

Evaluation of MAIB funding of the Road Safety Advisory Council, 2024

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JE Woolley, LN Wundersitz & SJ Raftery



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Report documentation

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Title

Evaluation of MAIB funding of the Road Safety Advisory Council, 2024

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Executive Summary

In July 1996, the Motor Accidents Insurance Board (MAIB) initiated a Road Safety Task Force (RSTF) to reduce road trauma to target levels through enforcement and the use of mass media. With funding input from the MAIB, the Task Force facilitated cooperation and coordination between the Tasmanian Police (now within the Department of Police, Fire and Emergency Management – DPFEM), and the Department of Infrastructure, Energy & Resources (now the Department of State Growth – DSG). This arrangement remained until 2010 and was subject to evaluations every three years so that continued funding could be considered by the MAIB.

In October 2010, the RSTF and the Tasmanian Road Safety Council (RSC) were rolled into the new Road Safety Advisory Council (RSAC). The policy and advisory responsibilities of the Task Force and the oversight task of the Committee of Review were taken over by the RSAC. Notably, since the formation of the Department of State Growth, former high-level participation in RSAC transferred from the DSG Secretary and Police Commissioner to the next levels of leadership hierarchy: the DSG Assistant Secretary and a Tasmanian Police Assistant Commissioner. This situation remains to this day.

In 2021 a Memorandum of Understanding (MOU) was entered into between DSG, DPFEM and the MAIB to deliver the program for a period of three years from 1 July 2021 to 30 June 2024 with annual funding of just over \$4 million indexed by 2% annually.

The Education and Enforcement Sub-committee (EESC) continues in its role making recommendations on public education and enforcement programs to RSAC. At present, the sub-committee is chaired by the MAIB Chief Executive Officer Paul Kingston with DPFEM represented by Assistant Commissioner Adrian Bodnar and DSG represented by Road Safety Branch Manager Craig Hoey. The EESC funding program supports marketing activities subject to a budget approved by the EESC and two full time equivalent positions in the DSG: an RSAC Marketing Manager and an assistant. The DPFEM funds support 16 additional traffic police positions across the state. An additional \$400,000 funding has also been made available for additional activities during this period.

The purpose of this review is to assist the MAIB in considering future funding commitments to road safety in Tasmania beyond the current MOU. This is based predominantly on a process review of the RSAC educational and enforcement program, with particular emphasis on the three year period concluding 31 March 2024. Attention is also given to relevant broader road safety considerations as current system developments are now so significant they are likely to substantively interact with all efforts.

An approach consistent with previous evaluations was used to consider road safety data, operational data and perspectives from stakeholder interviews. Data was primarily sourced from MAIB, DSG and DPFEM. Interviews were conducted with 21 people from RSAC, Police, DSG and MAIB via a combination of online and face to face meetings including visits to each police district.

Findings

As with previous reviews, there is strong ongoing evidence to support the fact that the MAIB funding provides enforcement and campaign activity that would otherwise be absent or less intense. The MAIB funding provides benefit to road safety in Tasmania and magnifies existing resources within DSG and DPFEM. The additional \$400,000 made available functions as an enabler and catalyst for critical activities and capacity building.

Since the last review there have been some significant developments affecting Tasmanian road safety. Following a high number of fatalities in 2022, an increased sense of urgency has resulted in slightly more support from the Commissioner of Police. The implementation of the Automated Traffic Enforcement (ATE) program represents a major step forward and had virtually universal support from all stakeholders and both sides of politics. Despite this, the fate of current fixed speed cameras is unclear and capacity may be lost.

The relatively small scale and limited resources for government departments continues to be apparent and organisational constraints continue to both inhibit and severely reduce the rate of progress. Much of this can be attributed to a lack of clear lines of accountability for achieving intermediate safety performance indicators and therefore diminished government commitment and prioritisation. This is one area where RSAC and the DSG Road Safety Branch (RSB) actions under the State Road Safety Action Plans have the potential for critical longer term strategic benefit. These include the creation of a Speed Management Strategy, the development of Safety Performance Indicators and a Traffic Enforcement Resource Allocation Model (supported by MAIB funding).

As the lead road safety organisation, DSG is slowly building momentum on these key activities that will inform a much better strategic response to road safety. The further integration of evidence led road safety across other areas of DSG and government is an arduous and relentless task and should not be left to the RSB alone. The over-reliance on key people to shape road safety outcomes is not a sustainable model and a whole of department strategy and a principles based safer infrastructure strategy needs to be formalised. It is noted that the RSAC road safety capacity review from 2021 has stalled and needs to be actioned. There have been no changes to resourcing and functioning in the RSB since the last review. The RSB would benefit by the removal of some operational obligations in lieu of more focus on policy and strategy development and monitoring.

The Police are grappling with human resource issues regarding attrition, intake and a high proportion (12%) of officers on stress leave or unable to undertake frontline duties. Coincident with this was the adoption of a minimum staffing threshold in 2022 for frontline police based at the major police stations throughout the State. A re-organisation from the previous Road and Public Order Service structure to a dedicated Road Policing Service has led to a smaller pool of officers (104 to 68) from which traffic enforcement activity can be undertaken. Assuming a 69% utilisation level common across police areas, a lack of flexibility and operational constraints appear to dominate the shifts that conduct day to day traffic enforcement activity. It is clear that the additional MAIB funded officers are now more important than ever and are contributing proportionately more than their traditional statewide 25% outputs. The current Assistant Commissioner of Operations has been focussed on increasing road policing visibility and the number of enforcement operations. The creation of a Statewide coordinator for road safety has been a positive development although the position cannot control outputs.

A traffic enforcement strategy is imminent for consultation and ideally should clarify expectations on minimum levels of traffic enforcement and the operational mix of enforcement approaches. A MAIB funded review by the University of Tasmania on the practice of cautioning is also currently with Police. The cautioning culture in Tasmania is likely the most generous nationally and there seems to be little awareness of overall performance or monitoring metrics. Improved quality control on issued cautions is now apparent making the scheme more robust however thresholds are very high. Police equipment and vehicles for traffic enforcement appear to be in adequate supply and condition for existing operations.

Feedback on RSAC and the EESC was generally positive and members felt they had adequate representation and opportunity to contribute. Many highlighted the desire for youth and disability issues to also be represented. The evidence-based approach was praised by many however there was frustration at timelines and an inability to prioritise road safety actions within government organisations. The lack of higher-level leadership involvement and a constant turnover of representatives were also of concern to some members.

Road safety public education activities currently meet the KPI's specified in the MOU with at least six major campaigns a year that follow an evidence-based approach. It is encouraging to observe that most of these campaigns incorporated social media or other non-traditional media, exceeding the two campaign per year KPI. A mix of media channels is regularly used in campaigns of which social media is embraced as one of the core elements. Increased experimentation has led to the use of social media leading (or being the sole platform) in two recent campaigns. A significant positive development has been the addition of a new marketing agency that has demonstrated a fresh new approach with a willingness to adopt more effective targeting strategies and negotiating better deals and media buys. Collaboration with a diverse range of stakeholders through partnerships and support from community activities have enhanced the impact of mass media campaigns.

There appears to be a good working relationship between the RSAC and police marketing teams, with any strategic coordination generally performed at quarterly EESC meetings and operational co-ordination undertaken at monthly meetings. Networking with other leading road safety agencies in Australia undertaking communication campaigns (i.e., TAC) has proven to be a valuable activity for the RSAC marketing team to learn about new trends and cost-effective innovative ways of delivering road safety messages.

A new structure/framework has been adopted to improve the efficacy of the road safety community attitudinal surveys so that they can benchmark road user behaviours, consistently monitor road safety behaviours over time and provide regular up-to-date evidence to inform policy development, communication campaigns and enforcement activities in Tasmania. It is too early, however, to determine the effectiveness of this approach.

Conclusions

A greater sense of urgency is apparent, and efforts are being made by committed staff to uplift the road safety response within the organisational constraints of DSG and the Police. It is clear that the MAIB has progressively positioned itself as a vital contributor to Tasmanian road safety and its funding and influence provides continual upwards pressure for an increasingly strategic road safety response. In particular, the current human resource challenges faced by the police means that MAIB funding is now leveraging much more than the usual 25% enforcement contribution. The additional MAIB funding for both DSG and Police has enabled critical activities to even occur in the first place

without which Tasmanian road safety would be in a very poor state. The funding allows police to maintain flexibility and therefore feasibility in conducting more enforcement and operations that would not otherwise be possible during periods of low staffing; it has also enabled RSB to pursue critically important strategy development projects.

The RSAC marketing campaigns remain constant with some positive improvements emerging. The additional funding of knowledge transfer, capacity building and strategic evaluation projects will provide a high return on investment if followed through to implementation. Focus needs to be maintained on working with stakeholders to continue developing their strategic approaches to set the conditions for future operational and policy responses given ongoing organisational constraints and challenges. The development and delivery of public education campaigns in Tasmania appear to be broadly consistent with best practice principles and linked to the Towards Zero Strategy and Action Plans, including the Safe Systems approach. This review has established that RSAC is maintaining a comprehensive approach to its public education activities, given the resources, and should continue with this approach while also looking for new opportunities to enhance efforts.

Recommendations

1. Funding for RSAC marketing and enforcement activity should continue. If any increases are to be considered, the funding of additional frontline Road Policing Service officers and/or overtime activity would lead to more robust operational enforcement over current levels.
2. The availability of additional funds, such as the \$400,000 for additional activities, has proven to be a useful enabler and should also continue to be made available to both DSG and the Police.
3. The RSAC initiated report on capacity building from 2021 has laid the foundation for further specific actions. This needs to be followed through and actioned by DSG and the MAIB may play a role in accelerating progress through funding. The current projects on a speed management strategy, enforcement resource allocation modelling and development of Safety Performance Indicators are critically important and need to be followed through as a priority in time for input to the next Strategy and Action Plan development
4. More specification in the funding agreement around knowledge transfer, networking and capacity building activities for staff is warranted to ensure that activities are sufficiently frequent and not unreasonably influenced by organisational culture or stigma regarding travel. This should commence with the RSAC marketing team and police sergeants in the first instance. Funding attendance at the annual national road safety conference around Australia would also be worthwhile for those usually unable to attend.
5. With the blending of the MAIB funded teams into larger road policing teams, discussions should be held with police on a model that could quarantine a sub-set of officers to substantively focus on traffic enforcement for periods of time to ensure that sufficient operations can be sustained at scale. Currently this is thought to be a more practical and flexible approach than the specification of a minimum staffing level of traffic police per shift.
6. Monitor development of the next Police traffic enforcement strategy and clarify what a successful road policing model looks like in terms of human resources and the mix and frequency of enforcement approaches. Metrics to support the strategy would need to be identified and developed.

The need for a dedicated specialised civilian data analyst (as is the case with crime services) in support of RPS could also be investigated to assist with targeting.

7. Leverage off interest in DSG to obtain trend-based vehicle fleet statistics so that more accurate snapshots of the inherent safety possessed by the Tasmanian vehicle fleet can be factored into road safety decision making leading to more tangible actions and marketing.

Recommendations specific to RSAC EESC activities

A. Continue to experiment with the mix of media channels and activities to strategically target and deliver road safety messages in the most cost-effective ways to encourage safe behaviours.

B. Strategic partnerships involving strong collaborative efforts with the community that have the potential to reach large audiences as well as the grassroots level should be continued where they show evidence of achieving their objectives. Continue to actively search for opportunities for new partnerships that target different at-risk groups.

C. Monitor the combination of the new annual community attitudinal and behaviour survey and the six-monthly Pulse survey to identify any gaps in informing strategy. Refine surveys where necessary.

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1. Introduction

1.1. Background

In July 1996, the Motor Accidents Insurance Board (MAIB) initiated a Road Safety Task Force (RSTF) to reduce road trauma to target levels through enforcement and the use of mass media. With funding input from the MAIB, the Task Force facilitated cooperation and coordination between the Tasmanian Police (now within the Department of Police, Fire and Emergency Management – DPFEM), and the Department of Infrastructure, Energy & Resources (now the Department of State Growth – DSG). This arrangement remained until 2010 and was subject to evaluations every three years so that continued funding could be considered by the MAIB.

In October 2010, the RSTF and the Tasmanian Road Safety Council (RSC) were rolled into the new Road Safety Advisory Council (RSAC). The policy and advisory responsibilities of the Task Force and the oversight task of the Committee of Review were taken over by the RSAC. Notably, since the formation of the Department of State Growth, former high-level participation in RSAC transferred from the DSG Secretary and Police Commissioner to the next levels of leadership hierarchy: the DSG Assistant Secretary and a Tasmanian Police Assistant Commissioner. This situation remains to this day.

In October 2010, the RSTF and the Tasmanian Road Safety Council (RSC) were rolled into the new Road Safety Advisory Council (RSAC). The policy and advisory responsibilities of the Task Force and the oversight task of the Committee of Review were taken over by the RSAC. The Chairs of RSAC, firstly with John Gledhill (2010-2013), then Jim Cox (2013-2017), Garry Bailey (2017-2021) and currently Scott Tilyard, ensured that there is an independent voice and oversight for road safety in Tasmania.

Membership of RSAC includes:

- Scott Tilyard (Chair)
- Paul Kingston (CEO, MAIB)
- Dr Blair Turner (Road Safety Expert) [recently appointed]
- Gary Swain (Deputy Secretary Transport Services, DSG)
- Assistant Commissioner Adrian Bodnar (AC Operations, Tasmania Police)
- Mark Mugnaioni (CEO, RACT)
- Dion Lester (CEO, Local Government Association of Tasmania)
- Michael Boyd (President, Tasmanian Motorcycle Council)
- Alison Hetherington (Chair, Tasmanian Bicycle Council)
- Michelle Harwood (ED, Tasmanian Transport Association)

In 2021 a Memorandum of Understanding (MOU) was entered into between DSG, DPFEM and the MAIB to deliver the program for a period of three years from 1 July 2021 to 30 June 2024 with annual funding over \$4 million indexed by 2% annually (see Table 1.1).

Table 1.1
Allocation of funding as specified in the 2021 MOU (\$m)

	2021-22	2022-23	2023-24
DPFEM	2,677,249	2,730,794	2,785,410
DSG	1,379,183	1,406,767	1,434,902
Total	4,056,432	4,137,561	4,220,312

This funding program supports marketing activities subject to a budget approved by the Education and Enforcement Sub-committee (EESC) and two full time equivalent positions in the DSG: an RSAC Marketing Manager and an assistant. The DPFEM funds support 16 additional traffic police positions proportionately across the three police districts in the State. An additional \$400,000 funding was also made available for additional activities during this period.

The EESC continues in its primary role making recommendations on public education and enforcement programs to RSAC and is tasked with the following objectives:

- develop the annual strategic directions and work program for public education and enforcement programs for approval by the RSAC and Minister;
- oversee and monitor the delivery and implementation of public and school road safety education, community road safety and enforcement activities in accordance with the approved strategic work program; and
- ensure a coordinated and integrated approach is adopted to maximise the effectiveness of the education and enforcement activity for general public awareness and local community development and engagement.

EESC membership structure comprises:

- RSAC independent chairperson
- MAIB CEO (Chair)
- DSG representative
- DPFEM representative
- RACT representative
- A marketing expert

At present, the sub-committee is chaired by the MAIB Chief Executive Officer Paul Kingston with DPFEM represented by Assistant Commissioner Adrian Bodnar and DSG represented by Road Safety Branch Manager Craig Hoey. RSAC chairperson Scott Tilyard, RACT PR and Communications Manager Ben Hansen and marketing expert Rowan Smith complete the committee.

1.2. Objectives

The purpose of this review is to assist the MAIB in considering future funding commitments to road safety in Tasmania beyond the current MOU.

The review has a focus on following:

1. A process review of the RSAC for the three year period concluding 31 March 2024;
2. Consideration as to whether the current approach to enforcement and public education campaigns is appropriate;
3. Appropriateness of the key action areas and performance measures used by the RSAC;
4. Recommendations for further improvements to the RSAC Program;
5. Comments regarding the operational arrangements of the RSAC;
6. Consideration of 'other factors', other than the RSAC Program, that may have contributed to reductions in numbers of serious injury claims (including fatalities) in Tasmania;
7. The role that 'other factors' may play in inhibiting road safety in Tasmania.

Attention is also given to relevant broader road safety considerations as current system developments are now judged to be so significant they are likely to substantively interact with all other road safety efforts.

1.3. Methodology

An approach consistent with previous evaluations was used to consider road safety data, operational data and perspectives from stakeholder interviews. This is based predominantly on a process review of the RSAC educational and enforcement program, with particular emphasis on the three year period concluding 31 March 2024. Data was primarily sourced from MAIB, DSG and DPFEM. Interviews were conducted with 21 people from RSAC, Police, DSG and MAIB via a combination of online and face to face meetings including visits to each police district in mid-2024.

2. Review of road safety data

Tasmanian crash data was obtained from the MAIB claims database, which contains data regarding all claims for injury arising from a collision involving a motor vehicle, and the State Growth crash database which is derived from police reported crashes. While each database contains information about road crashes in Tasmania, they are individually tailored to the core business needs of each organisation and do not align completely. Together they provide an insight into the level and nature of trauma on Tasmanian roads. Additional data regarding national crash statistics, population, and registered motor vehicles were obtained from the Bureau of Infrastructure and Transport Research Economics (BITRE) and the Australian Bureau of Statistics (ABS).

2.1. Long term trends in Tasmanian and Australian fatalities

Trends in crash fatalities over the preceding ten years for each Australian state are provided in Figure 2.1. Post Covid-19 pandemic, there has been fluctuation in fatalities across most jurisdictions with many experiencing rises in 2022 or 2023. Tasmania has remained relatively stable although low fatality numbers (compared to more populous states) makes interpretation less robust.

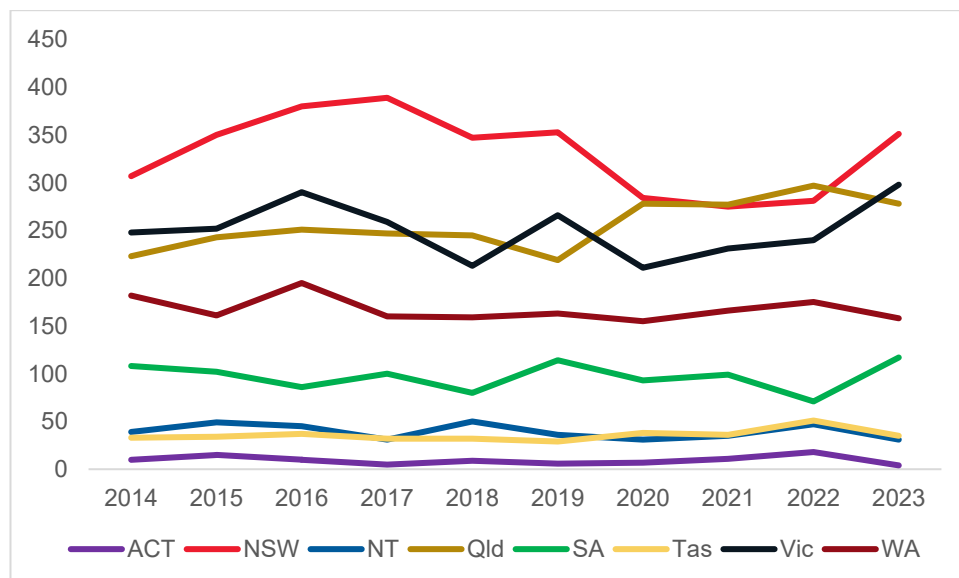


Figure 2.1
Road fatalities for Australian States and Territories 2014-2023 (BITRE, 2024)

The growth in registered vehicles compared to population is shown in Figure 2.2. There has been an increase in exposure to vehicles over time, with the growth in number of registered vehicles exceeding population growth since 2021. Over the period 2021-2023 the Tasmanian population grew by 0.8% while the number of registered vehicles grew by 5.3%.

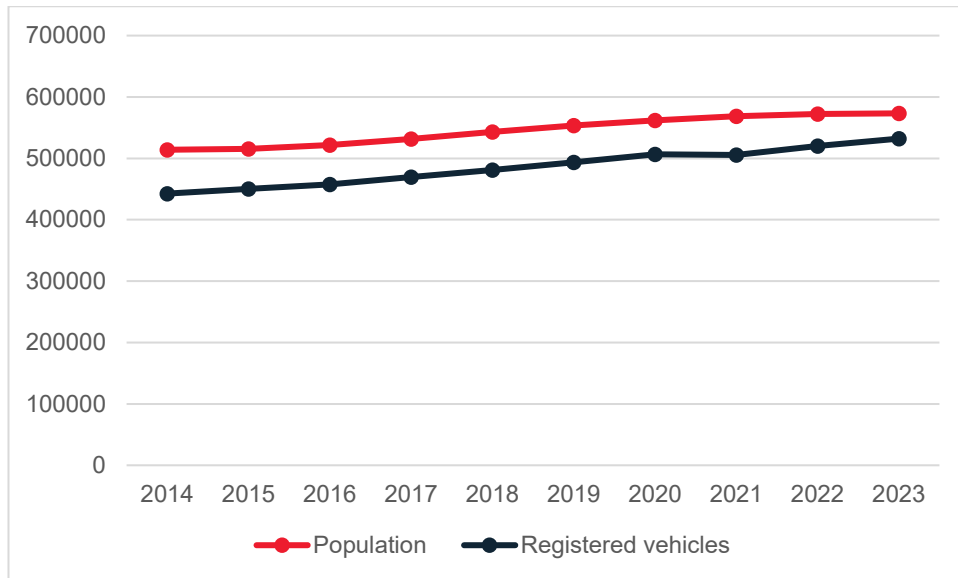


Figure 2.2
 Number of registered vehicles and estimated population for Tasmania, 2014-2023 (ABS, 2024; BITRE, 2023)

The age and gender distribution of the Tasmanian population based on ABS population estimates for 2023 are shown in Figure 2.3. There are slightly more younger males than females and older females than older males.

