**Trains not Tolls PROPOSAL**

**FILM COMPETITION IN SUPPORT OF THE TRAINS NOT TOLLS CAMPAIGN**

Initial discussion about:

* The campaign
* Primary schools
* Children doing artwork
* An art competition
* Children making films
* A way to document the experiences of children in relation to transport and roads?
* A way for sympathetic Councils to participate in the campaign
* A way to showcase the campaign in a central location – eg Fed Square
* A way to bring together the coalition of community voices who are opposed to the road into a central ‘location’.
* A reproducible model.
* How to influence government?

**Challenges**

Political message into and out of schools - How can you do that? Like taking a religious message into a school?

Has to be a neutral message and then how do you use that to promote the campaign?

Also, if it is a neutral message how do you stop children from promoting cars?

So, if the theme is transport, then the theme has to be public transport or walking.

Themes: Trains? Community? Neighbourhood? How do you connect? TRAFFIC? Grid Lock.

But you still can’t control the message and don’t have the right to manipulate the message.

Films have to be made by children who are sympathetic to the cause. But how can children make that decision? It has to be their parents, or their school community who decide they want to support the campaign. Then you can have the outcome of children traveling into the city to watch the films together I guess. But to what purpose? For media exposure? Runs the risk of seeming to be a form of exploitation.

Intention has to be very explicit. What about the pre-roads parent at the school? How will they react?

Screening location and the politics of that? Preaching to the converted?

Who is the intended audience? How does a project with primary school children have any influence over the government/campaign?

**Other challenges**

Schools have very different levels of technical resources and competency which makes a competition like this uneven. Eg: Yarraville West are set up to make films, St Johns are not.

Schools are overwhelmed by competitions such as this. Film comps etc.

A film project needs to fit into curriculum to make it possible for schools to participate. In the case of Primary Schools this would need to be at the start of the year as part of initial levels of enquiry curriculum areas.

**OPTIONS**

1: An open call out rather than to schools – a more general opportunity – to children and their families?

2: An open call out to filmmakers, students, anyone who is passionate about it to make a film about the Trains not Tolls campaign: Significant prizes and a public screening in a central location or across social media channels and You Tube.

Films get re-cut to make a clip to a song that has been composed for the campaign and will be used widely across media – TV, You Tube, Social Media. Campaign locations.

3: Make an AD in support of the Trains not Tolls Campaign. Win prizes. Ad gets screened across all available media and screening locations. CSAs – have rules around them and screening times are late at night and not high profile. In sympathetic cinemas.

4: ACMI’s SCREEN IT Theme is Connect. Is there a way to piggy back on to this competition? National children’s film competition. Well organised and this year’s theme is CONNECT which is perfectly relevant. Add a special prize to this comp for films about the Trains Not Tolls Campaign. Promote this through all sympathetic Councils.

<http://www.acmi.net.au/screenit.aspx>

This comes with an extensive education kit. Could be repurposed. The Special Prize – City of Yarra prize. Too late – entries open 1 Sept - close 12th Sept. Too late.

5: 15 Second Place at ACMI - A portal for people to upload short videos about place. We could have a theme on this portal and promote this broadly across the Council areas?

<http://15secondplace.acmi.net.au/>

The resulting content could be used in a campaign, but only with permission of filmmakers. Could be re-cut into a clip or an AD for tv, You Tube, Facebook, foyers, other Council’s media outlets, for rallies. Capture the mood of where you are.

6: Make a film with children about the Trains not Tolls campaign. Engage a professional filmmaker to work with children on a theme – Traffic. Connect. Community. With primary schools in Yarra then screen this in a range of locations. Children would have to be aware of the campaign message and their parents would have to consent.

7: Optical illusion: Something that shows Melbourne with the road and without the road. I-phone APP. Rub it out.

8: Work with schools closest to the proposed road. In Yarra – Clifton Hill PS, Fitzroy North PS and Spensley Street PS. – and develop content with them.

**Research**

Primary schools – St Johns, Clifton Hill PS, Sacred Heart, Spensley etc, Cubbies, ACMI

**Other concepts**

1: Rod Quantock leads a walk along the freeway at peak hour. Film it. Make an ad out of it. Make content for distribution and screening.

2: Illuminated blow up letters on freeway.

3: Billboards

4: Rock against Roads concert. Feed the World! Train songs.

5: Make music track then do comp for clip to be made to track.

**One Model for Film Competition**

Schools sign up to participate based on a concrete and transparent set of rules. EG:

This is part of the City of Yarra’s Trains not Tolls Campaign.

We are asking children to make films about the following themes:

Trains

Films are to be 30 seconds to 3 minutes long.

We will provide teaching resources and a production kit.

Etc Etc Etc.