



## Contents

Introduction	4
RACV Safe Mates Overview	5
Prizes	5
Curriculum Links	6
Program Timeline	7
Design Brief	8
Step 1 – getting started	9
Step 2 – select a road safety topic and research the issue	10
Step 3 – create a tagline for your campaign	12
Step 4 – create your social media image	13
Step 5 – create your social media video	14
Step 6 – submit your work	16
Choosing the finalists and winner	16
Entry Form	17
Cybersafety	18
Publicity and Media Coverage	19
Contact Details	Back Cover

## Introduction

Road safety continues to be an important issue for young people. In 2017, drivers aged between 18-25 years represented 24% of driver fatalities in Victoria, but only 10% of licensed drivers. In their first year of driving, young people are three times more likely to crash than an experienced driver.

Why young drivers are particularly at risk is an important question. Issues like inexperience, poor hazard perception skills and risk-taking can all play a part. Young people also face risks when using the roads as pedestrians, motorcyclists and cyclists.

RACV believes that education provides the key to ensuring Victorian students adopt safe road user behaviours and develop responsible attitudes to sharing our roads.

### RACV Safe Mates aims to build young people's commitment to safer road user behaviour by:

- promoting road safety in Victorian secondary schools by providing resources linked to the curriculum;
- providing student-centred learning opportunities that enable students to share road safety knowledge and messages with their peers; and
- encouraging young people to be safer road users.

## Program Overview

RACV Safe Mates is designed to encourage Victorian secondary school students, in Years 9–12, to investigate a road safety issue relevant to young road users. Students are empowered through the program to creatively and effectively present a road safety social media campaign – igniting the awareness and conversation amongst young people about the importance of road safety.

Students can enter as individuals or as a small team of 2–6 students. Students may only submit one entry each; however, there are no limits on how many entries a school may submit.

### Through the program, students will:

- select a road safety topic and investigate its impact on young people
- research effective social media campaigns and gather evidence to support the development and presentation of their road safety message
- create a series of road safety social media messages to communicate safe and responsible road use and attitudes to their peers.

## Prizes\*

For information regarding the selection of finalists and the winning team see page 16.

