



Victorian Automobile
Chamber of Commerce

ABN 63 009 478 209

VACC House
464 St Kilda Road
MELBOURNE VIC 3004

P: 03 9829 1111

F: 03 9820 3401

W: vacc.com.au

VACC Automotive Design Awards

The VACC Automotive Design Awards is an automotive design competition for students in Victoria. These prestigious Awards provide secondary students, in particular, with an opportunity to display their design talent to universities, future employers and the public. The VACC Automotive Design Awards is an education program in which students are challenged to design the next generation of vehicles. The competition also provides a careers pathway for those looking to follow their dream of working with leading automotive manufacturers or looking to open doors to the automotive industry.

Deadline for entries

Work completed in the second half of last year (since 1 July, 2013) by your students, is eligible for entry. They've done the hard work; all they need to do now is fill in an entry form.

For students commencing the 2014 year, they can start work on an entry now and submit it by the deadline – Friday, 23 May 2014. All entries will be judged by our respected automotive industry panel, comprising of Heads of Design from Ford, Holden and Toyota.

Categories

Students are invited to design on or off-road vehicles which are capable of transporting at least one person. Typical entries include passenger cars, motorcycles, emergency vehicles, taxis and amphibious vehicles. Students may enter by any medium they chose, for example, sketching (including hand-drawn or CAD), modelling (including paper, wood, clay, plastics etc) or they may choose to write a short essay or design brief. This is a change from last year, when we had three separate categories. This year, the emphasis will be on the concept idea and the student's potential.

Prizes

Both the school/college and student win the same amount for their winning entry. The break down for prizes is as follows:

1st prize - \$2,000

2nd prize - \$1,000

3rd prize - \$500

VACC Automotive Design Awards – the real prize

The VACC Automotive Design Awards is more than just a shot at winning money. The real prize is exposure to university industrial design lecturers and to professional automotive manufacturers, automotive designers and employers. Last year, Ford Australia offered an internship for two secondary students at the Ford Design Centre and Monash University provided a design master class. We hope to offer similar 'bonus' prizes this year.

Presentation Ceremony - Federation Square

Shortlisted entries will be invited to attend the prestigious VACC Automotive Design Awards Presentation Ceremony at Federation Square on 26 June 2014. Guests will include students, parents and teachers plus representatives from the Victorian Government, professional automotive designers from Ford, Holden and Toyota, university lecturers and members of the Australian automotive industry.

vaccautomotivedesignawards.com.au

Visit our dedicated website – vaccautomotivedesignawards.com.au – to find out more. Encourage your teachers and students to go to the gallery to see previous entries. The entry form can be downloaded from the website.

FaceBook

Students can 'like' us on Facebook and join our network of students, schools, colleges, universities, automotive groups and supporters. Feel free to add interesting news from your school/college and share automotive design information.

Teachers

Please forward this information, including the flyer and poster, to relevant departments at your school/college, in particular, design and technology, studio art, visual communications, industrial design and essay-based subjects, for example, English, sustainability and environmental studies.

VACC contacts

Murray Collins on mcollins@vacc.com.au or phone 03 9829 1118

Maxene Gladman on mgladman@vacc.com.au or phone 03 9829 1281