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| --- | --- | --- | --- | --- | --- | --- |
| **1.1 Welcome and apologies** | | | | | | |
| |  |  | | --- | --- | | Attendees: | Paul Kingston, CEO Motor Accidents Insurance Board (MAIB) | |  | Suzi Watral, Marketing Expert (via video-conference)  Craig Hoey, Manager Road Safety Branch, Department of State Growth  Jonathan Higgins, Assistant Commissioner of Police, Crime and Operations  Scott Tilyard, Chair, Road Safety Advisory Council (RSAC) | | Observers: | Ange Green, Manager, RSAC Secretariat, Department of State Growth  Carly Zmendak, Marketing Manager, Department of State Growth  Yini Song, Graduate Marketing Officer, Department of State Growth  Harriet Aird, Senior Media & Communications Advisor, Department of Police, Fire & Emergency Management | | Apologies: | Amira Vaatstra, PR and Communications Manager, RACT | | | | | | | |
| **1.2 Conflicts of interest** | | | | | | |
| None. | | | | | | |
| **1.3 Minutes and actions list** | | | | | | |
| The Education and Enforcement Sub-Committee meeting minutes of 16 November 2021 were **endorsed** and all action items were completed or updated in the meeting papers. | | | | | | |
| **1.4 Road Safety Advisory Council Meeting Update** | | | | | | |
| RSAC meeting Minutes of 16 November 2021 were **noted.** | | | | | | |
| **2.1 Real Mates ‘The Look’ Evaluation** | | | | | | |
| *Discussion* | | | | | | |
| Enterprise Marketing Research Services (EMRS) was commissioned to evaluate the Real Mates ‘The Look’ campaign. The evaluation report was **noted**.  While the evaluation suggests the Real Mates message is being heard and acted upon, behaviour change has continued to decline after each evaluation. Interestingly The Look was more effective in the northern end of the state, which is considered more rural than the south. This may be due to the latest iteration having a more distinct ‘rural flavour’ or could be attributed to the NWFL sponsorship.  The Sub-Committee discussed whether location specific campaigns should be pursued. However, it was noted that targeting the audience is more important than location and that we should continue to speak to new drivers.  It was also discussed that driving under the influence of drugs is becoming increasingly more prominent than drink driving and perhaps the Real Mates message needed to extend to include messages about driving under the influence of drugs as well.  It was noted by Tasmania Police that illicit drug driving was prominent in 17-34-year-olds and licit drugs extended even further beyond that into senior age groups. Therefore, a separate drug driving campaign was needed to tackle this issue without ‘confusing’ the Real Mates brand and targeting.  It was agreed that State Growth conduct a desktop analysis of other jurisdictions and what campaigns they have been doing to tackle the issues of driving under the influence of drugs and whether it is being combined with drink driving or tackled separately. Key feedback also included engaging the target audience prior to the concept design by way of focus groups. | | | | | | |
| *Decisions/Actions* | *Responsibility* | | | *Due Date* | | |
| The Real Mates ‘The Look’ campaign evaluation was **noted.** |  | | |  | | |
| Conduct desktop analysis into what campaigns other jurisdictions are doing to tackle driving under the influence of alcohol and drugs. | Marketing Manager | | | May 2022 | | |
| Include target audience prior to concept design to build profile of who they are, what campaigns and messages they find effective and what channels they use. | Marketing Manager | | | June 2022 | | |
| **2.2 NWFL Sponsorship update** | | | | | | |
| *Discussion* | | | | | | |
| At its 16 November 2021 meeting, the Sub-Committee endorsed an extension of the sponsorship of the NWFL 2022 season. The sponsorship includes naming rights to the Real Mates Colts (under 18) competition. The Sub-Committee **noted** the progress update.  The Sub-Committee noted that:   * the RSAC Chair presented to the NWFL presidents; * Glenn Manton is delivering a keynote address to the under 18 teams this week; and * the NWFL were committed to the partnership and it’s a worthy sponsorship to help deliver key road safety messages to an at-risk cohort.   It was again discussed whether the Real Mates sponsorship should extend to the women’s league. It was agreed that the Real Mates messaging may not be appropriate for the women’s league as it is highly targeted to males, and it would be worth researching what other jurisdictions are doing to target women. It was noted that Sub-Committee may need to consider a specific future campaign encouraging women to speak up to their partners or male friends if they are thinking about driving after drinking. | | | | | | |
| *Decisions/Actions* | | *Responsibility* | | | *Due Date* | |
| The NWFL sponsorship update was **noted.**  Conduct a scan of what other jurisdictions are doing to target young women. | | Marketing Manager | | | May 2022 | |
| **2.3 Speed campaign update** | | | | | | |
| *Discussion* | | | | | | |
| The ‘Over is Over’ speed campaign was created to support the return of the mobile speed cameras (governed under the Automated Traffic Enforcement Program Steering Committee). Prior to the speed campaign launching, a ‘priming’ phase helped to highlight the speeding problem in Tasmania through editorials, radio interviews and responding to letters to the editor.  The first phase, which is now live, challenges motorists to rethink their attitudes to speeding and shows how exceeding the speed limit can lead to negative consequences. The next phase of the campaign will coincide with the commencement of the mobile speed camera program and focuses heavily on the enforcement of speeding.  The three phases of the campaign aim to increase motorists’ awareness of driving safely within the speed limit and encourage positive behavioural change.  It was noted that research indicates that speed enforcement accompanied by public education programs is far more effective than speed enforcement alone and it would be important to maintain our effort and continue coordination between the Department of State Growth and Tasmania Police once the mobile speed camera program commenced.  The Sub-Committee **noted** the progress of this work and expressed concerns that future resourcing (for communications and marketing) was needed to sustain current levels of effort, especially given the work required for the Automated Traffic Enforcement Program. | | | | | | |