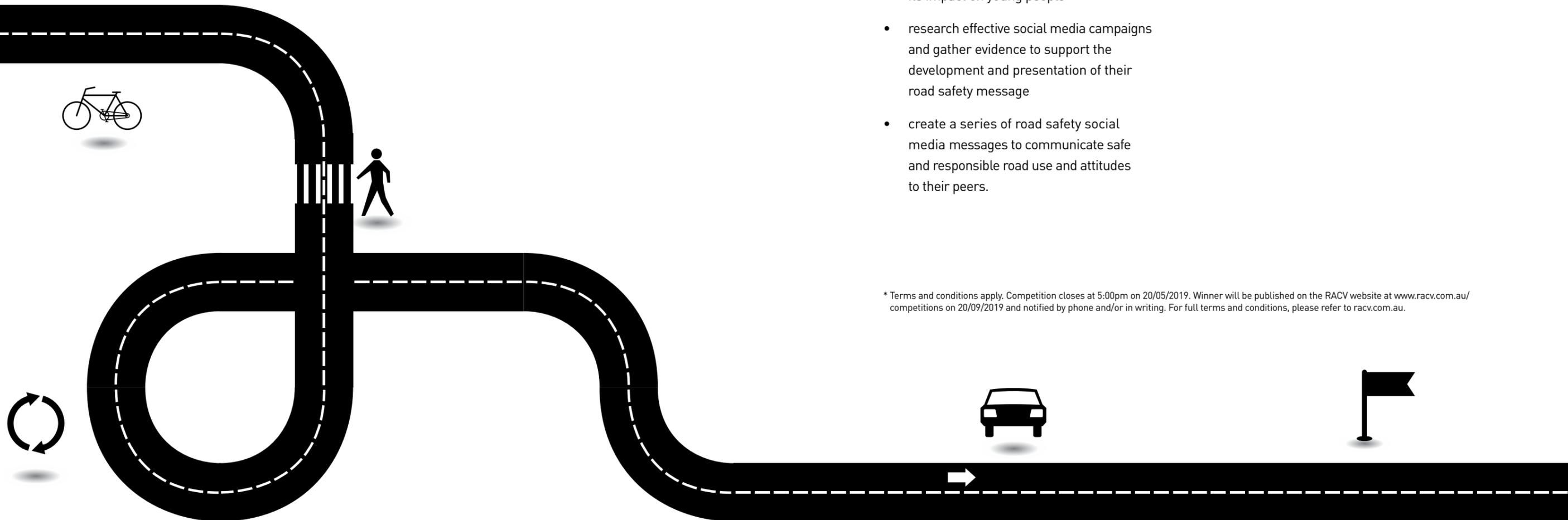
### First place

\$1,000 - to be shared amongst the winning team and \$1,000 for their school\*

### Finalists

There are giveaways for all the students who submit an entry and those who are selected as finalists.

\* Terms and conditions apply. Competition closes at 5:00pm on 20/05/2019. Winner will be published on the RACV website at [www.racv.com.au/competitions](http://www.racv.com.au/competitions) on 20/09/2019 and notified by phone and/or in writing. For full terms and conditions, please refer to [racv.com.au](http://racv.com.au).



## Curriculum Links

RACV has designed the Safe Mates program to support innovative curriculum development and to emphasise the importance of effective road safety education in Victorian secondary schools. The program gives students the opportunity to take an active role in investigating these issues and empowering them to become part of the solution.

RACV Safe Mates is designed to be flexible so it can be incorporated into current curriculum. Teachers can use this initiative as a component of an area of study, as a cross-curricular collaborative project, or as an extra-curricula project.

### Victoria Curriculum - Level 9 & 10

- **Media Arts:** Strands – Explore and Represent Ideas / Media Arts Practices / Present and Perform
- **English (Level 9): Strands – Literacy:** Creating Texts / Interacting with others
- **English (Level 10): Strands – Language:** Expressing and developing ideas / Language for interaction / Literature: Creating literature / Literacy: Creating Texts / Interacting with others
- **Health and Physical Education:** Strands – Personal, Social and Community Health: Being healthy, safe and active / Contributing to healthy and active communities / Communicating and interacting for health and wellbeing
- **Personal and Social Capability:** Strands – Social Awareness and Management: Collaboration

**Please Note:** Should teachers choose to link elements of the program to a curriculum outcome, work requirement or assessment task, it is at the school's discretion. The final outcome of the RACV selection process should have no bearing on, and is separate from, school-based curriculum assessment.

### Media Unit 1

- Area of Study 1: Media representations
- Area of Study 2: Media forms in production

### VCAL

- Personal Development Skills Unit 1 (Foundation / Intermediate / Senior Levels)

### Literacy Skills: Reading and Writing (Foundation / Intermediate / Senior Levels)

- Learning Outcome 3: Writing for Knowledge
- Learning Outcome 4: Writing for Public Debate
- Learning Outcome 7: Reading for Knowledge

Further detail on curriculum links is available from [www.racv.com.au/safemates](http://www.racv.com.au/safemates)

## 2019 RACV Safe Mates Timeline

<b>February–April</b>	Teachers register for the RACV Safe Mates program, receive info pack and students begin to work through the steps for their entry.
<b>Monday 20th May 2019</b>	Closing date for entries from schools.
<b>May</b>	Judging panel assesses entries and selects finalists.
<b>Monday 3rd June 2019</b>	RACV Safe Mates finalists announced.
<b>Tuesday 18th June 2019 (date and location to be confirmed)</b>	Finalists work with road safety and media professionals to finalise their social media messages.
<b>August – September</b>	Finalist road safety campaigns will run.
<b>Friday 20th September 2019</b>	RACV Safe Mates winner announced.



## Design Brief

The design brief is a short document (approx. 2 pages) where students explain the processes they been through in developing their campaign.

Each design team (Recommended team size: 1–6 students) must complete each step as part of their entry.

