

# Media Release

**The Hon Melissa Horne MP**

Minister for Casino, Gaming and Liquor Regulation

Minister for Local Government

Minister for Ports and Freight

Minister for Roads and Road Safety



Sunday, 3 November 2024

## Road Safety Film Competition Open For Young Victorians

The Allan Labor Government and Transport Accident Commission (TAC) are offering young Victorians the chance to use their creative skills to help save lives on our roads.

Minister for Roads and Road Safety Melissa Horne today joined the TAC to launch the 2024 Split Second Competition, which invites Victorian creatives aged 18 to 30 to submit their attention-grabbing concepts for road safety campaigns aimed at young drivers.

This year the competition is open to both filmmakers and content creators and will now include two winning entries who will each be awarded a \$5,000 cash prize and \$35,000 production budget, along with mentoring from Truce Films and creative agency Taboo.

Filmmakers and content creators are eligible to enter the competition, and they are asked to focus on one of two risky road safety behaviours: fatigue or not wearing a seatbelt.

One of the competition winners will be selected from a culturally and linguistically diverse community to ensure critical road safety messages are being tailored to engage as many young road users as possible across our multicultural state.

Sadly, young drivers continue to be involved in more crashes resulting in death and serious injury than any other group of drivers, and one of the most critical factors in those incidents is fatigue.

Further, research shows that, people aged 18-25 are most likely to have travelled as a driver and passenger without wearing a seatbelt, which are crucial to preventing fatalities and serious injury.

Entries are open until November 24. For more information, visit [tac.vic.gov.au/road-safety/split-second](https://tac.vic.gov.au/road-safety/split-second).

### Quotes attributable to the Minister for Roads and Road Safety Melissa Horne

*"Fatigue and not wearing a seatbelt continue to be significant contributors to road trauma in Victoria, and it only takes a split second for a life to be changed forever."*

*"By engaging young filmmakers and content creators, the Split Second competition aims to bring fresh, impactful perspectives on how these risks can be prevented."*

### Quote attributable to TAC CEO Tracey Slatter

*"Split Second has shown us over the years that, through the power of creativity, young Victorians can influence attitudes and behaviours among their peers."*

*"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."*

### Quote attributable to 2023 Split Second competition winner Sati Ocal

*"Not only has the TAC's Split Second Competition allowed me to produce really meaningful content, but it has also created a number of opportunities as I complete my study and look to take the leap into the creative industry."*

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