

# 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.

## THE PRIZE:

Thanks to the new prize, this year there will be two winners, each getting to make their Road Safety idea with a \$35,000 film production budget and a professional crew to help bring it to life! And did we mention winners will also receive a \$5,000 cash prize each? Yep, real money! 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

This brief is for young content creators, storytellers and budding filmmakers who may offer a different perspective. If you were born or have a parent who was born in a country where English is not the main language, this brief is for you. We want to hear your ideas that can connect with your mates, friends or family to promote road safety and educate others about the importance of wearing a seatbelt.

## COME UP WITH A FILM IDEA ABOUT THE IMPORTANCE OF WEARING A SEATBELT:

Wearing a seatbelt can reduce fatal and non-fatal injuries by 60% among people travelling in the front and by 44% among those travelling in the back. 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 around seatbelt wearing also vary depending on where you grew up, which may influence your decision to wear a seatbelt or not as a driver or passenger.

Seatbelts are crucial to reducing 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 (like the pelvis and chest area).

## 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. Your submission must be completed in English.

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: 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.