

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)
Ben Hansen, RACT, Communications & PR Manager
Rowan Smith, Marketing Expert
Adrian Bodnar, Assistant Commissioner of Police, Operations, Tas. Police

Observers: Ange Green, Manager, RSAC Secretariat, Department of State Growth
Carly Stevens, 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

1.2 Conflicts of interest

None.

1.3 Minutes and actions list

The Education and Enforcement Sub-Committee meeting minutes of 28 March 2023 were **endorsed**. It was noted that the action relating to the Tasmanian Broadcasters will continue but will not be included as an action item for the Sub-Committee moving forward.

1.4 Road Safety Advisory Council Meeting Update

The RSAC meeting minutes of 28 March 2023 were **noted**.

2.1 2023-24 Budget

The Sub-Committee **endorsed** the 2023-24 public education budget and the 2023-24 police enforcement budget.

The Chair informed the Sub-Committee that the budget funded by the MAIB is indexed each year for both the Department of State Growth and the Department of Police, Fire and Emergency Management. The Chair also advised the budget is assessed by an independent expert every three years to ensure the level of funding is appropriate and the desired outcomes are being achieved.

The Sub-Committee noted that previously raised issues with the split between media vs campaign spend will be looked at moving forward.

2.2 March 2023 Pulse Check Results

The Sub-Committee **discussed** and **noted** the pulse check results.

The Sub-Committee raised concerns about the continued validity of the fatal five statistics (percentage splits in causes of crashes) as well as how this relates to perceived crash causes. It was noted these perceptions are closely linked to national perceptions.

It was also noted there may be a perception in the community that speeding is like seatbelt use i.e., it does not necessarily cause crashes, but it increases the severity when a crash does occur.

It was discussed that the higher levels of self-reported speeding may not indicate the community is speeding more, but the increase in speed cameras and the 'Over is Over' campaign may have increased their awareness of their own speed and therefore they are noting their speed more than previously.

It was suggested 'intention to speed' should be included in future research surveys to determine how a driver's perception of being caught impacts their intention to speed and that the impact of the Automatic Traffic Enforcement Project (ATEP) would also be valuable for Sub-Committee to note at a future meeting.

| <i>Decisions/Actions</i> | <i>Responsibility</i> | <i>Due Date</i> |
|------------------------------------------------------------------------------------------------------------|-----------------------|------------------|
| Update fatal five statistics as part of the mid-term review and report back to the Sub-Committee (& RSAC). | Craig | When appropriate |
| Include ATEP update on the August Sub-Committee meeting Agenda. | Carly/Newton | August 2023 |

2.3 Over is Over Campaign Evaluation

The Sub-Committee **discussed** and **noted** the 'Over is Over' campaign evaluation.

It was noted that the results in the quantitative component of the 'Over is Over' research closely matches the pulse check results, with high community awareness and agreement that 'Over is Over' is a memorable tagline and messaging is clear and easy to understand.

The Sub-Committee discussed how challenging it is to change the culture around low-level speeding as it is at a collective level that low-level speeding increases the likelihood of a crash, not at an individual level.

It was suggested that social unacceptability could be applied to a future speeding campaign. It was discussed that speeding is also a big part of driving to the conditions and it was noted that a brief for a "driving to the conditions social media campaign" was being prepared and will be distributed out of session.

The Sub-Committee concluded that a longer-term focus is needed for speeding to make it socially unacceptable, like drink driving, and this will be the focus for the next iteration, following the already planned next phases of Over is Over.

| <i>Decisions/Actions</i> | <i>Responsibility</i> | <i>Due Date</i> |
|-----------------------------------------------------------------|-----------------------|-----------------|
| A drive to the conditions campaign will be sent out of session. | Carly | June 2023 |

2.4 Drug Driving Campaign

The Sub-Committee **discussed** the drug driving campaign and did not **endorse** moving forward with a campaign at this stage, but it was agreed to keep it on the workplan for 2024.

The Sub-Committee discussed that there needs to be an increase in general deterrence for a campaign to be believable and that campaigns around drug driving (and their effectiveness) are an emerging area of research in comparison to other road safety issues.

The Sub-Committee noted Tasmania Police currently conduct around 5,000-6,000 targeted drug tests a year and there would need to be increased significantly to support any marketing campaign, in order to make a meaningful impact.

It was noted that while roadside drug testing currently takes a long time and is expensive, there could be technology advancements in the future which may make drug testing more

feasible and time efficient. It was suggested drug driving could be included in the enforcement campaign for operation safe arrival.

The Sub-Committee concluded that a future campaign will need to be a coordinated effort between Tasmania Police and RSAC and will be added to the workplan for next year.

| <i>Decisions/Actions</i> | <i>Responsibility</i> | <i>Due Date</i> |
|-------------------------------------------------------------------------------|-----------------------|-----------------|
| Drug driving will be included as part of the operation safe arrival campaign. | Carly/Sophie | December 2023 |
| Drug driving campaign added to 2024 workplan. | Carly/Sophie | November 2023 |

2.5 National Road Safety Week 2024 (NRSW24) Proposal

The Sub-Committee **discussed** the NRSW24 proposal, and the concepts were **endorsed**.

The Sub-Committee agreed that Graham would be a conversation starter, a good way to generate awareness of road safety during NRSW and that Graham is underpinned by an existing educational framework, which can be utilised around the State.

The Sub-Committee agreed the school advertising competition is a good initiative and that it targets a hard-to-reach demographic. It was noted that the prize for the competition could be increased and that the award should form part of the media coverage during the week.

Community sponsorships were supported by the Sub-Committee, noting that local councils are a big part of the road network, and therefore having them involved in NRSW is important. They also agreed it was another good way to reach regional areas. It was proposed other community groups could also be involved, such as sporting leagues. Graham could also be incorporated into these sponsorships by giving them access to Graham's educational resources.

It was suggested that a competition to paint the town yellow, similar to Dark MOFO, be considered. RACT also mentioned an augmented reality drink driving and distracted driving activation which could be used as part of NRSW.

The Sub-Committee noted that a partnership across all the stakeholders will need to be looked at in order to fund, and provide additional resources for, NRSW in 2024.

| <i>Decisions/Actions</i> | <i>Responsibility</i> | <i>Due Date</i> |
|---------------------------------------------------------------------|-----------------------|-----------------|
| Funding partnership proposal to be discussed at the August meeting. | Carly | August 2023 |

3.1 Correspondence

The correspondence report was **noted**.

3.2.1 Police

It was **noted** that Police provided a new statistical report, which will continue to be refined.

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 31 March 2023 was **noted**.

3.5 Budget

The Budget report was **noted**.

3.6 Other Business

None.

Next Meeting

The meeting closed at 10:56 AM.

Next meeting: Tuesday, 22 August 2023.