- **Getting started**  
Each student completes the 10 minute online road safety survey.
- **Select a road safety topic and research the issue**  
The design team selects one road safety issue and shows evidence of the research they have undertaken on their issue.
- **Create a tagline for your campaign**  
The design team creates a tagline or hashtag to use throughout their social media campaign.
- **Create your social media image**  
The design team creates an image to promote their road safety message.
- **Create your social media video**  
The design team creates a short video to promote their road safety message.
- **Submit your work**  
Design teams need to send their design brief along with a completed entry form.



## Getting started

We are looking for road safety champions. Students who want to have their say about road safety and make a difference for their friends, school mates and other young people in the community.

**So before getting started we want to find out what you know and think about road safety.**

**Go to [www.surveymonkey.com/r/safemates](http://www.surveymonkey.com/r/safemates) and complete the 10 minute survey.**





## Select a road safety topic and research the issue

What is the biggest road safety issue in your mind? Is it people drink driving, texting on their mobiles, not driving safer cars? Or is it learners not getting enough experience. Or passengers that are a distraction to the driver? There are a whole lot of issues – pick one and then find out the facts.

Look at the road safety information on these two pages and websites such as RACV, TAC and VicRoads and find out more about your issue and how it affects young drivers and passengers.

### Road Safety Background

What we know is that the road toll for young people is too high. As soon as newly licensed drivers switch from their L's to their P's they're 30 times more likely to crash and road crashes are the single biggest unintentional killer of young people aged 18–25 years in Victoria.

This can be because of inexperience, difficulty in dealing with challenging driving situations, not assessing risks accurately, also lifestyle factors such as balancing work, studying and socialising which can lead to driving while tired. There is also a greater likelihood that young people take risks while driving, such as speeding, not wearing seatbelts, drink driving, and drug driving as well as using a mobile phone while driving.

#### Curriculum Links

##### Victorian Curriculum Levels 9 & 10

- Health and Physical Education – VCHPEP142 / VCHPEP145 / VCHPEP148
- Personal and Social Capability – VCPSCS0050 / VCPSCS0051

##### VCAL & VCE

- VCAL Literacy: Reading and Writing (Foundation/Intermediate/Senior) – Learning outcome 3 & 7
- VCAL Personal Development Unit 1 (Foundation) – Learning outcomes 1, 2 & 5
- VCAL Personal Development Unit 1 (Intermediate) – Learning outcomes 1,2,3 & 4
- VCAL Personal Development Unit 1 (Senior) – Learning outcomes 1 & 4
- VCE Media Unit 1 – Area of Study 1: Media representations

### Lives Lost and Injured on Victorian Roads 2017

- The road toll was 259, compared to 290 in 2016. This is a 11% decrease.
- There were 53 young people aged 16-25 years killed and 1,553 hospitalised due to road crashes.
- Young drivers aged 18-25 years account for 24% (n=31) of all drivers killed (n=130). Of these young drivers, 68% were male (n=21).
- 31% (n=15) of all passengers killed were aged between 16-25 years.

For more road toll statistics go to [www.tacsafety.com.au](http://www.tacsafety.com.au)

### Possible Road Safety Topics

#### 120 hours

Driving practice should be in a range of conditions (wet, night time, heavy traffic, rural areas) to prepare you for driving on your own.

#### Distraction

Drivers travel blind for 27 metres if they take their eyes off the road for just two seconds when driving at 50km/h.

#### Drink Driving

Approximately a quarter of drivers killed each year in road crashes had a Blood Alcohol Concentration (BAC) of .05 or greater. Your risk of being involved in a road crash is about double at a BAC of .05, compared with a BAC of zero.

#### Fatigue

Fatigue is a factor in approximately 20% of crashes. Drowsy drivers have slower reaction times, have difficulty concentrating and are more at risk of falling asleep at the wheel. Drivers should take a break at least every 2 hours on long trips.

#### Mobile phones

Using a mobile phone while driving increases your risk of having a crash by 4 times. It is illegal for learner and probationary drivers to use their phone while driving. Offenders receive a \$484 fine and lose 4 demerit points.

#### Peer passengers & crash risk

New drivers are 30 times more likely to crash when first driving on P-plates. Research shows that driving with peer aged passengers increases crash risk further.

#### Safe cars

Up to 40 per cent of vehicle crashes could be prevented if all cars were fitted with autonomous emergency braking (AEB). This would save lives and prevent injuries.

