destination sooner, research shows that time savings from travelling 5 km/h over the limit (even over longer distances) is insignificant.

Most speeding on Victorian roads is "only a little bit over" (approximately 5km's over). It is a common misconception that low level speeding is not dangerous, however exceeding the speed limit by just 3km/h is associated with a 25% increase in crash risk.

Key Message:

Slowing down saves lives

Here are some facts and thought starters for your idea:

1. Human bodies are simply not adapted to withstand impact forces that occur in higher speed road crashes. The physical impact of any crash that occurs at speed great than 30km/h significantly increases the risk of dying.
2. We should drive to the conditions, not the speed limit – reduce speed if the road quality isn't great or if weather conditions are dangerous.
3. The faster a driver travels, the more likely they are to crash and the greater the risk of serious injury or death
4. The risk of death is almost 5 times higher in collisions between a car and a pedestrian at 50km/h compared to the same type of collision at 30km/h.
5. 18 – 25 years old are the most likely age bracket to speed

The Challenge

Submit an idea for a 45-second film designed to get people thinking about their attitudes and behaviours around speeding. 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.

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?

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