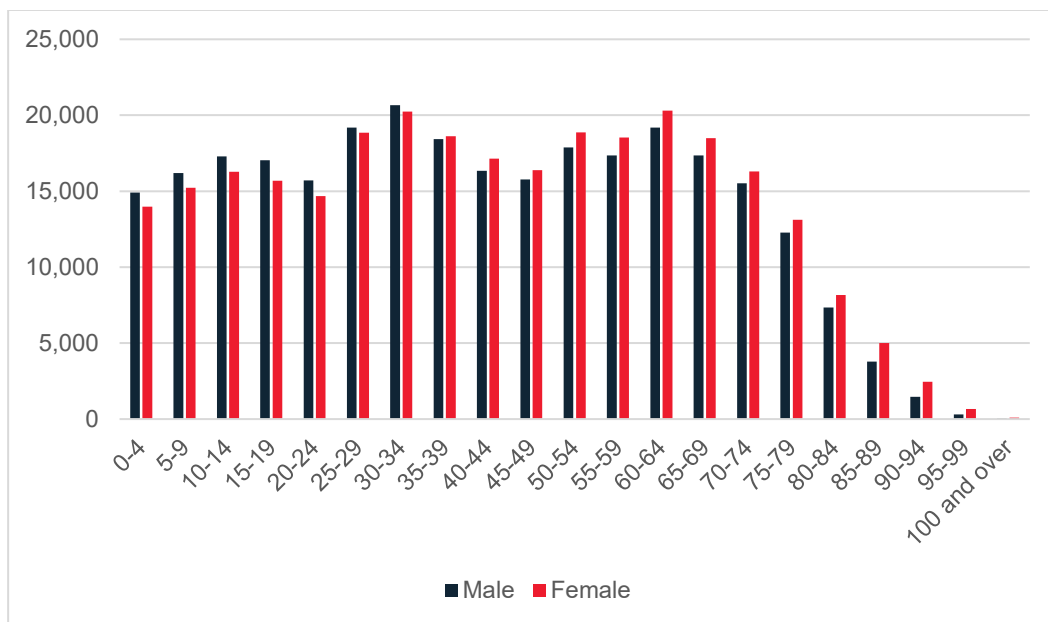


Figure 2.3
 Age and gender composition of Tasmania population at June 2023 (ABS, 2024)

Figure 2.4 shows the proportion of the Tasmanian population by Index of Relative Socio-economic Disadvantage (IRSD) compared to the Australian population (which also includes Tasmania). The IRSD is an Australian Bureau of Statistics measure of SES such that those with lower scores have greater socio-economic disadvantage than those with higher scores. A common practice is to examine deciles, which represent 10% of the total. Lower deciles (i.e., 1) have the greatest disadvantage while the highest (i.e., 10) have the least. It is evident in Figure 2.4 that, compared to Australia as a whole, the Tasmanian population is skewed towards the lower deciles (i.e., greater disadvantage).

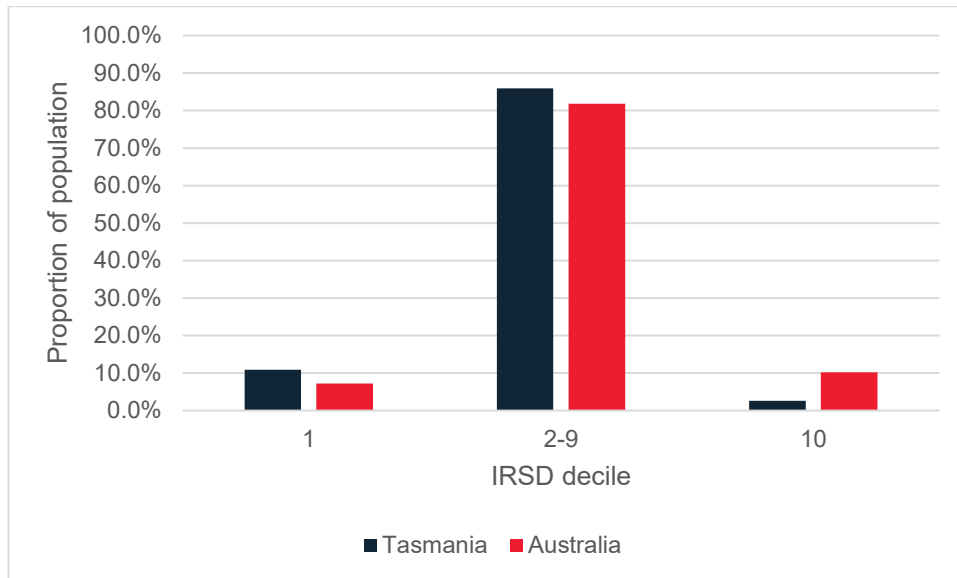


Figure 2.4
Proportion of population by Index of Relative Socio-economic Disadvantage (IRSD) Decile, 2021 for Tasmania and Australia (ABS, 2023)

Comparison between jurisdictions using fatality rates per population or number of registered vehicles provides a means for comparison of road safety performance with other jurisdictions and nationally. Table 2.1 shows the road fatality rate per 100,000 population for each jurisdiction and nationally for the period 2014-2023 while the fatality rate per 10,000 registered vehicles over the same period is provided in Table 2.2. Tasmania hovers around six fatalities per 100,000 population which is one of the highest rates among Australian jurisdictions and is above the national rate of around four per 100,000 population. Based on the fatality rate per 10,000 registered vehicles Tasmania shows a substantial amount of variation over the observation period and is generally higher than the national rate.

Table 2.1
Australian road fatality rates per 100,000 population 2014-2023

	ACT	NSW	NT	QLD	SA	TAS	VIC	WA	AUS
2014	2.55	4.06	16.07	4.70	6.38	6.42	4.16	7.20	4.86
2015	3.76	4.56	20.07	5.06	5.98	6.59	4.14	6.32	5.03
2016	2.45	4.87	18.29	5.14	5.00	7.09	4.65	7.59	5.31
2017	1.19	4.92	12.56	4.98	5.76	6.02	4.07	6.15	4.94
2018	2.09	4.34	20.33	4.85	4.56	5.89	3.29	6.03	4.51
2019	1.36	4.36	14.62	4.27	6.41	5.24	4.04	6.06	4.65
2020	1.56	3.51	12.51	5.36	5.18	6.76	3.21	5.68	4.28
2021	2.43	3.39	14.11	5.27	5.48	6.33	3.52	6.01	4.38
2022	3.90	3.41	18.74	5.51	3.87	8.91	3.57	6.18	4.48
2023a	0.85	4.18	12.28	5.06	6.29	6.10	4.34	5.44	4.74

Note. ^a2023 estimate for September, all other years December

Table 2.2
Australian road fatality rates per 10,000 registered vehicles 2014-2023

	ACT	NSW	NT	QLD	SA	TAS	VIC	WA	AUS
2014	0.36	0.60	2.56	0.60	0.81	0.75	0.55	0.85	0.65
2015	0.53	0.67	3.16	0.64	0.76	0.75	0.55	0.74	0.67
2016	0.35	0.71	2.85	0.65	0.63	0.81	0.62	0.88	0.70
2017	0.17	0.71	2.00	0.63	0.72	0.68	0.54	0.72	0.65
2018	0.30	0.62	3.08	0.61	0.57	0.67	0.43	0.71	0.59
2019	0.19	0.62	2.23	0.53	0.80	0.59	0.53	0.73	0.61
2020	0.23	0.49	1.93	0.66	0.64	0.75	0.41	0.68	0.55
2021	0.35	0.46	2.14	0.64	0.67	0.71	0.45	0.72	0.56
2022	0.56	0.46	2.86	0.67	0.47	0.98	0.45	0.74	0.57
2023	0.12	0.57	1.87	0.60	0.75	0.66	0.55	0.65	0.60

The comparison of road safety nationally is generally achieved drawing on fatality metrics, largely because these are the most accurately recorded. There is variation between jurisdictions regarding the classification of injury crashes, which make comparisons on this level more complicated. While useful for comparison, fatal crashes are subject to random variation and can be difficult to interpret when relatively low numbers of fatalities exist as is the case for Tasmania, the ACT, and the Northern Territory.

Tasmanian road fatalities over the period 1991 to 2020 are shown in Figure 2.5. While the number of fatalities has almost halved since 1991, fatalities have remained at around 30 per year since 2010 with an upwards trend observed over 2020 to 2022. The reduction in fatalities from 2022-2023 is promising, however crash fatality trends in future years are necessary to confirm of this is sustained.

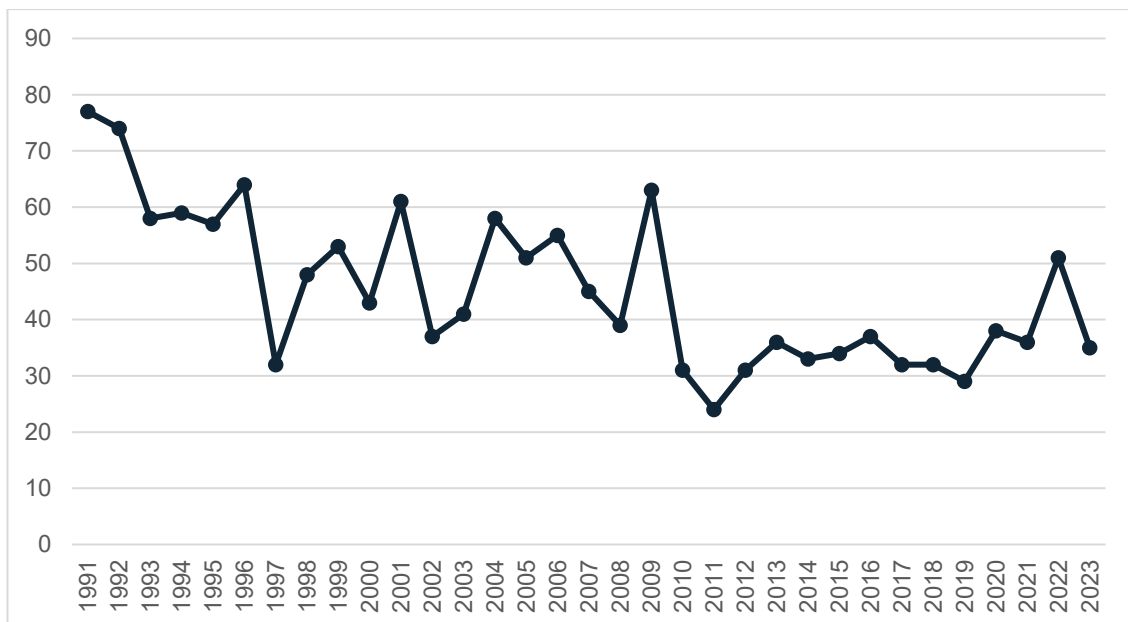


Figure 2.5
Road crash fatalities in Tasmania since 1991 (BITRE, 2024)

Trends in Serious injuries in Tasmania based on DSG data is shown in Figure 2.6. There appears to have been a downward trend to around 2017 where the rate of decline has slowed. There appears to be an upward trend occurring since 2021, ongoing monitoring will clarify this trend further.

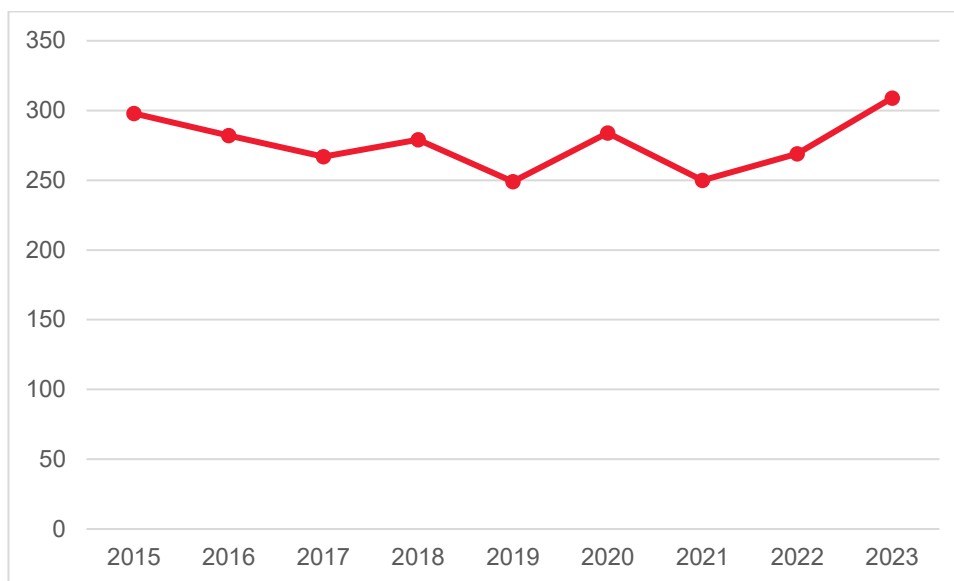


Figure 2.6
Number of serious injuries in Tasmania, 2015-2023

2.2. Crash data for selected road safety issues

Data on selected road safety issues were examined for the period 2021-2023 for all crashes and crashes in which someone was killed or seriously injured (KSI). The severity of all crashes reported to police for the period 2021-2023 is shown in Table 2.3. Crash casualties (i.e., the number of people involved in a crash – all severities) is shown in Table 2.4. Road user casualties (excluding no injury and unknown) are provided in Table 2.5. The comparison suggests substantial numbers of passengers also involved in crashes.

Table 2.3
Crash severity, 2021-2023 (DSG data)

	PDO	First Aid	Minor	Serious	Fatal	Not known	Total
2021	5362	462	1082	215	33	85	7239
2022	5306	514	967	231	45	101	7164
2023	5686	429	941	268	36	72	7432
Total	16354	1405	2990	714	114	258	21835

Table 2.4
Crash casualties, 2021-2023 (DSG data)

	No injury	First aid	Minor	Serious	Fatal	Not known	Total
2021	12031	747	1353	250	36	148	14565
2022	11805	826	1174	269	51	201	14326
2023	12344	647	1167	308	36	840	15342
Total	36180	2220	3694	827	123	1189	44233

Table 2.5
Road user casualties 2021-2023 (DSG data)

	2021		2022		2023		Total	
	N	%	N	%	N	%	N	%
All Terrain Vehicle	29	1.22	24	1.03	26	1.20	79	1.15
Bicycle	63	2.64	54	2.33	64	2.97	181	2.64
E-Scooter	-	-	8	0.34	17	0.79	25	0.36
Heavy Vehicle	52	2.18	43	1.85	38	1.76	133	1.94
Light Vehicle	1836	76.90	1816	78.28	1611	74.65	5263	76.68
Motorcycle	283	11.90	232	10.00	264	12.23	779	11.35
Other	5	0.21	4	0.17	5	0.23	14	0.20
Pedestrian	118	4.95	139	5.99	133	6.16	390	5.68
Total	2386	100.00	2320	100.00	2158	100.00	6864	100.00

2.2.1. Speed

The number of crashes by speed zone is shown in Figure 2.7 and the number of KSI crashes in Figure 2.8. The majority of all crashes occur on roads with a speed limit of 50 km/h while KSI crashes were more frequent on roads with a 100km/h limit.

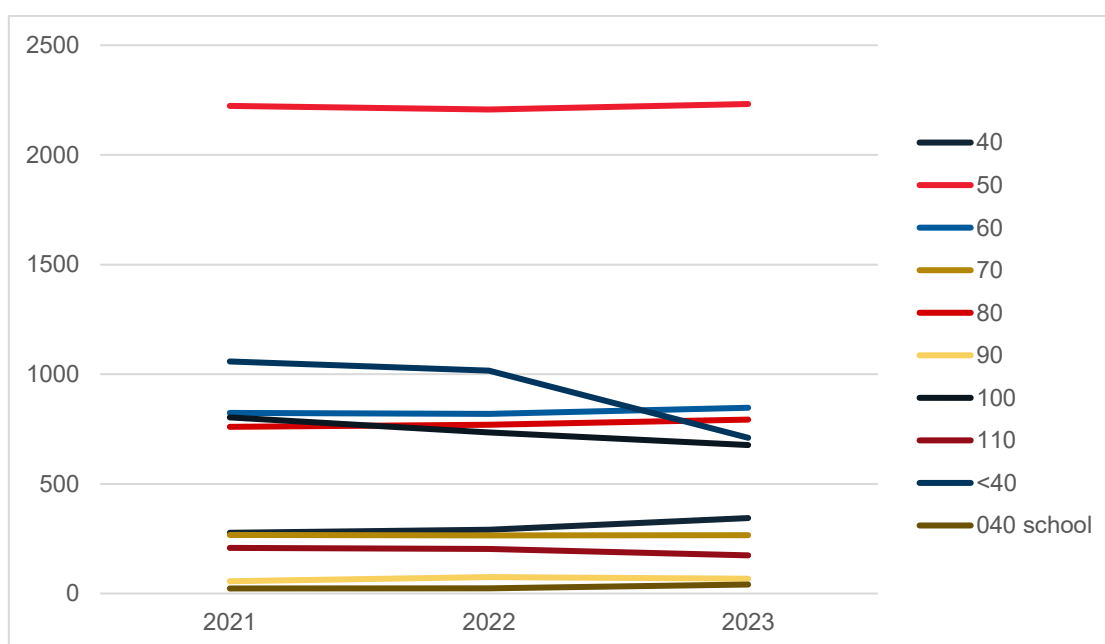


Figure 2.7
Number of crashes by speed zone, 2021-2023 (DSG data)

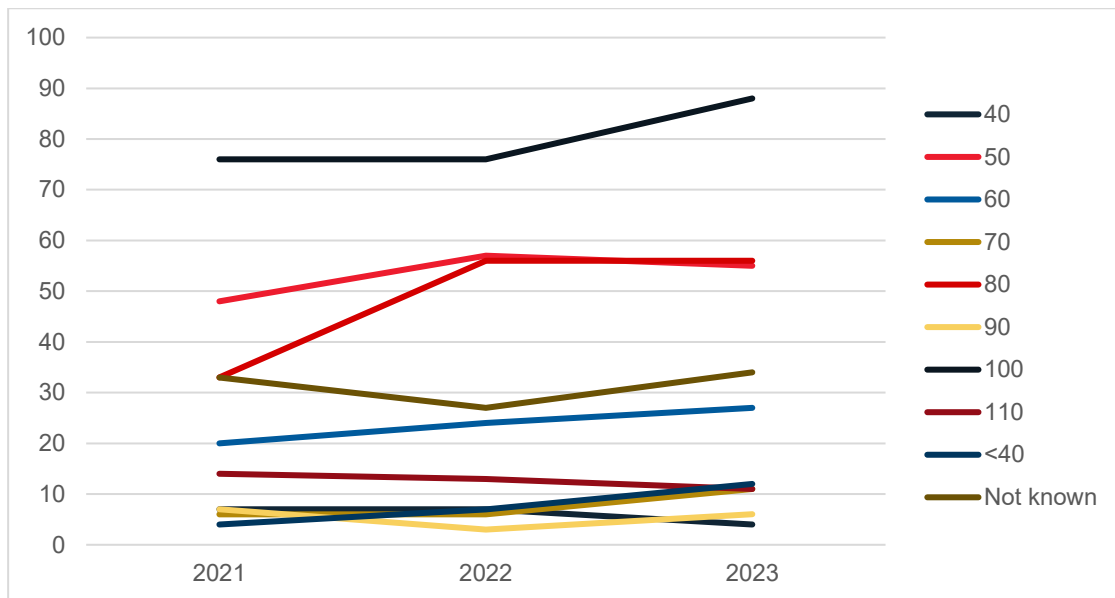


Figure 2.8
Number of KSI crashes by speed zone, 2021-2023 (DSG data)

Using contributing factors available in the DSG crash data it was possible to further examine the contribution of speed to crashes. Table 2.6 shows the attribution of excessive speed and exceeding the speed limit in KSI crashes. Excessive speed (13.5%) was the most common of these factors although exceeding the limit (6.5%) is also a problem. Table 2.6 also shows that there are a substantial number of crashes involving excessive speed for conditions without exceeding the speed limit. There is likely to be more nuance to these figures and they are likely influenced by nature of rural road alignment and police reporting practices.

Table 2.6
Speed as a factor in KSI crashes, 2021-2023 (DSG data)

Exceed limit	Excessive speed		Total
	No	Yes	
No	681	93	774
Yes	35	19	54
Total	716	112	828

2.2.2. Alcohol and drugs

The number of injured drivers and motorcycle riders injured or killed in a crash and who were found to have a BAC greater than zero is provided in Figure 2.9. Due to low numbers there is substantial variability year-to-year so no trends should be interpreted without a longer period of consideration. As recorded in the system, drivers and riders with a BAC greater than 0.05 account for the majority of injuries and fatalities.

