

The National Road Safety Partnership Program providing a pathway for any business/organisation to create a positive road safety culture

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Abstract

The National Road Safety Partnership Program (NRSPP) is an industry-led collaborative network which aims to support Australian businesses in developing a positive road safety culture. It aims to help businesses to protect their employees and the public, not only during work hours, but also when their staff are 'off-duty'.

How do we engage and help an organisation minimise work-related vehicle crashes and their consequences both internally, and within the broader community?

The first step is helping an organisation to understand the true cost of its road incidents. Larger organisations often wear the costs without knowing the true impact to their bottom line. All they perceive is the change in insurance or vehicle repairs. Understanding the true cost should help mobilise a business's leadership to do more. The next step is ensuring the business undertakes an informed, structured, evidence-based pathway which will guide them around the costly pitfalls. A pathway based around the safe system approach with buy-in at the top which brings the workforce along. The final step, benchmarking, allows the organisation to measure and track its change.

This symposium will explore the pathway steps for organisations using NRSPP resources to become engaged in road safety. The 'Total Cost of Risk' calculator has been developed by Zurich, tested in Europe by Nestle and modified by NRSPP for Australia. This provides the first crucial step. The next step is a structured approach through the Workplace Road Safety Guide using experts and industry to discuss the preferred safe system approach which can then link into the national Benchmarking Project. The outputs from the symposium can help frame a pathway for organisations to follow through the NRSPP website.

Symposium will be facilitated by Prof. Ian Johnston AM.

Presentation 1 – The Total Cost of Fleet Risk

Presenter: Mervyn Rea

Abstract

The true or total cost of risk is often lost within an organisation. Other Cost Centres are affected. It is very rare for the additional costs to be factored in, or calculated. In most cases, these additional costs are not covered by insurance. Therefore, each crash an organisation experiences often costs significantly more money than is actually paid by the insurance company. When a business comes to understand how expensive a road crash is, it becomes a powerful mechanism to create a proactive culture that reduces the risk of a crash. Some of the indirect costs which are often lost include absenteeism from work, loss of use of a unit/trailer, hiring in costs, lost sales/contracts, staff turnover, low staff morale etc. These are operational costs which must be covered by a business before they can make a profit, so if these costs can be reduced a more profitable business can be achieved.

This presentation will also outline a total cost calculator which helps businesses understand what their organisations total costs are from a crash. The calculator was developed and tested in Europe by Zurich for their customers and is now being made available in Australia through the NRSPP. The tool will help Australian businesses here understand what turnover would be required to cover their total costs from crashes and therefore assist the business case to change fleet safety for the better, and to generate profit from the investment in fleet safety.

Presentation 2 – NRSPP Workplace Road Safety Guide

Presenter: Dr. Darren Wishart and Eric Howard

Abstract:

During the NRSPP's development a consistently asked question by organisations was, I know I have a road safety problem – where do I start?

To answer this question, NRSPP developed the Workplace Road Safety Guide (WRSG). It provides a comprehensive guide for organisational road safety risk mitigation based on the internationally recognised and accepted Safe System approach to road safety. WRSG provides assistance and direction, allowing organisations to identify, research, source solutions, mitigate, monitor and continuously improve road safety within its own sphere of influence. The guide draws on the NRSPP case studies which highlight an organisation's good road safety practice, key lessons learned, evidence and importantly how they did it. The current case studies explore solutions from organisations with anywhere from 10 to 8,000 staff from a range of industries and sectors, what is consistent among them all is that road safety is their top risk and they work to actively reduce it.

This presentation will outline the core themes and principles within the WRSG and how the process can practically assist organisations in implementing a road safety strategy that isn't altruistic but costs effective. The guide was always aimed to remain organic and to grow and develop with the NRSPP. The aim being is to be able to keep the WRSG current as more knowledge is made available and participating organisations willingness to share increases.

Presentation 3 – Panel Session - Examples of good practice translating to a profitable safe business

Presenters

- **Ali Abdurrahman – Origin Energy**
- **Greg Smith – Toll NQX**
- **Mark Stephens – Uniting Care Queensland**

Abstract

Providing a safe working environment should be a central operating principle for any business. However, what is often lost is the understanding that a safe work environment also includes the vehicle. This is a key point of difference for leading organisations as they recognise that the workplace includes the safe movement of its staff and goods. Leading businesses invest in the creation of a safe road culture, both on and off public roads, because it generates a clear cost-benefit over time and helps pay its way. The type of road safety culture is a conscious decision which is created at the top of the organisation.

