

# 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



Thursday, 23 March 2023

## FILM COMPETITION ENGAGING YOUNG VICTORIANS IN ROAD SAFETY

The Andrews Labor Government is encouraging young Victorians to help tackle road safety challenges by coming up with a short film that will boost safety on our roads and help save lives.

Minister for Roads and Road Safety Melissa Horne today joined the TAC at ACMI to launch the 2023 Split Second Competition.

The short film competition – which was launched in 2018 – gives young creatives an opportunity to produce impactful road safety campaigns addressing issues relevant to their age group.

This year, the competition is calling on Victorians aged between 18 and 25 to develop a script addressing either the risks associated with drowsy driving or the importance of vehicle safety.

On top of a \$5,000 cash prize, the winner will receive a \$70,000 production budget to have their script produced by leading production studio Sweet Shop, before appearing in cinemas across the state.

For the first time, Split Second will also award a runner-up with a \$30,000 budget to have their idea produced and promoted across social media.

The competition comes as Victoria experiences a horror start to the year on the state's roads, with 77 fatalities – compared to 57 at the same time last year - leaving many families, friends and colleagues mourning the unnecessary loss of a loved one.

The number of young drivers and passengers dying on the state's roads has increased, with 16 people aged between 18 and 25 killed, up from 11 at this time in 2022.

Vehicle safety and drowsy driving are both critical issues when it comes to improving the safety of young people on Victorian roads.

Over the last five years, more than 70 per cent of driver and passenger fatalities aged between 18 and 25 have been in vehicles more than ten years old, and 54 per cent of drivers in this age group admit to driving while very tired.

The Split Second Competition is one of a suite of Government initiatives aimed at promoting safer travel behaviours from a young age, and aims to empower young people to become part of the solution to road safety.

Applications are now open until 4 May, with the winning film to premier at ACMI in October.

For more information on how to apply, 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

*“Far too many tragedies happen on our roads – so we need everyone to play their part in keeping our roads safe.”*

*“The Split Second competition will give young Victorians the opportunity to address the road safety issues that matter most to their age group with a short film that will help save lives.”*

### Quote attributable to TAC Head of Road Safety Samantha Cockfield

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*“Reducing the prevalence of drowsy driving, and promoting vehicle safety, are critical in improving road safety outcomes for young Victorians, and by engaging young creatives in the process we’re ensuring that messages are delivered in a relatable way.”*

**Quote attributable to 2021 Split Second competition winner Felix Barnett**

*“Winning the Split Second competition has been invaluable in gaining a greater understanding of the processes involved in making a film. Following the screening of my film, many old high school friends reached out to tell me how powerful they thought it was.”*