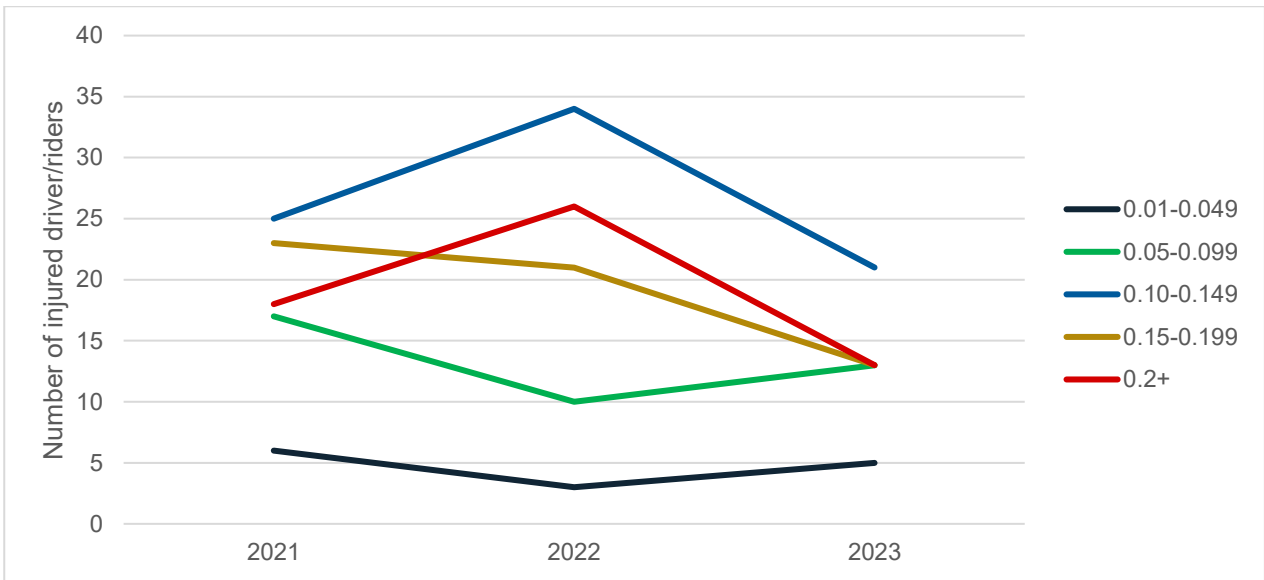


Figure 2.9
Number of injured drivers and motorcycle riders with a BAC > 0.00 (DSG data)

The number of injured drivers and motorcycle riders who tested positive to drugs or were both positive for drugs and recorded an illegal BAC (≥ 0.05) are shown in Figure 2.10. The number of drivers and riders with a BAC greater than zero without the presence of a drug is provided for comparison. Injured road users who tested positive for an illicit drug (without alcohol present) were the largest group of injured road users and have surpassed those with alcohol only.

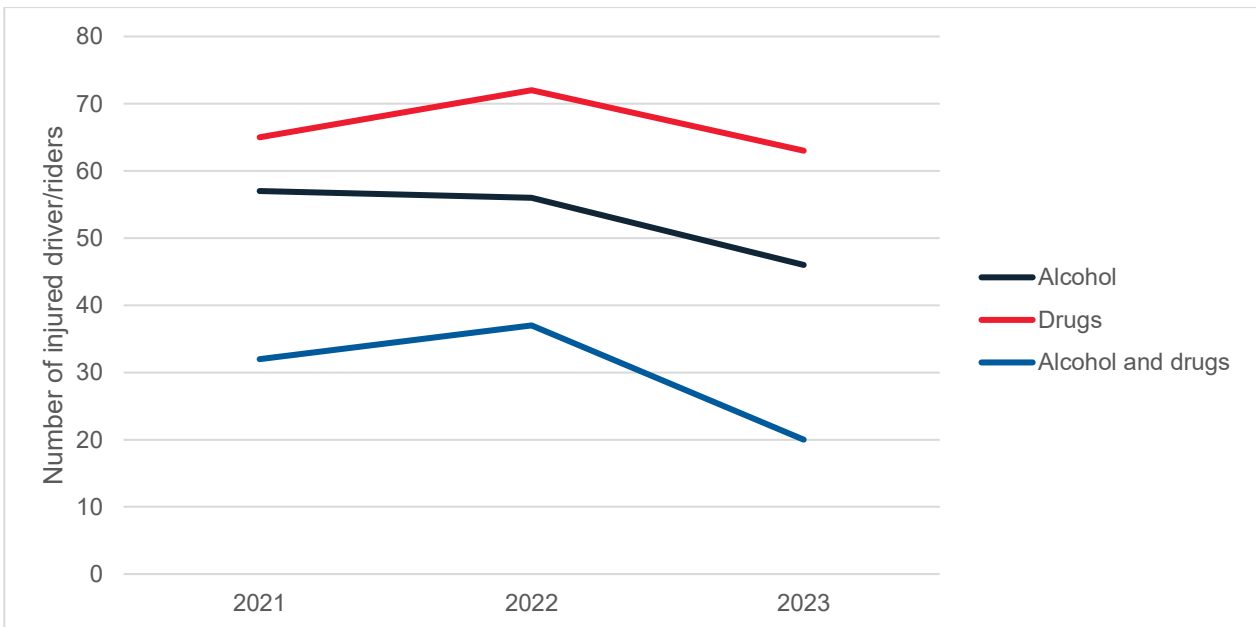


Figure 2.10
Number of injured drivers and motorcycle riders positive for alcohol (BAC > 0.00), drugs, or both drugs and illegal BAC (≥ 0.05) (DSG data)

2.2.3. Vulnerable road users

Over the period 2021-2023 light vehicle occupants accounted for three quarters of killed or injured road users (76.68%), followed by motorcyclists (rider and pillion, 11.35%), pedestrians (5.68%), and cyclists (2.64%). E-scooter riders may have been recorded as pedestrians prior to 2022, they accounted for 0.36% of injured road users over the period 2021-2023.

Injuries to vulnerable road users, including pedestrians, cyclists, e-scooter riders and the riders and pillion passengers of motorcycles are shown in Figure 2.11. This includes minor injuries (first aid or treatment at hospital) and serious injuries (admitted to hospital).

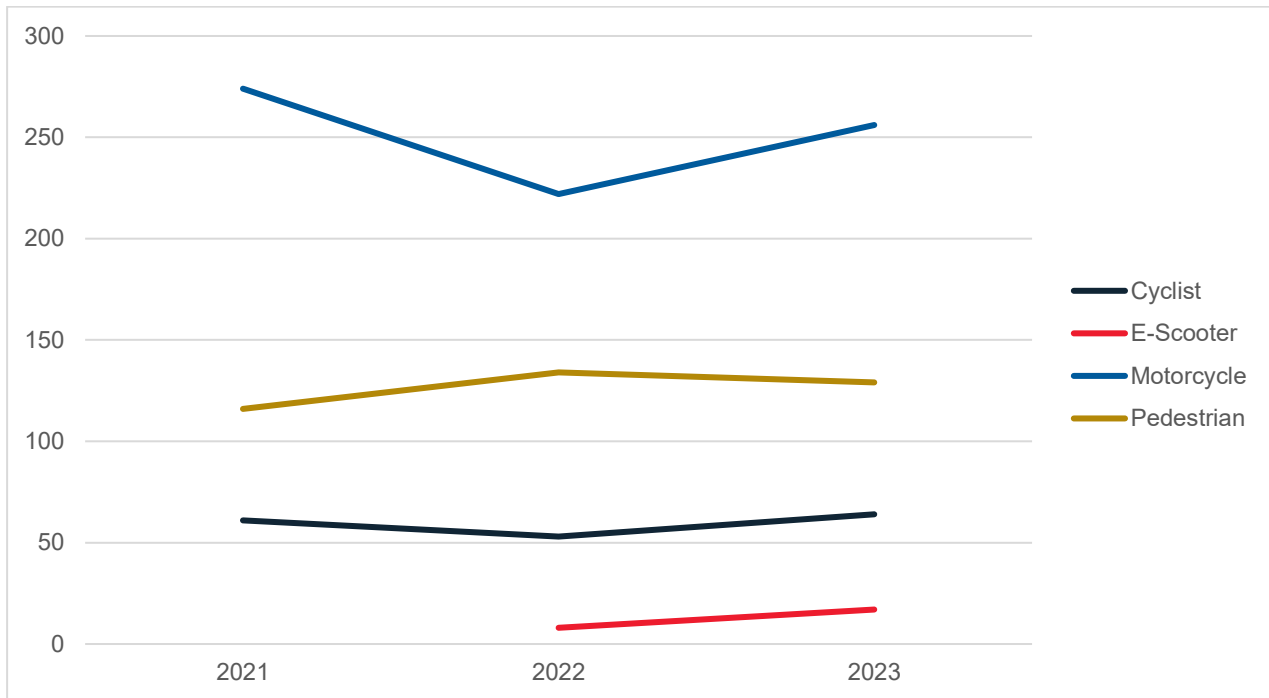


Figure 2.11
Number of injured pedestrians, cyclists, and motorcyclists, 2021-2023 (DSG data)

Fatal injuries to vulnerable road users are provided in Figure 2.12, there were no e-scooter fatalities over this period.

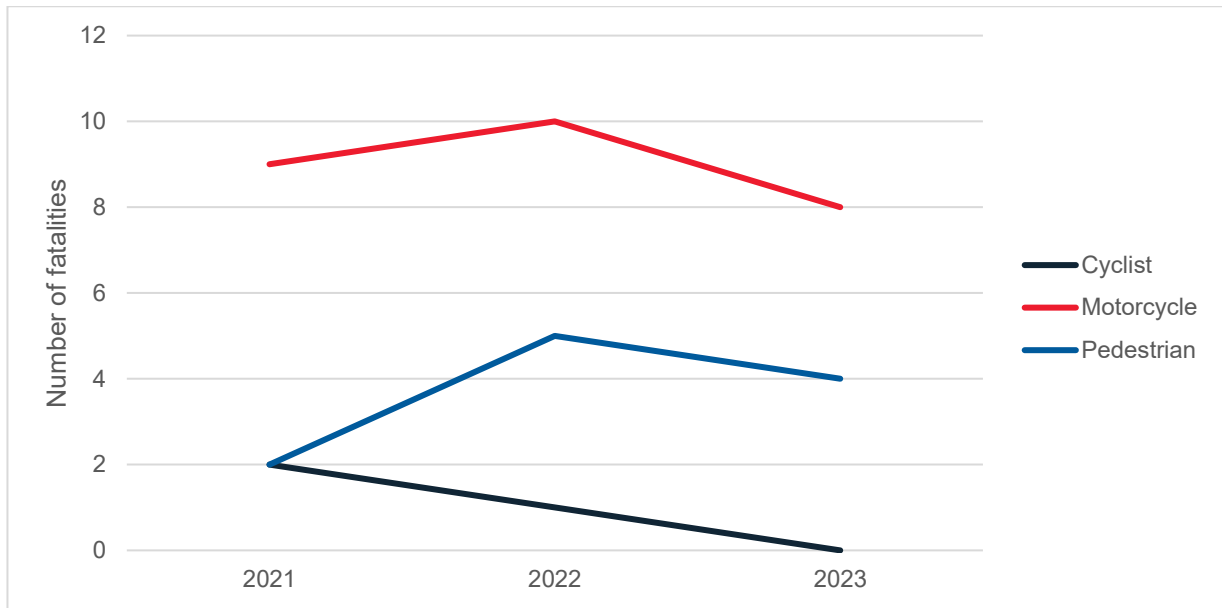


Figure 2.12
Number of pedestrians, cyclists, and motorcyclists killed 2021-2023 (DSG data)

2.2.4. Local government area

The number of fatalities for each local government area are provided in Figure 2.13 and serious injuries in Figure 2.13. Both figures demonstrate a concentration of crashes around the major population centres however, trauma is present across all local government areas.

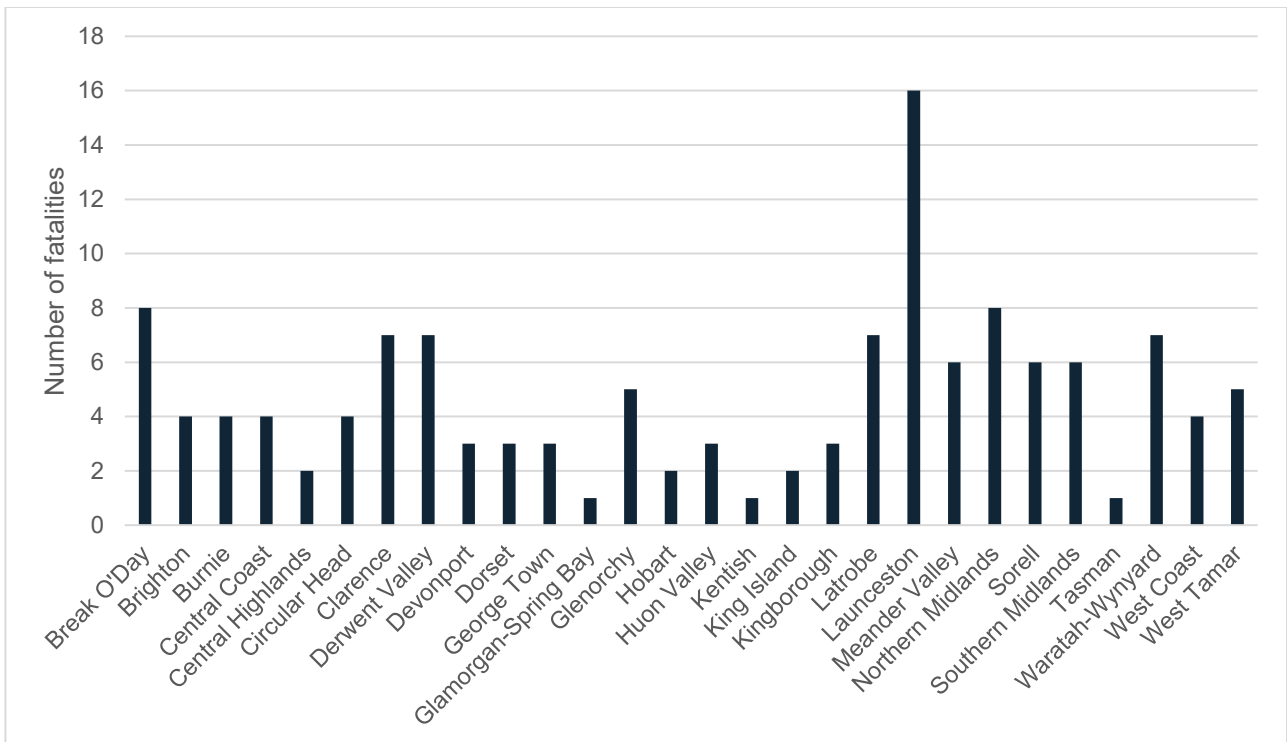


Figure 2.13
Fatalities by local government area 2021-2023 (DSG data)

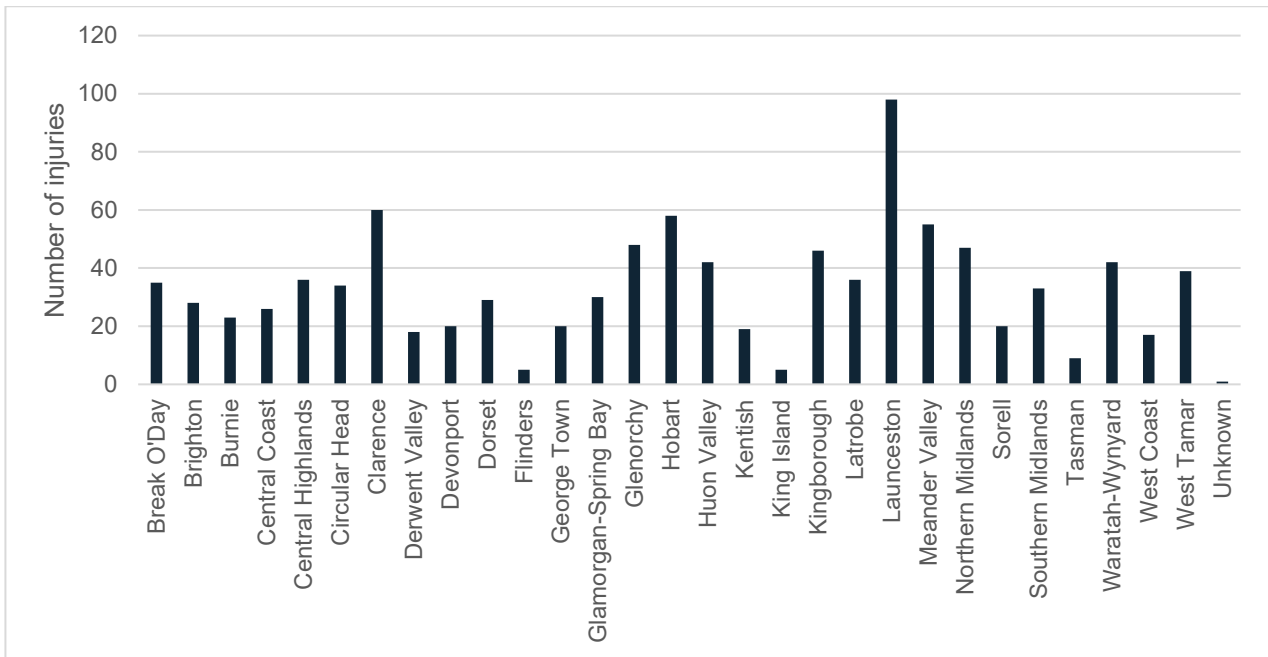


Figure 2.14
Serious injuries by local government area 2021-2023 (DSG data)

2.2.5. Data related to crash type

The DCA code of injury crashes (fatal, hospital admitted, hospital treated) for the period 2021-2023 are shown in Figure 2.15. DCA codes describe the principal vehicle configuration or movement in the crash and provide an indication of the crash type. The most common crash type over the period involved vehicles leaving the roadway while negotiating a curve. The second most prevalent crash type involved vehicles leaving the roadway on a straight section, while the third most common was vehicles from the same direction (e.g., rear end).

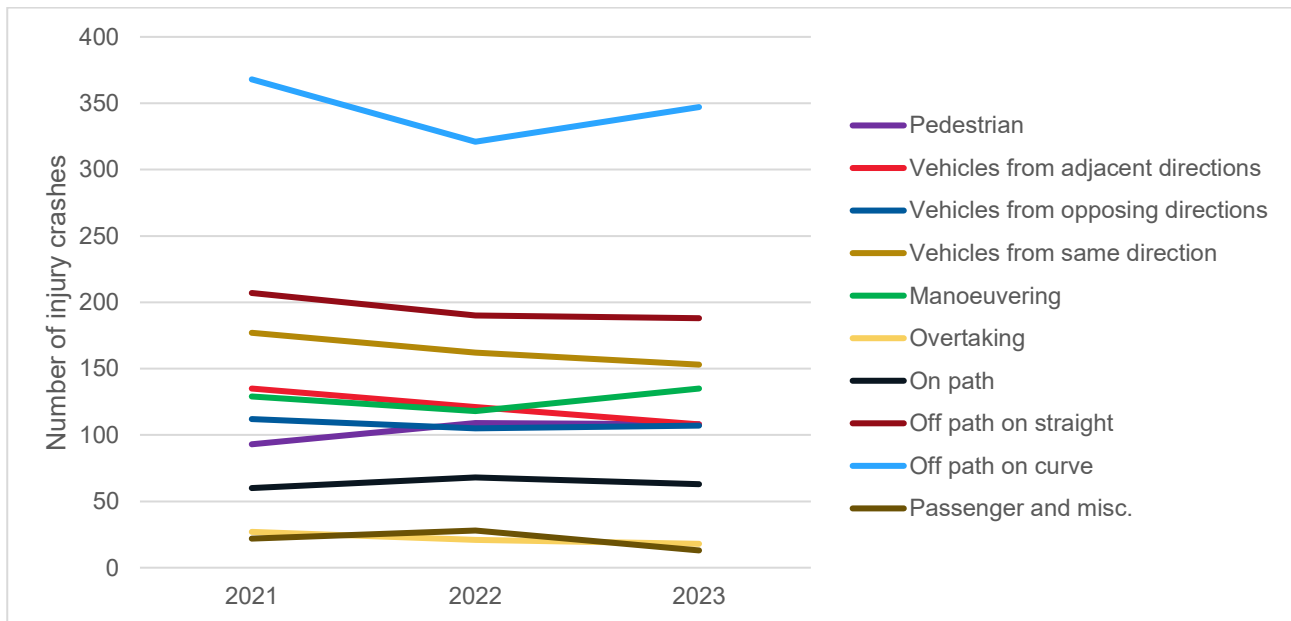


Figure 2.15
Injury crashes by DCA category, 2021-2023 (DSG data)

2.2.6. Data related to road user age

The number of serious and fatal injuries by age group for the years 2021-2023 is shown in Figure 2.16. Young drivers (16-24 year olds) have the most KSI crashes of any age group. Further, all other age groups demonstrated an increase in KSI crashes with the exception of those aged 0-15 and 55-64. Figure 2.17 shows the distribution of fatal and serious injuries by age group and sex. Males account for the majority of injuries in all age groups, those in the 16-24 and 25-34 age groups are of most concern.

