

| 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 Inspector Darren Latham, Acting State Road Safety Coordinator, Tas Police |
| 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 May 2024 were accepted . | |
| 1.4 Road Safety Advisory Council Meeting Update | |
| The RSAC Minutes from May 2024 were noted . | |
| 2.1 TAC Fatigue Campaign | |
| The Sub-committee endorsed the purchase of the Fatigue campaign from TAC. Background was provided on the cost benefits of purchasing this campaign, including a cost comparison to commissioning an original advertisement. Information is available from TAC to ensure the context of the messaging is clear and supported through media releases and online resources. | |
| 2.2 Annual Survey | |
| The Sub-Committee noted the progress on development of the Annual Survey. Recommendations were made regarding the wording of several questions, however, no extensive changes were required. The survey will be conducted in September 2024. | |
| 2.3 NRSW Omnibus Survey | |
| The Sub-Committee noted an overview of the outcome from the May Omnibus survey. Conducted by EMRS. The omnibus survey was completed post-National Road Safety Week (NRSW). There was particular interest in statistics around people discussing NRSW, which activities and activations the public did or did not notice, and what worked well. | |
| 2.4 Social Media Expansion | |
| The Sub-committee noted that Marketing and Communications staff would create an Instagram account for the Road Safety Advisory Council (RSAC), to complement the existing Facebook page. This had been previously endorsed in 2022, however, had not yet been created. Discussion took | |

| place around the merit of having separate RSAC and Real Mates Instagram profiles, with the Marketing and Communications team to discuss with the marketing agency. | | |
|---|----------------|----------------|
| Decisions/Actions | Responsibility | Due Date |
| Discuss the potential and logistics of two separate Instagram accounts for RSAC related campaigns. | State Growth | ASAP |
| 2.5 Real Mates Campaign Update | | |
| The Sub-committee noted the progress on the new Real Mates campaign. Brendan Willenburg, Executive Creative Director, Cummins & Partners, provided a short video explaining the research conducted and direction of Real Mates going forward. Sub-committee noted that the new iteration has room for future expansion. | | |
| Decisions/Actions | Responsibility | Due Date |
| Circulate the final version to Sub-Committee and RSAC members before campaign goes live. | State Growth | Late September |
| 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 Sub-Committee noted Tasmania Police's report on percentage of total road safety Police FTEs allocated to road safety duties. Adrian Bodnar provided an overview of the circumstances around road policing staffing levels. Adrian also noted an increase in pro-active safety messaging across Tasmania Police channels – media releases and social media. | | |
| 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 30 June 2024 was noted . | | |
| 3.5 Budget | | |
| The Budget report was noted . | | |
| 3.6 Other Business | | |
| None. | | |
| Next Meeting | | |
| The meeting closed at 4:21pm. Next meeting: Monday, 18 November 2024. | | |