

MAFMAD Creative Brief

The project

MAFMAD 2011 is seeking ideas for two short films from young Victorians that specifically address the issue of 'party in the car', passengers and the potentially hazardous distraction they can cause for the driver. Your idea needs to be able to deliver to young people some ideas and strategies about what they can do to avoid these situations. To enter, all you need to do is write down your idea for a short two-minute film and submit it.

When young people travel together, especially at night and on their way to a party or social event, the dynamics in the car can often be likened to the party they are going to or leaving – hence the term 'party in the car'.

A 'party' atmosphere with people chatting, cracking jokes, egging each other on, some passengers may have been drinking and are louder, more boisterous than usual, would all be fine if it was at a party, not in the car. In a car while your driver, who has limited driving experience, is trying to get you safely to your destination. These types of scenarios can encourage risky behaviour behind the wheel like:

- Speeding (showing off, excessive speed, taking a corner too fast etc)
- Impairment (drugs, alcohol, fatigue)

We want young people to explore this scenario and provide ideas and strategies on how they can help avoid the 'party in the car'. Ideas that can help young people feel comfortable to speak out among friends when faced with risky situations or to not put them in the situation in the first place.

The theme, 'Your mate's life is in your hands' should be evident in your idea; the responsibility to look after your mates lives by either speaking up or resisting peer pressure to take risks behind the wheel.

This is a challenge for you because it needs to be creative, credible and above all not preachy. Anything that is authoritarian could alienate the audience.

The MAFMAD judging panel will choose two short film ideas that best answer the brief and provide the winners with a \$20,000 budget to produce their films for cinemas and a \$5,000 prize when the film is finished.

Youth Road Safety Issue

Did you know that road trauma is the biggest killer globally of young people aged 16-25 years? Bigger than AIDS, famine, war or drugs – cars, their drivers

and passengers account for more deaths of people aged 16-25 years than any other cause.

Victoria is no different; the 18 to 25 year age group remains vastly over-represented in our road trauma statistics. This group of drivers account for just 14% of licence holders and 28% of all driver deaths on our roads in 2010. In their first year of driving, young Victorians are almost four times more likely to be involved in a fatal or serious injury crash than more experienced drivers.

Of the 36 young drivers killed in 2010:

- 86% were males,
- 78% were killed in single vehicle crashes,
- 50% of crashes occurred between the hours of 8pm and 6am, and
- 58% of deaths occurred on 100km/h and 110km/h signposted roads.

Multiple Passengers

Multiple passengers significantly increase the risk of an inexperienced driver crashing. Multiple passengers, in particular a group of alcohol affected peer passengers, pose a dangerous distraction for an inexperienced driver – even when the young driver is sober.

Multiple peer passengers can also directly and indirectly encourage more risk taking behaviour. The more passengers in a crash with another vehicle or a fixed object, the greater the chance of someone being killed or injured.

Here are some thought starters to get you going. Consider:

- The tribal culture of groups of friends in cars; the 'party in the car' atmosphere
- Are you better to speak out before travelling with mates or wait and see if a risky situation develops?
- Why people act in certain ways in cars to prove themselves?
- How using the car as a social setting increases the chances of crashing?
- What can be said or done within groups of mates to reduce risky driving?
- The car is no place to continue or start a party.
- The dynamics of the car change when there is more than one passenger.



Make A Film. Make A Difference.