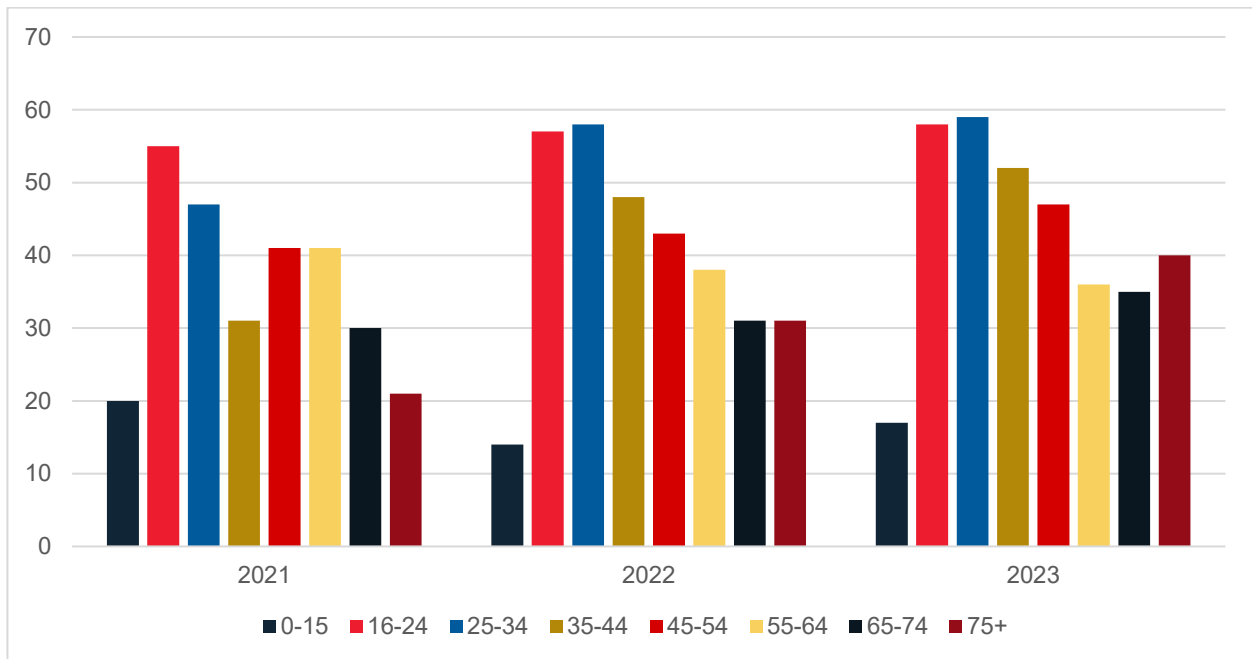


Figure 2.16
Number of fatal and serious injuries by age group, 2021-2023 (DSG data)

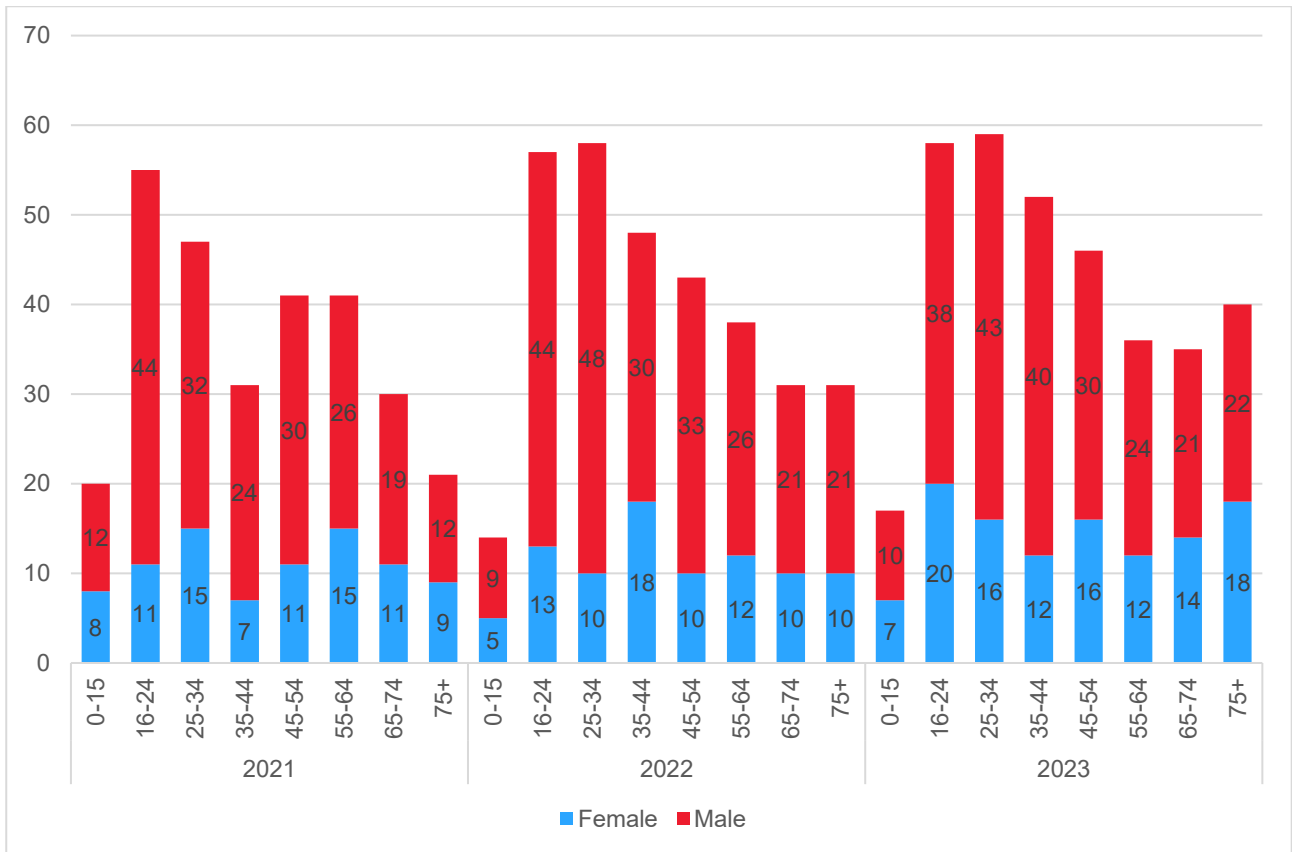


Figure 2.17
Number of fatal and serious injuries by gender and age group, 2021-2023 (DSG data)

2.2.7. Police districts

Fatalities for each police district are provided in Figure 2.18 and serious injuries in Figure 2.19. The South district recorded the highest number of fatalities and serious injuries over the period 2021-2023.

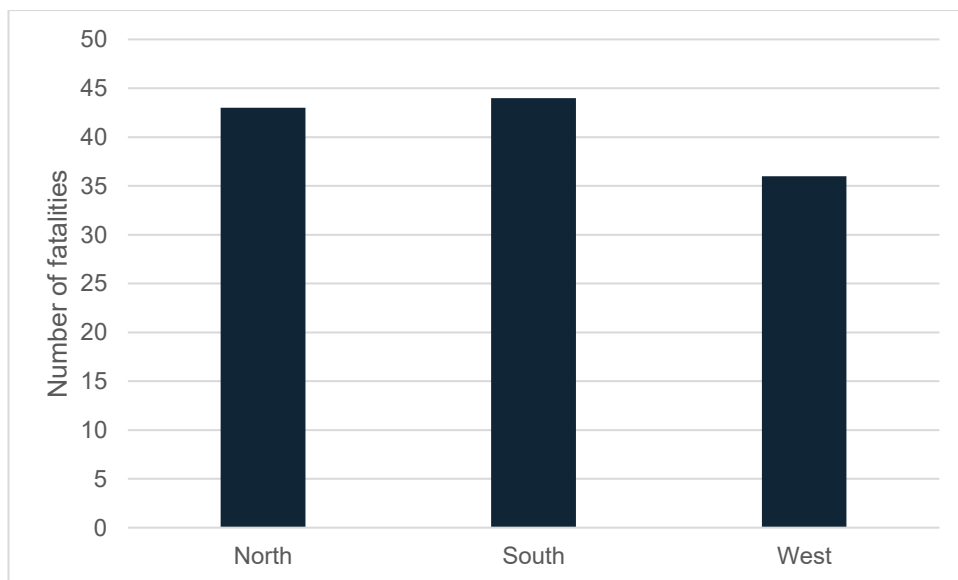


Figure 2.18
Fatalities by police district, 2021-2023 (DSG data)

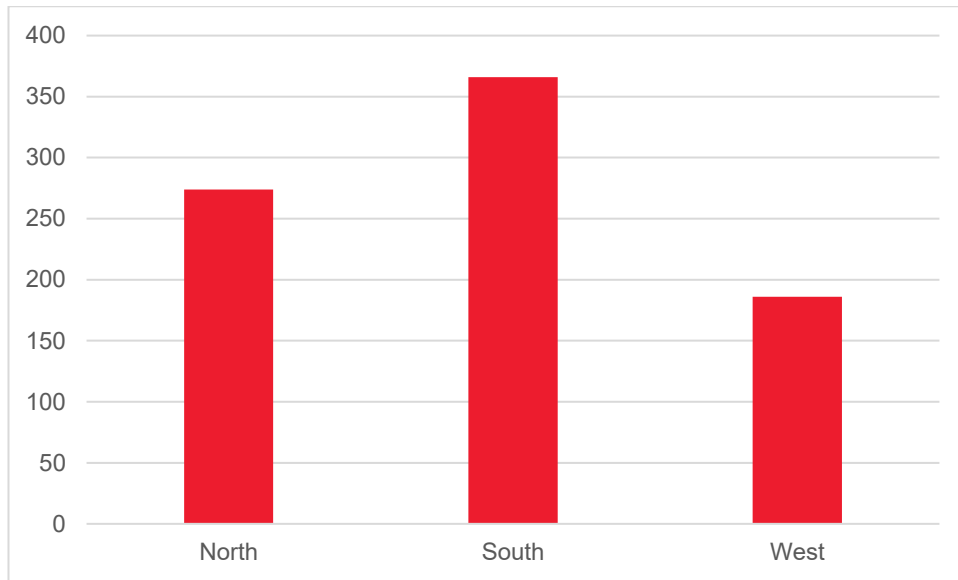


Figure 2.19
Serious injuries by police district, 2021-2023 (DSG data)

2.3. Comparison of State Growth data and MAIB claims data

Trends in MAIB claims data is provided in Figure 2.20. An overall downwards trend may be evident.

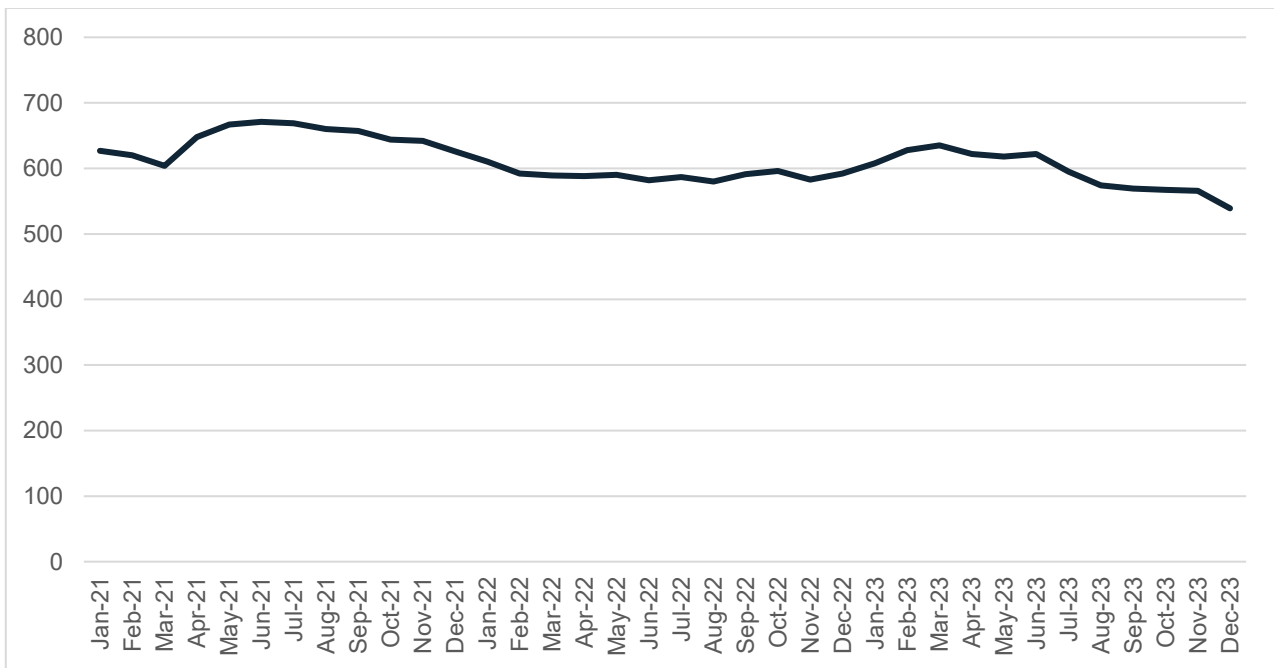


Figure 2.20
Serious claims received – 12 month rolling total 2021-2023 (MAIB data)

In keeping with previous evaluations, a comparison between the Department of State Growth and MAIB serious injuries is provided in Figure 2.21. The differences in the data can be explained by the different definitions for serious injury used by each source. While the data is not expected to be an exact match, broadly similar trends should be observed, as is largely the case.

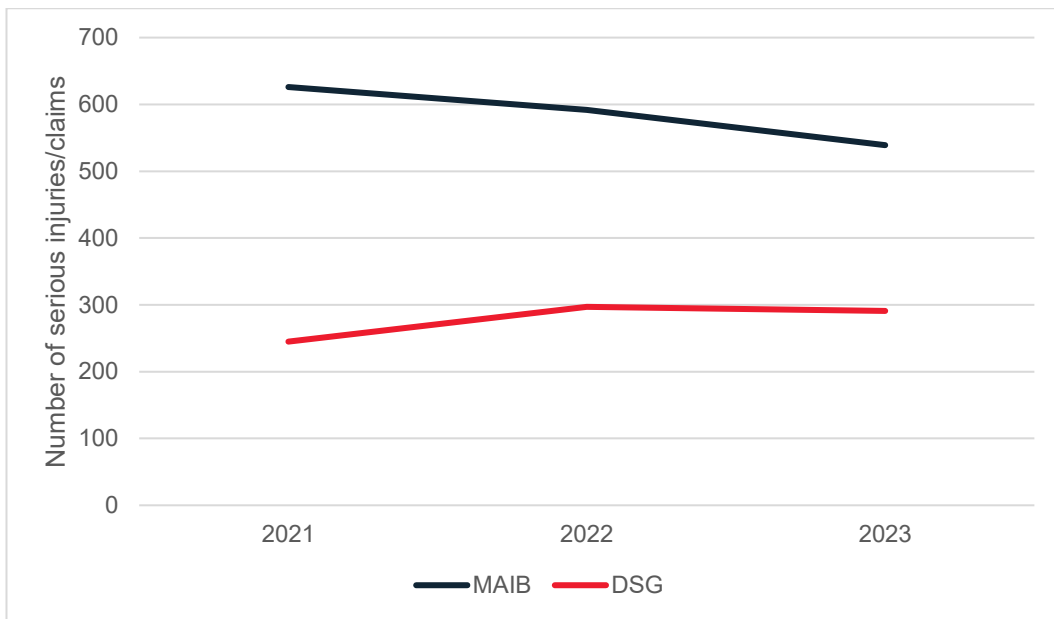


Figure 2.21
Comparison of DSG serious crash injuries and MAIB serious claims received, 2021-2023.

3. Process review of RSAC activity

3.1. Police Traffic Enforcement

The number of sworn operational police officers per 100,000 population is provided in Table 3.1 and Figure 3.1. At the population level Tasmania’s police service is comparable to other Australian jurisdictions. In practice, however, they are a small service in which sworn officers must frequently undertake a range of policing duties to cover resourcing gaps.

Table 3.1
Number of sworn operational police officers per 100,000 population by Australian jurisdiction, 2013-14 to 2022-23

	ACT	NSW	NT	QLD	SA	TAS	VIC	WA	AUS
2013-14	177	209	508	234	264	212	221	214	224
2014-15	168	208	494	232	260	215	219	221	223
2015-16	173	205	485	235	256	218	217	228	223
2016-17	165	201	468	231	255	225	218	232	221
2017-18	161	202	498	228	261	227	225	232	223
2018-19	163	201	493	225	262	228	233	226	223
2019-20	163	211	498	226	259	229	239	233	229
2020-21	165	215	509	226	255	234	245	231	232
2021-22	162	210	505	225	248	239	242	232	229
2022-23	163	202	505	218	238	224	235	217	221

Note. From Productivity commission (2024) *Report on Government Services, 2024 Part C, Section 6 Police Services.*

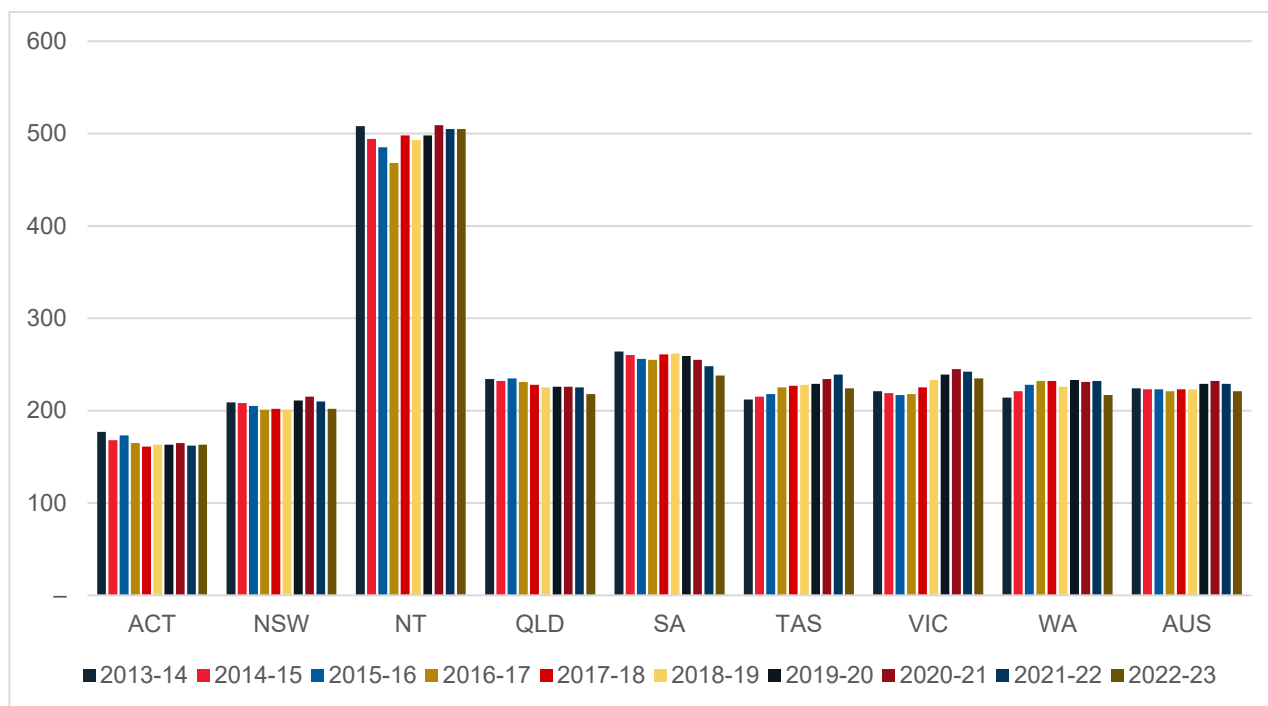


Figure 3.1
Number of sworn operational police officers per 100,000 population by Australian jurisdiction, 2013-14 to 2022-23

The composition of the Tasmania Police force in terms of police officers is shown in Table 3.2 and staff turnover is shown in Figure 3.2 (data from *Annual Report: Department of Police, Fire & Emergency Management 2019-20, 2020-21, 2021-22, 2022-23*). The reports indicate an increase in the total number of police officers over this period.

Table 3.2
Tasmania Police employees by rank, 2019-20 to 2022-23

	2019-20	2020-21	2021-22	2022-23
Deputy Commissioner	1	1	1	1
Assistant Commissioner	2	2	2	3
Commander	10	11	11	12
Inspector	49	55	57	55
Sergeant	239	237	250	249
Constable	1028	1069	1079	1059
Trainee	47	31	45	104
Total	1376	1406	1445	1483

Note. Includes part time

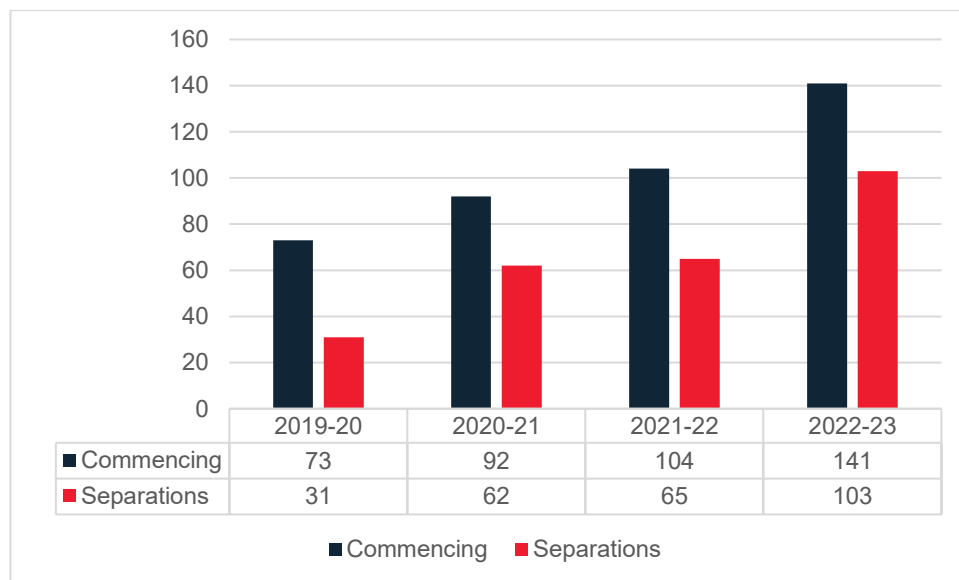


Figure 3.2
Tasmania Police turnover, 2019-20 to 2022-23

Tasmanian Police fall within the Department of Police, Fire and Emergency Management with the Police Commissioner providing oversight over the Chief Officer of the Tasmanian Fire Service, the Deputy Secretary of Business and Executive Services and the Deputy Commissioner of Police. Road safety is operationally managed and delivered at a Police district level ultimately at the discretion of District Commanders. Oversight is provided by the Assistant Commissioner Operations with some central support mechanisms in place. A statewide coordinator position for road policing is a welcome addition although the Inspector has no direct control over outputs.