#### Seatbelts

Wearing a seatbelt is the simplest way to reduce serious or fatal injury by 50% in a crash.

#### Speak up and look after your mates

While driving, peer pressure can lead to risky behaviour such as speeding, showing off, taking a corner too fast as well as drivers impaired by alcohol, drugs or fatigue. Speaking up can help if in a risky situation or to avoid getting into a risky situation in the first place.

#### Serious injury

For every death on Victoria's roads last year, approximately another 24 people needed hospital treatment. Many of these people will have long recoveries or even permanent injuries.

#### Speeding

As speed increases, your ability to react to emergencies reduces and stopping distance increases. On a 10 km trip, you would save 46 seconds by increasing average speed from 60km/h to 65km/h, but the chances of being in a crash double.



## Create a tagline for your campaign

Create a tagline or hashtag to use throughout your social media campaign.

Each day we are exposed to hundreds of messages. Your challenge is to 'cut through' all of these competing messages to reach your target audience of 16–24 year olds drivers and passengers.

### Examples for taglines from other road safety campaigns

- Get off the phone
- Wipe off 5

### Tips for creating your tagline

#### 1. Brainstorm

- Write a list of words or phrases that communicate your road safety message.
- Look up the words in a dictionary and a thesaurus.
- Cut the list to your top few favourites.

#### 2. Simplify

- Keep it short (2–3 words for a hashtag and 6–8 words for a tagline).
- Keep it simple. People tend to remember the simplest slogans.

#### 3. Rewrite

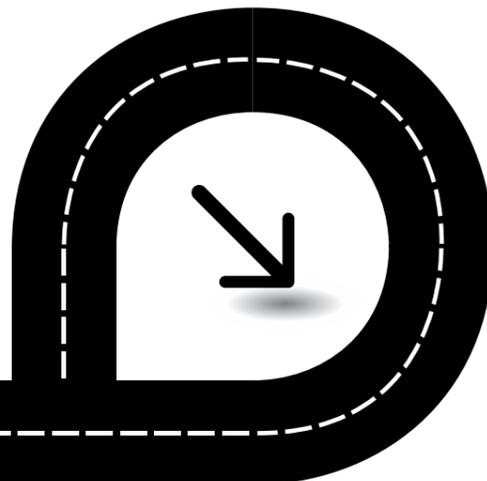
- Test out your idea by showing others your tagline.
- If you can't say it without stumbling over your words, then rephrase it.

#### Curriculum Links

- Victorian Curriculum Levels 9 & 10
- English (Level 9) – VCELY450
- English (Level 10) – VCELA483 / VCFLT477 / VCELY480
- Health and Physical Education – VCHPEP149
- Media Arts – VCAMAM042 / VCAMAM043
- Personal and Social Capability – VCPSCS0050 / VCPSCS0051

#### VCAL & VCE

- VCAL Literacy: Reading and Writing (Foundation/Intermediate/Senior) – Learning outcome 4
- VCAL Personal Development Unit 1 (Foundation) – Learning outcomes 1, 4 & 5
- VCAL Personal Development Unit 1 (Intermediate) – Learning outcomes 1,2,3,4 & 5
- VCAL Personal Development Unit 1 (Senior) – Learning outcomes 1, 3, 4 & 5
- VCE Media Unit 1 – Area of Study 2: Media forms in production



## Create a social media image

Now it is time to design your road safety image. This could be a meme, animated gif, photograph etc. Make sure you include your tagline from Step 3. Also use a 'call to action' – this is a clear instruction of what you want the person to do e.g. "Like" "Comment below", "Tag a friend" etc

Remember the judges are looking for something creative and original with a positive road safety message.

### Tips & helpful websites:

- Images cannot be copied from the internet unless there is permission to use them. Websites such as unsplash.com allow you to copy and modify images for free. Don't forget you can also your own photographs or illustrations.
- canva.com is a great free graphic design tool that can help you design your posts.
- Have a look at previous finalists at racv.com.au/safemates and on the enclosed USB.
- Don't have too much text on your image – use the facebook text tool to check - facebook.com/ads/tools/text\_overlay
- Show your ideas to your friends and classmates and get their feedback on how to make the post better.

