

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	
Observers:	Yvette Stubbs, Marketing and Communications Manager, Department of State Growth Amy Pennington, Marketing Officer, Department of State Growth Ange Green, Manager RSAC Secretariat, Department of State Growth Inspector Justin Lawson, State Road Safety Coordinator, Tas. Police Courtney Hayles, Executive Manager, Engagement, Communications & Governance, MAIB Nerida Plumpton, Senior Project Manager – Youth Road Safety Program, RACT	
Apologies:	Brad Petersen, Senior Media & Communications Advisor, Department of Police, Fire & Emergency Management Melinda Percival, General Manager Advocacy & Government Relations, RACT	
1.2 Conflicts of interest		
Nil.		
1.3 Minutes and actions list		
The Education and Enforcement Sub-Committee (EESC) meeting minutes of August 2025 were accepted .		
1.4 Road Safety Advisory Council Meeting Update		
The RSAC Minutes from August 2025 were noted .		
2.1 2026 Meeting Dates		
The Sub-Committee endorsed the 2026 meeting dates. Road Safety Expert, Blair Turner, informed he will be unavailable for the May 2026 meeting.		
2.2 Sponsorships		
The Sub-Committee noted current and continuing sponsorships. In 2026, a greater focus will be placed on educational components of sponsorship programs.		
Decisions/Actions	Responsibility	Due Date
Support given to approach other regional leagues to expand reach	State Growth EESC marketing & communications team	On Going
2.3 NRSW Community Event Grants		
The Sub-Committee noted intention to continue offering NRSW Community Event grants to utilise unspent funds from previous years.		
2.4 Proposed Campaign Concepts		
The Sub-Committee noted two proposed campaign concepts. Each concept was discussed - Concept 1 was endorsed to proceed to further investigation into concept, Concept 2 will not be proceeded with.		
2.5 2026 Campaign – Inattention/distraction		
The Sub-Committee noted work to commence on a new inattention/distraction campaign in early 2026.		
Decisions/Actions	Responsibility	Due Date
Police and DSG to clarify statistics on inattention for media releases to ensure consistency	DSG and Tasmania Police	May 2026

2.6 Marketing Expert - Appointment

The Sub-Committee **noted** the conclusion of Rowan Smith's term as EESC Marketing Expert. The Sub-Committee **noted** that the new EESC Marketing Expert, Anthony Moss, will attend the February 2026 meeting.

3.1 Police Enforcement Report

The Sub-Committee **noted** the police enforcement report. An increase in outputs between over the past 5 years was noted.

3.2 ATE Program Report

The Sub-Committee **noted** statistics from the ATE program, including an increase to fixed camera enforcement hours and detections.

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 30th September 2025 was **noted**.

4.5 Budget

The Budget report was **noted**.

4.6 Other Business

None

Next Meeting

The meeting closed at 4:04pm.

Next meeting: Tuesday 24 February 2026 – Room 6.03.