

27 November 2023

**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

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  
 Inspector Gary Williams, State Road Safety Coordinator, Tas. Police

Apologies: None.

**1.2 Conflicts of interest**

None.

**1.3 Minutes and actions list**

The Education and Enforcement Sub-Committee meeting minutes of 22 August 2023 were **endorsed**.

Actions arising from previous meeting:

- Fixed speed cameras – paper presented at the Automated Traffic Enforcement Project (ATEP) meeting, State Growth and Tasmania Police are considering a fixed camera program going forward. Tasmania Police and State Growth to provide an update with timelines at the March 2024 meeting.

Decisions/Actions	Responsibility	Due Date
Tasmania Police and State Growth to provide an update on a future fixed camera program with timelines.	Tasmania Police State Growth	March 2024

**1.4 Road Safety Advisory Council Meeting Update**

The RSAC meeting minutes of 22 August 2023 were **noted**.  
 The Sub-Committee noted that Blair Turner, RSAC's Road Safety Expert will be invited to attend Sub-Committee meetings and that RSAC will be considering the required changes to the Sub-Committee's Terms of Reference. The Sub-Committee endorsed this change.

**2.1 Meeting Dates 2024**

The Sub-Committee **endorsed** the 2024 meeting dates, noting the change of day and time.

**2.2 NRSW Update**

The Sub-Committee **noted** the progress on organising National Road Safety Week (NRSW). As host state, the Road Safety Branch convenes the Communications Working Group and Steering Committee and sets the daily themes. The Road Safety Branch will work closely with

Tasmania Police and RACT to coordinate the events, plus work with the SARAH group to stage the events.

Permission was sought to allocate an additional \$28,135 to the NRSW budget arising from previously unallocated indexation of MAIB funding.

The Road Safety Branch also identified that there was an additional \$90,000 budget requirement (to be sought from the Road Safety Levy) in order to offer \$3,000 grants to local councils to run their own events. It was agreed that this funding request would be raised with RSAC, with a request to seek an out of session paper to seek the required funding from the Road Safety Levy. The Chair noted that the MAIB would be willing to match Road Safety Levy funding, thereby reducing the call on the Levy to \$45,000.

The Sub-Committee **endorsed**:

- the use of unbudgeted MAIB index funds (\$28,135 total) for NRSW; and
- seeking funding from the road safety levy through RSAC (\$45,000 – MAIB will match the other \$45,000).

**2.3 September Pulse Check Results**

The Sub-Committee **noted** the September Pulse Check results.

It is noted that there is more work to do with reducing the number of people who knowingly drink and drive, and those who don't wear their seatbelt. The Sub-Committee is interested to see future statistical trends regarding seatbelt wearing in the future, particularly after increased advertising awareness and detection campaigns. The detection rate does differ quite significantly from the statistical rate recorded in the Pulse Check. It was also noted that these behaviours can be difficult to change amongst those who are 'set in their ways', including some people from more rural/country localities.

It is pleasing to note the positive change in 'low level' speeding, following the introduction of the new automated speed cameras.

**2.4 Annual Survey Update**

The Sub-Committee **discussed** and **endorsed** the annual survey.

Concerns were raised over the length of the survey being too long – the Road Safety Branch will liaise with EMRS regarding the optimum length, based on concerns of potentially drop-out rates.

The idea of offering a reward or incentive for completing the survey was considered. It was agreed that the Road Safety Branch will discuss the potential use of incentives to complete the survey with EMRS, with authority to utilise up to \$10,000 worth of incentives, if required (based on \$10 for 1000 people).

The timing of the survey was discussed and will be considered after trialling the annual survey. The Sub-Committee requested that the final survey questions be reviewed by RSAC's Road Safety Expert.

The Sub-Committee **endorsed** the Annual Survey subject to resolution of the survey length, use of incentives and review of the final questions by RSAC's Road Safety Expert.

<i>Decisions/Actions</i>	<i>Responsibility</i>	<i>Due Date</i>
Work with EMRS regarding the optimum length of the survey and incentives & review of the questions by Dr Blair Turner.	Yvette/Amy	Early February 2023

**2.5 Hawthorn Sponsorship**

The Sub-Committee **noted** the highly successful 2023 Hawthorn/Tassie Hawks Cup sponsorship arrangement. Hawthorn is proposing a one-year or three-year extension deal with RSAC, which includes the addition of a 'Road Safety' round that coincides with the National Road

Safety Week. The Sub-Committee noted this complements sponsorship deals with the North West Football League and the Hobart Hurricanes, providing state-wide coverage. The Sub-Committee **endorsed** renewal of the Hawthorn sponsorship for at least a one-year period, with the potential for a three-year commitment subject to advice on the new advertising Master Plan to be developed with the new creative agency.

**2.6 Real Mates post-campaign evaluation**

A presentation was provided to Sub-Committee to highlight evaluation statistics of the recent Real Mates campaign. The post-campaign results indicate that the tagline is no longer resonating with the target market. The message needs a refresh/re-think, however, still needs to be focused to the 17–25-year-old males.

The Sub-Committee **endorsed** the RSAC marketing team working with the new advertising agency to:

- look at the Real Mates brand and develop concepts for how the brand can be refreshed;
- Consideration of a broader drink driving campaign in the future, as people aged 35-40 are over-represented in drink driving statistics in the past five years; and
- Consider an over-arching message/tag-line for these new campaigns, as well as possibly for other future campaigns.

**2.7 Workplan**

The work plan was **endorsed**.

Sub-Committee discussed the possibility of extending the Drive to the Conditions campaign, as it seems drivers are still somewhat unclear as to what this means. This includes speed limits, and the limit not being a target. Drive to the Conditions social media is scheduled for the year, and options for an updated awareness campaign will be discussed in early 2024.

**2.8 'Always On' radio proposal update**

It was **noted** that the current plan is to not proceed with the Always On radio proposal until the new creative agency is in place, allowing them to consider options for a similar proposal.

**3.1 Correspondence**

The correspondence report was **noted**.

**3.2.1 Police**

The police statistical report was **noted and discussed**.

Tasmania Police noted that they are aiming to increase road safety operations and increase outputs in rural/country areas.

It was **requested** that Tasmania Police prepare a regular report for the Sub-Committee tracking the percentage of the 68 police resources dedicated to the road policing function actually working on road policing, noting that there will always be some resources unavailable due to leave, training and other functions.

<i>Decisions/Actions</i>	<i>Responsibility</i>	<i>Due Date</i>
Tasmania Police to prepare a regular report to the Sub-Committee on the percentage of the 68 police resources dedicated to the road policing function actually working on road policing.	Tasmania Police	2024

<b>3.2.2 Marketing</b>		
The marketing report was <b>noted</b> .		
<b>3.2.3 Social</b>		
The social report was <b>noted</b> .		
<b>3.3 Advertising</b>		
The advertising report was <b>noted</b> .		
<b>3.4 Progress Report</b>		
The Quarterly Progress Report to RSAC as 30 September 2023 was <b>noted</b> .		
<b>3.5 Budget</b>		
The Budget report was <b>noted</b> .		
<b>3.6 Other Business</b>		
None.		
<b>Next Meeting</b>		
The meeting closed at 11.10 AM. Next meeting: Monday, 18 March 2024.		