PAUSE THE ROAD TOLL IDEAS HACK

PARTICIPANT PACK

13 FEBRUARY 2015

#pausetheroadtoll

Table of contents

Agenda

9.00 am	Registration / Meet and Greet
9.45 am	Participant Briefing with Speakers from TAC and Clemenger BBDO
11.00 am	Ideation
11.00 am	Morning Tea
12.30 pm	Lunch
3.00 pm	Afternoon Tea
3.15 pm	Pitch Presentations
5.50 pm	Shortlist announcement
6.00 pm	Event Close

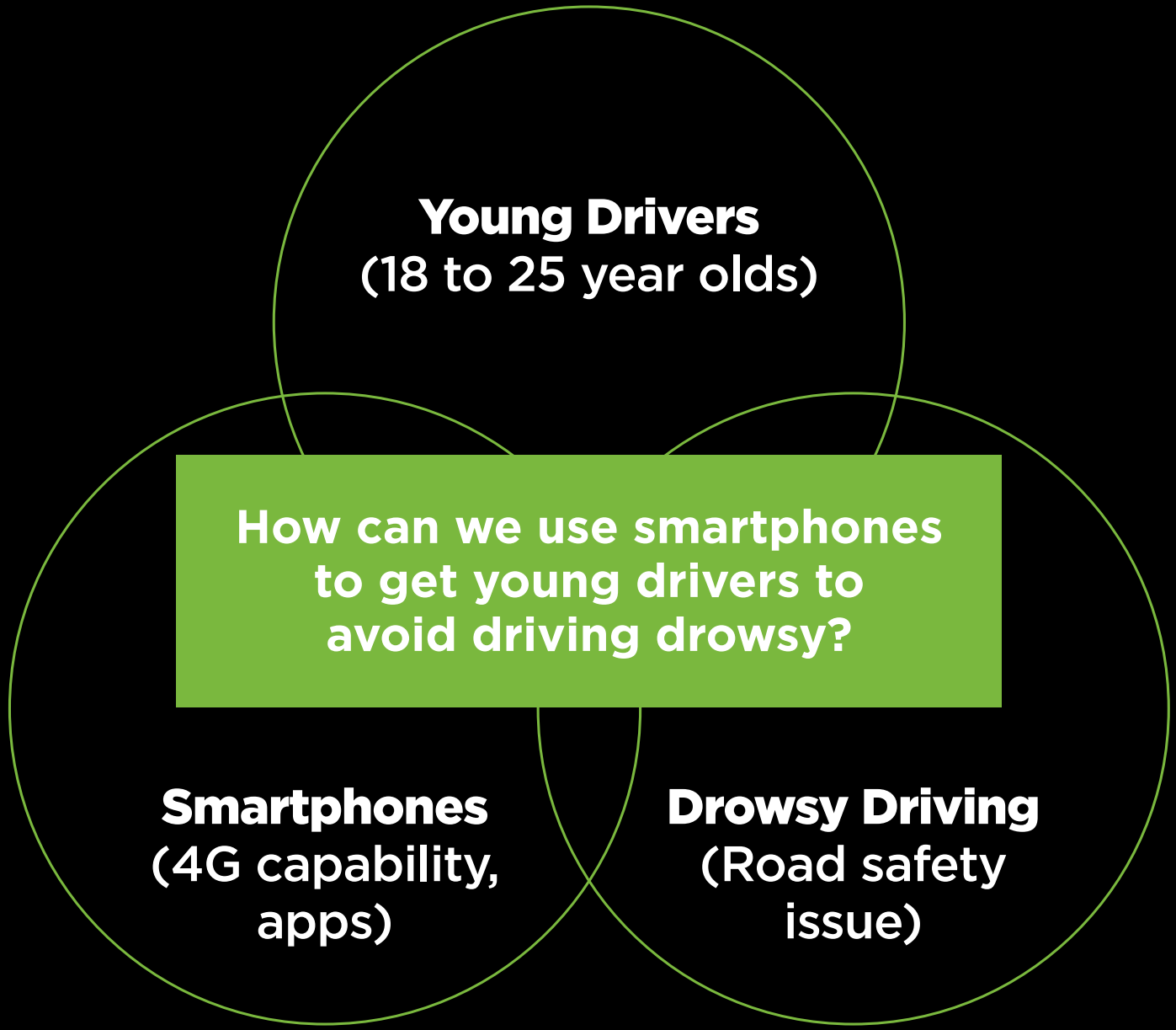
We welcome you to join us in the Optic Bar for drinks after the event.

About the TAC

The TAC is a Victorian Government-owned organisation whose role is to promote road safety, improve the State's trauma system and support those who have been injured on our roads.

The funds the TAC needs to perform these functions come from payments made by Victorian motorists when they register their vehicles each year with VicRoads.

How can we use smartphones to get young drivers to avoid driving drowsy?


Young Drivers
(18 to 25 year olds)
How can we use smartphones to get young drivers to avoid driving drowsy?
Smartphones
(4G capability, apps)
Drowsy Driving
(Road safety issue)

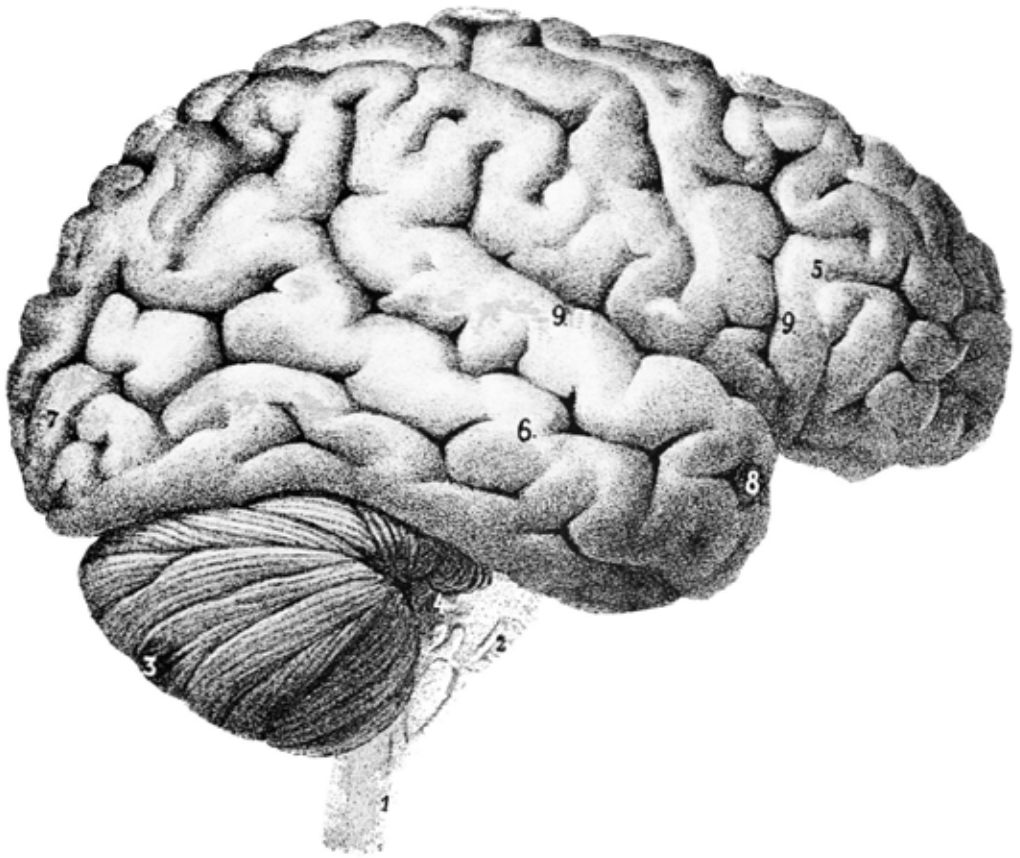
Q1:
How much sleep do we need?

Drowsy Driving:
Explaining the science of sleep

We all need sleep (7-9 hours each day), and it's a basic human drive.

Source: www.huffingtonpost.com

Sleep is a chemical process that builds up in our brains.



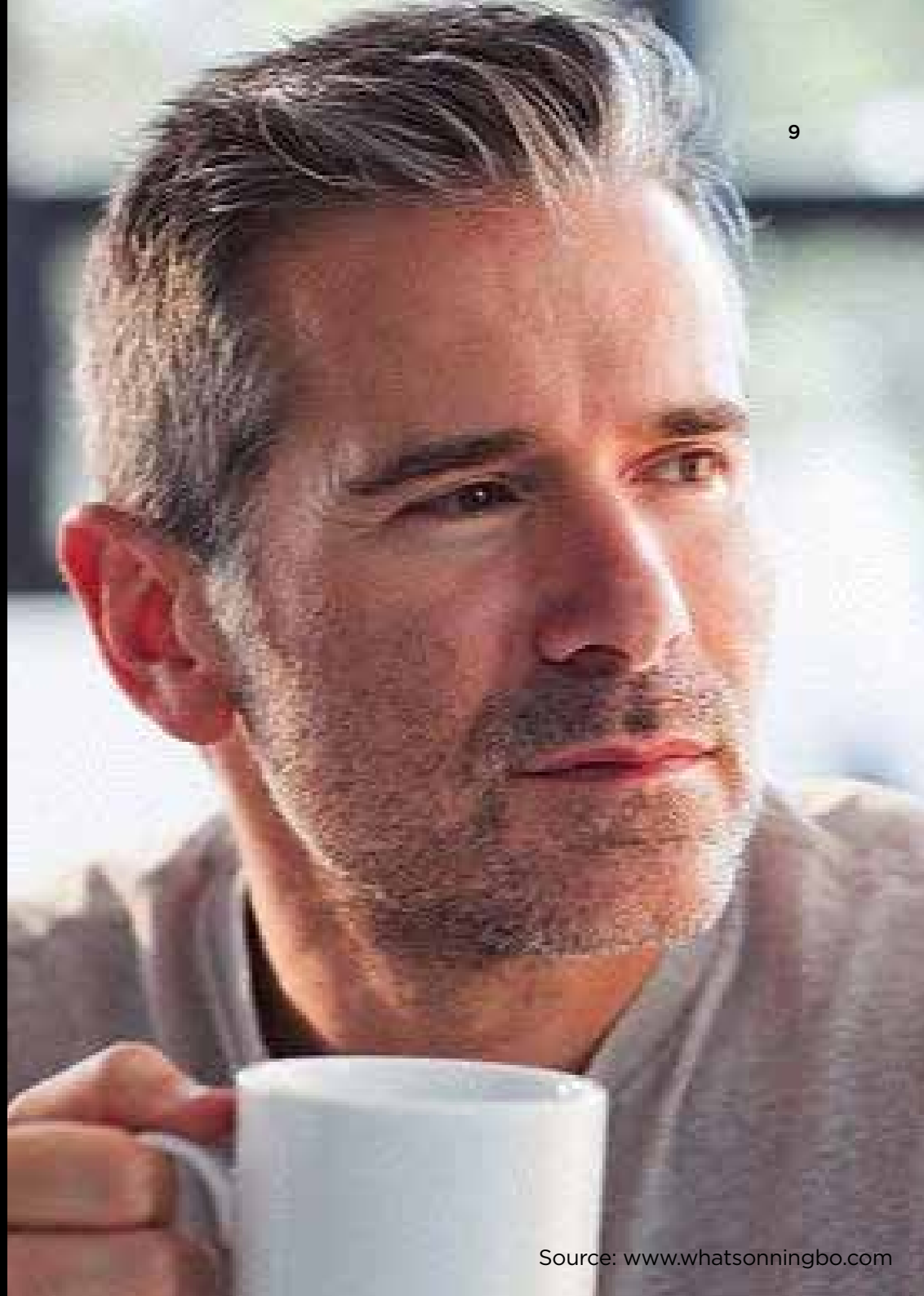
Source: http://www.blastr.com

This basic drive for sleep builds up from the moment we wake up.

