

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) Adrian Bodnar, Assistant Commissioner of Police, Operations, Tas. Police 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 Inspector Justin Lawson, State Road Safety Coordinator, Tas. Police Courtney Hayles, Executive Manager, Engagement, Communications & Governance, MAIB
Apologies:	Brad Petersen, Senior Media & Communications Advisor, Department of Police, Fire & Emergency Management
1.2 Conflicts of interest	
Nil.	
1.3 Minutes and actions list	
The Education and Enforcement Sub-Committee (EESC) meeting minutes of May 2025 were accepted .	
1.4 Road Safety Advisory Council Meeting Update	
The RSAC Minutes from May 2025 were noted .	
2.1 Pulse Survey	
The Sub-Committee noted the 2025 Pulse Survey results. Some changes in self-reported driving behaviours and road safety enforcement perceptions were noted.	
2.2 Drug and Drink Driving Campaigns	
The Sub-Committee noted ongoing work on two campaigns addressing drink driving and drug driving. Discussion of utilising enforcement activities to complement these campaigns being in market. The Sub-Committee endorsed exploring the opportunity to re-brand a drug driving campaign from South Australia.	
2.3 Lane Filtering Campaign	
The Sub-Committee noted work on a lane filtering education campaign. It will aim to target all road users – not solely motorcycle riders.	
2.4 Marketing Strategy Report	
The Sub-Committee noted an overview of the marketing strategy review. It was endorsed to continue with the current strategy where individual groups and demographics are addressed directly.	
3.1 Police Enforcement Report	
The Sub-Committee noted the police enforcement report. An increase in outputs between 2023/24 and 2024/25 was noted. Road policing staff had been involved with professional development opportunities.	
3.2 ATE Program Report	

The Sub-Committee noted statistics from the ATE program.		
Decisions/Actions	Responsibility	Due Date
Include totals for monetary penalties, with notes about settlements and the recovery levels in future reports.	Newton Wiseman	February 2026
3.3 Marketing Report		
The Sub-Committee noted an overview of public education activities over the last quarter.		
3.4 RACT Youth Road Safety Report		
The Sub-Committee noted an update on the RACT Youth Safety program development, and steering committee.		
4.1 Correspondence		
The correspondence report was noted .		
4.2 Social Media		
The social report was noted .		
4.3 Advertising		
The advertising report was noted .		
4.4 Progress Report		
The Quarterly Progress Report to RSAC as 30 th June 2025 was noted .		
4.5 Budget		
The Budget report was noted .		
4.6 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.		
Next Meeting		
The meeting closed at 3:57pm. Next meeting: Monday 1 December 2026 – Room 6.03.		