



## **TAC - Fischer Street Project Talent Call Out / Expression of Interest.**

**Shoot Date:** Monday 18th of November

**Location:** Torquay, Fischer Street - meeting location TBC

**Times:** TBC. You will be required for 2-3 hours.

**Campaign live date:** December - Pre-Christmas

**Company:** Assemble Agency on behalf of TAC

### **About the campaign:**

This campaign aims to showcase the recently completed infrastructure improvements along Fischer Street designed to enhance cyclist safety.

In a short video, we will share the stories of local riders, highlighting how these upgrades have enhanced their safety and that of fellow riders along the Fischer street corridor.

We'll also demonstrate how participant data collected through the [Light Insights Trial](#) (LIT) is utilised to inform councils on strategies for further enhancing cyclists safety across their network.

We kindly request your participation in a brief interview and permission to film you riding your bike while wearing appropriate safety gear.

Please note: If you are not comfortable using your own personal items, some of these items can be provided to you.

### **Who are we looking for?**

Male/Female bike rider who participated in the LIT trial.

### **What you will need:**

A good driving/riding record - license checks will be required.

The pedal bike you regularly ride.

Your preferred riding gear, including helmet and lights.

### **Where will it go?**

Content will appear on TAC social channels, LinkedIn, Surf Coast Shire social channels and will be included in TAC Cycling EDM's.

### **TAC Mandatories:**

A good driving/riding record - license checks will be required.

**EOI Due:** Please submit your EOI with a short bio about yourself and the relationship you have with bike riding in Torquay. Please email [sam@assembleagency.com.au](mailto:sam@assembleagency.com.au) for submission.