

## Transcript – Zero Heroes – Gail Television



- Visual We open on Gail driving on a suburban street. She approaches a roadside electronic sign that says “YOUR SPEED 29 KMH. Camera switches back to Gail who smiles and with a hand gesture acknowledges the sign.
- Visual: Camera switches to the car approaching another roadside electronic sign that says “THANX FOR NOT SPEEDING GAIL. Camera is back to Gail who laughs
- Gail: That’s ok. Thank you for noticing.
- Visual: Camera switches to another approaching roadside electronic sign that says “IF I HAD ARMS I’D HUG YOU”. Camera switches to Gail laughing
- Gail: That’s cute. I’d hug you too.
- Visual: Camera switches to another approaching roadside electronic sign that says “5YRS AND ZERO DEMERITS”. Then back to Gail, displaying her humourous reaction. Camera switches to another approaching roadside electronic sign that says “YOU’RE A ZERO HERO”
- Voice Over: We’re calling on WA’s 800,000 zero heroes, drivers with zero demerits. To use your influence to make a difference.
- Visual: Blue screen – ‘Check your demerits now at [transport.wa.gov.au/dotdirect](http://transport.wa.gov.au/dotdirect).
- Voice Over: Thanks zero heroes.
- Visual: Fade to black: SUPER Authorised by the State Government, Perth.  
Spoken by G. Stubber and M. Martin.
- Voice Over: Authorised by the State Government, Perth.