Police operations are organised over three districts: Northern, Western and Southern. The Southern district is approximately twice the size of the other two districts in terms of traffic enforcement resources.

Since the last review there has been significant and transformational change to traffic enforcement within the Police. The former Road and Public Order Services (RPOS) under which traffic enforcement was resourced has been restructured into a smaller Road Policing Service (RPS).

Under the RPOS model there was a much larger pool of officers from which traffic enforcement activities could be organised. The restructuring resulted in a pool of 104 officers reducing to 68 statewide. It is understood that the 68 officers include the following:

- Crash Investigation Service (CIS)
- Managerial and administrative support positions (including Inspectors and Administrative support Sergeants)
- Road policing frontline officers

Currently pressures on frontline police numbers are having an adverse impact across the organisation. It is understood that Tasmania police currently has approximately 12% staff on stress leave (or similar) unable to perform frontline work. Although a known issue in other states also, this may be one of the highest of any police organisations nationally. This means that recruitment must expand to cover attrition rates and although plans are in place it will take some time to turn the situation around. It is also an everyday reality of policing work that redeployment of officers is necessary to cover gaps in capability across the organisation.

In May 2022, a new minimum staffing standard was introduced for the major frontline police stations in the state. This is set at two sergeants and eight constables in Launceston and Hobart, and one sergeant and four constables elsewhere. This has meant that there is additional focus in supporting the general duties “watch” shifts at higher levels than have existed under previous reviews. An expectation exists on the road policing service to support the frontline general duties “watch” shifts by lending personnel and providing assistance whilst in the field. It is not an unusual perception that road policing is usually the first point of call to reassign officers in support of general duties policing activities. This can lead to much operational disruption and limitations on a shift by shift basis.

It is understood that currently a utilisation level of 69% is not unusual across policing services. If this assumption is applied, it can be expected that approximately 47 officers are typically contributing to road policing at any one time. This therefore understandably impacts on the type and nature of tactical traffic enforcement that can be undertaken. Out of necessity, the former RSTF teams have been integrated into the new road policing teams and are generally no longer differentiated from other officers and activities.

District level road policing has the following personnel allocations:

Southern District - 46 officers and 5 administrative staff that includes one inspector, 6 sergeants and 44 constables. Frontline road policing is undertaken by four teams of eight members.

Northern District - 2 sergeants and 13 constables. Frontline road policing is undertaken by two teams of eight members

Western District - 2 sergeants and 16 constables. Formerly 2 teams have now been merged into a single team to maintain flexibility in operations

Road policing shifts are organised into eight week cycles consisting of a four day on / four day off structure usually consisting of day and night shifts. There is some variation between districts

depending on operational requirements and efficiency and the cycle includes a training day to maintain proficiency.

3.1.1. Reported enforcement outputs

Previously evaluations reported the number of offences detected by the DPFEM and RSTF separately. With the creation of Road Policing Services data reporting does not differentiate RSTF outputs from RPS activity. Data for this section is derived from publicly available Tasmania Police corporate performance reports for each financial year, with the exception of 23-24, which provides the year-to-date data to March 2024 as at the time of writing the 23-24 annual financial year report was not available. These report data for the number of traffic offenders observed over the period and may not include multiple offences.

The number of speeding offenders is shown in Figure 3.3. The downward trend may be explained by a number of factors, including potential increase in automated speed enforcement, which saw a substantial increase in infringement notices from 2022-23 to 2023-24. Speed camera data from 2022-23 onward includes cameras operated by Police and other government agencies. Transport camera speeding enforcement commenced on 30 September 2022.

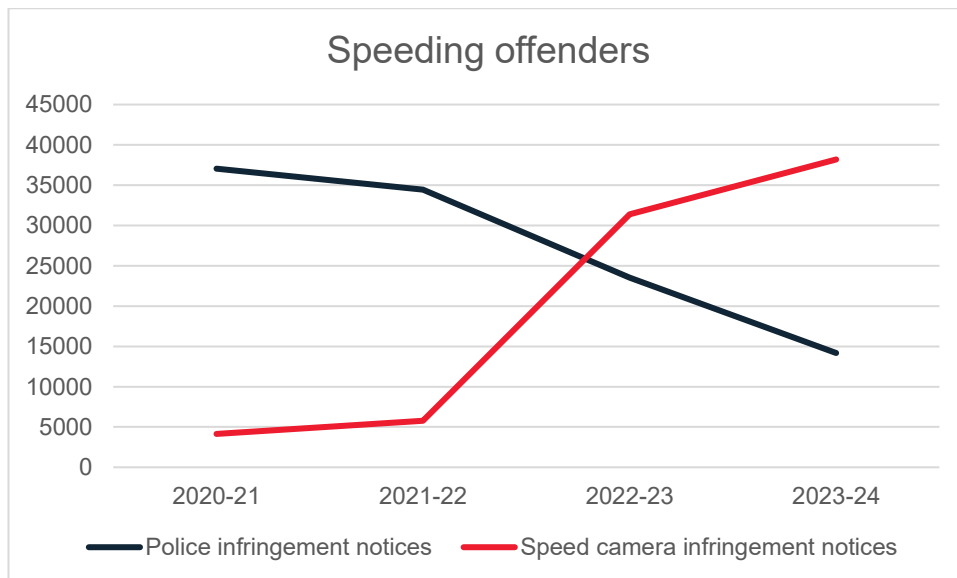


Figure 3.3
Number of speeding offenders, 2020-21 to 2023-24

The number of random breath tests conducted over this period is shown in Figure 3.4. The number of tests has generally increased over the period of observation.

The number of Oral Fluid Tests (OFTs) to detect drug driving is shown in Figure 3.5. There was a decline in testing from 2020-21 to 2021-23 however the amount of testing has increased for the remainder of the period.

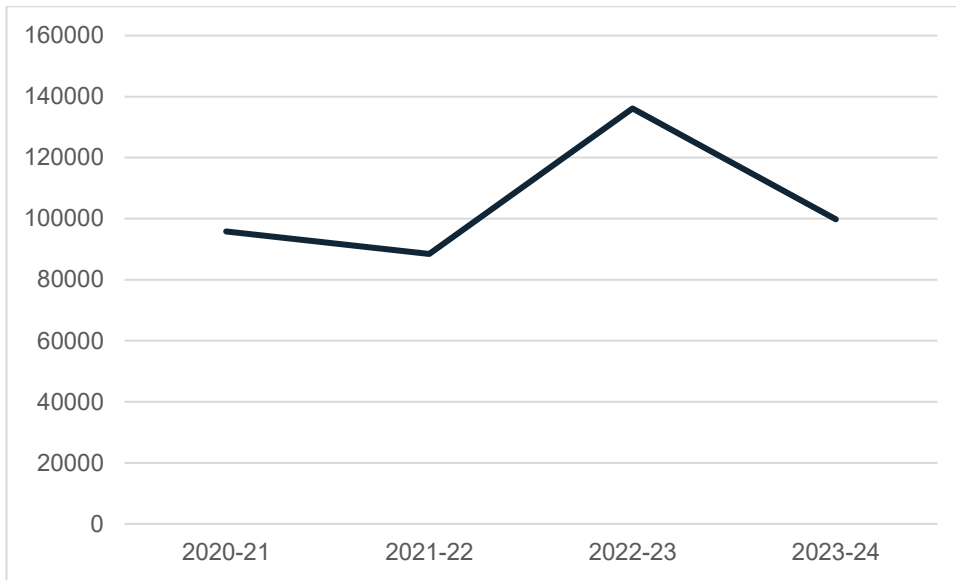


Figure 3.4
Number of random breath tests conducted by Tasmania police, 2020-21 to 2023-24

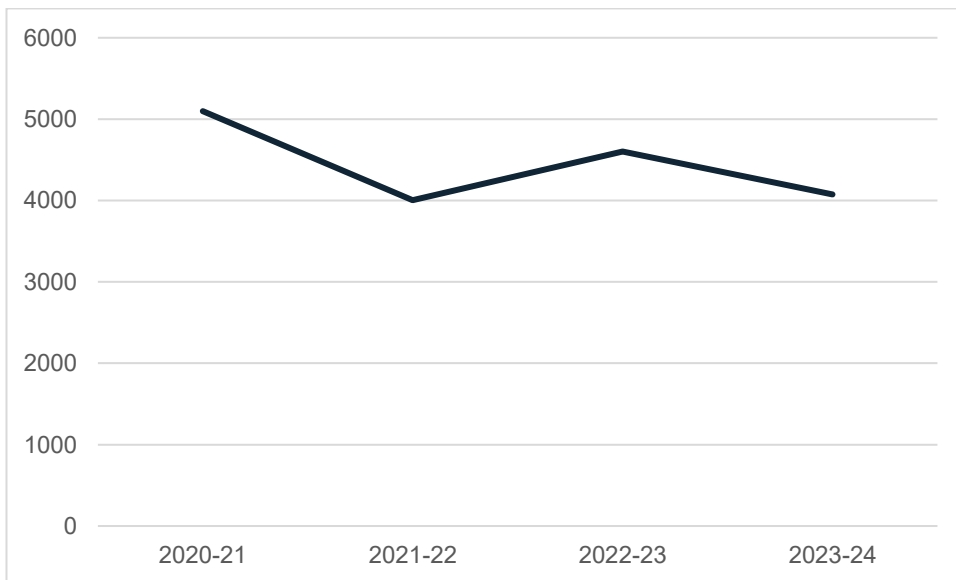


Figure 3.5
Number of oral fluid tests conducted by Tasmania police, 2020-21 to 2023-24

The number of drink and drug driving offenders is shown in Figure 3.6. Note that the total drink and drug driving offenders appears to refer to all offenders detected drink or drug driving, or both.

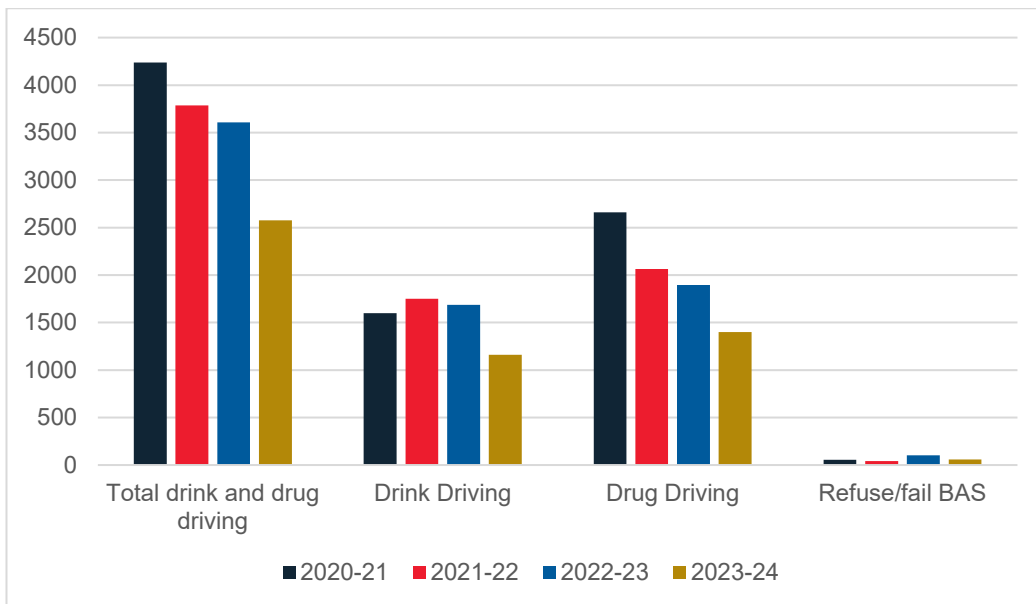


Figure 3.6
Drink and drug driving offenders detected by Tasmania police 2020-21 to 2023-24

Statewide traffic offenders, cautions, and prosecutions for the period 2020-21 to 2023-24 are shown in Figure 3.7. In 2020-21 and 2021-22 cautions eclipsed infringement notices although this trend appears to have been dramatically reversed for the 2022-23 period. The number of prosecutions over the period has remained relatively stable.

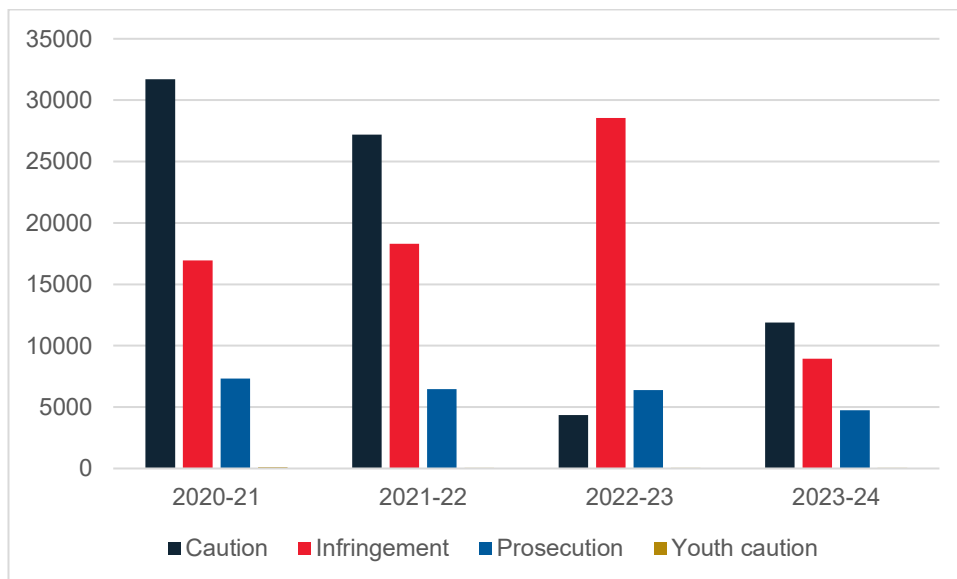


Figure 3.7
Outcomes of traffic enforcement intercepts, 2020-21 to 2023-24

3.1.2. Equipment and vehicles

Anecdotally, from consultations with police it was evident that the availability of hardware was sufficient for current needs. An inventory of the pool of vehicles available to RPS in each district is shown in Table 3.3. At the time of review plans were in place to replace a proportion of the RPS vehicles.

Table 3.3
Number of vehicles available for traffic enforcement in each district

	Northern	Southern	Western	Total
RPS	-	25	-	25
RPOS	9	-	12	21
RSTF	2	-	2	4

Note. RPS – Road Policing Services, RPOS – Road and Public Order Services, RSTF – Road Safety Task Force

3.1.3. Key Performance Indicators

Outcome KPIs

The two broad outcome KPIs centre on an annual decrease in serious injuries and fatalities and MAIB claims. The aspirational goal is to achieve the Tasmania Road Safety Strategy targets (fewer than 200 KSI by 2026) as quickly as possible. Current performance against these outcome KPIs is shown in Table 3.4. As can be seen, KSIs have demonstrated an annual increase, which appears largely driven by increases in serious injuries – road fatalities demonstrate substantial fluctuation and variability over the period (see Table 2.4). MAIB claims have reduced year to year, although the difference between 2022 and 2023 is relatively small.

Table 3.4
Outcome KPIs, KSI and MAIB claims for the period 2021-2023

KPI	2021	2022	2023
KSI	286	320	344
MAIB claims	2,109	1,885	1,857

Intermediate KPIs

There are two intermediate KPIs that indicate a minimum of four RSAC meetings per year and that the representatives at the level of Deputy Secretary and Assistant Commissioner should attend from DSG and Tasmania Police. Table 3.5 shows the number of meetings and attendance for the period 2020-21 to 2023-24; the intermediate KPIs are being met.

Table 3.5
Interim KPI performance – RSAC meetings and attendance

	2020-21	2021-22	2022-23	2023-24
Number of RSAC meetings between enforcement and DSG	4	4	4	4
Number of RSAC meetings attended by relevant representative				
Deputy secretary DSG	4	4	4	4
Assistant Commissioner	4	4	4	4

Enforcement KPIs

The key performance indicators for enforcement are shown in Table 3.6. The target for many of the KPIs is listed as *Discuss movements*, which are:

aimed to focus on the underlying issues for changes in KPIs (enforcement, education, behaviour changes etc), with a collaborative approach to be taken to identify causal factors for changes and strategies to address any areas requiring improvement.

Table 3.6
Enforcement KPIs under the current MOU

KPI Description	Target
Number of Police road safety enforcement hours per annum	
from MAIB funded teams	≥ 30,000 per annum
from total Police resources	Discuss movements
Police road safety activity and road safety performance:	
speeding - detection rate per 10,000 of population	Discuss movements
excessive speeding - detection rate per 10,000 of population	Discuss movements
alcohol - detection rate per 1,000 random breath tests conducted	Discuss movements
drugs - detection rate per 1,000 oral fluid tests conducted	Discuss movements
seat belts - detection rate per 10,000 of population	Discuss movements
mobile phone use - detection rate per 10,000 of population	Discuss movements
defect notices - detection rate per 10,000 of population	Discuss movements
unlicensed drivers - detection rate per 10,000 of population	Discuss movements
unregistered vehicles - detection rate per 10,000 of population	Discuss movements
number of large scale (>5 Police officers) operations per annum	Increase each year
Senior Traffic Officers' meetings (with DSG and MAIB staff invited to attend) per annum	≥ 3 per annum
Develop, in agreement with MAIB and consistent with RSAC long term objectives and strategies, a Police strategic plan and objectives for road safety enforcement operations.	By 30 April 2022

As there are no firm targets specified, annual performance against these KPIs for the period 2020-21 to (March) 2023-24 is provided in Table 3.7. Actual enforcement outcomes (total detections) are provided in Table 3.8. In general terms, the detection rates observed are largely reflective of enforcement practices rather than broader social trends in behaviour that are perhaps influenced by education campaigns or other factors. While such social trends will have some effect on these rates it is not possible to determine the degree of influence with this data.

The decline in the rate of speeding offender detections (including excessive speeding) from 2021-22 to 2022-23 and 2023-24 may be due to the introduction of automated speed enforcement in September 2022, perhaps due to a deterrent effect or a shift in police enforcement focus to other areas. Another element of note is the dramatic increase in major traffic operations by police, demonstrating a greater than four-fold increase over the 2020-21 to 2023-24 period. This may be confounded by a new definition being adopted for what constitutes an operation.

Table 3.7
Annual performance against KPIs

KPI	2020-21	2021-22	2022-23	2023-24 ^d (+25%)
Speeding detection rate ^a	701	652	411	247 (308)
Excessive speeding detection rate ^a	421	415	211	147 (183)
Alcohol detection rate ^b	17	20	12	12 (15)
Drugs detection rate ^b	522	515	412	344 (430)
Seat belt detection rate ^a	25	21	14	11 (14)
Mobile phone detection rate ^a	42	44	30	20 (25)
Vehicle defects detection rate ^a	44	37	36	22 (28)
Unlicensed driver detection rate ^a	82	70	63	47 (59)
Unregistered vehicles detection rate ^a	63	54	44	31 (39)
Major traffic operations per annum	24	52	105	105 (131)
Population ^c	540,780	541,315	571,540	573,156

Note. ^arate per 10,000 population, ^brate per 1,000 tests, ^cpopulation based on ABS population estimates, ^dnumber in brackets adds 25% to provide a rough estimate accounting for potential enforcement activity for the remaining three months of the 2023-24 financial year

All data drawn from Tasmania Police Annual Corporate Performance Reports for the relevant year, 2023-24 based on YTD data in the March 2024 Corporate Performance Report

Table 3.8
Annual enforcement outcomes, total detections, for each KPI

KPI	2020-21	2021-22	2022-23	2023-24
Speeding offenders	37046	34454	23515	14,178
Excessive speed offenders	21823	21456	11310	7969
Drink drivers	1599	1750	1685	1161
Drug drivers	2660	2063	1897	1401
Seatbelt offenders	1335	1108	817	622
Mobile phone offenders	2231	2326	1731	1140
Vehicle defects	2332	1977	2064	1247
Unlicensed drivers	4334	3687	3585	2666
Unregistered vehicles	3354	2870	2503	1804

In addition to these enforcement activities, other enforcement-related KPIs are for a reduction in the average speed on the road network and an increase in the perception of being caught breaking the road rules. While we do not have the necessary data to report average speeds on the road network, some indication of the perception of being caught is provided by the *Pulse Check* surveys regarding the perceived number of police and speed cameras on the roads. Figure 3.8 and Figure 3.9 provide the per centage of respondents who believe there are fewer, more, the same number, or unsure, of police and speed cameras respectively. Generally, while the proportion perceiving the number of police to remain about the same over the period in question is fairly constant, there is a rise in 2024 for those perceiving fewer police on the road and a reduction in those thinking there are more. The perceived number of speed cameras has increased dramatically, likely due to the introduction of automated enforcement cameras in 2022.

