



**bstreet
smart**
road safety for life

bstreetsmart
bReel Competition

August 2025 | Qudos Bank Arena | Homebush
Deadline for entries: 5:00pm, 30 June 2025



Competition Objectives

Raise Awareness. Inspire students to create engaging content that highlights a key road safety message.

Promote Safe Behaviours. Use content to promote road safety messages through bstreetsmart's social media profiles. Encourage safe driving, cycling, and pedestrian habits through relatable content.

Boost Creativity and Engagement.

Encourage storytelling, humour, and trends to make content impactful.

Foster Peer Influence. Empower young people to educate and influence their peers on road safety.

Support Zero Fatalities. Promote safe road use and reduce risky behaviours.

Reward Innovation. Recognise the most creative, effective, and viral reels.

Road safety themes

Please include one of the following themes in your video:

Distraction-Free Driving. The dangers of texting, social media, or multitasking while driving.

Speeding Kills. Why sticking to speed limits saves lives.

Cyclist and E-Scooter Awareness. Sharing the road responsibly.

The Power of Passenger Influence. How speaking up can prevent crashes.

Myth vs. Fact: Road Safety Edition. Busting common misconceptions.



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Videos must be 60 seconds or under, original, appropriate, and submitted via the school portal.





Marking Criteria

Effectiveness of the Road Safety Message

- + Clearly communicates one of the five road safety themes provided
- + Relevance to young drivers, passengers, cyclists, or pedestrians
- + Encourages safe behaviours in a meaningful way

Creativity and Engagement

- + Uses original and engaging storytelling techniques
- + Effectively incorporates humour, trends, or emotional appeal
- + Stands out as a unique and compelling piece of content

Social Media Impact and Shareability

- + Aligns with social media format and trends (e.g., reels, captions, hashtags)
- + Potential to engage and influence friends, family and peers
- + Encourages interaction (likes, shares, comments)

Production Quality

- + Clear visuals and audio
- + Smooth editing and appropriate use of effects
- + Overall professional or polished look

Originality and Innovation

- + Presents road safety in a fresh and innovative way
- + Avoids clichés while staying relatable and impactful

Viewer Impact

- + Must impact the viewer either via emotion (comedy or tragedy) or mentally (get you thinking)





Parent/Guardian Permission Slip

Dear Parent/Guardian,

Your child can participate in the bstreetsmart bReel Competition, where Year 10, 11 and 12 students can submit a short video of up to 60 seconds highlighting important road safety messages. The winning entries may be featured on bstreetsmart’s official social media platforms to help promote road safety awareness among young drivers and the broader community. The video may be shown to students attending the live bstreetsmart event in August at Qudos Bank Arena.

Please review the details below and provide your consent for your child to submit their video:

Competition Details:

- + Students will create and submit a video reel focused on road safety (≤60secs).
- + Selected videos may be shared on bstreetsmart’s social media platforms (Instagram, Facebook, etc.).
- + The videos must be original, appropriate, and align with bstreetsmart’s road safety message.
- + No personal information other than the student’s school will be shared.

Parental/Guardian Consent:

I give permission for my child to submit their Video Reel for the bReel bstreetsmart competition and understand that their video may be used on bstreetsmart’s social media platforms.

- I consent to my child’s video being shared on bstreetsmart’s social media.
- I confirm that my child’s video does not contain inappropriate content and adheres to competition guidelines.

PARENT/GUARDIAN NAME STUDENT NAME

PARENT/GUARDIAN SIGNATURE DATE

EMAIL ADDRESS PHONE

If you have any questions, please contact rachel@bstreetsmart.org
Thank you for supporting road safety education!

The bstreetsmart Team