### Example

Text (call to action, hashtag / tag line)

Tag a friend who needs to turn off their phone when they drive #ditch the phone





## Create your social media video

The final challenge is to make a short video clip. This could be an animation or live action video clip around 10 – 15 seconds long using your tagline from Step 3.

### Tips & helpful websites

- Remember: not every road safety video clip needs to show people in a car, be creative in getting your message across.
- Look at the video clips from previous finalists on the enclosed USB.
- Don't worry if your school doesn't have a video camera or editing software – use your phone and a video editing app such as iMovie for iPhones.
- Keep your videos short – most people stop watching videos after 10 seconds.

- Before you start filming plan what is going to happen with a script and storyboard.
- Keep your messages positive. The judges are looking for a positive road safety message. Facebook does not allow anything that may shock viewers. Images that are scary, gory or sensational aren't allowed – so no car crashes or injury/death scenes or illegal behaviours.

### Filming guidelines – safety first.

- Safety - think about where everyone is standing...are they in a safe location?
- Ask yourself – do I have permission to film everyone involved?
- DON'T film in moving cars – this can cause a distraction for the driver. If you need a shot of a moving car in your video clip think about taking an external shot of the car from a safe place (i.e. footpath) as the car drives past.
- Seat belts must be clearly visible and worn correctly.
- Illegal behaviours cannot be shown, these include: mobile phone use by driver, speeding, drink driving, any part of the body protruding out of the vehicle, unsafe driving, motorists driving while clearly fatigued.
- No Mobile phone use unless the vehicle is stopped and parked, with the engine turned off and preferably with the driver outside the vehicle (remember learners and P plate drivers are not allowed to use mobile phones at all while driving, this includes while stopped at traffic lights).
- If showing young drivers, the person needs to look like a young driver and that L and P plates are used appropriately and clearly visible from outside the vehicle.
- Driving shots in the video clip must obey current Victorian road rules (peer passenger restrictions for red P platers, learner drivers have a fully licenced driver supervising them, learners are not allowed to tow a trailer etc).
- Vehicles should be parked legally or pulled safely off the road onto the roadside/parking area, but not on any nature strip.

#### Curriculum links for Step 4 & 5

##### Victorian Curriculum Levels 9 & 10

- English (Level 9) - VCELY449 / VCELY450 / VCELY456
- English (Level 10) - VCELA483 / VCELA459 / VCETA477 / VCELY479 / VCELY486 / VCELY480
- Health and Physical Education - VCHPEP143 / VCHPEP144 / VCHPEP149
- Media Arts - VCAMAE040 / VCAMAM042 / VCAMAM043 / VCAMAP044
- Personal and Social Capability - VCPSCS0050 / VCPSCS0051

##### VCAL & VCE

- VCAL Literacy: Reading and Writing (Foundation/Intermediate/Senior) – Learning outcome 4
- VCAL Personal Development Unit 1 (Foundation) – Learning outcomes 1, 3, 4 & 5
- VCAL Personal Development Unit 1 (Intermediate) – Learning outcomes 1, 2, 3, 4 & 5
- VCAL Personal Development Unit 1 (Senior) – Learning outcomes 1, 3, 4 & 5
- VCE Media Unit 1 – Area of Study 2: Media forms in production



## Submit your work

Teams need to send in their entry form (page 16) along with their design brief and social media messages to the address or email below by **Monday 20th May 2019**:

### Education Program Coordinator

RACV – Public Policy Department  
Level 9, 485 Bourke Street  
Melbourne  
VIC 3000

Or email [education@racv.com.au](mailto:education@racv.com.au)

(Large files and videos can be sent in via USB or through file sharing services such as Dropbox and Hightail)

(Photocopy an entry form for each design team or download from [racv.com.au/safemates](http://racv.com.au/safemates))

## What happens after you submit your work

### Choosing finalists

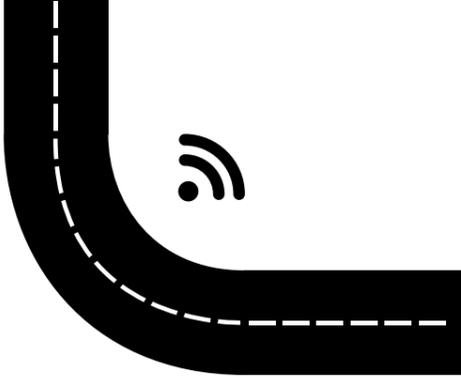
The RACV judging panel will choose finalists who will get the chance to work with road safety and media professional to help get their messages out to as many young people as possible.