Source: www.medicinenet.com

Drowsy Driving:
Explaining the science of sleep

People feel they can try to delay sleep, but it's not within our control.



Source: www.whatsonningbo.com

Drowsy Driving:
Explaining the science of sleep

The only effective solution to combat drowsiness is to sleep.

Source: http://mocoloco.com

Q2:
How does this affect us on the roads?

Drowsiness is a factor in 16–20% of road fatalities.

Source: www.autoevolution.com

Drowsy Driving:
Risk of drowsy driving

It happens mostly at night, on long drives, but also on shorter journeys.

Source: www.grayline.com.au

Q3:
What makes it such an issue on our roads?

Drowsy Driving:
Risk of drowsy driving

Drowsiness indicates you are already starting to fall asleep.

Source: www.rayheatherman.com

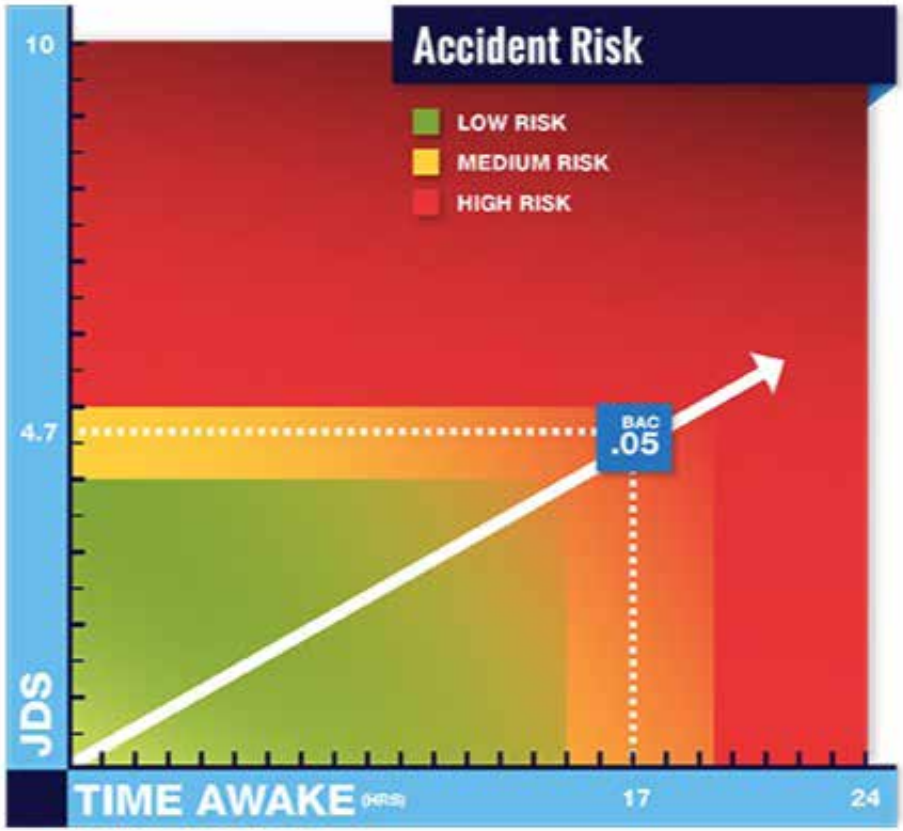
Drowsy Driving:
Risk of drowsy driving

Drowsiness means we can be less responsive and alert, and more easily distracted.

Source: http://optimalsleephealth.com/drowsy-driving.html

Drowsy Driving:
Risk of drowsy driving

Cognitive impairment after being awake for 17 hours is comparable to having a BAC of .05.



Johns Drowsiness Scale (JDS) is recognised worldwide and was developed by Sleep Medicine Expert Dr Murray Johns.

Q4:
What's the riskiest part of Drowsy Driving?

Drowsy Driving:
Risk of drowsy driving

When drowsy, sleep onset is involuntary and instantaneous.

Source: http://timemanagementninja.com/

But people still choose to push through and 'fight it'.

Source: www.thinkstockphotos.com

Drowsy Driving:
Risk of drowsy driving

Which is why we recommend good quality sleep before driving, or a 15-minute power nap.

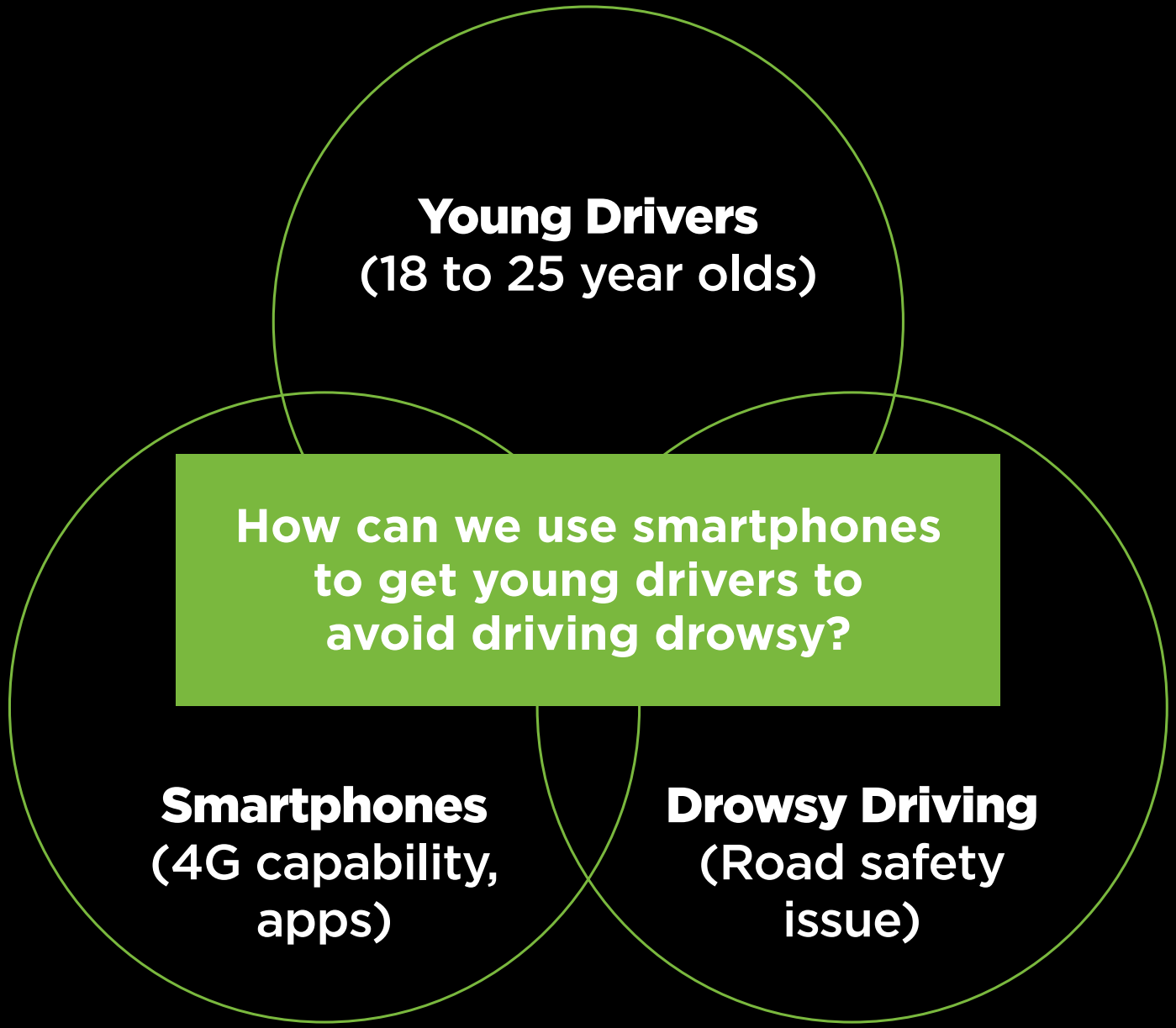
Source: www.mydoorsign.com

Drowsy Driving:
How we've demonstrated it before

Drowsy Driving: Fast facts on drowsy driving

1. Sleep is a physiological process that we can't control.
2. The onset of sleep is involuntary and instantaneous.
3. People believe they can "push through".
4. Cognitive impairment after 17 hours of sustained wakefulness is similar to having a BAC of .05.
5. The only way to combat drowsiness is through good quality sleep or a 15-minute power nap.

