

MAFMAD Frequently Asked Questions

1. What is the exact age cut-off for the competition?

To enter, you need to be aged 25 years or under, as of the competition closing date; Monday, 20 June 2011.

2. Can I enter more than one idea?

Yes, multiple entries are welcome and you can enter as many times as you wish.

Each entry will be judged individually. However if you have a couple of good ideas sometimes it's better to spend the time developing just one of those ideas properly. You do need to complete and submit a separate entry form for each idea.

3. I'm working on ideas with a group of mates. Can we put more than one name on the entry form?

No, only one name is allowed on an entry form. The person who develops the idea should be listed as the entrant. Remember that this competition can only be won by individuals. Winners can be supported by their teams, but teams won't be officially recognised. See terms and conditions (condition 2.6).

4. Any suggestions for developing a winning idea?

Ensure your idea answers the brief! Sounds simple but many entrants can get carried away about making a general road safety communication for the TAC that they completely forget about the specifics of the competition brief.

Keep your idea fresh. Remember you are creating a concept for a short film, not a TV commercial and *definitely not a 'traditional TAC road safety ad'*! The judges will be looking for highly creative ways to influence young people who drive or are passengers in their mates' cars.

5. What if my idea wins, but I don't have much experience making films?

You will be supported along the way. The TAC will introduce you to mentors who will work with you throughout the pre-production period, help you get organised for the shoot and then provide guidance and advice through post-production. Keep in mind that film making is an intense experience and you should be prepared for the workload, particularly from August – October 2011.

Your checklist:

Run through your checklist before submitting your entry:

- Does your film idea answer the brief?
- Is your idea unique?
- Will it speak to the target market (young Victorians 25 and under)
- Is it memorable? Will it resonate with the target audience?
- Is it too similar to another production?
- Does it resemble a TAC commercial? If so, back to the drawing board.
- Will your idea make viewers think? Is it engaging and entertaining or predictable and forgettable?

If you have any further questions about the MAFMAD competition e-mail mafmad@mafmad.com.au



Make A Film. Make A Difference.