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| **1.1 Welcome and apologies** |
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| Attendees: | Paul Kingston, CEO, Motor Accidents Insurance Board (MAIB)Craig Hoey, Manager Road Safety Branch, Department of State GrowthScott Tilyard, Chair, Road Safety Advisory Council (RSAC)Rowan Smith, Marketing ExpertBen Hansen, Communications & PR Manager, RACTAdrian Bodnar, Assistant Commissioner of Police, Operations, Tas. PoliceBlair 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 GrowthHarriet Aird, Senior Media & Communications Advisor, Department of Police, Fire & Emergency ManagementMel Percival, General Manager Advocacy and Government Relations, RACT |
|  Apologies: | Inspector Justin Lawson, Acting State Road Safety Coordinator, Tas. Police |

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| **1.2 Conflicts of interest** |
| None.  |
| **1.3 Minutes and actions list** |
| The Education and Enforcement Sub-Committee meeting minutes of March 2024 were **accepted**.Actions arising from previous meeting:* Police Resourcing report has now been added to the Agenda.
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| Decisions/Actions | Responsibility | Due Date |
| Annual Survey – Road Safety Expert, Blair Turner, to review questions | State Growth | August 2024 |
| **1.4 Road Safety Advisory Council Meeting Update**  |
| The RSAC Minutes from March 2024 were **noted**.  |
| **2.1 NRSW Activities** |
| The Sub-committee **noted** a presentation by Department of State Growth marketing staff. The presentation included all activities undertaken for National Road Safety Week (NRSW). The Chair thanked Yvette Stubbs, Amy Pennington, and other team members at State Growth for their excellent efforts in making NRSW a success. The great assistance from key partners involved, including RACT, Local Government and Police was also acknowledged. |
| Decisions/Actions | Responsibility | Due Date |
| Thank you letters to be sent out to community groups and stakeholders | State Growth | August 2024 |
| **2.2 Pulse Check** |
| The Sub-Committee **noted** that a Pulse check survey was conducted in March 2024. * Public awareness of the Over is Over and Click.Store.Go. campaigns has dropped slightly.
* Television continues to have the highest market share of any marketing channel
* Driving behaviours such as speeding, using mobile phones, and not wearing seatbelts, are slowly changing over time, for the better.
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| **2.3 Over is Over preview** |
| The Sub-Committee **noted** a presentation of the upcoming iteration of the Over is Over campaign. The new campaign showcases unsafe driving behaviours spanning the past 50 years, emphasising their evolution from once socially acceptable to now widely unacceptable. It underscores the aim of low-level speeding also becoming ingrained as socially unacceptable. |
| **2.4 2024/25 Indicative Budget** |
| The Sub-committee **endorsed** the 2024/25 indicative budget in principle;however, final Police figures were not available at the time of the meeting. The budget will need to be fully endorsed in an Out of Session approval.  |
| Decisions/Actions | Responsibility | Due Date |
| Finalise approval of 2024/25 Budget out-of-session. | Tasmania Police & State Growth | ASAP |
| **2.5 Jackjumpers Sponsorship** |
| The Sub-committee **noted** and **endorsed** sponsorship of the Tasmanian Jackjumpers for the 2024/25 NBL season. This will reach a different demographic to current sponsorships and provides additional coverage to the current calendar of sponsored events. The sponsorship will provide advertising opportunities at home games and the opportunity for activations.  |
| **3.1 Correspondence** |
| The correspondence report was **noted**.  |
| **3.2.1 Police**  |  |
| The Police statistical report was **noted**. |
| **3.2.1a Police Resourcing Report** |
| The Police resourcing report provided after papers were circulated was **noted**. The Sub‑Committee **noted** Tasmania Police’s initial, draft report on percentage of total road safety Police FTEs actually allocated to road safety duties. Tasmania Police **agreed** to continue to refine this report and continue reporting quarterly to the RSAC Sub-Committee meetings. |
| Decisions/Actions | Responsibility | Due Date |
| Quarterly reports to the Sub-Committee on actual road safety policing resourcing. | Tasmania Police | Ongoing |
| **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 2024 was **noted**.  |
| **3.5 Budget**  |
| The Budget report was **noted**.  |
| **3.6 Other Business** |
| None. |
| **Next Meeting** |
| The meeting closed at 4:20pm. **Next meeting:** Monday, 12 August 2024. |