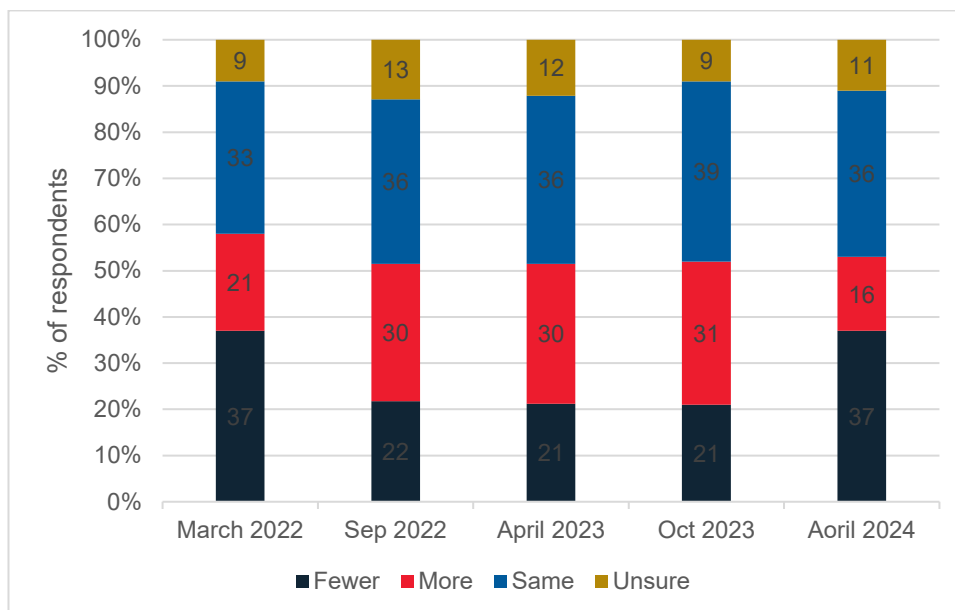


Figure 3.8

Proportion of respondents providing answers for the question: *Thinking about the police on the road, do you think there are fewer, more, or the same number of them when compared to this time last year?*

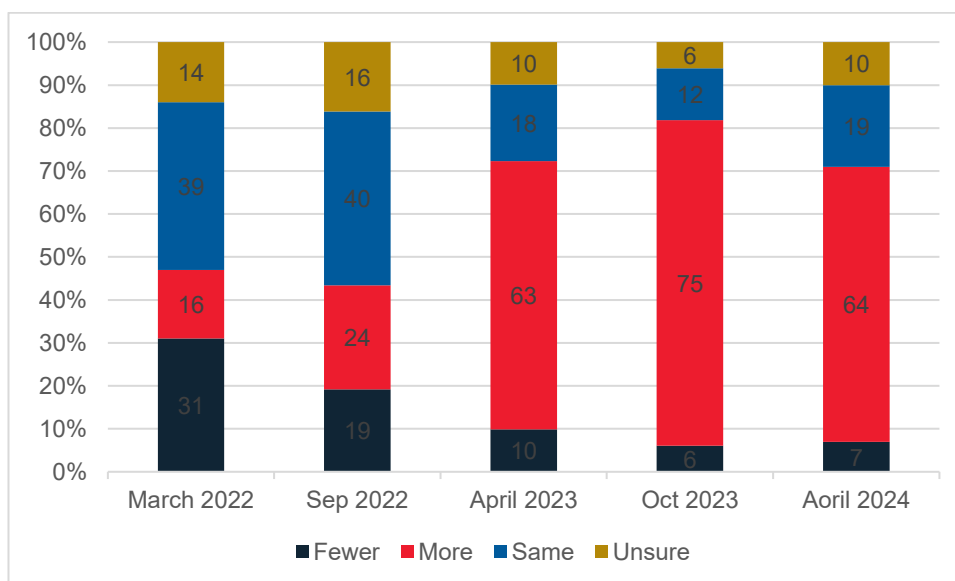


Figure 3.9

Proportion of respondents providing answers for the question: *Thinking about the speed cameras on the road, do you think there are fewer, more, or the same number of them when compared to this time last year?*

3.2. Department of State Growth

Since the last review the DSG Road Safety Branch has not had any organisational changes. There has been some turnover of staff and delays to various road safety initiatives and actions are apparent. Actions from the road safety capacity review identified in the last review, for example, appears to have stalled as have the development of baseline KPIs. It is clear that the RSB is

regarded as the go to area for road safety in DSG, however the approach is not fully integrated and success relies on the influence of a small number of people on areas where road safety has not historically been given strong consideration. There is more scope for a whole of organisation approach to magnify the effect of the RSB.

3.3. RSAC Marketing Activities

The strategic direction for public education campaigns is determined by the five-year Towards Zero Action Plan, associated with the Towards Zero Road Safety Strategy (informed by the Safe System approach), and all campaigns support this plan. The resulting strategic priority areas for the EESC in the current Action Plan (2020-2024) are: behavioural areas with a strong evidence base (alcohol, speed, inattention), enforcement, vulnerable road users, policy changes and road safety awareness. Public education campaigns are also determined through a data-driven and evidence-based approach while also being responsive to emerging issues. The RSAC marketing team regularly monitors and reviews road safety data and identifies any trends, patterns or areas of concern, which, in turn, informs the development of targeted campaigns or minor campaigns (e.g. social media only). They also work closely with stakeholders, including police, who also have input into areas of concern and future campaigns. Any trends, issues of concern and future campaigns are discussed at EESC meetings and campaign briefs must be signed off by the EESC before progressing.

MAIB is the primary source of funding for public education campaigns in Tasmania including creative development, promotion, and media buying. Sometimes Road Safety Levy funding is used to support MAIB or State Government initiatives, for example, the back to school and slowing down for emergency vehicles (Rule 79a) campaigns. To obtain discretionary Road Safety Levy funding, applications can be made to the Minister on a needs basis. MAIB have set out intermediate key performance indicators (KPIs) within the MOU with the road safety education campaigns/media events listed in Table 3.9. Following the intermediate KPIs, the RSAC marketing team aim to deliver at least six road safety education campaigns/media events each financial year along with a social media presence (at least two campaigns). This is an increase from the KPI in the previous MAIB MOU requiring two major campaigns each year (2017-2020).

Table 3.9
MAIB KPIs for road safety education campaigns/media events

Road safety education campaigns/media events KPIs	Target
Total number delivered	≥ 6 per annum
Number delivered including utilisation of social media/ other non-mass marketing approaches/alliances, sponsorship or partnership	≥ 2 per annum
Number of conferences/workshops/sessions with other jurisdictions or road safety experts attended by RSAC education/marketing resources	≥ 2 per annum

A list of major RSAC public education campaigns from 2021 to 2023 is shown in Table 3.10 along with the funding source. Given the relatively limited resources in a small jurisdiction, it appears that many activities have been undertaken covering a variety of road safety issues. While it is challenging to determine how many campaigns were in market each year (the date reflects when the campaign was first launched but may be in market for multiple years), it appears that there were at least six campaigns delivered each year over the evaluation period, meeting the KPI. The major MAIB funded campaigns focus on the road safety topics speeding, drink driving, distraction, cycling, motorcyclists,

pedestrians, and general safe driving (during holiday periods). Most of these campaigns have included social media or other non-traditional marketing approach or partnership.

Table 3.10 RSAC major public education campaigns 2021 to 2023

Date	Activity/ Campaign	Comments	MAIB funding	Levy funding
Jan 21	Real Mates (VII)*	New iteration of Real Mates campaign (launched in Oct) – BBL statewide TV package, radio, socials. Also on statewide bus backs and posters in male toilets within licenced venues. Statewide digital video launched across YouTube, BVOD and Instagram.	Yes	
Jan 21	Don't drive blind*	New distraction TVC continues to air (BBL package) throughout January (launched in December). Accompanied by social media	Yes	
Jan/Mar/ Apr/Jun 21	Enforcement	Radio aired within south of the state for Regatta Day long weekend and radio statewide for March long weekend, Easter and June.	Yes	
Jan/Feb 21/22/23	Back to school*	Love 40 campaign - slow down at schools to keep children safe. Statewide TV, radio, social media, digital video to air within the first week of school term. Mobile billboard within Hobart suburbs. Bursts at start of every school term.		Yes
Sept 21	Stay alert at the lights	Pedestrian safety campaign reminding both drivers and pedestrians to look out for each other. Launched by Minister.	Yes	
Oct 21	You can't beat Tassie roads*	Motorcycle campaign featuring 30-sec tv ad, social media and posters/billboards on popular motorcycle touring routes.	Yes	
Dec 21	Operation safe arrival (Christmas)*	Operation Safe Arrival in conjunction with Tas Police, urging motorists to drive safely this Christmas.	Yes	
Dec 21/ Jun 22	Over is over*	The campaign aimed to highlight the dangers of speeding (anything over the speed limit) and support the return of mobile speed cameras in Tasmania. Statewide TV, radio, newspapers, billboards. A second phase commenced in June 2022 to coincide with the implementation of the new mobile speed camera program.	Yes	
Aug 22	Rule 79a*	Re-run of campaign regarding roadside workplace vehicle safety. Rule requires motorists to slow down to 40 km/h when passing emergency and roadside assistance vehicles.		Yes
Sept 22	Real Mates (VIII)*	New iteration – Remind Your Mates What's at Stake – TV and digital media.	Yes	
Oct 22	Let's have each other's backs*	New cycling safety campaign, supported by MAIB, Tasmanian Bicycle Council. TV and social media.	Yes	
Dec 22	Operation safe arrival (Christmas)*	Combined operation with Tasmania Police.	Yes	
Apr 23	Operation safe arrival (Easter)*	Joint RSAC/Tas Police Easter media campaign and traffic operation, focusing on different fatal five behaviours.	Yes	
Apr 23	Click. Store. Go. Phase 1*	Distraction activity which formed part of the priming phase for the introduction of the multi-function cameras later in the year.	Yes	Yes
May 23	Road safety starts with me*	Non-traditional media campaign led by social media, cinema and outdoor advertising. Aims to encourage the community to think about the role they play in making Tasmanian roads safer.	Yes	
Jun 23	Drive to the conditions*	New social media campaign to highlight the need for motorists to slow down and drive to the conditions.	Yes	
Aug 23	Click. Store. Go. Phase 2*	Distraction campaign – This was part of the priming phase for the introduction of multi- function cameras.	Yes	Yes
Dec 23	We're looking out for you – Christmas*	Enforcement Campaign – joint effort with Tas Police and RSAC. Launched in the days leading up to Christmas and run over until New Year. TV, radio and social media campaign.	Yes	

Note. *incorporates social media/non-traditional media.

In preparation for the commencement of enhanced speed enforcement in Tasmania a new speed campaign '*Over is Over*' was launched in December 2021. Prior to this launch, a priming phase helped highlight the speeding problem in Tasmania through editorials, radio interviews and responding to Letters to the Editor. The first phase of the campaign challenged motorists to rethink their attitudes to speeding and showed how exceeding the speed limit by even a few kilometres can lead to unintended negative consequences. A second phase of the campaign launched in June 2022 to coincide with the implementation of the new mobile speed camera program to serve as a reminder to drivers that speeding will no longer be ignored. The campaign was supported by TV, radio, press, digital and outdoor advertising. After being in market for two years, a quantitative survey of all drivers and qualitative interviews with drivers caught/cautioned for speeding were undertaken to evaluate the campaign. The evaluation identified multiple challenges and different attitudes to speeding, suggesting that messaging should focus on specific issues rather than a broad campaign. They found punitive messaging did not necessarily resonate with drivers; understanding the consequences can have a stronger impact on behaviour. For low level speeding, they suggested an educational focus on how a few kilometres over the speed limit can make a difference in the ability to stop. For high level speeding, they recommend messaging focused on the consequences of excessive speeding, including loved ones who may be harmed, along with the possibility of unexpected things happening and the impact of speed when trying to react to the situation. An educative piece on road conditions, particularly why rural speeding is more dangerous, was also recommended. Interestingly, of those who had been caught speeding in the last 12 months, 52% were caught by a mobile speed camera.

In preparation for the introduction of mobile phone and seatbelt detection cameras in Tasmania, a new public education campaign was launched in April 2023 '*Click. Store. Go*' which was adapted from a Queensland TVC. This first phase of the campaign informed the community that the detection cameras were coming to Tasmania, and if not wearing a seatbelt correctly, or illegally using their phone, drivers would be caught. A second phase of the campaign was launched in August 2023 to inform the community that the cameras were live. The campaign used TV, radio, press, digital and outdoor advertising (billboards, bus backs). The end of campaign report for phase 2 indicated that wide reach was achieved to spread awareness of the new detection technology with YouTube providing the strongest view-through rate (VTR) (79% exceeding 20% benchmark) and video views. Prior to this campaign, the anti-distraction campaign '*Don't Drive Blind. Leave your phone alone*' was running until March 2023 to increasing community awareness of the dangers of distraction when driving and encourage drivers to leave their phone alone while driving. The media strategy involved TV, radio and social media (VTR rate 5%).

The Real Mates campaign, targeting 17-25 year old males, uses a peer-to-peer approach to encourage young people to speak up and stop mates from drink driving. The campaign was first launched in 2012 and has received numerous refreshments over the years. The seventh phase of the campaign '*The Look*' aired from October 2020 to October 2021 used a humorous approach to encourage young males to give each other '*The Look*' to prevent their mate from drink driving. An evaluation indicated that the proportion who said they would not drink and drive had decreased from the last campaign evaluation (67% in 2019 to 48% in 2022) although the campaign did perform better in the northern rural area of the state (the campaign had more of a rural flavour).

The latest eighth iteration was launched to coincide with the AFL finals in September 2022 and continued to be aired at different time throughout the year to September 2023. This newest iteration took a change in direction by encouraging young men to consider the social and emotional

consequences of drink driving in real life terms, rather than judicial punishments, to help stop their mates drink driving. This change in direction was based on quantitative research and consultation with TAC practitioners. Previous campaigns have featured a humorous tone to connect with this cohort (17-25 year old males) but the new iteration featured a strong, straight-talking tone. The campaign focused centrally around a 30 second television commercial, and was supported by social media, bus backs and billboards. Sponsorships of the North West Football League and the Hobart Hurricanes Big Bash cricket team assisted in spreading the Real Mates messaging. An evaluation of the campaign found that 80% of respondents were aware of the ad but despite the high awareness rate, none of the 350 respondents could recall the tagline '*Remind your mates what's at stake.*' It appears that even when a mix of tones and creative approaches are used, it is still challenging to capture the attention of and engage this demographic. Nevertheless, it is encouraging to see experimentation with different approaches and accompanying community activations. New directions for this campaign are currently being considered including how to make the campaign more relatable.

This campaign approach was consistent with research on young drivers suggesting messages need to be personally relevant focusing on social consequences rather than judicial sanctions, but might be improved with a positive gain-framed message (acknowledging that these can be difficult to execute). It is important for young people to actively engage in learning about road safety by leading investigations about current issues relevant to them and communicating their findings within the local community (Baldwin & Erb, 2015). There are various peer-to-peer initiatives that adopt this approach in Australia where young people create and develop a campaign to raise awareness of a road safety issue among their peers and the community. For example, Re:act is an annual national program challenging participating university and TAFE students to create road safety campaigns. Tasmania could consider a competition utilising this approach at a low cost.

Other campaigns that have featured during this period include:

- A pedestrian safety campaign '*Stay Alert at the Lights*' was launched in September 2021 to encourage both pedestrians and drivers to look out for each other on the road.
- A motorcycle safety campaign '*See Tasmania safely*' was launched in October 2021 to inform riders of the risks when riding and the importance of riding safely. The campaign was supported by TV, social media, and posters in pubs and venues on popular motorcycle touring routes.
- '*Let's have each other's backs*' was a new cycling safety campaign that was launched in October 2022 to encourage road users to look after and look out for each other on the road. The campaign also highlights the laws around passing distance between cyclists and motorists.
- '*We're looking out for you*' was a new campaign launched in December 2023 to encourage people to drive safely during the holiday period. The campaign states that police want everyone to get home safely, taking a caring approach rather than being enforcement based.
- Two campaigns using only non-traditional/social media '*Drive to the conditions*' and '*Road safety starts with me*' – see Section 3.3.4 for further details.

An approximation of RSAC media presence over the past 10 years is shown in Table 3.11. The table is not meant to be a definitive record of advertising activity but rather to provide a relative indication

of advertising intensity over this period. Note that records of Target Audience Rating Point (TARP) levels were not available for 2017 due to a change in the contracted media agency. Over the last three years (2021-2023), TARP levels have been lower than in the previous three year period (2018-2020). There are several possible reasons for the decline including: a) changes in consumer habits with free to air TV viewing decreasing b) changes in data collection methods – in previous years data was gathered across all stations while in recent times it was supplied per station which may result in some inaccuracies or c) fewer campaigns using television (does not appear to be the case).

While television viewing is generally declining, it has still been found to be a strong media platform in post campaign evaluations. A robust strategy to ensure placement is in appropriate viewing programming has been critical for good reach and frequency data. Data for media other than television could not be obtained for the last three years so it is unable to be determined whether this has increased in response to the decrease in television viewing.

Table 3.11
Summary of RSAC road safety media presence, 2014-2023

Media	Television-TARPS	Radio/Press/Other
2014	6356	105
2015*	4651	75
2016	5328	27
2017	-	-
2018	5016	377^
2019	4116	357^
2020	4691	379^
2021**	1714	-
2022	3617	-
2023	4293	-

Note. * TARPS data for November is missing. ** TARPS data for July-December only.
^ Estimated reach in '000 for press and radio (excl. 7XS) against "Total drivers" for paid placement only. Source: Roy Morgan Media Planner Survey Dec 2020

A number of other RSAC public education activities have been undertaken in the community, other than major media campaigns. A summary of these activities from 2021 to 2023 is summarised in Table 3.12. These activities predominantly include media events on specific topics and sponsorships/partnerships. The main element of their success lies in collaboration between stakeholders and positive engagement with the community.

Table 3.12
Other RSAC public education activities 2021-2023

Date	Activity/ Campaign	Comments	MAIB funding	Levy funding
May 21/22/23	National Road Safety Week	2021-Buildings, bridges lit up yellow around state. Road safety TVC played on 7TAS. Daily social media posts. North West Football league Road Safety rounds played. Various activities.	Yes	
Jun 21	Nobody cheers	Boundary signage at Blundstone Arena for North Melb. AFL game.	Yes	
Mar/Jun 21/22	Driver reviver	2021 Easter long weekend and June, 2022 Long weekend – promoting Driver Reviver sites. Media release/interview, Scott Tilyard.	Yes	
Jul 22/23	Road Torque	Fatal Five – Series of five three-minute television segments televised on Seven Nightly News on Monday nights reaching an average of 80,750 viewers for each episode.	Yes	
Aug 22	Motorcycle public comment	Public comment opened on the Tasmanian motorcyclist graduated licencing system (GLS) to identify changes that will help make inexperienced riders safe. Motorcyclists continue to be overrepresented in Tasmania's serious casualty crashes. Media release Scott Tilyard.	Yes	
Aug 22	Road Safety Forums	Community forums held in Hobart, Launceston and Burnie to focus on how we can work together as a community to reduce road trauma. Attended by RSAC, Tasmania Police, MAIB and Minister.	Yes	
Mar 23	Real Mates Sponsorship extension (NWFL)	Sponsorship with the NWFL, focusing on new/young drivers, naming sponsors of the U18 RSAC Colts.	Yes	
Mar 23	Hawthorn partnership	RSAC signing with Hawthorn Football Club in a new partnership geared towards the state's youngest prospective drivers. RSAC is the naming rights sponsorship of the Tassie Hawks Cup. Media opportunity with Hawthorn announcement.	Yes	
Apr 23	Western Tiers Cycle Challenge	Sponsorship – Gold sponsor – naming rights to 76 km cycle event in North West Tasmania.	Yes	
May 21/22/23	Agfest sponsorship	Promotion of key road safety messages at the three-day event which is attended by thousands of people. 2021 SafeT360 truck on site from 5-8 May. 2022 'Over is over' signage.	Yes	
Jul 23	Cricket Tasmania Sponsorship	Partner with Cricket Tasmania and Hobart Hurricanes sponsorship renewal – spreading the Real Mates word.	Yes	

Community activities, supported by a wide range of interest groups and stakeholders, can enhance media in conveying road safety messages. The best example of a co-ordinated approach to promote road safety messaging is National Road Safety Week, held annually in May. The week incorporates daily national themes with activities in Tasmania highlighting the impact that road trauma has in the community and promoting ways to reduce this trauma. During the week, RSAC works closely with other road safety stakeholders along with groups with whom they have sponsorships including Tasmania Police, Tasmania Fire Service, Ambulance Tasmania, RACT, State Emergency Service, the Bicycle Network, Tasmanian Transport Association, and community/sporting groups to host different events around the State. Activities include the yellow lighting of buildings and landmarks, yellow ribbons, the NWFL conduct a feature game with players wearing yellow socks for the game, an event encouraging the purchase of the safest cars within a budget, youth/child safety events, and stakeholder breakfast and media events. Social media messages are posted on the RSAC Facebook page across the week and shared by Tasmania police on their page. The media also collaborate with feature articles and editorials on road safety issues.

In 2024, MAIB and the Road Safety Levy funded National Road Safety Week community grants for local councils. Ten councils took up the \$3000 grants which allowed councils to hold a road safety event of their choice during the week. DSG would like to undertake more community event activities given the success of those during National Road Safety Week. They found that they were an extremely successful way to reach communities and raise awareness of road safety in a friendly and non-confrontational way.

Other collaborative activities during the year include working with emergency services to provide Driver Reviver stops on long weekends and working with education to enhance safety around schools. Also see Section 3.3.1.2 for further discussion of partnerships.

Another activity of note is *Road Torque*, a popular series of five 2.5 minute segments about road safety, which is televised weekly through July/August on Seven Tasmania's nightly news. This has been an annual activity since it was first launched in 2013 and has been beneficial in terms of media support and reach. Topics covered during the road safety segments include Plates Plus, winter driving tips, school safety, truck safety and a behind the scenes look at the new phase of the '*Real Mates*' campaign (2022).

3.3.1. RSAC Co-ordination of enforcement and marketing activities

Co-ordination exists between police (enforcement) and communications through scheduled quarterly EESC meetings and monthly meetings between the Communications and Marketing team with the TASPOL designated communications person. These scheduled meetings exceed the KPI for shared responsibility which requires four or more meetings each year. In addition, regular open communication occurs on a needs basis, which can be as often as multiple times per week.

