

SPLIT / SECOND / COMPETITION

If you're a content creator, budding creative or film maker, this is your chance to create a film about the dangers of speeding that connects with your friends and family.

WHAT IS SPLIT SECOND?

Split Second is a unique competition for young people, created to help save young lives on our roads. If you're aged 18–30, live in Victoria and want the opportunity to create a short film to help young people like you, then this is your chance.

Young drivers are at greater risk in road trauma and more likely to have a fatal crash than experienced drivers. The Split-Second competition empowers you to be part of the solution, by coming up with an idea for a short film that you think will help raise awareness of road safety issues and change behaviours among young drivers.

THE PRIZE:

This year there will be two winners, each getting to make their Road Safety idea. Winners will receive a \$5,000 cash prize – yep, real money! As well as \$45,000 in film production budget to actually make their ad. They'll also receive potentially career-changing access and mentoring from film company Truce Films and creative ad agency TABOO.

WHO CAN ENTER?

The competition is open to all 18–30 year-olds currently living in Victoria. If you meet the criteria, you can submit as many ideas as you like across the road safety topics below.



BRIEF 01 SPEEDING

COME UP WITH AN IDEA ABOUT THE PROBLEM WITH SPEEDING:

All speeding is dangerous, but most speeding-related trauma is from drivers going 10 km/h or less over the speed limit.

Driving as little as 5 km/h over the speed limit increases the chances of a serious crash by 44%. Small increases in speed greatly impact stopping distances and crash forces. Our bodies are vulnerable and can only take so much force before they break.

Seatbelts and airbags can only help us so much, so it's important to always drive within the speed limit.

Young drivers are overrepresented in road trauma, so it's especially important they drive within the speed limit at all times. It is crucial we educate young drivers like you on the risks of driving even just a few km/h over the speed limit.

YOUR TASK:

Submit a creative idea for a 45-second film/advertisement to get your friends thinking and talking about the dangers of speeding, with a focus on just a couple of kms over, i.e. 65km in a 60km zone or 85km in an 80km zone. Your submission can be a written description (script, storyboard or synopsis) outlining the narrative, or you can upload a video that describes your idea.

Go for it and be creative! But remember, the goal is to educate people while also entertaining them. To get inspiration for your idea and more of a background about the problems with speeding go to:

<https://www.tac.vic.gov.au/road-safety/staying-safe/speeding>

CREATIVE TIPS

Split Second is all about creativity. We're looking for the most original and compelling idea across all the briefs. We recommend you watch the previous Split Second winning films to see the kind of ideas that have been successful in the past and see how a storyline can effectively fit into a 45 second film/advertisement.

Here are some general tips to help get your creative juices flowing:

01: THINK OUTSIDE THE CAR:

You'll have more creative freedom when a car isn't the main feature. Analogies often land better.

02: AVOID FADE TO BLACK AND GORE :

Push past the instinct to fade out or finish with a gruesome twist; find a more creative way to transition or conclude.

03: KEEP IT TO ONE LOCATION:

Simplify the setting where possible, this will allow for the film to stay within the 45k production budget.

04: STAY ON BRIEF

Be sure of what you are trying to tell people. Your core message should be crystal clear and easy to understand.

05: ENTERTAIN, DON'T LECTURE

Ask yourself: if this popped up in your feed, would it stop you scrolling? Make it engaging enough to stand out in the algorithm.