Whilst the industry and type of business may vary, the process of creating a safety culture is reasonably consistent. In addition the knowledge of how to manage risks is also interchangeable between industries and modes. The degree and level of monitoring between industry sectors may vary between sectors due to

increased regulations in the heavy vehicle sector but essentially businesses are managing similar risks, for example speed, driver behaviour, drowsiness, distraction, third parties, to name a few. Leading businesses actively work with their staff to help jointly create the desired culture.

This component of the symposium will feature a panel session consisting of three leading Australian corporates demonstrating how road safety good practice is practically applied, management of their key risks and the cost-benefits. The organisations include Origin Energy, Toll NQX and Uniting Care Queensland, and each are from entirely different industries and the key themes which emerge will assist in ensuring the WRSG is providing good practice.

Origin Energy Brief

Origin Energy is one of Australia's major energy providing organisations with a mixed fleet of 1000 light and 300 heavy vehicles which travel over a combined distance of 32 million kilometres per annum. It has made a dramatic impact on its business injury rate in 2013-14 with a 23 per cent improvement on Total Recordable Injury Frequency Rate. The most significant achievement came from the LPG business where a concerted focus on leadership, risk reduction and staff involvement resulting in a 33 per cent overall reduction in injuries and almost three consecutive months without a recordable injury.

The LPG business has attributed this achievement to journey management plans to identify and control risks on high-risk routes; introduced GPS-based in-vehicle monitoring systems (IVMS) across the bulk, cylinder and smaller trucks; and a cultural transformation program where employees take ownership for safety themselves and their colleagues.

The business unit has found encouragingly over the past twelve months, motor vehicle accidents in LPG have reduced by more than 50 per cent.

The cultural transformation program called Blue Bus was also introduced at over 30 LPG sites and encourages employee's to display increased ownership of safety. That ownership is increasingly being demonstrated across the business, with employees speaking up to use their "authority to stop an unsafe task", make a record number of behavioural safety observations, and drive improvements in their local processes and procedures.

Toll NQX Brief

Toll NQX, part of Toll Group, operates 400 plus company-owned heavy vehicles across Australia employing in excess of 450 company drivers and more than 1500 when contractors including. For Toll NQX, safety is more than a priority, it's a value. Toll NQX clocks up more than 33 million kilometres per year, safety is also a permanent goal. The organisation is on a path of continuous improvement and always evaluating improvements to assist with incident prevention.

Since the introduction of -vehicle camera systems in its long haul fleet in mid-2011, it was not expecting to shake the conventional wisdom that speed and fatigue are the greatest safety risks for truck drivers. Today, it has compelling evidence that driver distraction also poses a significant incident risk. This insight is changing the way Toll NQX operates its fleet, manages risk, and engages with drivers and contractors.

Uniting Care Queensland Brief

Uniting Care Queensland (UCQ) is one of Australia's largest not-for-profit aged care providers delivering community nursing services in metropolitan, regional and remote Queensland, Northern Territory and northern New South Wales. Operating 4,240 residential aged care beds and providing the equivalent of 1.5 million days of care each year. UCQ also delivers more than 3 million occasions of service annually for community clients in their homes or in its community centres. UCQ fleet has grown to more than 2,400

vehicles that travel 40 million kilometres each year. This includes some staff using their own vehicles. The fleet will continue to grow as demand for more community services increases.

Over the past seven years the UCQ fleet has moved fleet safety from an era where there was no training and minimal focus on crash frequency and driver risk analysis to making fleet safety a core function of the Fleet Management Unit. A holistic approach to road safety across the organisation has created a courteous internal culture which has translated into reduced crash rates through comprehensive risk analysis, driver education, thoughtful vehicle selection, and developing industry partnerships to achieve the desired outcomes.

Viva Energy Brief

Viva Energy believes that every road incident is preventable and is committed to pursuing the goal of no harm to people and protecting the environment. We call this Goal Zero. Our Goal Zero aspiration carries through to our road transport operations by using only transport operators with the same high safety vision as our own. Included in our Goal Zero program are our Life Saving Rules, of which a number are directed at safety on the road. With the training and commitment by our own, and contractor, staff road safety is as important to them as any other part of their job.

Road safety for our company is a systems approach where carriers must ensure vehicles meet the highest safety standards, use up to date in-vehicle technology for driver safety and have a safety management system in place covering driver training, vehicle maintenance, vehicle monitoring, journey management and emergency response. We specify through contractual arrangements the high standards that are to be met by our carriers and we gain assurance that these standards are met or exceeded through a thorough audit process. The expectations we place on our carriers not only ensures the safety of our products, the driver of the vehicle, but also other road users.