Finalists will be announced by the **3rd June 2019**.

### Selecting a winner

Once all finalist groups have run their road safety social media campaign, the group who is determined by the judges to have the most innovative and creative campaign in addition to having the most impact with their messages will be awarded as the winner.

Winner will be announce by **20th September 2019**.



## RACV Safe Mates Entry Form

Teams need to send in their entries to the address or email below by **Monday 20th May 2019**:

### Mail submissions to:

Education Program Coordinator  
RACV – Public Policy Department  
Level 9, 485 Bourke Street, Melbourne, VIC 3000

Or email [education@racv.com.au](mailto:education@racv.com.au)

(Large files and videos can be sent in via USB or through file sharing services such as Dropbox and Hightail)

### Who we are

School: \_\_\_\_\_ Teacher's Name: \_\_\_\_\_

Year Level: \_\_\_\_\_ Teacher's Email: \_\_\_\_\_

### Group Members (Full Student Names):

1. \_\_\_\_\_ 4. \_\_\_\_\_  
2. \_\_\_\_\_ 5. \_\_\_\_\_  
3. \_\_\_\_\_ 6. \_\_\_\_\_

### Entry Checklist

- Completed the online survey (Step 1)
- Design Brief (Write up of Steps 2–3)
- Social media posts (Steps 4–5) Don't forget to send in any memes, photos or videos you have created

\* Terms and conditions apply. Competition closes at 5:00pm on 20/05/2019. Winner will be published on the RACV website at [www.racv.com.au/competitions](http://www.racv.com.au/competitions) on 20/09/2019 and notified by phone and/or in writing. For full terms and conditions, please refer to [racv.com.au](http://racv.com.au).

## RACV Safe Mates and cyber safety

Using social media is a great way to get the road safety message out there. At the same time it is also important to be cyber safe. RACV Safe Mates provides an opportunity for students to use social media tools while supporting safety and responsibility online.

### Cyberbullying

RACV encourages everyone to participate in public discussion through our social media channels. The following guidelines are designed to help provide a quality environment for all. Cyberbullying or inappropriate behaviour will not be tolerated.

When, posting, commenting, sharing information or asking questions, participants are asked to remember to give everyone a fair go and respect other people's privacy. Any content or comments deemed inappropriate will be removed.

Inappropriate content includes, but is not limited to words or images that are:

- abusive, harassing, stalking, threatening or attacking others
- defamatory, offensive, obscene, vulgar or depicting violence
- hateful in language targeting race/ethnicity, religion, gender, nationality or political beliefs
- depicting nudity, pornography, or child abuse
- illegal, give instructions for illegal activity or advocate illegal activities
- violations of any intellectual property rights

Content on the RACV social media channels will be posted and monitored by RACV staff.

If there are any concerns about social media content please contact RACV education program coordinator on 03 9790 2924 or email [education@racv.com.au](mailto:education@racv.com.au)

