

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
 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 Justin Lawson, State Road Safety Coordinator, Tas. Police
 Courtney Hayles, Executive Manager, Engagement, Communications & Governance, MAIB

Apologies: Melinda Percival, General Manager Advocacy & Government Relations, RACT

1.2 Conflicts of interest

None.

1.3 Minutes and actions list

The Education and Enforcement Sub-Committee (EESC) meeting minutes of November 2024 were **accepted**.

1.4 Road Safety Advisory Council Meeting Update

The RSAC Minutes from November 2024 were **noted**.

2.1 Road Safety Enforcement Allocation Model – Update Paper

The Sub-Committee **noted** the update paper including background & context, problem statement and proposal of creating best practice enforcement allocation guidelines. Next steps will be to review policies and guidelines, as a collaborative effort between Department of State Growth and Department of Police, Fire and Emergency Management. This will include setting of KPIs. It was requested that there are more frequent reporting of infringement notices issued from the ATE program.

Decisions/Actions	Responsibility	Due Date
More frequent reporting of infringement notices issued from the ATE program	State Growth	2025

2.2 Annual Survey

The Sub-Committee **noted** the presentation covering the demographic segments that were identified in the 2024 Annual Survey, plus what the community wants to see happen in the road safety space. It was noted that self-responsibility is the main influence on culturally ingrained driving action. There was discussion around driver education, driving habits and the effectiveness of road treatments to minimise trauma from risky behaviours.

2.3 CASR Review

The Sub-Committee **noted** the overall funding from the MAIB has been increased for Public Education and Enforcement programs. This is to account for inflation and additional resources.

2.4 Drive to the Conditions

The Sub-Committee **noted** that work is underway on a new *Drive to the Conditions* campaign. It is expected to launch in late May 2025, which will tie the campaign in with winter. Future committee meetings will have further updates on campaign progress, as it is still in the early stages of strategic planning.

2.5 2024 Crash Statistics

The Sub-Committee **noted** an overview of the 2024 crash stats. The full report will be made at the following RSAC meeting on 25th March 2025.

2.6 National Road Safety Week Update

The Sub-Committee **noted** the update that was provided by the Road Safety branch on planning progress for National Road Safety Week in 2025. There will be an enhanced focus on community events and engagement. The NWFL will be hosting all Under 18s Real Mates Colts league games in Penguin as a Road Safety Round.

2.7 Terms of Reference

The Sub-Committee **noted** the Terms of Reference as a useful reminder to the group as to individual roles and responsibilities.

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 was **noted**.

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 31st December 2024 was **noted**.

3.5 Budget

The Budget report was **noted**.

3.6 Other Business

No other business was raised.

Next Meeting

The meeting closed at 3:43pm.

Next meeting: Monday, 19 May 2025.