Drowsy Driving:
Many ways we can start to look at it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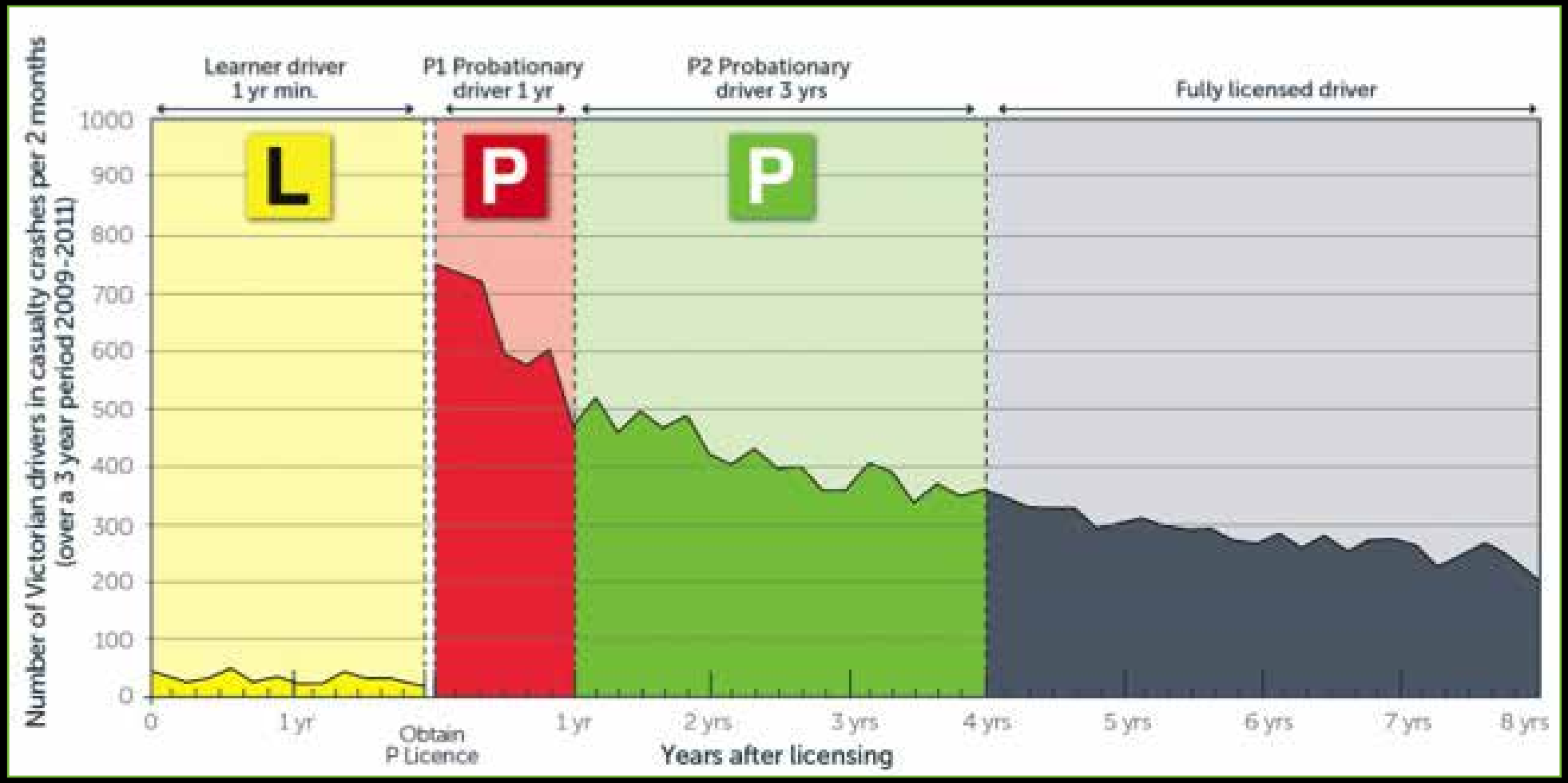
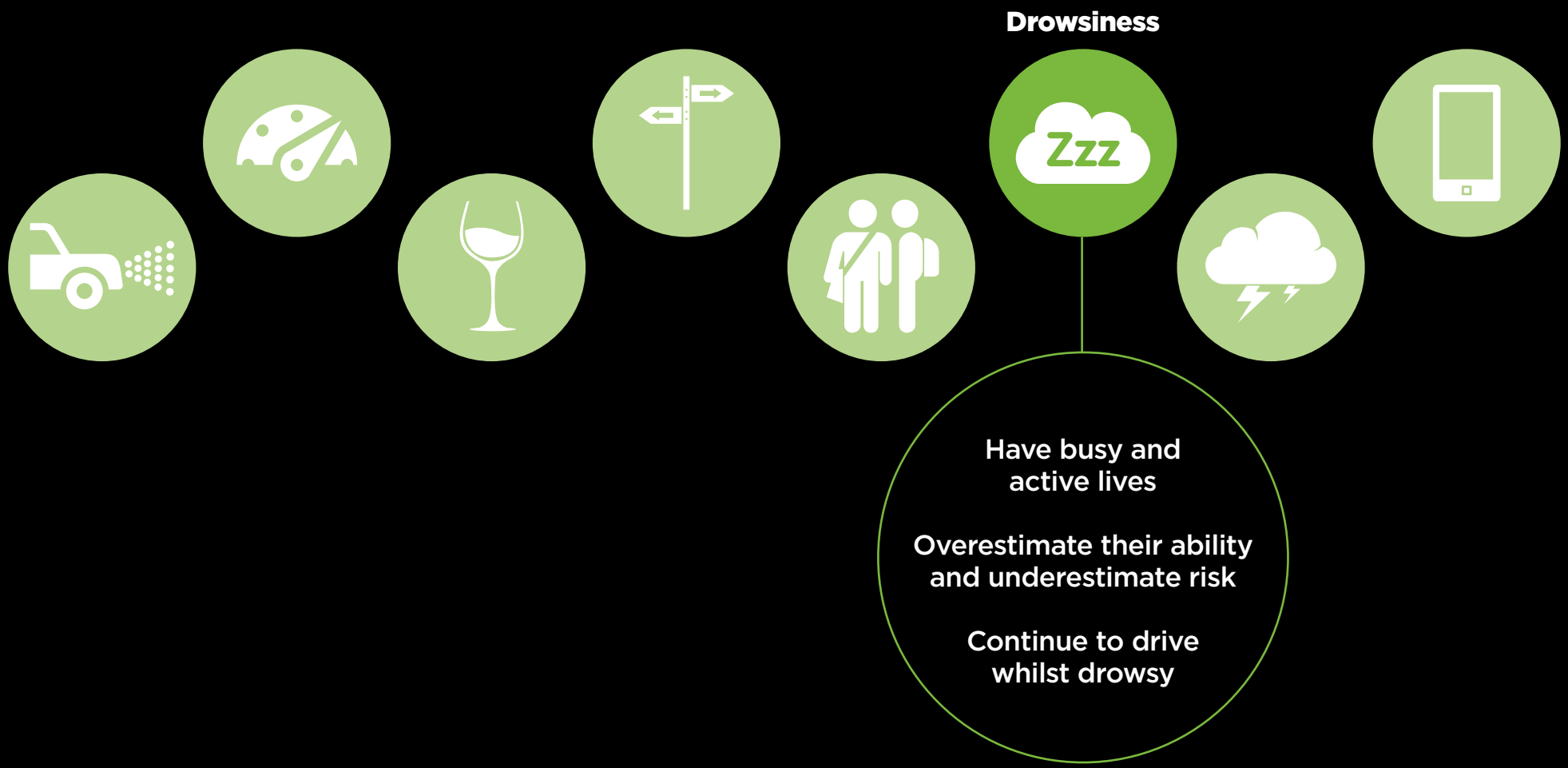
Q5:
So what do we know about young drivers and drowsiness?

Young Drivers:
They’re the highest-risk age group on Victorian roads



Young Drivers:
But this is a consequence of many factors, not simply one

Young Drivers:
Are busy and active, meaning they are likely to experience drowsiness regularly



Q6:
How risky are young drivers?

They're 25% of drivers killed but only 14% of licence-holders.

Source: www.comparethebox.com.au

They’re relatively less experienced, and naturally take risks.

Source: www.technobuffalo.com

This means they're sensitive to peer pressure and emotions.

Source: www.speednotify.com

Most do the right thing, only a few are ‘in the wrong’.

Source: www.adsonline.co.uk

Q7:
What other insights could inspire our ideas for youth?

They want to do the right thing, but don't have the motivation or capacity.

Source: www.dailymail.co.uk

They want to make their own decisions, rather than be told what to do.

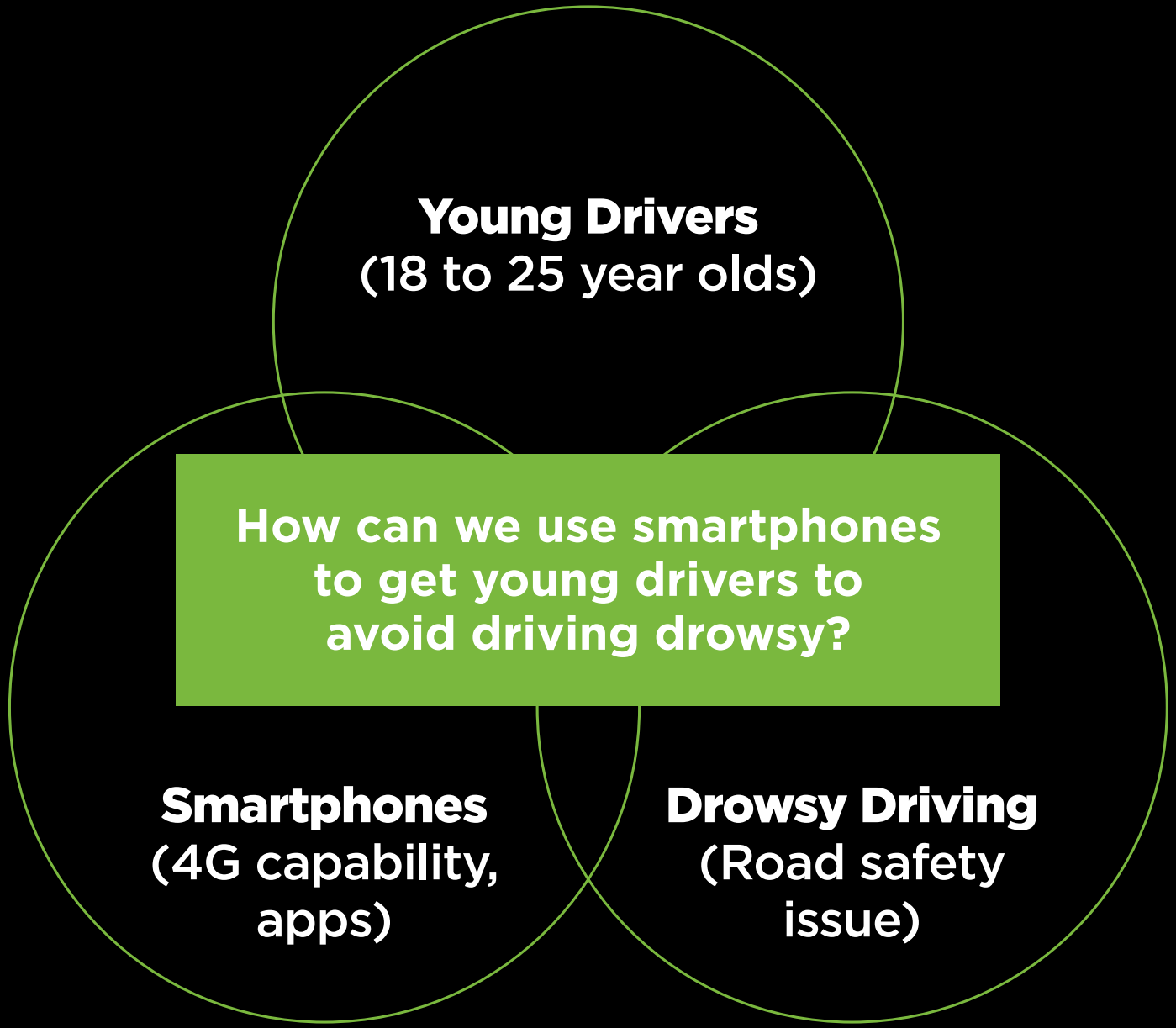
Source: www.dailymail.co.uk

Peers, emotions and short-term rewards are more motivating.

