

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, Communications & PR Manager, RACT
 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
 Harriet Aird, Senior Media & Communications Advisor, Department of Police, Fire & Emergency Management
 Mel Percival, General Manager Advocacy and Government Relations, RACT

Apologies: Inspector Justin Lawson, Acting 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 March 2024 were **accepted**.

Actions arising from previous meeting:

- Police Resourcing report has now been added to the Agenda.

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.

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.