

SPLIT / SECOND / COMPETITION

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.

Split Second has successfully run for over 5 years, but this year, it's expanding. To encourage and celebrate as many new and diverse voices as possible, we're adding a brand new prize for young people with a multicultural background.

BRIEF 01 DRIVING TIRED

COME UP WITH AN IDEA ABOUT THE PROBLEM WITH DRIVING WHILE TIRED:

When you or your friends drive tired, it slows reaction time and impairs judgement, especially at night. Many young drivers don't realise how dangerous tired driving is until they experience it for themselves or have close calls.

Driving while you're tired contributes to 16-20% of fatal crashes in Victoria each year, with young drivers (aged 18-25) most at risk. Those driving on less than five hours of sleep may experience a four times higher risk of crashing.

Educating young drivers like you on how to recognize warning signs (such as blurred vision or eyes losing focus) and getting them to think about their fatigue levels before getting behind the wheel is crucial.

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: KEEP TO THE BUDGET:

Really go for it and be creative, but remember, the budget for each winning film is more humble than Hollywood – The production budget won't be able to afford high speed car chases and collisions. But maybe that's too obvious an idea anyway.

02: SIMPLICITY IS IMPORTANT:

You only have 45 seconds to tell your story, so every second counts. Keep your idea and message simple, direct, and powerful. Make sure the key point you want to make comes through clearly. Avoid blood and gore – you don't have to scare people to make them think. Go beyond the usual shock tactics we see in road safety ads.

03: STAY ON BRIEF:

Does your idea align with the road safety topic you're addressing? It must be on the dangers of driving tired or not wearing a seatbelt. Don't stray from the core message.

04: ENTERTAIN DON'T LECTURE:

The goal is to get your audience thinking and talking about the risks. Try not to just tell them in a way that sounds like a nagging old Aunt. Make your film interesting and relatable, so it sticks with people after they watch it. If you think it's the kind of idea that would make you think twice about risky driving, then chances are it'll work on your mates too and win! Good Luck.

THE PRIZE:

Thanks to the new category, 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 \$35,000 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.

If you're a content creator, budding creative or film maker, we want to hear your ideas that can connect with your mates/friends/family to promote road safety and educate others on driving while tired.



YOUR TASK:

Submit a creative idea for a 45-second film/advertisement to get your friends thinking and talking about the dangers of driving when they're tired. 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 driving while you're tired go to:

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