Source: www.autoexpress.co.uk

Young Drivers: Fast facts

1. Young drivers are inexperienced and are more likely to take risks.
2. And drowsiness is a likely scenario given their behaviour and lifestyle.
3. Finding an idea that fits into their lives is key to ensure effectiveness.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Smartphones:
They also use smartphones, a lot

77% of 18 to 24-year-olds currently own a smartphone[1].

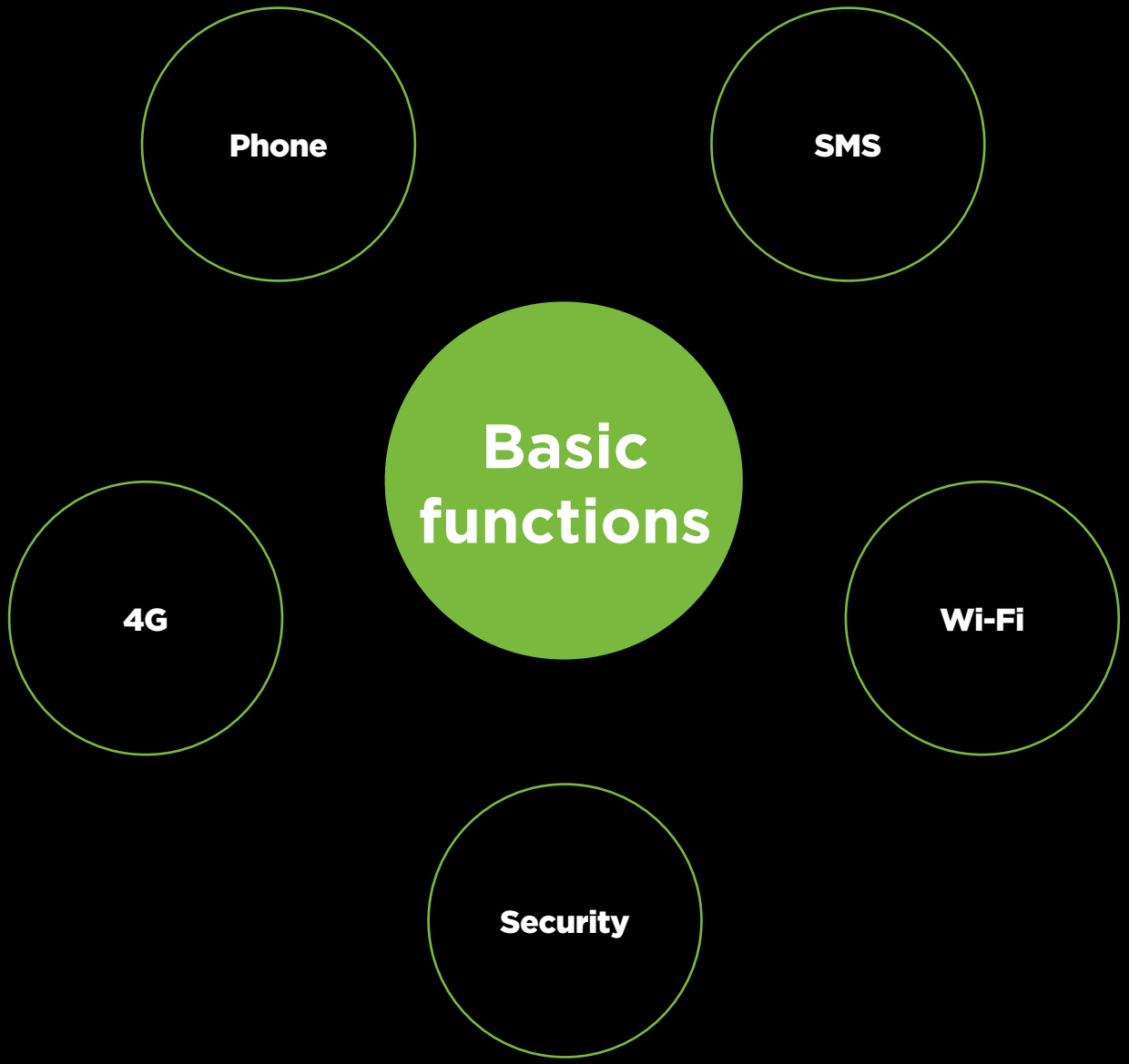
45% use iOS and 45% use Android devices while 10% use other[2].

1. Think with Google, 2013.

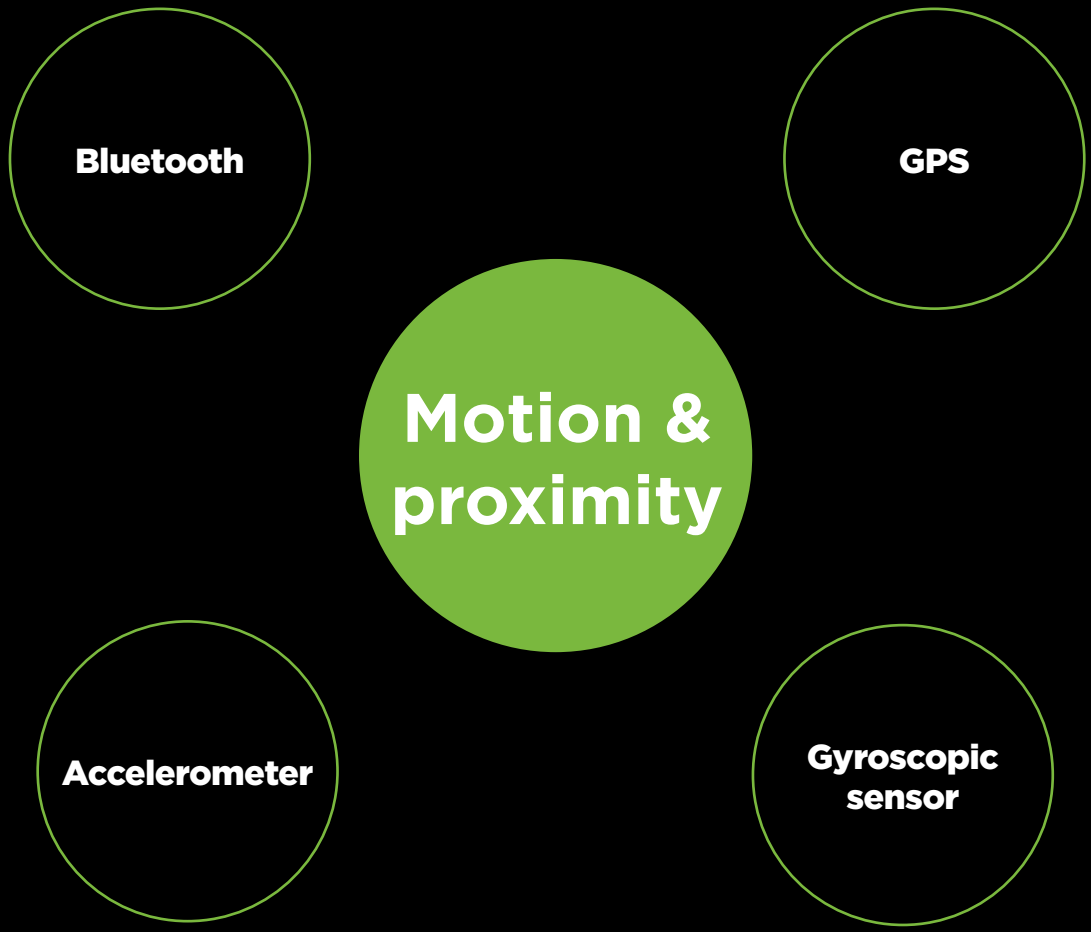
2. Based on 16-24 yr old, Nielsen Australia Connected Consumers, February 2014.

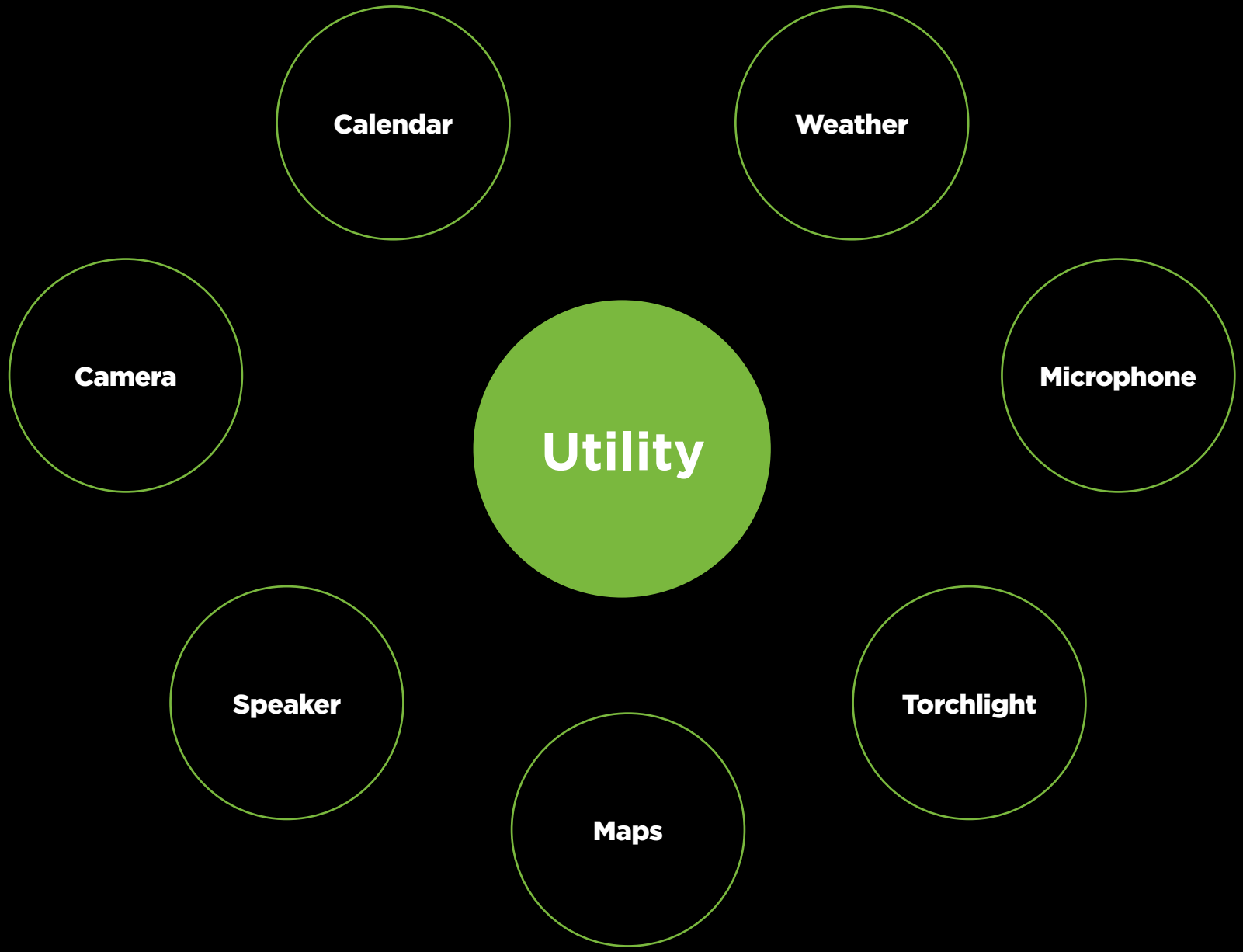
Source: Apple, the Apple logo and iPhone are trademarks of Apple Inc., registered in the U.S. And other countries.

