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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  Blair Turner, Road Safety Expert, RSAC  Melinda Percival, General Manager Advocacy & Government Relations, RACT | | Observers: | Yvette Stubbs, Marketing and Communications Manager, Department of State Growth  Amy Pennington, Marketing Officer, Department of State Growth  Sophie Bevan, Marketing Officer, Department of State Growth  Ange Green, Manager RSAC Secretariat, Department of State Growth  Harriet Aird, Senior Media & Communications Advisor, Department of Police, Fire & Emergency Management  Brad Petersen, 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: | Adrian Bodnar, Assistant Commissioner of Police, Operations, Tas. Police  Peter Harriss, Acting Assistant Commissioner of Police, Operations, Tas. Police | | | | | | |
| **1.2 Conflicts of interest** | | | | | |
| Nil. | | | | | |
| **1.3 Minutes and actions list** | | | | | |
| The Education and Enforcement Sub-Committee (EESC) meeting minutes of March 2025 were **accepted**. | | | | | |
| **1.4 Road Safety Advisory Council Meeting Update** | | | | | |
| The RSAC Minutes from March 2025 were **noted**. | | | | | |
| **2.1 Road Safety Enforcement Allocation Model Update** | | | | | |
| The Sub-Committee **noted** the completion of the RSEAM project and the handover of project deliverables in April 2025. The next phase involves applying the model to the RSEAM/ATE program in partnership with Tasmania Police. The model aims to enhance evidence-based enforcement to reduce serious injuries and fatalities. | | | | | |
| **Decisions/Actions** | | **Responsibility** | | **Due Date** | |
| Presentation to be made to RSAC on the proposed next ATE program. | | State Growth – ATE team | | 2025 | |
| Regular ATE infringement data to be provided to Sub-Committee quarterly. | | State Growth – ATE team | | August 2025 (ongoing) | |
| **2.2 Mobile Average Speed Trial** | | | | | |
| The Sub-Committee **noted** the ongoing work to assess the feasibility of mobile average speed cameras using existing infrastructure. The trial is part of broader ATE program development and is informed by trials in other jurisdictions. | | | | | |
| **2.3 RACT Youth Road Safety Program Update** | | | | | |
| The Sub-Committee **noted** the update on the RACT Youth Road Safety Program. The RACT Program steering committee will align to meet two weeks before RSAC meetings. Focus groups are being formed around education, supervision, and community themes. A literature review is helping scope the program. It was emphasised that the Department of Education should remain actively involved with clear reporting lines back to RSAC. | | | | | |
| **2.4 NRSW Report** | | | | | |
| The Sub-Committee **noted** the 2025 NRSW activities, including:   * Launch in Launceston featuring the Steering the Future truck; * Pledge event at Hobart Airport; * Increased social media activity; * Hawthorn Football Club videos featuring Dylan Moore and first responders; * Council-led community events supported by event grants; and * NWFL Road Safety Gala Day, involving all eight U/18 teams.   Community events were especially well received. | | | | | |
| **2.5 Marketing Activities update** | | | | | |
| The Sub-Committee **noted** a presentation of recent RSAC and Sub-Committee activities, including highlights from AgFest and the Clubs Tasmania Industry Night. | | | | | |
| **2.6 2025/26 Indicative Budget** | | | | | |
| The Sub-Committee **noted** the indicative budget for Marketing and Communications in 2025/26. Once finalised, the police and communications components will be circulated out of session for approval. | | | | | |
| **Decisions/Actions** | **Responsibility** | | | | **Due Date** |
| Finalised police and communications budgets to be circulated out of session for approval. | Tasmania Police and Department of State Growth Marketing & Communications staff | | | | August 2025 |
| **2.7 2025/26 Work Plan** | | | | | |
| The Sub-Committee **noted** the 2025/26 work plan. There was discussion about a new cycling campaign. It was suggested that any campaign should address both driver and cyclist behaviour and consider older riders, including those using power-assisted bikes. | | | | | |
| **2.8 Driving to the Conditions – campaign update** | | | | | |
| The Sub-Committee **noted** an update on the upcoming campaign, expected to begin filming in early June. Messaging and creative direction were discussed. | | | | | |
| **2.9 Campaigns from Interstate** | | | | | |
| The Sub-Committee **noted** and **endorsed** in principle support for sourcing campaigns from other jurisdictions. The cost-benefit of purchasing existing campaigns versus commissioning new ones was discussed. It was agreed that campaigns sourced externally must align with the work plan, feel local and be approved by the Sub-Committee. | | | | | |
| **2.10 Umbrella Campaign update** | | | | | |
| The Sub-Committee **noted** a letter provided to Paul Kingston from Rowan Smith following the March 2025 sub-committee meeting. It was noted that a response has been prepared from marketing agency Cummins & Partners, which will be discussed out of session and a full paper will be presented at the next meeting. | | | | | |
| **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**. The Sub-Committee noted an increase in the variety of post types, which has led to increased engagement and reach. | | | | | |
| **3.3 Advertising** | | | | | |
| The advertising report was **noted**. | | | | | |
| **3.4 Progress Report** | | | | | |
| The Quarterly Progress Report to RSAC as 31st March 2025 was **noted**. | | | | | |
| **3.5 Budget** | | | | | |
| The Budget report was **noted**. | | | | | |
| **3.6 Other Business** | | | | | |
| A question was raised from an RSAC member regarding whether crash statistics could be more specific than the term "serious injuries." The Sub-Committee discussed the importance of appropriate linguistics when reporting crashes and referenced existing guidance from the Australasian College of Road Safety. | | | | | |
| **Decisions/Actions** | **Responsibility** | | | | **Due Date** |
| ACRS Appropriate Language Guidelines to be provided to DPFEM communications unit. | State Growth Marketing & Communications staff | | | | May 2025 |
| **Next Meeting** | | | | | |
| The meeting closed at 4.10pm.  **Next meeting:** Monday, 11 August 2025. | | | | | |