Research evidence clearly indicates that road safety campaigns are more effective when closely coordinated with police activity. With respect to strategic alignment, campaign topics and plans are discussed at EESC meetings. There are occasional enforcement operations performed concurrently with media campaigns that directly relate to enforcement. One example is the *Love 40* campaign (Road Safety Levy funded) promoting school safety at the beginning of each school term. TASPOL made an effort to be seen monitoring school zones. Another example is the recent *We're looking out for you* campaign where police backed up the campaign message by looking out for road users. In both instances the objective was to be visible and provide a general deterrent, rather than detect and prosecute road users.

Some co-ordination exists around social media with TASPOL elevating RSAC social media by regularly sharing their Facebook posts which often results in new followers as the police have an extremely large base of followers. DSG also share their social media planning calendar with TASPOL (and the RACT) so that they are aware of content to be posted in advance. There is other evidence of collaboration with Christmas and Easter campaigns involving media events with co-ordination between police and the Minister's office.

3.3.2. Partnerships

Partnerships can provide opportunities for direct engagement with specific target audiences and also assist in building relationships with demographics that are difficult to reach using traditional mass media. Existing partnerships which provide the opportunity to target specific at-risk groups, such as young people, have continued such as the sponsorship of the North West Football Association where clubs are provided with *Real Mates* merchandise and permanent signs for the football grounds. Other

continuing partnerships that are able to reach different demographics are sponsorship of the Western Tiers Cycling Challenge (target group – cyclists) and Agfest (target group – rural families).

There was sponsorship of three summer music festivals in Hobart and Launceston from December 2021 to March 2022 with the *Real Mates* campaign. However, the decline in music festivals in Tasmania and questioning of the actual road safety outcomes has seen a decisive shift away from this sponsorship to more effective ways to reach the younger target audience.

Consistent with the recommendation to actively search for new strategic partnerships, new partnerships have been activated with:

- Cricket Australia - Sponsorship of the Hobart Hurricanes in the Big Bash League with *Real Mates* messages at Blundstone Arena.
- Hawthorn Football Club – This partnership promotes safe driving behaviours among school-aged children as they approach their first time on the road as a Learner Driver. The central piece of the partnership involves RSAC having the naming rights sponsorship of the Tassie Hawks Cup, a two-day gala event which attracts Tasmanian Year 9 and 10 male and female students. Over the last two years, Hawthorn FC have filmed five videos per year, featuring players and present Fatal Five safety messages. These have been utilised across the RSAC Facebook page and Hawthorn Football Club page and attracted thousands of views. In 2024, one of their AFL games was designated as a Road Safety Round with the Bicycle Network able to set up an activation within the ground to build community engagement.
- JackJumpers (Tasmanian NBL team) – Recently negotiated partnership.

The major partnerships have the potential to get the road safety message out to a large audience (i.e. Hawthorn football games, Hobart Hurricanes cricket games and Jack Jumpers basketball games – always sold out) as well as reaching grassroot levels (i.e., club level cricket juniors through to seniors and the Tassie Hawks Club which is aimed at Years 9 and 10 students statewide – an important target group that are about to start driving). RSAC members and stakeholders appear to be very supportive of these partnerships and value the opportunities these grassroots activities have in terms of engaging with the community and providing a path for generational change to improve road safety culture.

Each partnership is assessed individually for its effectiveness by the Road Safety team throughout the season and at the end of the season (i.e., delivering specified outcomes, reach). Feedback is received from each individual club (verbal and/or report) with each new larger sponsorship agreement signed in 2024 (i.e., Hawthorn, Jack Jumpers and Tasmania Cricket), a written report is requested at the end of the season. A written report is essential to maintain accountability in the delivery of specific outcomes.

3.3.3. Are the communication campaigns following best practice?

Best practice principles for communication campaign design and development have been described in several reviews of the road safety and public health mass media literature (e.g., Delhomme et al, 2009; Elliot, 2011; Hoekstra & Wegman, 2011; Noar, 2006; Wundersitz, 2011; Wundersitz, Hutchinson & Woolley, 2010). A summary of the key elements to enhance the effectiveness of mass media campaigns are listed below with a brief commentary on if and how these are addressed in Tasmania.

- Employ relevant psychological theories to develop the campaign (conceptual foundation, campaign message, evaluation).
- Use systematic data driven processes to identify the target behaviour and the target audience.

Major public education campaigns usually centre on three of the fatal five behaviours that have the strongest evidence base: drink driving, speed and distraction. The aim is to have a campaign on each topic within the market each year. New campaigns are developed as required and agreed to by the EESC. Campaigns may also be developed based on the five year Towards Zero Action Plan or policy changes or in response to emerging issues observed in road safety data (crash data and attitudinal surveys). Further field studies and surveys may be employed for empirical data gathering, ensuring scientifically sound decision-making in campaign planning.

- Segment the target audience then tailor the message and communication platforms to address specific motivators, and beliefs to direct the messages where they are most effective.
- Combine different types of media to reach as many as possible in the target group.

For each campaign, the appropriate mix of communication channels and scale is based on consultation with the marketing agency and advice from the subcommittee marketing expert. The process for developing a creative has not changed from previous years. It is informed by a media led strategy and the marketing agency will develop a brief for each campaign that clearly defines the objectives, target audience, behaviour addressed, main message and supporting facts, channels to reinforce the message at point of decision making, tone and possible role for localisation at a strategic or creative level. The motorcycle campaign provides a good example of market segmentation and the application of appropriately tailored message placement. Such an approach could be expanded to other campaigns where appropriate (e.g., *Over is over* - low, high speeders). Also see discussion on social media in Section 3.3.4.

- Clearly define the campaign objectives and select appropriate variables that can measure whether these objectives were achieved.

See Section 3.3.6 on campaign evaluation.

- Integrate public education campaigns with other activities including enforcement (highlighting risks and consequences) and changes in legislation (to enhance awareness and acceptance).

Effective behavioural change campaigns need to have a strategic long-term focus, be well integrated across other state and community activities, and be combined with enforcement. While not all RSAC media campaigns are combined with enforcement operations, there is some evidence of co-ordination during campaigns that directly relate to enforcement (e.g., *We're looking out for you* and other Christmas/holiday campaigns, *Over is over*). Any campaigns using the threat of enforcement, need to be backed up with visible enforcement to maintain integrity and adhere to deterrence theory which emphasises the importance of the certainty and swiftness of penalties.

Consistent with best practice, several campaigns were developed to raise awareness of and understand specific unsafe behaviours to support the introduction of new technology (camera detection systems). Some notable examples include *Over is Over* which was designed to support the re-introduction of mobile speed cameras, and the *Click. Store. Go.* campaign which was used to create awareness of the dangers of distraction and prime drivers for the introduction of new multi-function cameras detecting mobile phone use and seatbelt non-use. These campaigns continued after the introduction of the technology to provide a reminder to drivers of their presence and encourage acceptance of the technology.

- Use local, personally directed forms of delivery and communications.

Local, direct delivery of campaign messages can achieve a feeling of intimacy and immediacy and increase the impact of a campaign (Vaa & Phillips, 2009). There are many examples where this is accomplished through representation at local community events (e.g., Agfest, Western Tiers Cycle Challenge). In particular, *Real Mates* messaging has been presented at many local sporting events targeting at-risk younger aged cohorts.

- Suggest alternative safe behaviours in messaging and consider positive, gain framed messages.

Explicitly stating the desired behaviour or a 'call to action' in campaign messaging, can be beneficial for the target audience to understand what is expected of them. An example of where this has been used is the *Don't drive blind* campaign which features the important call to action '*Leave your phone alone*'. Some evidence indicates that the way a message is framed can influence the effectiveness of the message in terms of how the audience receives the message and assesses the problem. Positive, gain framed messages, showing the advantages of adopting a safe behaviour, may be more effective than negatively loss framed ones (i.e., outcomes/costs of negative behaviours) although further research is required (Kaye, White & Lewis, 2013).

- Avoid graphic fear/threat-based campaigns as people may react adversely to them (particularly young males).

None of the reviewed campaigns take an approach where they adopt a graphic fear-based approach that could elicit adverse or negative responses. Where there are strong threat or emotion based messages, an effective coping strategy should be provided (e.g., Leave the car home when out drinking).

3.3.4. Social media and innovation

Consistent with best practice, the last evaluation recommended experimentation with the mix of traditional media and social media and promoted innovation. Traditional media (e.g. free to air television, radio, print newspapers) are typically one-way interactions that require a mechanism for active engagement with audiences. In contrast, social media is a quick real-time means of engaging and communicating concise messages to the public and facilitates the two-way flow of information. Effective road safety advertising on social media can be beneficial in promoting a positive attitude towards, and awareness of, road safety issues. The relative cost efficiency for the potentially high level of reach makes it an attractive alternative to traditional mass media for smaller campaigns addressing specific road safety issues in a targeted way where a bigger spend cannot be justified. However, it is not possible to ascertain the impact or effectiveness of social media.

A combination of social media and traditional media has been used in campaigns over the last three years with the mix of media typically including television, radio, out of home (e.g., billboards), and social media. Campaign assets (stills and videos) are used on the RSAC Facebook page, along with paid advertising on social media platforms such as YouTube, Snapchat, Facebook, and Instagram. The media mix varies depending on the target demographic and is determined by the expert advice of the media executives from the marketing agency. For example, the *Real mates* drink driving campaign targets young people so a greater proportion of the budget is allocated to social media, followed by television/streaming, as the target demographic would spend more time on social media than listening to the radio. On a more granular level, specific social media channels may work best at achieving different goals but as a combination work together to meet campaign objectives. For example, YouTube consistently performs best for video views, Facebook has a strong reach and Snapchat can provide good engagement (click through rates), as seen in the *Don't drive blind* campaign.

Social media has mostly been used as one of several media elements in a major campaign (e.g., *Click. Store. Go.*, *Real mates*, *Don't drive blind*) but in 2023 it was used as the main media platform to address two smaller but specific issues in a targeted way. '*Road safety starts with me*' was specifically designed to use non-traditional media (social media and outdoor advertising) to encourage the community to think about how they can make the roads safer and drive more courteously. This was launched during National Road Safety Week. The second campaign '*Drive to the conditions*' was run entirely as organic social media posts with the campaign highlighting the need for drivers to be aware of changing road and weather conditions and to slow down when necessary (part of the *Over is over* campaign). This can be a cost-effective strategy for reaching a specific target audience and it is an approach consistent with road safety advertising in other jurisdictions.

An example of a campaign where the media mix was used creatively and effectively to reach the target audience was '*You can't beat tassie roads*' which focused on motorcycle safety. Targeted advertising was placed on social media and video-on-demand streaming platforms like Kayo (sport focused), aimed at male motorcycle riders aged 18-65 who have shown interest in motorcycles on social media or watched motorsport on Kayo. Advertising was also slotted on Channel 7 during cricket games and prime-time TV. This was complemented by advertising on digital displays at Hobart Airport, a billboard at the Spirit of Tasmania arrivals area, and organic newsfeed posts on the RSAC Facebook page.

Since the last review, RSAC has a dedicated Facebook page with around 8,200 followers, monitored by the RSAC marketing team. Social media posts are used to promote campaign launches, partnership activities, changes to legislation, and road safety information and tips. The Tasmanian Police have significant reach through social media with around 267,000 followers (approximately 46% of the Tasmanian population) on Facebook and boast the highest reach for police per capita in Australia. The wide reach and high engagement achieved by the TASPOL Facebook page is commendable and is beneficial for RSAC as TASPOL often share posts so they can reach a wider audience. This is particularly beneficial for organic (unpaid) content. The success of the TASPOL page is attributed to frequent posting (many times a day, at least one related to road safety) and engaging, unique content with a consistent look and feel (brand). A positive collaborative relationship between the Marketing team and TASPOL media liaison team has facilitated this successful leveraging. TASPOL is currently building their Instagram base and moving away from X (formerly Twitter) due to recent changes in the platform and ownership.

Recently, RSAC has shown greater community interaction and involvement through social media. RSAC now actively follows all road safety partners and shares updates pre and post events. While this may involve a little more effort, it is rewarding in obtaining greater reach to promote road safety messaging and increases community engagement. Of note, the RSAC website was refreshed in August 2023.

3.3.5. RSAC marketing manager resourcing and networking

At present, both the RSAC Marketing Manager and the Marketing Officer have been in the role for less than 12 months. Despite their limited time in the roles, they have worked hard to maintain relationships with road safety stakeholders and other groups in the community as well as building new relationships. With the change in staff there has been the introduction of new ideas and openness to experimentation. There have been limited opportunities and time for the current staff to connect with their counterparts from other jurisdictions, due to learning new roles, tendering and onboarding of a new agency and the heavy workload surrounding the hosting of National Road Safety Week in Tasmania in 2024. However, they are committed to building a greater depth of road safety knowledge with regular monitoring of other jurisdictions' work in the road safety space and intentions to build connections with counterparts across Australia. Recent activities have included visiting Melbourne to introduce the CEO of MAIB to the new contracted advertising agency and discuss the new *Real Mates* campaign. This trip also incorporated a tour of the Victorian Transport Accident Commission (TAC) Road to Zero exhibition with one of the co-ordinators of the program.

More generally, the marketing team see potential for more networking, not only with interstate counterparts, but also with community groups, the wider public and individual businesses, and would like to organise more community events to build on the success of National Road Safety Week and to foster the relationships developed across Tasmania. However, they feel they are limited in terms of staffing resources with only two in the team and a heavy workload. To successfully undertake networking and increase community events, the marketing team are advocating for an additional position, possibly in a part time capacity, to assist them with their activities and also allow more time and opportunity for attending conferences/workshops, knowledge transfers or professional development.

Consistent with the recommendation from the previous evaluation, during the previous three years the former Marketing Manager and Marketing Officer have continued to network with other jurisdictions and remain up to date with developments in road safety communication campaigns. While it is difficult to ascertain if they have attended two activities (conferences/workshops/sessions) per annum, as specified in the MOU, efforts have been made with a visit to the TAC in Geelong for knowledge sharing activities in 2022 and attendance at Safe System road safety training workshops in 2022 and 2023. A member of the marketing team has also attended the Australasian Road Safety Conference. It is anticipated that there will be more widespread attendance in 2024 when Tasmania hosts the annual conference. Sustainable knowledge transfer is integral to maintain best practice in RSAC communication campaigns, but it was noted that the necessity of travel was not fully appreciated within all branches of DSG. It is important that resourcing is continued and funding set aside to allow the RSAC Marketing Manager and team to network and remain up to date in terms of developments in road safety communication campaigns, particularly as there are new staff fulfilling the marketing roles.

3.3.6. Campaign monitoring and evaluation

The outcomes of mass media communication campaigns are evaluated using stand-alone post campaign market research. For every campaign that is run, an End of Campaign Report/Evaluation is provided by the marketing agency which details the media objective, budget, target audience, media platforms (strategy and placement) and performance. For new large-scale campaigns, a research agency conducts more thorough evaluations, overseen by DSG staff. These surveys (n~200-400) are administered three to four months after the campaign and generally measure campaign awareness, recall, and self-reported attitudinal and behaviour change. Campaign impact is measured by questions enquiring if, or the extent to which, the campaign has changed the respondent's attitude/behaviour in relation to the target behaviour. Note that each campaign deals with a different behaviour or set of behaviours for which the goal of raising awareness to change may be short term while others are longer term. Consequently, determining what success looks like may be different for each campaign.

While there is no 'best practice' model for road safety campaign monitoring and evaluation, several important elements are needed to optimise functionality. These include:

- An annual quantitative community attitudes survey for benchmarking and the long-term monitoring of behaviours.
- An agile, responsive survey to track road safety campaign effectiveness.
- Frequent or continuous monitoring of social media.
- The formation of good partnerships with flexible providers.
- A defined purpose with clear links to a road safety strategy and/or action plan.

An annual quantitative survey is currently in development with an expected deployment of September to October in 2024. Survey questions are currently being developed in consultation with the RSAC Road Safety Expert, Blair Turner, to ensure that they capture the necessary behavioural information for long-term tracking. The Annual Survey replaces the Triennial survey which had been undertaken approximately every three years since 2005. The last survey was completed in July 2021.

The Road Safety Pulse Check is a relatively new, short online survey which commenced in 2022 and is conducted approximately every six months. It was developed as a quick check of public sentiment and perceptions regarding road safety issues (e.g., mobile speed cameras) in between the triennial surveys. Compared to the triennial survey, it involves a smaller sample and less intensive consideration of issues, taking approximately six minutes to complete. Five Pulse Check surveys have been carried out in May 2022, October 2022, March 2023, September 2023, with the most recent being conducted in March 2024. In the future, pulse checks will be undertaken every six months to complement the Annual Survey.

The survey covers a small number of topics including: perceived causes of crashes, awareness of road safety advertising, perceptions of road safety enforcement, and self-reported driving behaviours over the last 12 months for speeding, drink driving, phone use while driving and seat belt compliance. A total of 500 provisional or fully licensed drivers aged 17 years and over from all three regions of Tasmania complete each wave of the survey. Quotas are placed on gender, age, and region to provide a representative sample and if they are not met, weightings are applied to reflect the demographic profile of the population. While there was minimal disparity from the general population

by gender and region, there is considerable underrepresentation of young drivers, a key target group. This has become an increasing problem with young participants aged 17 to 25 years comprising only 3% (n=18) of those surveyed in April 2023 (improved in September 2023 to 10%). This issue should continue to be monitored and may be overcome through additional targeted interviews with the younger demographic, a top-up strategy that has been used previously for other online surveys. The survey is agile (questions can be changed) and the data has proved to be useful for a variety of purposes including providing current statistics when requested by stakeholders or the media, informing future campaigns, social media content and for informing the focus of enforcement operations. Results are shared throughout the DSG as this is useful for many areas.

There are a variety of new platforms that can be used, each with a unique, discerning (and changeable) audience, and different mediums to engage the audience (e.g., videos, quizzes, gaming). Given these variable factors and the fast-evolving social media landscape, monitoring the performance (e.g., reach, engagement) of social media is important for providing feedback so that the messaging and mediums can be adjusted to maximise effectiveness. It is important to remember that while many social media platforms provide metrics to monitor social media performance, it is not possible to determine whether social media directly influences road user behaviour.

In 2022 a six-month trial of a social media brand tool ZAVY was undertaken to explore opportunities to measure and track social media performance. ZAVY is essentially a social media community sentiment tracking and listening tool that provides a metric to continuously track social media engagement and performance over time and compare performance against other road safety organisations. The trial was used to monitor approximately 12 different road safety topics. At the end of the trial, it was concluded that ZAVY was not targeted enough to RSAC's needs as it looked wider than road safety and did not present value for money. While ZAVY was not retained, this is a good example of proactively exploring opportunities to improve the monitoring and performance of social media. At present, the marketing agency produces a monthly social media report which covers performance and recommendations for the current RSAC social media platform, Facebook. This report covers key metrics for social presence, such as reach, new followers, and engagement.

Insights gained from these surveys need to directly inform the development and monitoring of road safety strategies and action plans, and provide intermediate performance indicators (where needed). When developing the annual survey, it is important that the data collected has clear links to the Towards Zero Road safety Strategy and Action Plan (currently being developed).

Reliance on surveys measuring self-reported behaviour is common among road authorities and is appropriate for evaluating campaigns aimed purely at creating awareness of a problem or influencing perceptions. However, the most optimal means of assessing behaviour change based campaign effectiveness is obtaining objectively measured road user behaviour before and after the campaign. Systematic measurement of road user safety-related behaviours, such as travel speeds or driver phone use, can provide baseline measures before campaigns are implemented and can also be conducive to monitoring behaviours over time. With the implementation of automated speed, mobile phone and seatbelt detection cameras, there is potential to use the data to monitor the prevalence of behaviours at various locations on the road network using either fixed or mobile solutions, both before and after campaigns (mobile camera data may be influenced by enforcement operations such as location and number of cameras).

At the end of 2023, a rigorous evaluation process was put in place to select a new marketing agency that was responsive, willing to try new approaches and provide value for money. A Melbourne-based agency, Cummins and Partners, was selected to manage the creative, advertising and marketing efforts (includes media planning and buying) from January 2024 for one year (with the option of two one-year extensions). The RSAC Marketing team has been impressed with their enthusiasm and willingness to target different groups through various channels. In contrast to the previous agency, they have cast a wider net to reach different age groups, using research to identify the most effective targeting strategies. For example, they managed a re-run of the *See Tasmania Safely* motorcycle campaign and rather than relying only on traditional media streams, they presented a range of research on the demographics of motorcycle owners. This research helped identify key age groups and how to target them through non-traditional channels such as Kayo and motor racing events. This follows a current trend of developing customised content and messaging for specific audiences on specific platforms (a digital strategy also adopted in Queensland by TMR). Other innovative ideas, include distressed (last-minute) media buys and they have negotiated better deals with existing advertising partners such as better newspaper advertising rates for the upcoming *Over is Over* campaign and additional digital billboards at Hobart airport. Overall, RSAC is pleased with the effort put into this new partnership.

Overall, the new campaign evaluation structure is promising and should improve the efficacy of the road safety community attitudinal surveys so that they can benchmark road user behaviours, consistently monitor road safety behaviours over time and provide regular up-to-date evidence to inform policy development, communication campaigns and enforcement activities in Tasmania.

3.3.7. Other community activities with local councils and community groups

Several road safety activities involving public education have been undertaken within local councils and communities, predominantly funded by the Road Safety Levy.