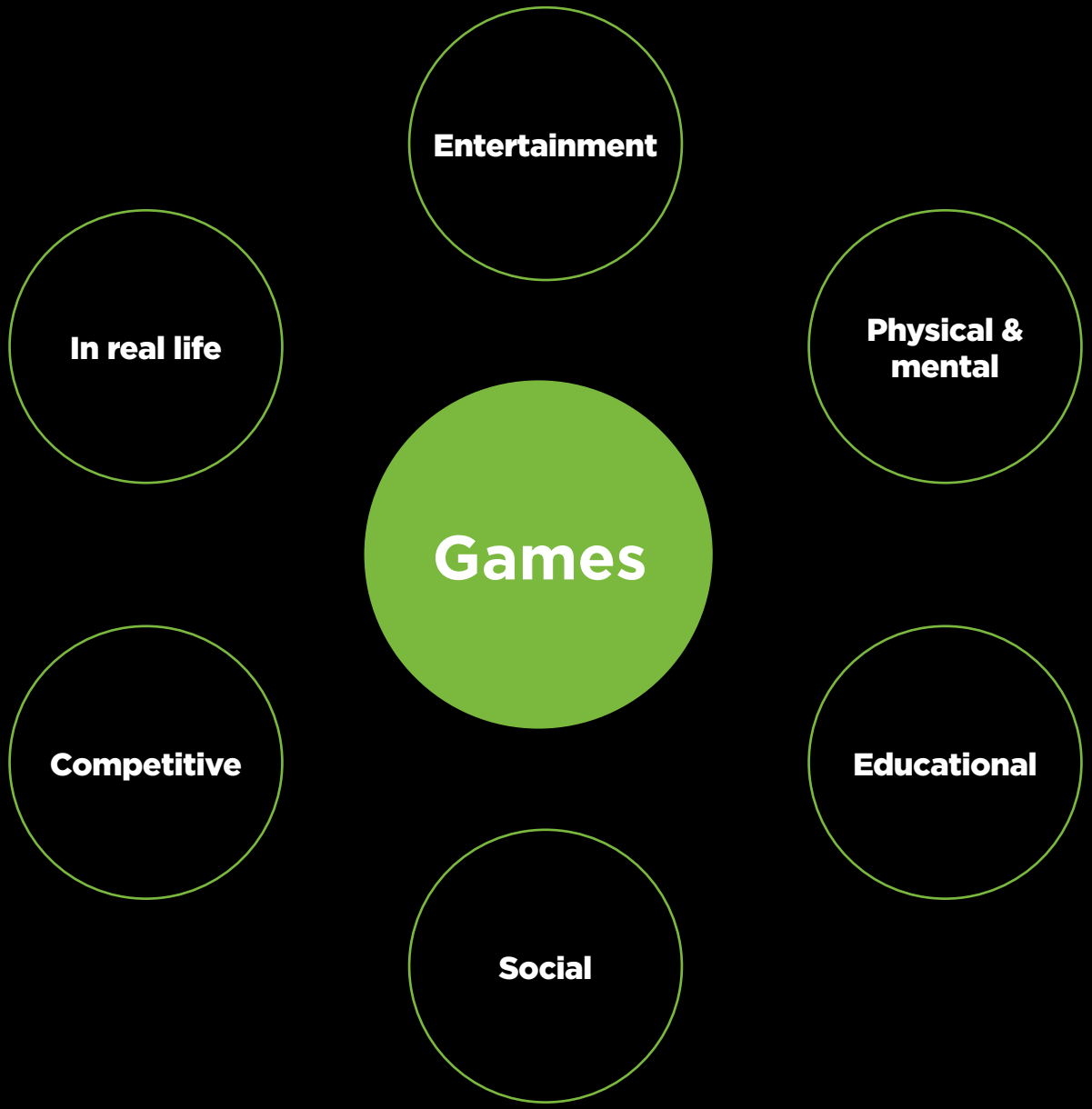
Smartphones:
What can smartphones do?


