

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.