

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 31 st 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.		