**EDUCATIONAL RESOURCE 4 – bstreetsmart Road Safety Program**

**Create a short film**

Each year, bstreetsmart runs a popular short film competition called bfilmed. The winning film will be aired at the bstreetsmart event with the entrants’ school recognised at the event as well as taking away a prize of $2,000 and a trophy.

\*Please note the bfilmed competition is open to Australian secondary school students only.

**Research (in groups of 2-4)**

Research a particular aspect of road safety that your group feels is important to spotlight. Look for important statistics (relevant to your state or country) about this aspect of road safety. Choose one aspect of road safety that is relevant to you.

**Write the film (individual or group)**

Create a storyboard for your short film (3 minutes) using the following steps:

1. Write the script.
2. Identify the key scenes for your film. Make sure each scene is needed to tell the story.
3. Map out the key scenes and locations for filming.
4. Write down camera shots – eg perspectives, size of shot (close up, mid shot, long shot etc).
5. Select music if needed. Note you can only use 30 seconds of a song before you have to pay for the rights to that music.

**Shoot your short film (MAX 3 minutes)**

Decide who will play which character and who will do the filming. Organise your props and start filming. Once you’ve finished, edit the clips for your final work. Don’t forget your intros (introductory title) and outro (the end title). Your film should be no longer than three minutes (including titles). Grab some popcorn and watch your class videos! Don’t forget to enter them into the competition for your chance to win! Terms and conditions can be found here: <https://bstreetsmart.org/wp-content/uploads/2023/03/Bfilmed-Terms-Conditions-2023.pdf>

# **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](https://www.roadsafety.gov.au/))

# **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** |  | **User group** |
| * Speed
 |  | * Pedestrian
 |
| * Fatigue
 |  | * Driver
 |
| * Mobile phone use (distraction)
 |  | * Passenger
 |
| * Drugs and/or alcohol
 |  | * Cyclist
 |
| * Self-identified road safety issue
 |  | * 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](https://roadsafety.transport.nsw.gov.au/)[NSW road safety campaigns](https://roadsafety.transport.nsw.gov.au/campaigns/index.html) |
| Victoria | [VicRoads](file:///C%3A%5CUsers%5Csmithpe%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CINetCache%5CContent.Outlook%5CZ6J6RA3Q%5Cvicroads.vic.gov.au%5Csafety-and-road-rules) [Transport Accident Commission Campaigns](https://www.tac.vic.gov.au/road-safety/tac-campaigns) |
| WA | [Road Safety Commission](https://aus01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.wa.gov.au%2Forganisation%2Froad-safety-commission&data=05%7C01%7CDarren.Neagle%40transport.nsw.gov.au%7C252dddc18fae47bea6e308db1953cf3f%7Ccb356782ad9a47fb878b7ebceb85b86c%7C0%7C0%7C638131619967874917%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=xXOdPWLy4oQRSXWt%2FA8KY%2B133YsLAbHZ1jm039d4MeE%3D&reserved=0) Campaigns  |
| NT | [Towards Zero - Road Safety](https://aus01.safelinks.protection.outlook.com/?url=https%3A%2F%2Froadsafety.nt.gov.au%2F&data=05%7C01%7CDarren.Neagle%40transport.nsw.gov.au%7C252dddc18fae47bea6e308db1953cf3f%7Ccb356782ad9a47fb878b7ebceb85b86c%7C0%7C0%7C638131619967874917%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=wOnQ5zwEfbuFiq5Df7HRekz4V1OAFf%2FEWqiOADIuxps%3D&reserved=0) [Campaigns - Towards Zero](https://aus01.safelinks.protection.outlook.com/?url=https%3A%2F%2Froadsafety.nt.gov.au%2Fcampaigns&data=05%7C01%7CDarren.Neagle%40transport.nsw.gov.au%7C252dddc18fae47bea6e308db1953cf3f%7Ccb356782ad9a47fb878b7ebceb85b86c%7C0%7C0%7C638131619967874917%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=hl%2Fl0i5aySEVz6Oeu4U9umuZmJhCDFD7rGgRsDPPPaU%3D&reserved=0)  |
| QLD | [Department of Transport and Main Roads](https://www.tmr.qld.gov.au/safety/road-safety)[Campaigns](https://aus01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.tmr.qld.gov.au%2FSafety%2FSafety-campaigns&data=05%7C01%7CDarren.Neagle%40transport.nsw.gov.au%7C252dddc18fae47bea6e308db1953cf3f%7Ccb356782ad9a47fb878b7ebceb85b86c%7C0%7C0%7C638131619967874917%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=Qzf4ZifbSDXpE6wfqItEvyWN1UxFmU99MmBkhUimrHE%3D&reserved=0)  |
| Tasmania | [Road Safety Advisory Council](https://aus01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.rsac.tas.gov.au%2F&data=05%7C01%7CDarren.Neagle%40transport.nsw.gov.au%7C252dddc18fae47bea6e308db1953cf3f%7Ccb356782ad9a47fb878b7ebceb85b86c%7C0%7C0%7C638131619967874917%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=BJfSOx0RafbAeU0uDfj6IfXefDCMgC3eyGKYKtqT3sE%3D&reserved=0) [Campaigns](https://aus01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.rsac.tas.gov.au%2Fcampaigns%2Fcampaigns%2F&data=05%7C01%7CDarren.Neagle%40transport.nsw.gov.au%7C252dddc18fae47bea6e308db1953cf3f%7Ccb356782ad9a47fb878b7ebceb85b86c%7C0%7C0%7C638131619967874917%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=vtb%2BjH7yGAckPSv5F8Urc%2BACH%2Bf6a1nhi%2BD4r4UL1Cs%3D&reserved=0)  |
| ACT | [Road safety – ACT Government](https://aus01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.cityservices.act.gov.au%2Froads-and-paths%2Froad-safety&data=05%7C01%7CDarren.Neagle%40transport.nsw.gov.au%7C252dddc18fae47bea6e308db1953cf3f%7Ccb356782ad9a47fb878b7ebceb85b86c%7C0%7C0%7C638131619967874917%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=5OVIWjP1p3yaoTakvLc2wfusp0QcXlQiD%2BKZK4aHUok%3D&reserved=0)  |
| SA | [Think Road Safety](https://www.thinkroadsafety.sa.gov.au/home)[Campaigns – SA Police](https://www.police.sa.gov.au/your-safety/road-safety/road-safety-campaigns) |
| Australian Government | [Road safety in Australia](https://aus01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.roadsafety.gov.au%2Frsa&data=05%7C01%7CDarren.Neagle%40transport.nsw.gov.au%7C252dddc18fae47bea6e308db1953cf3f%7Ccb356782ad9a47fb878b7ebceb85b86c%7C0%7C0%7C638131619967874917%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=kWfzDT64fcKAWQBsMgjrToDKHpQm2qc74JUjQ%2BKLmaQ%3D&reserved=0)  |

# Closing date: Monday 7 August 12 noon. Submit films to Rachel.Watkins@health.nsw.gov.au

# 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** | * Is the film creatively told?
* Is the film easy to follow?
 |
| **Road safety messaging** | * 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** | * Does the film engender an emotive audience response?
* Does it meet the target audience?
* Is the film though provoking?
 |
| **Technical quality** | * Does it adhere to the 3-minute limit?
 |