Phone
SMS
Basic functions
4G
Wi-Fi
Security

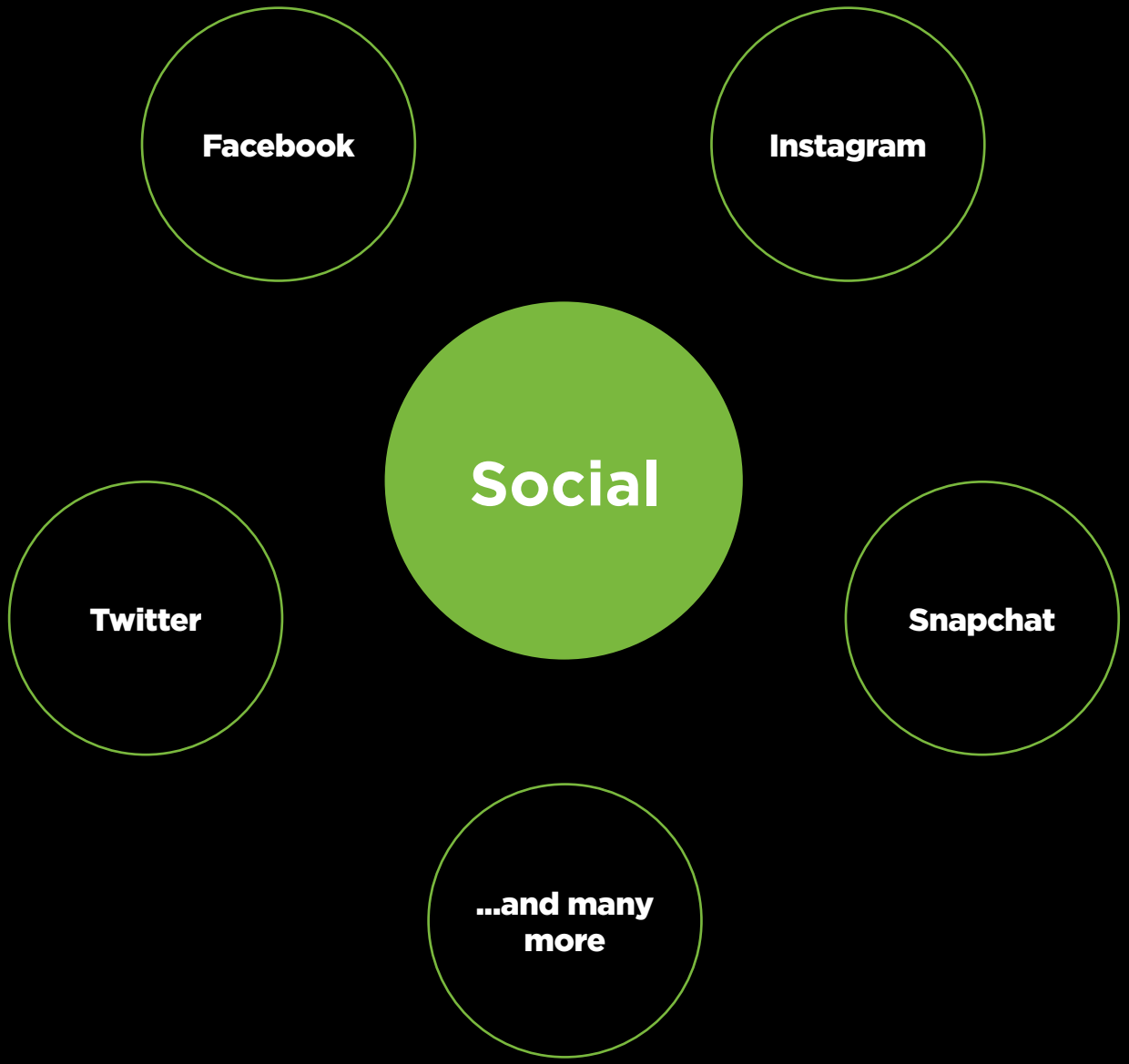
Smartphones

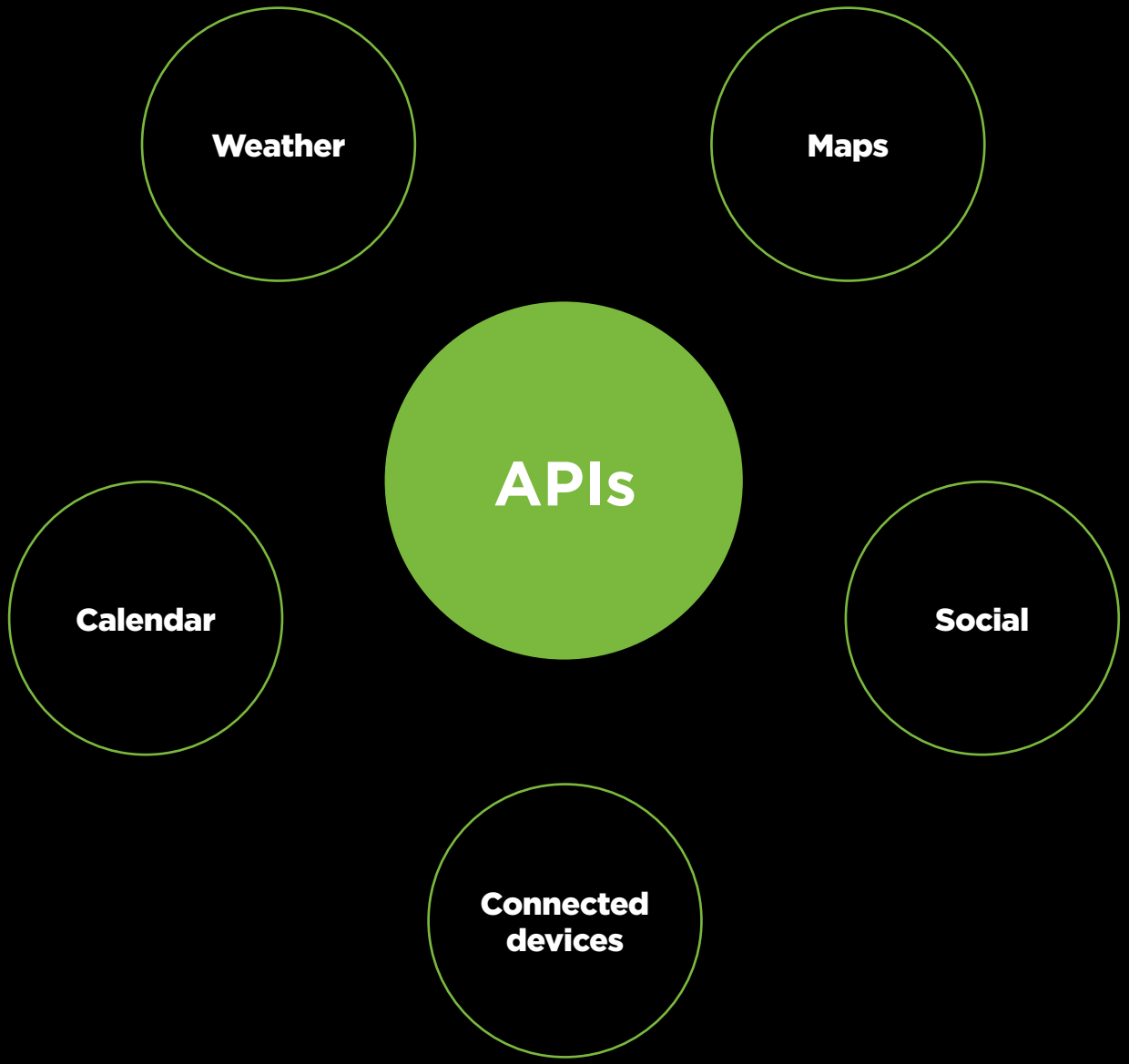



Calendar
Weather
Camera
Utility
Microphone
Speaker
Torchlight
Maps


Entertainment
In real life
Physical & mental
Games
Competitive
Educational
Social

Smartphones



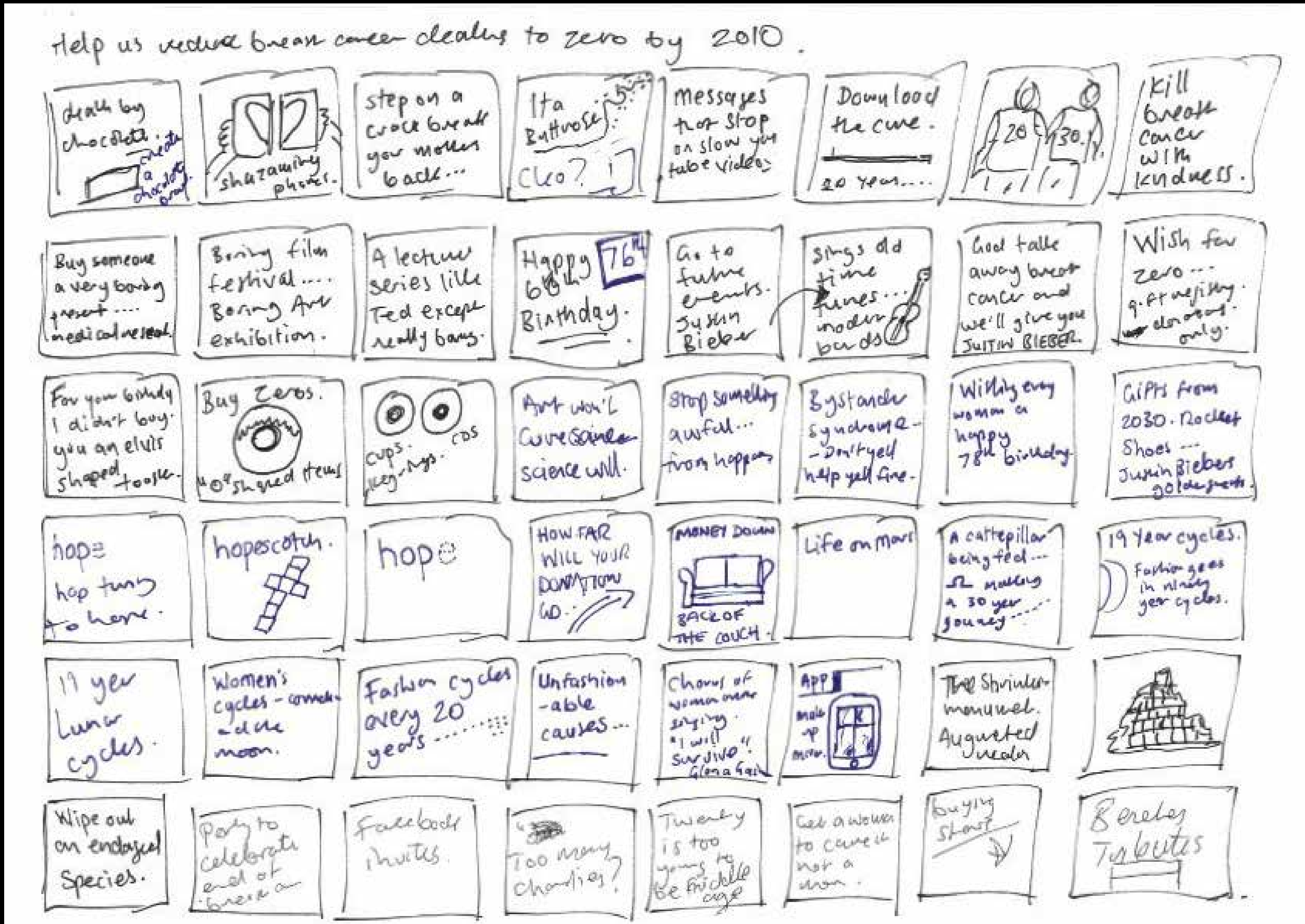

Weather
Maps
APIs
Calendar
Social
Connected devices

Simplicity

Feasibility

Impact

Originality


Help us reduce breast cancer deaths to zero by 2010.
death by chocolate
shazaming phones
step on a crack break your mothers back...
messages that stop on slow you tube videos
Download the cure.
20 years....
20
30
Kill breast cancer with kindness.
Buy someone a very boring present .... medical research.
Boring film festival.... Boring Art exhibition.
A lecture series like Ted except really boring.
Happy 68th Birthday.
76th
Go to future events. Justin Bieber
Sings old time tunes... modern bands
Wish for zero... gift registry. donations only.
JUSTIN BIEBER
For your birthday I didn't buy you an elvis shaped toaster.
Buy zeros.
0 shaped items
cups. CDS
Art won't cure science will.
Stop something awful... from happening
Bystander syndrome - Don't yell help yell fire.
Wishing every woman a happy 78th birthday
Gifts from 2030. Rocket Shoes ... Justin Biebers
hope
hop turns to here.
hopescotch.
hope
HOW FAR WILL YOUR DONATION GO.
MONEY DOWN
BACK OF THE COUCH.
Life on mars
A caterpillar being fed ... a 30 year journey
19 year cycles.
Fashion goes in ninety year cycles.
19 year Lunar cycles.
Women's cycles - connected to the moon.
Fashion cycles every 20 years
Unfashion-able causes...
Chorus of women singing "I will survive". Gloria Gaynor
APP
The Shrinking monument. Augmented reality
Wipe out an endangered species.
Party to celebrate end of breast cancer
Facebook invites
Too many charities?
Twenty is too young to be fickle age
Get a woman to cure it not a man.
buying shares
Celebrity Tributes

Your Pitch: Format for 3-minute pitch

1. What problem does it solve? How will it impact driver behaviour?
2. What is your solution called?
3. Walk us through a scenario where it is in use. Create a person, a place, and demonstrate how it works
4. What technologies does it utilise?

Smartphones: Your Pitch

Your concept must harness smartphone technology in some way. It could be the heart of your solution, or just a functioning part of it. It should do this in a way that is simple, feasible, impactful and innovative.

Why? A smartphone is a computer our target audience carries with them every day. It's also a computer that can achieve a whole range of inputs and outputs.

Making it a mandatory component of your solution will hopefully force you to look at a technology you use every day in fresh way.

How the smartphone draws its inputs or displays outputs, e.g. from passive interactions like GPS, detecting motion, APIs, external tech, or human interaction is totally up to. When and where this solution becomes relevant to young drivers is totally up to you.

Judging Panel

Name	Organisation	Role
Sarah Henderson	TAC	Online Communications Manager
Sam Collins	TAC	Road Safety Project Coordinator
Steven de Wolf	Clemenger BBDO	Creative Director
Lee Simpson	Clemenger BBDO	Managing Partner
George Hedon	Pause Fest	Co-Founder

Drowsy Driving: Additional information

Q: Is there a difference between fatigue and drowsiness?

A: Fatigue is a broad term and there is no universally accepted definition. Depending on the context in which the term is used, fatigue can be defined as either sleepiness or mental, muscular and/or physical tiredness.

In the context of 'fatigue' driving, the issue at hand is the moments which precede sleep – the feeling of extreme tiredness and an overwhelming urge to sleep, also known as drowsiness. For this task, the focus will be on drowsiness and the risk of falling asleep while driving.

Q: Is drowsy driving an important road safety issue?

A: Fatigue (of which drowsiness is a subset) is estimated to be a contributing factor in between 16-20% of road crashes in Victoria, and 20% of drivers admit to regularly driving while tired.

Q: Who is at risk of drowsy driving?

A: All drivers who are not well-rested and who have not had sufficient good quality sleep prior to driving are at risk of drowsy driving, regardless of whether it is a long or short drive.

Drowsy Driving: Additional information

Q: What is the science behind sleep?

A: Sleep is regulated by two main processes: a circadian process and a homeostatic process. This is known as the two-process model of sleep. Interactions between these processes determine the timing, duration and quality of sleep.

Q: What is the homeostatic process of sleep?

A: The sleep homeostat is responsible for the growing pressure to sleep that builds up over time while an individual is awake. With each hour an individual is awake, the propensity to sleep (or likelihood of falling asleep) increases. During sleep, sleep pressure dissipates and starts to build again after we wake up. If not enough sleep is achieved during the sleep episode, a 'sleep debt' starts to accumulate. This 'debt' can only be 'repaid' with more sleep.

Drowsy Driving: Additional information

Q: What is the circadian process of sleep determination?

A: Interacting closely with the homeostatic system is the circadian timing system. Controlled by an internal biological clock, or circadian pacemaker, this system causes rhythmic fluctuations in sleep pressure and several other biological functions over a 24-hour period. Circadian means 'about a day', as this process represents the changes in sleep propensity across the 24-hour day.

The homeostatic and circadian systems interact to promote sleep and wakefulness throughout the 24-hour day. The homeostatic signal for sleep is dramatically increased after 16 hours of being awake, which coincides with the night-time circadian signal for sleep. At this point the propensity for sleep is high. The combined effect of these two systems results in a consolidated sleep episode of approximately 8 hours in duration, when the sleep episode occurs at the optimal time of day.

Drowsy Driving: Additional information

Q: What chemicals are involved in sleep?

