

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
 Ben Hansen, RACT, Communications & PR Manager
 Adrian Bodnar, Assistant Commissioner of Police, Operations, Tas. Police
 Blair Turner, Road Safety Expert, RSAC

Observers: Yvette Stubbs, Marketing and Communications Manager, Department of State Growth
 Amy Pennington, Marketing Officer, Department of State Growth
 Ange Green, Manager Road Safety Advisory Council (RSAC) Secretariat, Department of State Growth
 Simon Buddle, Manager Crash Data, Department of State Growth
 Harriet Aird, Senior Media & Communications Advisor, Department of Police, Fire & Emergency Management
 Inspector Justin Lawson, Acting State Road Safety Coordinator, Tas. Police

Apologies: None.

1.2 Conflicts of interest

None.

1.3 Introductions – Blair & Justin

As first-time attendees, Justin and Blair introduced themselves to the Sub-Committee and detailed their professional positions and interest in road safety.

1.4 Minutes and actions list

The Education and Enforcement Sub-Committee meeting minutes of November 2023 were **accepted**.

Actions arising from previous meeting:

- Report from police will be presented at the next Sub-Committee meeting. This report will present data trends on Police resources actually deployed to road policing over time.

Decisions/Actions	Responsibility	Due Date
Tasmania Police will present road policing trends report at next Sub-Committee meeting.	Tasmania Police	May 2024

1.5 Road Safety Advisory Council Meeting Update

The RSAC Minutes from November 2023 were **noted**.

Adrian Bodner will be lodging an amendment to the November 2023 RSAC minutes. On Page 7 of the Tasmania Police Traffic Outputs Report – wording to be changed from commissioner “*the Commissioner has been to all traffic districts to discuss increasing traffic operations.*” to “*the Commissioner has been to all geographical districts to discuss traffic policing, operation, and outputs.*”

Craig Hoey advised that the launch of the *Towards Zero Action Plan* has been delayed by the state election and caretaker mode, with timings to be adjusted.

2.1 2023 Crash Statistics

The Sub-Committee noted the 2023 road crash statistics presentation by Simon Buddle, Manager Crash Data, Department of State Growth

2.2 NRSW Update

The Sub-Committee **noted** the work being undertaken for Tasmania as the host state for National Road Safety Week in 2024, including.

- Each day of the event week has a particular theme, with events to be held around the state.
- Graham (sculpture from TAC) will be displayed at TMAG for three months.
- Invitations have been sent out to stakeholders for the launch event.
- Road Safety Community Event grants are open for local councils to apply for, and applications are coming in.
- The poster competition for school students will be live shortly.
- Working with multiple locations around the state for lighting up buildings in yellow.
- Lapel ribbons and stickers will be available for distribution to stakeholders and the public.

2.3 Annual Survey Update

The Sub-Committee **noted** a postponement of the Annual Survey to September 2024. A pulse check survey will be run in March 2024, to ensure continuation of data.

The Annual Survey will continue to be developed, with a revision of questions to reduce its length from the current 20 plus minutes. EMRS has noted that the length makes it difficult to keep respondents engaged. The idea raised at the previous meeting of using incentives to respondents has not been pursued as EMRS indicated that incentives do not change the outcomes in terms of participants and data quality.

Blair Turner, Road Safety Expert, RSAC will provide support for reviewing the survey questions. Questions will be circulated to Sub-Committee members once finalised.

Decisions/Actions	Responsibility	Due Date
The finalised questions for the Annual Survey will be sent to members	State Growth	2024

2.4 Marketing Overview

The Sub-committee **noted** the upcoming tasks for Road Safety Marketing for the remainder of 2024. Discussion around timing of when campaigns are run to ensure key message timings are met, as well as visibility to Sub-Committee members around upcoming campaigns.

2.5 Enforcement Resource Allocation Model

The Sub-committee **noted** and **endorsed** provision of funding of up to \$150,000 for the development of a research into Traffic Enforcement Resource Allocation Model, with funding to be sought from the MAIB RSAC Funding Agreement.

Sub-Committee discussed resources, how the research will be undertaken, and the results and provision of key statistics and modelling to allow for future government funding and road safety initiatives. Results will also be able to link into the Safety Performance Indicators.

2.6 Terms of Reference

The Sub-Committee **noted** that the current Terms of Reference for the Sub-Committee have been circulated, as a yearly reminder. No issues or questions were raised.

3.1 Correspondence

The correspondence report was **noted**.

3.2.1 Police		
The police statistical report was noted .		
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 December 2023 was noted . It was requested that the public education budget be updated to include Year to Date budget values.		
Decisions/Actions	Responsibility	Due Date
The Public Education Budget figures to be updated with YTD budget allocations.	State Growth	May 2024
3.5 Budget		
The Budget report was noted .		
3.6 Other Business		
None.		
Next Meeting		
The meeting closed at 4.00pm. Next meeting: Monday, 20 May 2024.		