- Making Visitors Safer – A range of education materials are distributed to make visiting road users safer. The multi-lingual education material has been delivered to the international visitor audience through targeted communication channels. Essential road safety messages were strategically placed at its gateway airports and seaports to reach visitors before they drive in Tasmania. This includes a range of educational materials, electronic and static signs, and billboards. Digital billboards display road safety messaging at gateway locations. Printed collateral is available including vehicle hangers, brochures, and posters. Roadside signs, editorial content, film, and digital content are also employed with communications materials continuing to be distributed upon request from stakeholders. This activity is funded by the Road Safety Levy.
- The Community Road Safety Grants Program (CRSGP) was implemented in 2014 and continues to provide funding for community initiatives consistent with the Towards Zero strategy. The Government has committed \$200,000 annually for five years from the Road Safety Levy, as part of the Action Plan. Projects must address at least one of the Fatal Five road safety behaviours or promote safety for vulnerable road users, while demonstrating a community focus.
- The RACT actively provide and support a number of community based road safety activities and programs aimed at children to novice drivers, as well as older drivers. Recently, the RACT has obtained \$8M funding to work with the Tasmanian government to develop and deliver a road safety curriculum in schools.

These activities all provide opportunities for RSAC to collaboratively engage the community and local council at a grassroots level and nudge road users towards undertaking safer behaviours on the road.

3.4. Other road safety activities identified (general)

A number of initiatives and programs have been undertaken during the period of this evaluation that were not MAIB funded (i.e. Road Safety Levy funded) but included public education. They included:

- Safe Systems knowledge and skills program aimed to improve Safe System knowledge for all those in a position to influence road safety outcomes and support Safe System infrastructure design and speed setting. The program includes technical training sessions, workshops, and forums across Tasmania. For instance, in March 2023, State Growth provided a Safe System principles training session to provide 25 employees of State Growth and Tasmania Police with advanced Safe System knowledge. State Growth is considering options to develop a structured training package to support the development of Safe System knowledge and skills across local and state government. In June 2023, State Growth conducted consultation of the framework with stakeholders within the Transport and Infrastructure Group, Tasmania Police, and local government. State Growth is refining the training framework before development is progressed.
- An updated public education brochure educating riders on the importance of wearing protective motorcycle gear was distributed to Tasmanian retailers, neighbourhood houses and AJL training facilities in June 2023. The brochure reiterates the importance of wearing full gear on every ride and directs motorcyclists to the MotoCAP website to check gear safety ratings before purchase.
- Changes to the GLS were implemented on 1 December 2020 accompanied by a public education campaign explaining the policy enhancements and how they would apply. A package of digital products was progressively launched from July 2021 to complement the changes to the GLS including the Plates Plus online learning and assessment platform and logbook app. A public education campaign accompanied their launches in September 2021 and November 2021, respectively.

4. Stakeholder interviews

A combination of online and face to face stakeholder interviews were conducted with the individuals listed in Table 4.1 to gain perspectives on Tasmanian road safety and the operations of RSAC, the EESC and enforcement.

Table 4.1
List of stakeholders consulted

Organisation	Person	Position/Area
RSAC	Scott Tilyard Blair Turner	Chair RSAC Road Safety Expert
MAIB	Paul Kingston Nathan Gibson	Chief Executive Officer Claims Data
Department of State Growth	Denise McIntyre Martin Crane Craig Hoey Angela Green Yvette Stubbs Amy Pennington Simon Buddle	Acting Deputy Secretary, Transport Services General Manager Road User Services Manager Road User Services Manager RSAC Secretariat Marketing Manager Marketing Officer Crash data
Department of Police, Fire and Emergency Management	Positions interviewed: Assistant Commissioner Inspector (Acting Statewide Coordinator Road Policing) Sergeant (Administrative) Inspector (Acting) Sergeant (Administrative) Sergeant Sergeant (Administrative) 3x Sergeants Sergeant (Administrative) Harriet Aird	Police HQ - Operations Southern District Northern District Western District Media and Public Communications
Royal Automobile Club of Tasmania	Mark Mugnaioni	Chief Executive Officer
Tasmanian Bicycle Council	Alison Hetherington	President

Feedback from the confidential interviews was used to shape the discussion, conclusions and recommendations in this report. The following sections provide some commentary highlighting common issues, opinions and themes.

4.1. RSAC

There was overall satisfaction with the way RSAC and EESC meetings were conducted. Committee members felt they had good opportunity to get their points of view across and not all meetings ended in agreement on issues. There was much satisfaction with the way the current chair conducted

meetings and the collaborative intent and good will to see improved road safety outcomes was strong amongst all members.

Some members felt that the discussion and topics required increasingly sophisticated consideration of the evidence base for interventions and this was not something that came easily to all members.

When asked about accountability, several members highlighted that there was a lack of a direct line of accountability for road safety in organisations. Other than RSAC deliberations, there was no forum for the Minister and leaders in the bureaucracies to discuss road safety performance and outcomes. It was evident that attempts to involve the top leadership of Police and DSG in RSAC had proven difficult and until recently there was a high turnover in police representatives.

The road safety expert was also regarded as a valuable addition to the committees and there was satisfaction that an evidence based approach was being adopted.

Several members highlighted a desire to obtain youth and disability perspectives on RSAC.

4.2. Department of State Growth and Road Safety Branch

Since the previous review, aside from staff turnover, there have been no significant changes to RSB operations. The RSB continues to service the State road safety strategy and its actions amongst other safety related operations. Staff retention remains an ongoing challenge especially in a field such as road safety where specialist knowledge takes time to acquire.

At the national level, DSG maintains representation and participation on various governmental committees. The (Acting) Deputy Secretary sits on the Austroads board and it is acknowledged that Tasmania can benefit greatly from Austroads work. A DSG staff member has joined the significant Austroads star rating project where States and Territories are going to publish their road star ratings in 2025.

There was agreement that there is more to be done nationally on low cost interventions that would benefit the smaller jurisdictions.

Noting that Tasmania has the oldest vehicle fleet in Australia, currently there is an interest in understanding more about Tasmanian fleet trends from existing databases and new data to determine accessibility to modern vehicles. This would have implications for road safety.

4.3. Police

Face to face interviews were conducted with police across all districts and at the Police Headquarters in Hobart. The majority of discussions were held with administrative and frontline sergeants associated with road policing.

It is evident across the service that human resource is a significant issue and placing immense pressure on frontline operations. At the leadership level there is acknowledgement of this situation and longer-term increases in recruiting are being pursued. A November (2023) public survey revealed that more visible police was something strongly desired by the community and there has been renewed focus on road policing and efforts made to uplift activity and operations.

At the time of this review, several key documents were being prepared. The police road safety strategy was about to go out for consultation and a review from the University of Tasmania of the practice of issuing cautions had just been submitted. The speed threshold associated with cautions appears to be very high.

At the district level the human resource pressure on frontline operations was evident. Traffic shifts were routinely disrupted and there was a consistent expectation across each district that servicing the general duties “watch” was a key priority. Road policing continues in a constrained manner with limited flexibility for the conduct of larger scale operations.

The commitment to media, and in particular police social media, with the road safety approach is apparent at all levels and a high degree of ownership is exhibited at the district leadership and frontline levels. The central communications support appears to be performing an effective role in managing and coordinating road safety messaging to the community.

The use of MAIB funding for overtime was noted as being very valuable in achieving operational flexibility.

Frontline officers were generally satisfied with the amount of equipment available, and none could identify any obvious gaps. It was apparent that there were sufficient numbers of vehicles, most of which were equipped with speed detection devices. The mix of marked and unmarked vehicles, including motorcycles, demonstrated a healthy diversity for tactical operations. The impending delivery of replacement BMW vehicles for road policing was an eagerly anticipated development.

Consistent with previous reviews, traffic enforcement maintains a certain level of attraction due to the shift structure and those working in the area tend to remain dedicated and stay a long time in the service. There is a level of frustration apparent, caused by the new structure and change in the traffic enforcement intensity able to be delivered when compared to previous years. It is always interesting to note in police forces if working in traffic enforcement is perceived as hindering or assisting careers and opinions on this topic were mixed.

A frequent observation was that the potential for lives saved through traffic activity was high. If the equivalent loss of life occurred with crime there would be a much more higher profile response with accompanying resource and priority. Road policing was often felt to be like a poor cousin compared to other policing activities.

It was evident that administrative processes relating to the issuing of cautions had improved considerably since previous reviews however, opinions varied greatly as to whether the high level of cautioning that is a part of everyday practice is positive or negative.

A suggestion was made that it would be good to have a civilian traffic data analyst assist with more targeted enforcement intelligence, similar to capabilities in other areas such as crime.

Some knowledge transfer activity had occurred where three sergeants visited mainland state police forces to observe traffic enforcement practices. States visited included Queensland, Victoria and Western Australia. Another observation was made regarding the contrast between legislation in Tasmania compared to other states and there was much potential for reform and streamlining processes.

The Western District reported considerable success from the assignment of one person to recidivist crime and traffic offences under Operation Scellus. This highlighted the benefits of road policing in reducing crime also.

In the Northern District, there was anecdotal evidence that the new safety cameras were effective and that very high speed offending had dropped dramatically.

4.4. Public education

At the time of writing this report the RSAC marketing team had been in the role for less than 12 months, so some information for the earlier years was absent. Actions have been adopted to better record such information. Some consistent observations were noted amongst those interviewed, including:

- Strong support and appreciation for MAIB funding which encourages evidence-based public education campaigns that are accountable and work towards improved efficiency.
- EESC functions well in a consultative way where everyone has an opportunity for their voice to be heard. There appears to be a common goal of improving Tasmanian road safety and obtaining the best value for money for campaigns.
- The appointment of the new marketing agency is seen as an opportunity for gaining better outcomes from campaigns with more targeted spending. While still new in the role, RSAC are pleased with their commitment and performance to date.
- There has been a clear move towards non-traditional media and social media is now an accepted and core feature of most public education campaigns. An improved RSAC social media presence has been cultivated.
- There is a strong sense that public engagement and consultation with the community has increased resulting in strengthened relationships. New partnerships designed to target at-risk road user groups have been activated and are strongly valued and supported by RSAC members and stakeholders. There is an appetite to seek out more opportunities for partnerships and activities that encourage positive community engagement and interaction to improve road safety culture.
- Networking with other road safety agencies is also seen as an essential activity for promoting knowledge sharing. While there has been some knowledge and capacity building activities, it is believed there is room for more opportunities to provide a greater scale and depth of knowledge.

4.5. Other general observations from stakeholders

Several commonly raised observations included:

- The adoption of Safety Performance Indicators was noted by a couple of members as a significant development and there was a growing awareness of contributions that could be made from a wider set of countermeasures.
- There was consensus that since the last review there was a heightened sense of urgency regarding road safety by organisations. Feedback by many suggested that a great deal of impetus resulted from the high fatality statistics experienced in 2022.
- Much feedback highlighted a frustration with DSG and Police and the long timeframes and lack of resources associated with their road safety responses.
- Automated enforcement cameras were regarded as a major advancement however, many regarded this as just the beginning and, as a proven countermeasure, its deployment should be expanded, ideally until saturation is reached in the road safety outcomes.
- The hypothecation of funds for the new safety cameras in Tasmania was topical. It was felt that the scheme should pay for itself however other opinions emphasised that certainty of funding might be the more important factor.
- As another road safety commitment outside of RSAC, the \$8m school curriculum safety learning program by the government received several mentions. There was some apprehension that funding of the activity did not adversely impact RSAC and broader road safety activity and resourcing.

5. Discussion

As with previous reviews, there is strong ongoing evidence to support the fact that the MAIB funding provides enforcement and campaign activity that would otherwise be absent or less intense. The MAIB funding provides benefit to road safety in Tasmania and magnifies existing resources within DSG and DPFEM. The additional \$400,000 made available functions as an enabler and catalyst for critical activities and capacity building.

Since the last review there have been some significant developments affecting Tasmanian road safety. Following a high number of fatalities in 2022, an increased sense of urgency has resulted in slightly more support from the Commissioner of Police. The implementation of the Automated Traffic Enforcement (ATE) program represents a major step forward and had virtually universal support from all stakeholders and both sides of politics. Despite this, the fate of current fixed speed cameras is unclear and capacity may be lost.

The RSAC continues to perform an important role as an independent advisor on road safety to the government. The evidence-based approach is consistent with best practice elsewhere and the operation of the EESC and its activities is sound for the scale of operation.

The relatively small scale and limited resources for government departments continues to be apparent and organisational constraints continue to both inhibit and severely reduce the rate of progress. Much of this can be attributed to a lack of clear lines of accountability for achieving intermediate safety performance indicators and, therefore, diminished government commitment and prioritisation.

As the lead road safety organisation, DSG is slowly building momentum on key activities that will inform a much better strategic response to road safety through a results level focus. The further integration of Safe System aligned road safety across other areas of DSG and government is an arduous and relentless task and should not be left to the RSB alone. The over-reliance on key people to shape road safety outcomes is not a sustainable model and a whole of department approach and a principles based safer infrastructure strategy needs to be formalised. There have been no changes to resourcing and functioning in the RSB since the last review. The RSB would benefit by the removal of some operational obligations in lieu of more focus on policy and strategy development and monitoring.

Managed by RSB, the creation of a Speed Management Strategy, the development of Safety Performance Indicators, and a Traffic Enforcement Resource Allocation Model (supported by MAIB funding) is underway. It is noted that the RSAC road safety capacity review from 2021 and benchmarking and development of KPIs has stalled and needs to be actioned. It is critically important that these projects are followed through and implemented as a priority and certainly in time to be used as input to the next Strategy and Action Plan development.

Much attention in this review has been drawn to the police and the challenges they currently face. This situation is by no means unique to Tasmania as mainland states are grappling with similar issues with declines in enforcement effort and changes to operational practices. The situation is more acute for Tasmania, however, as the organisation as a whole is much smaller and therefore the quantum of traffic enforcement much lower. It is therefore critical that a clear strategic approach is established that clarifies the road safety benefit from specific levels and combinations of

enforcement resourcing and operations. The review of the approach to cautioning is welcomed and ongoing monitoring and data collection would be of benefit. There appears to be room for reconsidering speed thresholds.

The new automated camera enforcement is a major step up and was well supported politically and amongst all road safety partners. There is a strong sense from most RSAC members that more can certainly be done in this area. While having the road agency manage the program is not unusual, there is a strong sense that Police are differentiating themselves from the capability. Operationally this can be expected however public perceptions need to be carefully managed as a united approach is required to convey that all components of the systemic response are supported and are vital for managing the road safety problem. There are likely to be lessons on the process and pathway to implement the cameras and, with the benefit of hindsight, some clarity made on how the task could be approached again should further implementations and expansions be sought for Tasmania to ensure optimal outcomes.

Feedback on RSAC and the EESC was overall positive and members felt they had adequate representation and opportunity to contribute. Many highlighted the desire for youth and disability issues to also be represented. The evidence-based approach was praised by many however, there was frustration at timelines and an inability to prioritise road safety actions within government organisations. The lack of higher-level leadership involvement and a constant turnover of representatives were also of concern to some members.

5.1. Consideration as to whether the current approach to enforcement and public education campaigns is appropriate

Road safety public education activities currently meet the KPIs specified in the MOU with at least six major campaigns a year that follow an evidence-based approach. It is encouraging to observe that most of these campaigns incorporated social media or other non-traditional media, exceeding the two campaign per year KPI. A mix of media channels is regularly used in campaigns, of which social media is embraced as one of the core elements. Increased experimentation has led to the use of social media leading (or being the sole platform) in two recent campaigns. A significant positive development has been the addition of a new marketing agency that has demonstrated a fresh new approach with a willingness to adopt more effective targeting strategies and negotiating better deals and media buys. For example, undertaking strategic market segmentation has resulted in better understanding the demographics of the target group and identifying alternative media channels to reach this target audience (e.g., Kayo to reach motorcyclists). Continued monitoring and experimentation with the mix of media channels and activities is necessary to enhance campaigns and promote safe road user behaviour.

Collaboration with a diverse range of stakeholders and support from community activities have enhanced the impact of mass media campaigns. In particular, new partnerships have been formed with sporting clubs (i.e., Hawthorn Football club, Cricket Australia, Jack Jumpers) in an effort to reach at-risk drivers (e.g., young males) who are difficult to target through traditional media. While the *Real mates* campaign has been integrated into events for some time, there is an opportunity to further include messaging from other campaigns such as *Over is over*. Such activities and contributions are important to increase the reach, emotional engagement and impact of road safety messaging in the Tasmanian community at a local, grassroots level, and to encourage ownership of road safety issues. They are also valued and supported by stakeholders and there is intent to expand these

activities. Strategic partnerships designed to improve road safety culture involving strong collaborative efforts with stakeholders and the community should be continued where they show evidence of achieving their objectives. Opportunities for further innovative partnerships, in addition to sporting clubs, should be explored.

There appears to be a good working relationship between the RSAC and police marketing teams, with any strategic coordination generally performed at quarterly EESC meetings and operational co-ordination undertaken at monthly meetings. It is important that this relationship continues with opportunities for further strategic planning around the co-ordination of police operations and campaigns explored as well as social media leveraging.

Networking with other leading road safety agencies in Australia undertaking communication campaigns (i.e., TAC) has proven to be a valuable activity for the RSAC marketing team to learn about new trends and cost-effective innovative ways of delivering road safety messages. This is particularly important given the absence of any local institutions with expertise in road safety. Funds should be specifically allocated to ensure this important knowledge transfer activity continues, particularly given there are new staff and many activities competing for their limited time.

A new structure/framework has been adopted to improve the efficacy of the road safety community attitudinal surveys so that they can benchmark road user behaviours, consistently monitor road safety behaviours over time, and provide regular up-to-date evidence to inform policy development, communication campaigns, and enforcement activities in Tasmania. The new regime – involving a six monthly short but agile *Pulse survey*, a detailed annual survey (replacing the triennial) and monitoring of social media metrics – is a promising development but it is too early to determine the effectiveness of this approach.

The development and delivery of public education campaigns in Tasmania appear to be broadly consistent with best practice principles and linked to the Towards Zero Strategy and Action Plans, including the Safe Systems approach. This review has established that RSAC is maintaining a comprehensive approach to its public education activities, given the resources, and should continue with this approach while also looking for new opportunities to enhance efforts.

6. Conclusions

A greater sense of urgency is apparent, and efforts are being made by committed staff to uplift the road safety response within the organisational constraints of DSG and the Police. It is clear that the MAIB has progressively positioned itself as a vital contributor to Tasmanian road safety and its funding and influence provides continual upwards pressure for an increasingly strategic road safety response. In particular, the current human resource challenges faced by the police means that MAIB funding is now leveraging much more than the usual 25% enforcement contribution. The additional MAIB funding for both DSG and Police has enabled critical activities to even occur in the first place without which Tasmanian road safety would be in a very poor state. The funding allows police to maintain flexibility and therefore feasibility in conducting more enforcement and operations that would not otherwise be possible during periods of low staffing. It has also enabled RSB to pursue critically important strategy development projects.

The RSAC marketing campaigns remain constant with some positive improvements emerging. The additional funding of knowledge transfer, capacity building and strategic evaluation projects will provide a high return on investment if followed through to implementation. Focus needs to be maintained on working with stakeholders to continue developing their strategic approaches to set the conditions for future operational and policy responses given ongoing organisational constraints and challenges. The development and delivery of public education campaigns in Tasmania appear to be broadly consistent with best practice principles and linked to the Towards Zero Strategy and Action Plans, including the Safe Systems approach. This review has established that RSAC is, given the resources, maintaining a comprehensive approach to its public education activities and should continue with this approach while also looking for new opportunities to enhance efforts.

7. Recommendations

1. Funding for RSAC marketing and enforcement activity should continue. If any increases are to be considered, the funding of additional frontline Road Policing Service officers and/or overtime activity would lead to more robust operational enforcement over current levels.
2. The availability of additional funds, such as the \$400,000 for additional activities, has proven to be a useful enabler and should also continue to be made available to both DSG and the Police.
3. The RSAC initiated report on capacity building from 2021 has laid the foundation for further specific actions. This needs to be followed through and actioned by DSG and the MAIB may play a role in accelerating progress through funding. The current projects on a speed management strategy, enforcement resource allocation modelling, and development of Safety Performance Indicators are critically important and need to be followed through as a priority in time for input to the next Strategy and Action Plan development
4. More specification in the funding agreement around knowledge transfer, networking and capacity building activities for staff is warranted to ensure that activities are sufficiently frequent and not unreasonably influenced by organisational culture or stigma regarding travel. This should commence with the RSAC marketing team and police sergeants in the first instance. Funding attendance at the annual national road safety conference around Australia would also be worthwhile for those usually unable to attend.
5. With the blending of the MAIB funded teams into larger road policing teams, discussions should be held with police on a model that could quarantine a sub-set of officers to substantively focus on traffic enforcement for periods of time to ensure that sufficient operations can be sustained at scale. Currently this is thought to be a more practical and flexible approach than the specification of a minimum staffing level of traffic police per shift.
6. Monitor development of the next Police traffic enforcement strategy and clarify what a successful road policing model looks like in terms of human resources and the mix and frequency of enforcement approaches. Metrics to support the strategy would need to be identified and developed. The need for a dedicated specialised civilian data analyst (as is the case with crime services) in support of RPS could also be investigated to assist with targeting.
7. Leverage off interest in DSG to obtain trend-based vehicle fleet statistics so that more accurate snapshots of the inherent safety possessed by the Tasmanian vehicle fleet can be factored into road safety decision making leading to more tangible actions and marketing.

Recommendations specific to RSAC EESC activities

A. Continue to experiment with the mix of media channels and activities to strategically target and deliver road safety messages in the most cost-effective ways to encourage safe behaviours.

B. Strategic partnerships involving strong collaborative efforts with the community that have the potential to reach large audiences as well as the grassroots level should be continued where they show evidence of achieving their objectives. Continue to actively search for opportunities for new partnerships that target different at-risk groups.

C. Monitor the combination of the new annual community attitudinal and behaviour survey and the six-monthly Pulse survey to identify any gaps in informing strategy. Refine surveys where necessary.

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