A: Falling asleep momentarily can happen to anyone. Many of us may have experienced this overwhelming drive to sleep after staying up late, getting up early, or after having a bad night's sleep. As described above (see homeostatic process), sleep drive continues to increase while we are awake, and is reduced only during sleep. Sleep drive can be measured indirectly through monitoring of brain activity, for example a slowing of neuronal activity levels in the brain. However, experts suggest that a build-up of neurochemicals in the brain is the cause of increasing sleep drive. One example is adenosine, a by-product of energy consumption by brain cells. As our brains work during the day this chemical increases and then decreases during sleep.

The process of falling asleep is a neurochemical process. Maintaining alertness or arousal is based on a number of neurochemical outputs from the ascending activating system located in the brain stem. These may be cholinergic inputs, which transmit to the thalamus (the gateway for incoming information), or monoaminergic inputs from the arousal centres, which transmit directly to the cortex.

Drowsy Driving: Additional information

Together, these arousal pathways transmit a number of neurochemicals to the cortex, which maintains arousal and also allows for the processing of and response to visual and auditory stimuli. Sleep occurs when a neurochemical known as GABA (gamma-amino butyric acid) is released in the ventro-lateral pre-optic area (the VLPO). GABA inhibits (or switches off) the arousal centres, so when released results in wake being switched OFF and sleep being switched ON. This is known as the 'sleep-wake switch'.

The 24-hour biological clock (circadian timing system) controls the timing of melatonin secretion by the pineal gland. Melatonin is a biological signal to the brain that it is night-time and is closely associated with increased feelings of sleepiness/drowsiness in humans. As an example of the effects of melatonin, melatonin pills can increase melatonin levels in the brain and induce drowsiness.

Drowsy Driving: Additional information

Q: Can I consciously control when I will fall asleep?

A: When attempting to fall asleep as a voluntary process (i.e., as we might do each night in bed), the transition from a wake state to a sleep state is both transitory and dynamic. That is, we wax and wane from N1 sleep back to wakefulness back to N1 sleep again and so on before eventually we remain in a constant sleep state. This sleep maintenance is typically driven by the presence of sleep spindles characteristic of N2 sleep.

When attempting to stay awake when sleep drive is high, an individual might experience involuntary moments of sleep. The process of falling asleep involuntary is the same – the brain transitions from a wake state to a sleep state and back again rapidly. However, in this case instead of the brain progressing to N2, it typically reverts back to wake. This is known as a 'microsleep'. When sleep drive is high, an individual experiences high levels of drowsiness. This manifests in a multitude of ways (as detailed on page 82 below). Drowsiness can therefore be considered a period along the sleep-wake continuum categories as wake (although alertness is poor) with brief periods of sleep.

Drowsy Driving: Additional information

Q: What causes drowsiness?

A: Drowsiness is largely caused by the interaction between homoestatic and circadian process of sleep and alertness regulation. As such, drowsiness is induced by extended time awake or staying awake beyond the typical bedtime, inadequate sleep the previous night, chronic restriction of sleep over a period of several days, presence of a sleep disorders affecting sleep quality, and immediately upon awakening – especially after inadequate sleep or when awoken during the night-time hours.

Drowsy Driving: Additional information

Q: What are the signs of drowsiness?

A: Drowsiness can be identified by a number of physical and behavioural signs.

Behavioural signs of drowsiness:

- Difficulty focusing, shortened attention span
  Slower reaction times
- Poor concentration and reduced alertness
- Mood changes (including irritability)
- Reduced awareness of the environment and situation
- Daydreaming or wandering/disconnected thoughts
- Increased likelihood of mentally ‘stalling’ or fixating on one thought
- Increase in errors
- When driving: trouble remembering the last few miles driven, missing exits or traffic signs
- When driving: drifting from your lane, tailgating, hitting a shoulder rumble strip or difficulty maintaining a consistent, correct speed
- When driving: seeking stimulation in an effort to remain awake, such as winding down the window or turning up the radio

Drowsy Driving: Additional information

Physiological signs of drowsiness:

- Feeling sleepy
- Frequent blinking or heavy eyelids and slow blinking
- Slowing of brain activity
- Eyes closing or going out of focus
- Rubbing your eyes
- Increase in yawning
- Feeling restless
- Trouble keeping your head up or head nodding (a sign of severe drowsiness)
- The tendency to doze off when not active for a while. For example, when watching television or waiting in your car at a stop light

Q: What can I do to avoid drowsy driving?

A: Aim to get enough good quality sleep prior to driving – regardless of whether the trip is a long or short one. A healthy adult needs on average between 7-9 hours of sleep in order to function optimally. If you are already on the road and you feel drowsy, the best option is to pull over safely and have a 15-minute power nap.

Drowsy Driving: Additional information

Q: How can I achieve a good night's sleep?

A: Good sleep practices include:

- Maintaining a regular bedtime and wake time.
- If you cannot fall asleep, do not stay in bed. Try getting out of bed and reading a book or having a light snack. This avoids creating an association between the bed and being unable to fall asleep.
- Allow time to wind down before bed and avoid activities that demand high levels of concentration shortly before bed.
- Avoid coffee, alcohol and nicotine in the hours leading up to bed time. These substances are all stimulants and can disrupt the body's natural sleep rhythm.
- Avoid daytime napping, or keep to a minimum when sleep is disrupted.
- Do not stay in bed once you have awoken.
- Do not schedule exercise too close to bedtime.
- Avoid use of the bed for non-sleep-related activities (e.g. television watching, reading and studying)
- Avoid the use of electronics in bed (e.g. phone, tablets and laptops). As the circadian system is particularly sensitive to light-emitting devices such as iPhones and iPads, these should be avoided prior to bedtime.
- Ensure the bed and bedroom are conducive to sleep, including dim lighting, temperature not too hot or cold, limited noise and free from stimulating technologies.

Drowsy Driving: Additional information

Q: Does a 15-minute power nap work?

A: A power nap is a short nap between 15-30 minutes that is aimed at reducing sleep pressure. The nap can be taken after inadequate sleep in order to improve performance ('compensatory' nap) or it can be taken prior to shift work in anticipation of a long period of wake ('prophylactic' nap). For compensatory naps, studies have found that naps as short as 10 minutes can improve alertness temporarily.

Determining the best duration for a nap is complex. This is because, on the one hand, increased sleep will result in greater recovery. On the other hand, longer naps typically result in more of the deeper stages of sleep which may cause individuals to feel groggy and experience diminished performance upon awakening. This experience is known as sleep inertia and can last between a few minutes to hours. Hence, drivers should be wary of driving immediately following longer naps.

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Young Drivers: Additional information – Background

Young drivers aged 18-25 years are over-represented in fatalities and TAC claims, accounting for around a quarter of all drivers killed and injured, while making up only around 12% of all licence holders. However, recent data demonstrates a reduction in fatalities/injuries on the 5-year averages.

Research shows that inexperience and risk-taking are the key reasons that young drivers are at greater risk of a crash.

Young Drivers: Additional information – Inexperience

Crash data shows that novice driver crashes are most likely to occur in the first six months of solo driving. Crash risk reduces quickly in the first year of licensure and then continues to decrease gradually. Inexperience is the most significant factor contributing to young driver crashes.

Driving experience reduces the mental effort needed to drive, improves judgement and anticipation and reduces driving errors. The Victorian Graduated Licensing System (GLS) now requires learners to hold their Learner Permit for at least 12 months and to get at least 120 hours of supervised driving practice that must be logged in a logbook.
An interim evaluation of the GLS has demonstrated positive outcomes for young drivers (27% reduction in casualty crashes of first-year drivers).

Young Drivers: Additional information – Risk-taking behaviour

Risky driving behaviour can be intentional or unintentional. Unintentional risk-taking is probably related to inexperience and/or lack of recognition that their driving behaviour is risky. However, knowing that driving behaviour is risky doesn't necessarily mean that a young driver will stop engaging in that behaviour. Young drivers tend to underestimate the likelihood that they will crash, and at the same time overestimate their driving ability.

Risky driving in young drivers significantly increases their risk of having a crash. Recent Australian studies have shown that self-reported risky driving behaviours are associated with a significantly increased risk of crashing in the first years of driving on a probationary licence.

It is important to note that most young people do the right thing, most of the time. An Australian Institute of Family Studies research project studied a cohort of over 1000 young people in Victoria from birth. Findings indicate that of the population of young people surveyed, around 7% were high-risk drivers, 29% were moderately risky and 64% were low-risk.

Young Drivers: Additional information – Risk-taking behaviour

There are a number of factors that underlie the intentionally risky driving behaviour of young people:

Adolescence – Adolescence is a time of heightened brain plasticity – comparable in many respects to the first few years of life. Adolescence now lasts longer on average than ever before – up to 15 years; a product of the declining age of puberty and the increasingly older age at which young people enter the conventional roles of adulthood. Early maturation has been linked to problem behaviours.

Limbic system – Research suggests that puberty hastens the arousal of the limbic system, but not the prefrontal cortex. The limbic system is responsible for generating emotions and the prefrontal cortex is responsible for self-regulation. The beginning of adolescence is when young people become more emotional, more sensitive to their social environments and more determined to have exciting and intense experiences (sensation-seeking).

Prefrontal cortex – Development of the prefrontal cortex is gradual and starts in preadolescence and is complete by around age 16. Although the prefrontal cortex is developed by age 16, it is not always used efficiently and consistently. At this time the brain is becoming more interconnected, particularly the connections between the limbic system and the prefrontal cortex. This increase in connectivity results in mature and more dependable self-regulation by the mid-twenties. Longitudinal research has found that people who were able to delay gratification when they were as young as 4 years old turned out to be more successful in life. Self-regulation is one of the strongest predictors of many different types of success, including physical and mental health.

Young Drivers: Additional information – Risk-taking behaviour

Gender

It is clear that young male drivers' risk levels are much higher than those of young females, even when exposure is taken into account. Men tend to drive more than women, and women are more likely to be more safety-oriented than men. Men also tend to drive more for leisure. Parents also tend to be more protective of daughters than sons.

Essentially, risk-taking is a normal part of human development; however, there are individual differences in the level of risk-taking, and this may be where the opportunities for intervention lie. In fact, one of the key indicators of whether a young person engages in risk-taking behaviour is whether or not they have the opportunity to do so.

Parents

There is extensive research demonstrating the link between parental role modelling, involvement, monitoring and supervision in the safety of children and even young adults.

Legislation

The GLS was introduced in 2007-2008. The aim of the GLS is to gradually increase P platers' exposure to risky situations as their experience increases. A preliminary evaluation has shown significant decreases in casualty crashes compared to a control group.

Young Drivers: Additional information – Summary

In summary, young people:

- Are highly reward-sensitive and have a greater inclination towards sensation-seeking.
- Tend to prioritise short-term gratifications and are less able to control their impulses.
- Are less likely to consider future consequences and less likely to factor in negative consequences when balancing risks and rewards.
- Are less likely to plan ahead.
- Are highly sensitive to social cues and so are more susceptible to peer pressure.

