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| **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  Doug Oosterloo, Acting 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  Emily Studley, Policy Officer, 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: | Adrian Bodnar, Assistant Commissioner of Police, Operations, Tas. Police  Ange Green, Manager Road Safety Advisory Council (RSAC) Secretariat, Department of State Growth | | | | |
| **1.2 Conflicts of interest** | | | |
| None. | | | |
| **1.3 Minutes and actions list** | | | |
| The Education and Enforcement Sub-Committee (EESC) meeting minutes of August 2024 were **accepted**. | | | |
| **1.4 Road Safety Advisory Council Meeting Update** | | | |
| The RSAC Minutes from August 2024 were **noted**. | | | |
| **2.1 Road Safety Enforcement Allocation Model – Update Paper** | | | |
| The Sub-Committee **noted** the progressive update of the Enforcement Allocation Model. A consultant has been engaged; next update will be available in early 2025. Justin Lawson and Blair Turner have been involved as part of the steering committee. A presentation will be made at the March 2025 EESC with an overview of concepts and how they are applied. | | | |
| **2.2 2025 Meeting Dates** | | | |
| The Sub-Committee **endorsed** the meeting dates for EESC meetings in 2025. | | | |
| **2.3 2024-25 Sponsorships** | | | |
| The Sub-Committee **noted** an overview of RSAC sponsorships for remainder of 2024-25. It was agreed to obtain RSAC branded clothing for those representing at media events and activations. | | | |
| **Decisions/Actions** | **Responsibility** | | **Due Date** |
| Marketing & Communications staff to obtain quotes and place order for RSAC branded clothing | State Growth | | Early 2025 |
| **2.4 Real Mates + THA update** | | | |
| The Sub-Committee **noted** the work that Marketing & Communications staff have achieved to have Real Mates supporting merchandise, such as bar mats, coasters, and posters, supplied to venues and clubs around the state utilising the newly established partnership with the Tasmanian Hospitality Association. The sub-committee will be updated as this progresses. | | | |
| **Decisions/Actions** | **Responsibility** | | **Due Date** |
| Update Sub-Committee at next EESC meeting regarding the roll out of Real Mates supporting merchandise. | State Growth | | March 2025 |
| **2.5 Annual Survey Preliminary Results** | | | |
| The Sub-Committee **noted** the preliminary results shared from the 2024 Annual Survey. Slight changes in question methodology and answer constructs have resulted in some shifts in longitudinal data compared to previous Pulse Check surveys. This will continue to be monitored in the next Pulse Check to be conducted in March 2025. | | | |
| **2.6 Upcoming Campaigns** | | | |
| The Sub-Committee **noted** the presentation of upcoming education and enforcement campaigns. Discussion around the methodologies and media scheduling occurred to ensure the best possible outcomes are being achieved with media placements. Possible new campaigns for 2025/26 were discussed, with further strategic planning to be done with the advertising agency Cummins & Partners in early 2025. | | | |
| **2.7 Advertising Agency Update** | | | |
| The Sub-Committee **noted** that the contract with advertising agency Cummins & Partners has been extended for a further 12 months, following good results through 2024. | | | |
| **2.8 National Road Safety Week (NRSW) Community Event Grants** | | | |
| The Sub-Committee **endorsed** that remaining funds from the 2024 NRSW grant round is to be available in 2025 for a second round of NRSW Community Event Grants. It was discussed that councils need to be advised early in 2025, and if councils are unable to take up the grants, they should nominate a local community group who may be willing to conduct an event in their place. A report of Community Road Safety events held during NRSW 2024 utilising the grant funds was also presented to the EESC. | | | |
| **2.9 Work Plan 2025** | | | |
| The Sub-Committee **endorsed** the work plan for 2025 and **endorsed** the re-alignment of the work plan to the financial year budget. Discussion around campaign options for 2025 occurred, with further information to be shared at the March 2025 EESC meeting, following a strategic planning meeting with advertising agency, Cummins & Partners. | | | |
| **3.1 Correspondence** | | | |
| The correspondence report was **noted**. | | | |
| **3.2.1 Police** | |  | |
| The Police statistical report was **noted**.  The sub-committee noted an increase in the number of road policing operations, with 127 operations undertaken in the calendar year to date. | | | |
| **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. Justin Lawson provided an overview of the circumstances around road policing staffing levels. Justin 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 September 2024 was **noted**. | | | |
| **3.5 Budget** | | | |
| The Budget report was **noted**.  It was noted that incorrect figures were shown in the totals, and the budget will be re-issued. | | | |
| **3.6 Other Business** | | | |
| The new MAIB funding agreement for RSAC was received week prior to this meeting.  The agreement will be progressed in the coming weeks. | | | |
| **Next Meeting** | | | |
| The meeting closed at 4:13pm.  **Next meeting:** Monday, 24 March 2025. | | | |