

Background

Around 1,200 people are killed each year on Australia’s roads and about 40,000 are seriously injured. Even one death on our roads is one too many.

Australia is working towards the goal of zero deaths and serious injuries on our roads by 2050. ([National Road Safety Strategy, Australian Government](#))

bfilmed competition

Create a short film that addresses **one** or more of the following road safety issues for **one** of the user groups:

Road safety issue
• Speed
• Fatigue
• Mobile phone use (distraction)
• Drugs and/or alcohol
• Self-identified road safety issue

User group
• Pedestrian
• Driver
• Passenger
• Cyclist
• Other wheels user

Use information on campaigns and road safety statistics from your state or territory to help support and add value to your film.

NSW	Centre for Road Safety NSW road safety campaigns
Victoria	VicRoads Transport Accident Commission Campaigns
WA	Road Safety Commission Campaigns
NT	Towards Zero - Road Safety Campaigns - Towards Zero
QLD	Department of Transport and Main Roads Campaigns
Tasmania	Road Safety Advisory Council Campaigns
ACT	Road safety – ACT Government
SA	Think Road Safety Campaigns – SA Police
Australian Government	Road safety in Australia

Closing date

Monday 7 August 12 noon

Judging criteria

- **Maximum length:** 3 minutes, including credits.
- **Format:** Submitted in High-Definition (1920 x 1080).
- **Topic:** Must address one or more of the road safety issues listed above.
- **Must be** original work by students.
- **Drugs and/or alcohol disclaimer:** Do not depict drinking alcohol or using drugs, rather show the effects of alcohol and drugs
- **Music disclaimer:** Unless you have the music rights, do not use more than 30 seconds of a song (YouTube will remove it)

Assessment criteria

Creativity and originality	<ul style="list-style-type: none">• Is the film creatively told?• Is the film easy to follow?
Road safety messaging	<ul style="list-style-type: none">• Does the film address one or more road safety issues?• Is the messaging relevant to the audience?• Were references, statistics, referenced and acknowledged?
Audience engagement	<ul style="list-style-type: none">• Does the film engender an emotive audience response?• Does it meet the target audience?• Is the film though provoking?
Technical quality	<ul style="list-style-type: none">• Does it adhere to the 3-minute limit?