| *Decisions/Actions* | | *Responsibility* | | | *Due Date* | |
| The speed campaign update was **noted.**  Resourcing for future communications and campaigns to be raised at the Automated Traffic Enforcement Program Steering Committee. | | Paul Kingston | | | May 2022 | |
| **2.4 RSAC social media strategy** | | | | | | |
| *Discussion* | | | | | | |
| The Sub-Committee **noted** the paper, which identified that due to the nature of advertising on Facebook, it has become unavoidable for the RSAC to have a social media presence and it would be better to have a considered social media strategy and content plan in place.  To engage in a social media strategy would require an initial investment of $5 000 with additional costs involved for creating consistent content throughout the year.  In previous discussions, Sub-Committee had raised concerns about the ability to create sufficient engaging content and how the page would be managed, particularly outside of hours. It was noted that the page would be managed by Department of State Growth staff and Facebook now allows for tighter controls and restrictions, such as automatic hiding of inappropriate comments, turning comments off at a certain time, and prohibiting users from posting directly onto the page.  It was discussed that Tasmania Police would share content ideas with the RSAC and that the strategy would address the above issues.  It was **agreed** that the social media strategy would commence, with further information on sustaining the strategy in the longer term to be provided at the next Sub-Committee meeting, based on experience with the new work in this area. | | | | | | |
| *Decisions/Actions* | | *Responsibility* | | | *Due Date* | |
| RSAC social media strategy was **endorsed** and will be discussed at the next meeting. | | Marketing Manager | | | May 2022 | |
| **2.5 Agfest update** | | | | | | |
| *Discussion* | | | | | | |
| The Sub-Committee **noted** the paper and that RSAC has attended Agfest on an ad hoc basis over past years. Typically, this has been as a part of the Government pavilion.  It was discussed that in lieu of having anything interactive at Agfest, a partnership with the event organisers would create a more meaningful connection capable of delivering long-term benefits, particularly as the partnership will flow through to Rural Youth Clubs. The partnership would include promotion of key road safety messages at the event as well as opportunities to provide road safety presentations to the Rural Youth Clubs. | | | | | | |
| *Decisions/Actions* | | *Responsibility* | | | *Due Date* | |
| The Agfest sponsorship was **endorsed.** | | Marketing Manager | | | August 2022 | |
| **2.6 Community sentiment tracking** | | | | | | |
| *Discussion* | | | | | | |
| The Sub-Committee **noted** that RSAC currently undertakes triennial and six-monthly qualitative and quantitative research on attitudes to road safety and enforcement in Tasmania. Both surveys assist the RSAC to make informed strategic decisions and recommendations to Government about road safety policy and public education programs.  In addition, Red Jelly recommended monthly community sentiment tracking checks through their partner company, Zavy. The tracking service can understand the conversations Tasmanians are having in near real-time about road safety in Tasmania and monitors those conversations on news websites, social media, and blogs.  The tracking service analyses the volume of conversations as well as the sentiment and emotion, which can ultimately help RSAC compare an analyse their performance over time. It was discussed that this would provide a good benchmark to measure community sentiment before and after the mobile speed camera program commences.  It was noted that the tracking service is subject to a six-month trial at which point its value will be analysed and discussed at the following Sub-Committee meeting. | | | | | | |
| *Decisions/Actions* | | | *Responsibility* | | | *Due Date* |
| The community sentiment tracking was **noted.**  An evaluation of the Zavy service to be conducted at the end of the six-month trial and reported on at the following Sub-Committee meeting. | | | Marketing Manager | | | November 2022 |
| **2.7 Road safety advertising** | | | | | | |
| *Discussion* | | | | | | |
| The Sub-Committee **noted** the paper and that in other jurisdictions, increases in mobile speed cameras has generated negative community sentiment.  It is expected the reintroduction of mobile speed cameras in Tasmania will generate significant public interest and negative attitudes towards our road safety effort.  Therefore, an opportunity exists to consider a positive ‘big picture’ advertisement that would work powerfully to remind people of the significance of road safety.  It was discussed that perhaps a campaign about the perception of being caught would be more effective. However, it was noted the next phase of the Over is Over campaign is already heavily focused on this issue.  It was noted a specific call to action would still be needed i.e., save your loved ones, and the idea would need to be fleshed out before the next meeting. | | | | | | |
| *Decisions/Actions* | | *Responsibility* | | | *Due Date* | |
| Conduct desktop research of what other jurisdictions are doing in this space. | | Marketing Manager | | | May 2022 | |
| **3.1 Correspondence** | | | | | | |
| The correspondence report was **noted**. | | | | | | |
| **3.2.1 Police** | | | | | |  |
| The Tasmania Police RSAC Statistical report to February 2022 was **noted**. | | | | | | |
| **3.2.2 Marketing** | | | | | | |
| The marketing report was **noted**. | | | | | | |
| **3.3 Advertising** | | | | | | |
| The advertising report was **noted**. | | | | | | |
| **3.4 Progress Report** | | | | | | |
| The Quarterly Progress Report to RSAC as 30 December 2021 was **noted**. | | | | | | |
| **3.5 Budget** | | | | | | |
| The Budget report was **noted**. | | | | | | |
| **3.6 Other Business** | | | | | | |
| Triennial fact sheets **noted.** | | | | | | |
| **Next Meeting** | | | | | | |
| The meeting closed at 10:53 am.  Next meeting: 24 May 2022. | | | | | | |