

1.1 Welcome and apologies

- Attendees: Paul Kingston, CEO, Motor Accidents Insurance Board (MAIB)
Rowan Smith, Marketing Expert
Craig Hoey, Manager Road Safety Branch, Department of State Growth
Scott Tilyard, Chair, Road Safety Advisory Council
Ben Hansen, RACT, Communications & PR Manager
Jason Elmer, Acting Assistant Commissioner of Police, Operations, Tasmania Police
- Observers: Ange Green, Manager, RSAC Secretariat, Department of State Growth
Carly Zmendak, 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, Tasmania Police
Darren Latham, Acting State Road Safety Coordinator, Tasmania Police
- Apologies: Adrian Bodnar, Assistant Commissioner of Police, Operations, Tasmania Police

The Chair welcomed Rowan Smith to his first meeting on the Sub-Committee as the Marketing Expert.

1.2 Conflicts of interest

None.

1.3 Minutes and actions list

The Education and Enforcement Sub-Committee meeting minutes of 22 November 2022 were **endorsed**. All action items were completed or underway.

1.4 Road Safety Advisory Council Meeting Update

The RSAC meeting minutes of 22 November 2022 were **noted**.

2.1 RSAC Research Review

The Sub-Committee **discussed** the research report from CASR and **endorsed** the recommendations.

An annual quantitative survey will replace the triennial tracking survey and six-monthly pulse check surveys in 2024.

The pulse check surveys will continue until the annual survey is approved by Sub-Committee at its November 2023 meeting. The annual research will most likely need to be reviewed by the Sub-Committee in 2025 and 2026 to ensure it is fit for purpose.

It was acknowledged that the pulse check surveys have been a good interim solution and confirmed that research needs to be conducted more frequently. Pulse checks may still be used in the future, if needed.

Sub-Committee also recommended there be some flexibility in what questions are asked in the annual survey, while also keeping consistency in questions so results can be compared year on year.

<i>Decisions/Actions</i>	<i>Responsibility</i>	<i>Due Date</i>
Draft survey to be presented to Sub-Committee	Carly and Sophie	November 2023

2.2 Social Media Tracking

The Sub-Committee **noted** the update on Zavy and **discussed** alternative social media tracking options.

It was noted that while social media tracking can be useful, Zavy's value does not match the current investment level and the information being captured has not provided sufficient insight to be useful or to assist road safety.

Several more cost-effective alternatives for future social tracking were discussed, including Agorapulse, Hootsuite, Brand Watch Brolly and Sprout Social. It was noted that State Roads is currently trialling Agorapulse and it would be worth waiting to see how the trial goes before committing to another platform that may not be able to meet the needs of road safety.

It was also noted that Red Jelly can provide social media tracking free of charge while more extensive social tracking is considered. It was requested that social media findings be presented at Sub-Committee meetings to help identify future needs for social media tracking.

<i>Decisions/Actions</i>	<i>Responsibility</i>	<i>Due Date</i>
Social media reporting is to be presented as part of future Sub-Committee meetings.	Sophie	May 2023

2.3 TAC Visit

The Sub-Committee **noted** the paper on the visit to TAC.

It was noted that the grant program structure utilised by TAC is too resource intensive for the RSAC marketing team. The new Hawthorn sponsorship and the success of the NWFL sponsorship were noted. It was suggested the NWFL sponsorship could be expanded to other regional leagues, but the capacity to fund each one and how much they would be offered would need to be assessed. It was proposed that ongoing annual conversations are had with local sports and community clubs to assess future sponsorships outside of the current program and how these may be rotated each year to reach different target markets.

The Sub-Committee noted a full plan and budget will be provided for National Road Safety Week in 2024 at the next meeting. An update will also be given to RSAC in its next meeting so it is aware of the level of funding being sought.

The Sub-Committee noted the benefit of the RSAC marketing team visiting other jurisdictions to stay updated with their priorities, programs and strategies.

RACT offered its assistance through its ongoing national conversation with key stakeholders and keep the RSAC involved in upcoming events.

<i>Decisions/Actions</i>	<i>Responsibility</i>	<i>Due Date</i>
Plan and proposed budget for NRSW24 to be presented at next Sub-Committee meeting	Carly	May 2023

2.4 Community Radio Proposal

The Sub-Committee **discussed** the unsolicited community radio proposal and **agreed** not to pursue the opportunity as presented.

It was agreed that while the community radio proposal may present a good opportunity to reach road users while they are driving, concerns were raised that this proposal didn't include

any demographics for the stations and perhaps community radio may not be reaching our broader target audience.

The Sub-Committee noted a proposal like this would be beneficial as a community service, but not for the current investment level.

It was suggested RSAC could approach its current commercial radio partners to propose a community service arrangement.

<i>Decisions/Actions</i>	<i>Responsibility</i>	<i>Due Date</i>
Reach out to Tasmanian broadcasters with a similar proposal.	Carly	August 2023

2.5 Road Safety Takes All of Us

The Sub-Committee **discussed** the “road safety takes all of us” campaign and the concept was **not endorsed**.

The Sub-Committee raised concerns about the current concept tagline ‘road safety takes all of us’ as it is not memorable enough and doesn’t call out the personal responsibility aspect of the campaign.

It was recommended the heart symbol should be changed to the shape of Tasmania and new tagline options be provided to Sub-Committee for endorsement out-of-session to ensure the campaign is ready to be launched during National Road Safety Week in May 2023.

Rowan noted that from a broader road safety campaign perspective it is important that the RSAC messaging move to having a long-term, connected strategy, with campaigns fitting within that broader messaging, to stop having to start from scratch on each campaign in terms of market presence and messaging and to more broadly impact road safety behaviour.

<i>Decisions/Actions</i>	<i>Responsibility</i>	<i>Due Date</i>
Tagline to be endorsed out of session.	Carly	April 2023

2.6 Driver Reviver Update

The Sub-Committee **noted** the update on Driver Reviver.

It was noted Tasmania SES advised the RSAC and National Driver Reviver that they are unable to support the program for the foreseeable future and National Driver Reviver is in the process of finding other organisations to support the sites with the aim to have sites back up and running by the June long weekend. It was noted that other states do not rely exclusively on SES to provide volunteers for Driver Reviver, with many other not-for-profit and community organisations involved. Surf Lifesaving Tasmania was suggested as a possible organisation to approach for support.

MAIB expressed its disappointment with the withdrawal of support for Driver reviver by Tasmania SES and will contact them to find out if they can assist in keeping Driver Reviver running, at least in the short term, until more support can be found.

<i>Decisions/Actions</i>	<i>Responsibility</i>	<i>Due Date</i>
Contact SES to discuss interim support.	Paul	April 2023

3.1 Correspondence

The correspondence report was **noted**.

3.2.1 Police

It was **noted** that an up-to-date Tasmania Police RSAC Statistical report was unavailable, with a draft of the proposed report to be sent out of session. A verbal update was provided. The Chair noted it had been a long period since consistent and full data reports had been able to be provided by Tasmania Police and requested that Tasmania Police provide such data as soon as is possible.

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 31 December 2022 was **noted**.

3.5 Budget

The Budget report was **noted**.

3.6 Other Business

RSAC Chair Scott Tilyard commended the RSAC marketing team on the new Facebook content and thanked Police for supporting RSAC by sharing posts and boosting engagement.

Next Meeting

The meeting closed at 10:50 AM.

Next meeting: Tuesday, 30 May 2023.