

1.1 Welcome and apologies

Attendees: Paul Kingston, CEO, Motor Accidents Insurance Board (MAIB)
Craig Hoey, Manager Road Safety Branch, Department of State Growth
Scott Tilyard, Chair, Road Safety Advisory Council (RSAC)
Rowan Smith, Marketing Expert
Stuart Wilkinson, Acting Assistant Commissioner of Police, Operations, Tas. Police

Observers: Carly Stevens, Marketing and Communications Manager, Department of State Growth
Yvette Stubbs, Marketing and Communications Manager, Department of State Growth
Sophie Bevan, Marketing Officer, Department of State Growth
Harriet Aird, Senior Media & Communications Advisor, Department of Police, Fire & Emergency Management
Inspector Gary Williams, State Road Safety Coordinator, Tas. Police

Apologies: Ben Hansen, RACT, Communications & PR Manager
Adrian Bodnar, Assistant Commissioner of Police, Operations, Tas. Police

1.2 Conflicts of interest

None.

1.3 Minutes and actions list

The Education and Enforcement Sub-Committee meeting minutes of 30 May 2023 were **endorsed**.

It was noted the NRSW action was not completed, as additional funding is still being sourced. A paper will be brought to the November Sub-Committee and RSAC meetings.

1.4 Road Safety Advisory Council Meeting Update

The RSAC meeting minutes of 30 May 2023 were **noted**.

2.1 ATEP performance data presentation

The Sub-Committee **noted** the ATEP performance data presentation.

The Sub-Committee discussed the importance of the Over is Over campaign in this project, as it was vital to ensure people were educated about the dangers of speeding and its consequences. The campaign used a phased approach to ensure the community knew the cameras were coming before they were operational.

The Sub-Committee observed limited negativity from the community on the re-introduction of speed cameras, with the vast majority of community feedback being positive.

The Sub-Committee reaffirmed the necessity to keep this project as a priority for the government and the importance of maintaining broad support. It was noted automated enforcement is the future and therefore, this program needs to maintain momentum.

There will be another report in 6 to 12 months, which will outline the ongoing performance compared to the initial data review.

Tasmania Police noted the current state of its fixed speed camera network and agreed to provide a future paper on the long-term plan for these cameras/locations and how it will integrate with the broader ATEP program.

Decisions/Actions	Responsibility	Due Date
A paper will be presented to the Sub-Committee on the long-term plan for the fixed speed cameras/locations.	Tasmania Police	November 2023

2.2 RSAC Website

The Sub-Committee **noted** the updated RSAC website.

The Sub-Committee observed that the updated website was significantly improved from the previous format, with a more user-friendly layout. It was agreed the SPI's will need to be included on the website, and they should be easy to access.

The Sub-Committee suggested the wording of the mobile phone road rule on the tourist pages be updated to ensure it is giving the community accurate information.

2.3 Enforcement Campaign Concepts

The Sub-Committee **endorsed** the enforcement campaign concepts.

The Sub-Committee acknowledged the importance of this campaign and noted it will match with Police operations and be used on holidays to reinforce the safe driving message. The Sub-Committee liked the dual messaging of the tagline and discussed how the cascading messages work together well.

The Sub-Committee was informed the first run of the campaign will launch with Operation Safe Arrival over the Christmas 2023 period. It was also suggested the campaign could be run as a social media campaign over smaller holidays, such as long weekends.

It was discussed that as the tagline is easy to remember, police force members will be more likely to use it in their media appearances, further reinforcing the message.

2.4 Draft Annual Survey

The Sub-Committee **noted** and **discussed** the draft annual survey.

The Sub-Committee had no adjustments to the existing questions in the meeting but did emphasise the importance of the order of the questions to ensure the most valuable questions are asked first.

There were some concerns about the survey length, but it was decided the research agency will advise on the ideal length and if any sections need to be shortened. Sub-Committee members will send through any further feedback out-of-session, within two weeks.

It was noted that any changes to the survey would be communicated to the Sub-Committee and the survey will be brought to the Sub-Committee at key points of development.

Decisions/Actions	Responsibility	Due Date
Updated version of the Survey from EMRS to be provided to the Sub-Committee.	Yvette/Sophie	November 2023

2.5 Always on radio proposal

The Sub-Committee **discussed** the 'Always On' radio proposal, and the concept was **endorsed**.

The Sub-Committee noted that the 'Always On' proposal was beneficial as a media strategy, as it has state-wide coverage and reaches people with road safety messaging when they are driving.

While the Sub-Committee endorsed this proposal, they suggested a formal agreement (and implementation timing and plan) should be put on hold until the tender process to select an agency is completed (noting the successful agency being confirmed in November 2023).

<i>Decisions/Actions</i>	<i>Responsibility</i>	<i>Due Date</i>
Implementation of the radio proposal to be confirmed once an agency is selected.	Yvette	March 2024

2.6 Serious Crash Injuries Review

The Sub-Committee **noted** the serious crash injuries review. With the assistance of the Department of Health, a review of serious crash injuries was conducted by Police to examine whether individuals reported by Police as having suffered a serious injury met the definition. It was noted by Police that there would be a substantial reduction in the 2022-23 serious crash injury statistics as a result of this review.

The Sub-Committee noted that from a road safety perspective, this data underpins the road safety strategy, and therefore, any changes need to be carefully considered.

There were concerns raised around:

- any significant changes to the statistics based on a reporting process change might negatively impact the public's perception of road safety efforts, and the social licence to make decisions based on this data becomes less reliable in the eyes of the public;
- this is a manual process requiring data to be checked with Health, and concerns were raised about how much Police time this requires. There were concerns people who initially were not admitted to the hospital and then re-attended and were subsequently admitted may not be captured in this data;
- until we have five years of data, the data may not be statistically significant to compare. The Sub-Committee advised it would be problematic to release this new data until the data collection method is verified, at least a 5-year analysis has been completed, all stakeholders are committed to this process moving forward (both Health and Police), and there are enough data points to assess the trends; and
- whether this would cause issues nationally for Tasmania in terms of comparison across states (it was suggested to find out how other states obtain their data, either via Police or Health).

While noting these concerns, Police advised it was moving to reporting on the new basis.

It was determined decisions for the current action plan would be made based on the existing data, and updated data will be looked at when it is ready for the next strategy.

<i>Decisions/Actions</i>	<i>Responsibility</i>	<i>Due Date</i>
Police will come back to State Growth with updates on the possibility of a longer-term review of data how the impacts will be managed.	Tasmania Police	November 2023

3.1 Correspondence

The correspondence report was **noted**.

3.2.1 Police

The police statistical report was **noted**.

It was requested that Police consider (and report back to the Sub-Committee), possible additional information on the level of actual resourcing applied to road safety work as a percentage of the stated FTE levels dedicated to road safety under the new Police structure.

3.2.2 Marketing

The marketing report was **noted**.

3.2.3 Social

The social report was **noted**.

3.3 Advertising

The advertising report was **noted**.

3.4 Progress Report

The Quarterly Progress Report to RSAC as 30 June 2023 was **noted**.

3.5 Budget

The Budget report was **noted**.

3.6 Other Business

None.

Next Meeting

The meeting closed at 10:57 AM.

Next meeting: Monday, 27 November 2023.