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 campaign 13
Step 5 – submit your work 15
Choosing the finalists and winner 15
Entry Form 16
Cybersafety 17
Publicity and Media Coverage 18
Contact Details Back Cover
Introduction

Road safety continues to be an important issue for young people. In 2016, drivers aged between 18–25 years represent 19% 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*

Prizes will be awarded to both students and their school for first, second and third places. For information regarding the selection of finalists and the winning team see page 15.

First place
$2,000 cash – to be shared amongst the winning team and $2,000 cash for their school*

Second place
$1,000 cash – to be shared amongst the team and $1,000 cash for their school*

Third place
$500 cash – to be shared amongst the team and $500 cash for their school*

* Terms and conditions apply. Competition closes at 11:59pm on 18/05/2018. The first stage of Judging will take place at RACV, 485 Bourke Street, Melbourne VIC 3000 on 30/05/2018 at 4:00pm. Finalists will be published on the RACV website at racv.com.au/competitions on 04/06/2018 and notified by phone and/or in writing. The second stage of Judging will take place at RACV, 485 Bourke Street, Melbourne VIC 3000 on 17/09/2018 at 10:00am. Winners will be published on the RACV website at racv.com.au/competitions on 21/09/2018 and notified by phone and/or in writing. The competition is open to students enrolled in Victorian Secondary Schools / TAFE Colleges. For full terms and conditions, please refer to www.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
- Critical and Creative Thinking: Strands – Questions and Possibilities / Meta-Cognition
- English (Level 9): Strands – Creating Texts / Interacting with others
- English (Level 10): Strands – 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

Further detail on curriculum links is available from www.racv.com.au/safemates

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.

2018 RACV Safe Mates Timeline

February–April

Teachers register for the RACV Safe Mates program, receive info pack and students begin to work through the steps for their entry.

Friday 18th May 2018

Closing date for entries from schools.

May

Judging panel assesses entries and selects 3 concepts as finalists.

Monday 4th June 2018

RACV Safe Mates finalists announced.

Tuesday 19th June 2018

(date and location to be confirmed)
Finalists work with road safety and media professionals to finalise their social media messages.

August – September

Social media campaigns run for a 2 week period per finalist.

Friday 21st September 2018

RACV Safe Mates winner announced.
Design Brief

The design brief is a short document (approx. 2 pages) where students explain the processes they have 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 campaign**
The design team creates a series of road safety social media messages, videos, memes etc.

**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 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.

Road Tow 2016

- The road toll for 2016 was 290, compared to 252 in 2015. This is a 15% increase.
- There were 50 young people aged 16–25 years killed in 2016 compared to 58 in 2015. This is a 14% decrease.
- Young drivers aged 18–25 years account for 19% (n=29) of all drivers killed (n=150). Of these young drivers, 76% were male (n=22).
- Young motorcyclists aged 18–25 years account for 20% (n=11) of all motorcyclists killed (n=56).

For more road toll statistics go to 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.

Seatbelts
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.

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.
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.

Create your social media campaign

Now it is time to design your road safety social media campaign. Put together 4 to 5 posts that can be used on Facebook.

Have a look at previous finalists at racv.com.au/safemates to get some ideas. Remember the judges are looking for something creative and original with a positive road safety message.

Ideas:
You could come up with a road safety version of the ice bucket challenge, a series of memes, animated gifs, photos or even a short video clip that will explain your road safety message.

You could also use a series of fact or fiction questions, a survey or competition. The type of posts is up to you and what you will think will work best.

Below are some tips and ideas for different styles of social media messages.

**Text posts**

**Ideas**
- Fact or fiction questions
- Survey or quiz
- Competition

**Tips**
- Text posts by themselves can be boring so think about using an image to make your post stand out.
- Use a ‘call to action’ – this is a clear instruction of what you want the person to do e.g. “comment below”, “Fill in the survey to go into the draw to win a prize”.

**Image posts**

**Ideas**
- Memes
- Animated gifs
- Photos

**Tips**
- Use your own images or copyright & royalty free images. You can find a range of images to use from websites such as www.freedigitalphotos.net
- www.canva.com is a great free graphic design tool that can help you design your posts.

**Video posts**

**Ideas**
- Short video clip
- Animation

**Tips**
- Keep your videos short – most people stop watching videos after 10 – 15 seconds.
- 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 such as speeding.
### Free online tools

There are some great online tools to help students to create their social media posts.

- Animated gif – gifmaker.me
- Online quiz tool – qzzr.com
- Online survey tool – surveymonkey.com
- Social media templates – canva.com

**PLEASE NOTE:** Students do not need to purchase images to use in their posts. Websites such as iStock and Canva often allow for images to be downloaded with a watermark. These can be used for the competition and if the team is selected as a finalist – RACV will purchase the necessary images.

### Curriculum Links

**Victorian Curriculum Levels 9 & 10**
- English (Level 9) - VCELY449 / VCELY450 / VCELY456
- English (Level 10) - VCELA483 / VCELA459 / VCEL747 / VCELY479 / VCELY486 / VCELY480
- Health and Physical Education - VCHPEP143 / VCHPEP144 / VCHPEP149
- Media Arts – VCMAR430 / VCMAR450 / VCMAR470
- Personal and Social Capability - VCPSCSO050 / VCPSCSO051

**VCAL & VCE**
- VCAL Literacy (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
- 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 **Friday 18th May 2018:**

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

Or email 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)

### What happens after you submit your work

#### Choosing finalists

The RACV judging panel will choose **three** entries as 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.

Each finalist group will provide content for the RACV young driver safety Facebook page for a two week time period. (RACV staff will be responsible for reviewing, posting and monitoring all social media content).

Finalists will be announced by the 4th June 2018.

#### Selecting a winner

Once all finalist groups have run their two-week 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.

Judging criteria will assess quality of road safety message and social media impact such as likes and views.

Winner will be announce by 21st September 2018.
RACV Safe Mates
Entry Form

Teams need to send in their entries to the address or email below by **Friday 18th May 2018**:

Mail submissions to:

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

Or email 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.  
2.  
3.  
4.  
5.  
6.

**Entry Checklist**

☐ Completed the online survey (Step 1)

☐ Design Brief (Write up of Steps 2–3)

☐ Social media posts (Step 4) Don’t forget to send in any memes, photos or videos you have created

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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

**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 actually posting of content on RACV social media channels.

In addition, students may opt to use a team name when promoting their social media messages for RACV Safe Mates e.g. Team ‘Save Lives’ from St. Mark’s.

RACV’s privacy charter is available from 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

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