

Media Release

The Hon Melissa Horne MP
Minister for Ports and Freight
Minister for Roads and Road Safety
Minister for Health Infrastructure



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ROAD SAFETY FILM COMPETITION PREMIERE

Two new short films have premiered in the TAC's Split Second competition, delivering bold stories that push young Victorians to reconsider risky driving.

Now in its seventh year, the competition invites aspiring filmmakers aged 18 to 30 to pitch road-safety ideas targeting young drivers, who remain overrepresented in road trauma.

Each winner received a \$5,000 cash prize and a production budget of \$45,000 to focus on low-level speeding or not wearing a seatbelt.

Stacey's short film 'Keep the Tempo', uses the precision and rhythm of Korean drumming as a powerful metaphor for road safety, creatively visualising how even a slight increase in speed can throw everything off balance.

Shane's film uses humour in 'Unusual Behaviours', to highlight the flawed logic behind not wearing a seatbelt – comparing it to growing up in a town where no one wears pants – to remind viewers of the importance of seatbelts and that wearing them should never be optional.

By putting young voices front and centre, the Split Second Competition sparks peer-led conversations that shift attitudes and promotes safer driving.

To watch the winning films or learn more about the Split Second Competition, visit tac.vic.gov.au/road-safety/split-second.

Quote attributable to Minister for Roads and Road Safety Melissa Horne

"This film competition is unique and powerful way to shape road safety messages for young Victorians that speak directly to them and encourage safe driving behaviour."

Quote attributable to Transport Accident Commission CEO Tracey Slatter

"We believe young Victorians will relate to Stacey and Shane's creative and innovative thinking. By sparking conversations and shifting mindsets, their creativity will help drive safer road user behaviours."

Quote attributable to Split Second Competition winner Shane Senanayake

"I'm beyond excited, I entered this competition because I love creative problem-solving, never expecting to actually win. To now be working on an ad of this scale, with such an important purpose, feels like a once in a lifetime opportunity".

Quote attributable to Split Second Competition winner Stacey Park

"I'm incredibly proud to have won the TAC Split Second competition. It offers a unique opportunity to apply my creativity and cultural perspective to shape public safety messaging that genuinely resonates with young people".