

## Transcript – Zero Heroes – Mack Family Television



Visual We open on the Mack family driving in the country. They approach a roadside electronic sign that says “YOUR SPEED 49 KMH.

Mrs to Mr Mack:Your speed’s 49. We’re you really doing 49?

Visual: Camera switches to the car approaching another roadside electronic sign that says “THANX FOR NOT SPEEDING MR MACK.

Family: All laugh.

Visual: We cut back to Mr Mack driving. Surprised and laughing.

Mr Mack: They knew we were here.

Visual: Camera switches to another approaching roadside electronic sign that says “AND THANX FOR NOT SHAVING”. Camera switches to Mrs Mack laughing

Family: All laugh.

Mrs Mack: Laughing, repeats what the sign says.

Visual: Camera switches to another approaching roadside electronic sign that says “YOU’VE HAD ZERO DEMERITS IN 3 YRS”. Then back and forth to all family members, displaying their humourous reactions. 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](https://transport.wa.gov.au/dotdirect).

Voice Over: Thanks zero heroes.

Visual: Fade to black: SUPER Authorised by the State Government, Perth.  
Spoken by A. Mack, J. Mack, M. Mack, J. Mack, and M. Martin.

Voice Over: Authorised by the State Government, Perth.