Useful websites

https://www.tac.vic.gov.au/

https://www.tac.vic.gov.au/road-safety/tac-campaigns/drowsy-driving

http://www.saferpplaters.com.au/

http://www.saferpplaters.com.au/#/long-drives

https://www.vicroads.vic.gov.au/safety-and-road-rules/driver-safety/fatigue

http://www.tac.vic.gov.au/road-safety/tac-campaigns/young-drivers

http://www.tac.vic.gov.au/road-safety/statistics

http://www.roadsafety.vic.gov.au/

Existing technologies

Name	Description	URL
Vigo	Collects information on user's blinks and body movements and alerts them when they're drowsy.	http://www.gizmag.com/vigo-wearable-energy-gauge/30135/
Anti Sleep Pilot	A dashboard device that lets drivers know when they're becoming too fatigued.	ttp://www.gizmag.com/anti-sleep-pilot-monitors-driver-fatigue/17439/
SmartCap	A hat that monitors worker's fatigue levels by reading their brainwaves.	http://www.gizmag.com/smartcap-measures-fatigue-brain-waves/21271/
Jins Meme	Smart glasses that track eye movements to identify when fatigue levels are on the rise, offering up useful data to enable better management of their workload.	http://www.gizmag.com/jins-meme-smart-glasses-energy-levels/35317/
CarSafe	A driver safety app that detects dangerous driving behaviour by utilising the dual cameras on a user's smartphone.	https://www.youtube.com/watch?v=tAd_sSfhZTw

Smartphones: Victoria's mobile phone laws

Learner & P Platers

Learner, P1 and P2 drivers must not use a mobile phone (hand-held or hands-free) for any function while driving (including while stationary but not parked).

Fully licensed car drivers

Using a mobile phone while driving is prohibited, except to make or receive a phone call or to use its audio/music functions provided the phone:

- is secured in a commercially designed holder fixed to the vehicle, or
- can be operated by the driver without touching any part of the phone, and the phone is not resting on any part of the driver's body.

Using a phone as a navigational device/GPS while driving is prohibited unless it is secured in a commercially designed holder fixed to the vehicle. All other functions (including video calls, texting and emailing) are prohibited.

TAC Pausefest Hack-A-Thon Event Participant Terms

1. These Participant Terms apply to the "TAC Pause the Road Toll Ideas Hack" competition (competition) conducted by the Transport Accident Commission of 60 Brougham Street, Geelong, Victoria, ph 1300 654 329 (Promoter).
2. Entry is open to residents of Australia aged over 18 years. The directors, management and employees (and their immediate families) of the Promoter or its agencies and companies associated with this competition are not eligible to enter.
3. The competition will be held on Friday 13th February 2015 (Event Date) in which the entrant will attend the TAC Pause the Road Toll Ideas Hack competition for a minimum 9 hour period, and engage in an ideas hack, culminating in the presentation of a solution to the brief provided on the Event Date (Event).
4. To enter, individuals must attend the TAC Pause the Road Toll Ideas Hack event on the Event Date (venue details provided on registration website) and arrive by 9:00AM (AEST) to sign-in. To be eligible, you must be available for the full day (approximately a 9 hour period).
5. Entry is limited by the number of positions available to the Event. Once the Event is listed as "sold out" or "full" there will be no further scope for individuals to enter the competition.
6. Information on how to register, information provided verbally by the Promoter at the Event and details of the prizes form part of these terms (Participant Terms). Any entry not complying with the Participant Terms will be deemed invalid.
7. Once registered at the Event, participants will be presented with information from the Promoter or its agencies, or companies associated with the Event. Individuals can work autonomously, in pre-registered teams or form teams at the Event (Participant) where they will generate an idea for a creative technology solution to a live road safety issue that will be explained by the Promoter on the Event Date in the form of a brief. Participants will have approximately 4 hours to develop their ideas, after which the Participant will present their ideas to a panel of judges including employees of the TAC, PauseFest and Clemenger BBDO (Melbourne) Pty Ltd (Clemenger BBDO).
8. This competition is a game o f skill. Chance plays no part in determining the prize winners. All valid entries received on the Event Date will be judged on their creative merit, taking into account the potential to make an impact against the Promoter's road safety targets, along with the feasibility and simplicity of implementing the solution, and the originality of the solution. The judging will take place both on the Event Date, with 3 Participants to be shortlisted on that date. The winning Participant will be announced on Sunday 15 February 2015 at the PauseFest closing event during which time the shortlisted Participant (or at least one group member) must be present to be eligible to receive the prize.
9. The determination of the prize winner in no way constitutes an endorsement of the solution presented at the Event by the Promoter and the winning Participant must not represent otherwise.

TAC Pausefest Hack-A-Thon Event Participant Terms

10. The winning Participant will be eligible to receive a cash prize of $5,000.00 to be split evenly amongst the members of the winning group or the individual as relevant and to be distributed by electronic transfer within 10 business days of the winning Participant providing the required paperwork to the Promoter.
11. The winning Participant will also be eligible to receive the opportunity to further develop their idea with the assistance of the TAC, Clemenger BBDO and any related third party suppliers across a period of 4 months from Sunday 15 February 2015 to Sunday 14 June 2015 (Incubation Period). The assistance provided will be at the Promoters' discretion but may include at minimum: an initial session with Clemenger BBDO representatives, a creative workshop to further explore the idea and thinking, assistance with strategic planning, visual identity and brand design and at least 4 in-person meetings with a nominated Clemenger BBDO team across the duration of the Incubation Period. These professional services would be valued at up to $70,000.00.
12. The Promoter's decision is final and no correspondence will be entered into.
13. By entering this competition you warrant to the Promoter that you have not lost your driver's licence and have not lost more than 5 demerit points in the previous 5 year period and prior to that you have not had a poor history subject to the discretion of the Promoter. Any individual who does not comply with this warranty is ineligible for the prize.
14. You further warrant that you will participate in the competition in a lawful, competent, professional manner and that you have not engaged in any activities that may harm the reputation of the Promoter or the competition including engaging in any criminal activity or being charged with any criminal offence including in connection with your business.
15. The Promoter may require the winners to provide proof of identity, proof of age, and proof of residency and will require shortlisted participants to undergo a driver's licence check prior to determining if the individual is eligible to win the prize. Identification considered suitable for verification is at the Promoter's discretion. To supply or attempt to supply misleading information or make any misrepresentation regarding an entry will result in an entrant being disqualified from this competition. If one member of the winning group (if relevant) is determined to be ineligible the prize will be distributed to the remaining members.
16. By entering this competition, the entrant unconditionally consents to the Promoter's use of the personal information of the entrant including, without limitation, the entrant's name, likeness, image and/or voice for an unlimited period, worldwide, without remuneration for promotional, marketing and publicity purposes (including the outcome of the competition).

TAC Pausefest Hack-A-Thon Event Participant Terms

17. By entering the competition, and attending the Event each entrant agrees to the use of their image for printing, broadcast, publicity and promotional purposes, including but not limited to the Promoter's website and advertising campaigns without compensation, and agrees that the promoter will own all intellectual property rights in any such material.
18. You acknowledge that as part of your participation in the Event, you may be recorded, photographed and filmed, and you grant to the Promoter:
    (a) the right to record, film and photograph my image, voice and performance, and use my name, likeness or other biographical information concerning me (the Materials); and
    (b) the exclusive right to copy, adapt, edit, alter, reproduce, publish, distribute, exhibit, broadcast, transmit, diffuse and otherwise use, parts or all of the Materials for any purpose, in any and all media throughout Australia and online (worldwide), in perpetuity and without further consent or payment.
19. Any copyright or intellectual property in the entries will be retained by the Participant and the Promoter has no responsibility for determining how such assets may be divided amongst the members of any Participants who have registered as a group. If, following the Event, the Promoter wishes to license or have assigned to it any intellectual property in the entry presented, the parties will negotiate in good faith to allow this to occur.
20. The Participant must warrant that no third party intellectual property is breached in the presentation or further exploitation of the entries.
21. The winners must, at the Promoter's request, participate in all promotional activity (such as publicity and photography) surrounding the winning of the prize, free of charge, and they consent to the Promoter using their name and image in promotional material.
22. The Promoter may disclose entrants' personal information to contractors and agents it engages to assist it in conducting the competition or communicating with the entrants including for promotional, marketing and publicity purposes including sending electronic messages or telephoning the entrant. The Promoter is bound by the Australian Privacy Principles and the Privacy Act 1988. A request to access, update or correct any information should be directed to the Promoter at the address shown above.
23. The Promoter accepts no responsibility for any variation in prize value. The prize must be taken as offered. No modifications or exchanges will be possible and, unless otherwise stipulated, the prize is not transferable or redeemable for cash of any kind. The prize is not refundable. Without limiting the foregoing, where a prize is unavailable for any reason, the Promoter reserves the right, subject to any relevant legislation, to substitute that prize for cash or another item of equal or higher value as determined by the Promoter. In the event that for any reason whatsoever a winner does not take an element of the prize at a time reasonably stipulated by the Promoter then that element of the prize will be forfeited by the winner and cash will not be awarded in lieu of that element of the prize.
24. The Promoter accepts no responsibility for late, lost, incomplete, incorrectly submitted, delayed, illegible, corrupted or misdirected entries, claims or correspondence whether due to error, omission, alteration, tampering, deletion, theft, destruction, transmission interruption, communications failure or otherwise.

TAC Pausefest Hack-A-Thon Event Participant Terms

25. The Promoter may, in its sole discretion, disqualify all entries from, and prohibit further participation in this competition by, any person who tampers with or benefits from any tampering with the entry process or with the operation of the competition or acts in violation of the Participant Terms, acts in a disruptive manner or acts with the intent to annoy, abuse, threaten or harass any other person.
26. If for any reason any aspect of this competition is not capable of running as planned for any reason, the Promoter may in its sole discretion terminate, modify or suspend the competition, or invalidate any affected entries.
27. Nothing in these Participant Terms creates an employee/employer relationship between the Promoter and you as an individual or your business.
28. The Promoter and its associated agencies and companies shall not be liable for any loss or damage whatsoever (including, without limitation, indirect, special or consequential loss), expense, damage, personal injury or death which is suffered or sustained (whether or not arising from any person's negligence) in connection with this promotion or accepting or using any prize, except for any liability that cannot be excluded by law (in which case that liability is limited to the minimum allowable by law).
29. The Promoter accepts no responsibility for any tax implications that may arise from the prize winnings. Where the operation of this competition results in, for GST purposes, supplies being made for non-monetary consideration, entrants agree to follow the Australian Taxation Office's stated view that where the parties are at arm's length, goods and services exchanged are of equal GST inclusive market values.
30. The law governing the Participant Terms will be the law of the State of Victoria, Australia. The parties submit to the exclusive jurisdiction of the Courts of Victoria.

THANK YOU