### Student privacy

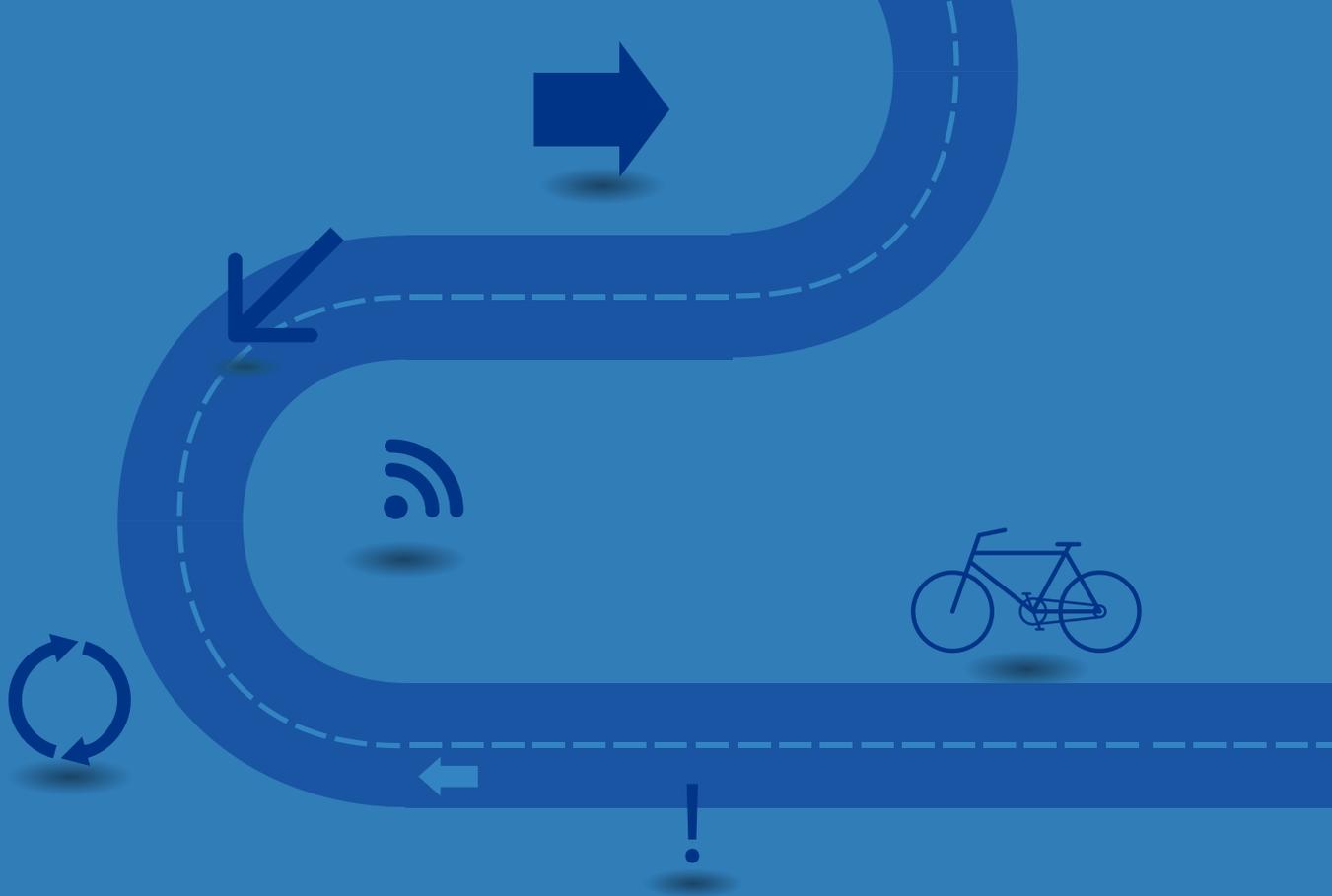
Students who are selected as finalists will work with RACV road safety and media staff to fine-tune the content for their social media campaign posts, however, it will be the responsibility of RACV staff to post and monitor the actual posting of content on RACV social media channels.

RACV's privacy charter is available from [racv.com.au/privacy](http://racv.com.au/privacy)

## Publicity and Media Coverage

During the program, RACV may undertake some media coverage that features schools and/or students who are participating in the program. RACV will also promote the program and the schools participating via media releases, website and RACV social media channels.

RACV will endeavour to seek school approval before any information is released to the media that mentions the school. Specific consent will be sought to ensure that parental/guardian permission for students to appear in the media is received.



### Contact Details

RACV is pleased to have your school's participation in RACV Safe Mates program. Should you require further information, please use the following contact details.

#### **RACV Education Program Coordinator**

Public Policy Department  
Level 9, 485 Bourke Street, Melbourne, VIC 3000  
Telephone: (03) 9790 2924  
Email: [education@racv.com.au](mailto:education@racv.com.au)  
[racv.com.au/safemates](http://racv.com.au/safemates)

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