

SPLIT/SECOND/COMPETITION

If you're a content creator, budding creative or film maker, this is your chance to create a film about the importance of wearing a seatbelt with an idea 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 02 SEATBELTS

COME UP WITH AN IDEA ABOUT THE IMPORTANCE OF SEATBELT USAGE:

Wearing a seatbelt can reduce fatal and non-fatal injuries by 60% among people travelling in the front of a car and by 44% among those travelling in the back of a car. It's reported that people aged 18–25 (3.2%) are most likely to have travelled as a driver and passenger without wearing a seatbelt, creating a huge risk for serious injury or worse. Attitudes and beliefs about seatbelt wearing also vary depending on where you grew up, which may influence your decision to wear a seatbelt or either as a driver or passenger.

Seatbelts are crucial to reduce fatalities and serious injury. If there's a crash, the seatbelt causes the person to slow down at the same rate as the vehicle and reduces the risk of being thrown from the car or colliding with other people or interior parts of the car. Seatbelts also distribute the force of the impact over the stronger parts of the occupant's body.

YOUR TASK:

Come up with a 45 sec film idea to remind your friends and family to wear a seatbelt when they're travelling in a car. What would get them thinking about the dangers of not wearing one? Your submission can be a written description (script, storyboard or synopsis) outlining the narrative, or you can upload a video that describes your idea.

Be creative! We want to hear all your brilliant ideas! But remember, the goal is to educate people about safety while entertaining them too. What would be simple, but powerful? For more information to help you with your ideas, go to:

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

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.