

Corporate initiatives to improve road safety and the associated productivity, safety and environmental benefits

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Background

- National Road Safety Strategy 2011-20

‘we need the support of organisations, industry, businesses, community groups, and individuals.’

- Work related road crashes are 50% of all occupational fatalities and one-in-six national road deaths
- Company drivers travel twice the annual distance and have 50% more incidents

National Road Safety Partnership Program (NRSPP) vision:

To help Australian businesses and organisations to develop a positive road safety culture and use their sphere of influence to enhance road safety nationally.

NRSP - Case Studies

Facilitating the knowledge sharing of the how, why & results of Australian businesses improving road safety



Busselton Freight Services

'Road safety, compliance key drivers in company growth'

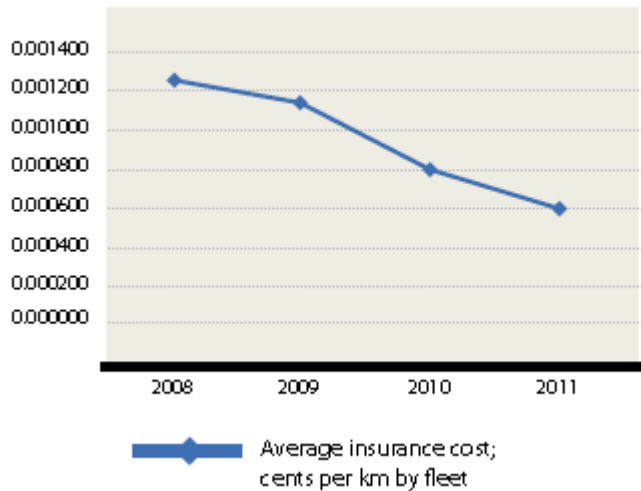
Goal: Using compliance and a strong safety culture to create commercial success

Develop package of road safety initiatives including:

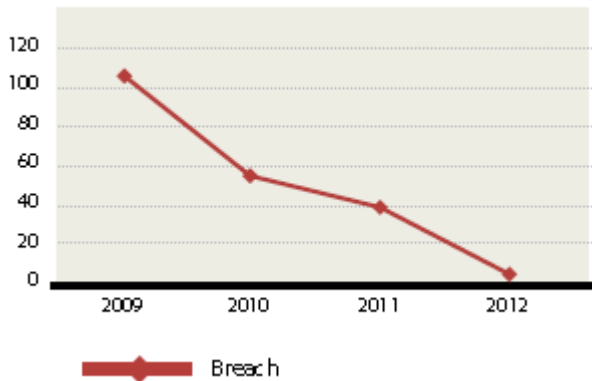
- Driving training – linked with tech & monitoring
 - Tech platforms – IVMS, GPS and infrared camera
 - Monitoring & surveillance – forward mounted & unloading camera
 - Concept trailer
- Fatigue management – use of geo fencing with driver and customer
- Compliance – third party audits
- Chain of responsibility - enabler
- Buddy training for new drivers significantly reduces accidents.
- A zero tolerance drug and alcohol policy

BFS – ‘Fostering a culture of compliance is worth the financial impost’

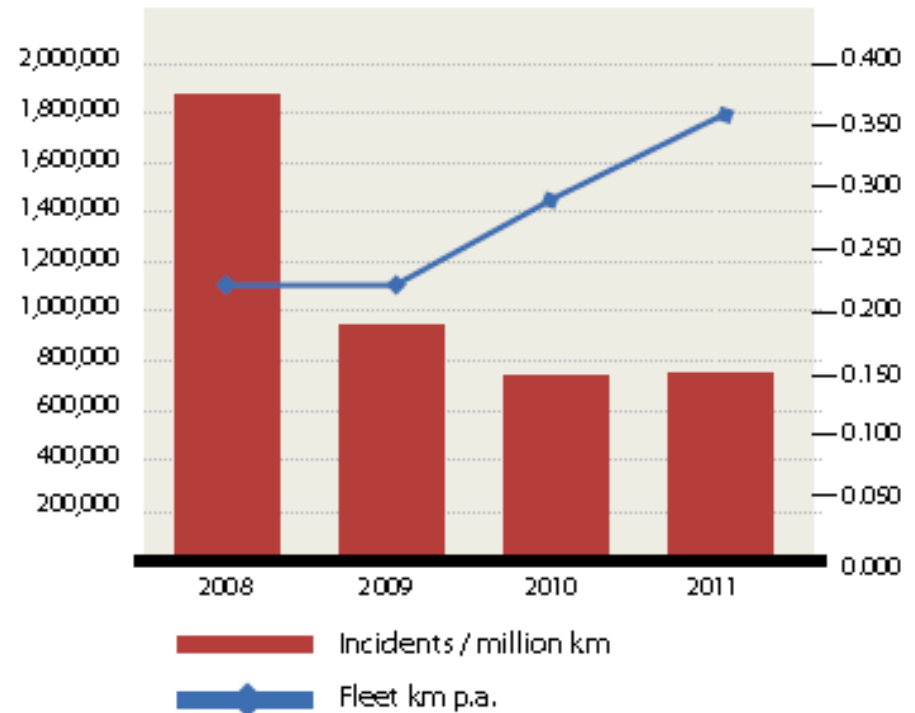
Average insurance cost by kilometre travelled



Fatigue breaches



Incidents by kilometre 2008-2011



McColls Transport

'There is no trademark on safety'

Goal: Creating a safety first mindset

Safety became the priority CoR the enabler

- Risk management
- Simulator and targeted training
- Fatigue management
- McColl's co-pilot technology
- Drug testing – zero tolerance
- Fatigue management & delivery time management
- Competitive wages (top 25% pay scale)



McColl's Transport – *“A good place to look for the success of a business is in its safety practices. If safety is well managed then the rest of the company is probably pretty tidy. If safety is a mess, then it is likely that the other key functions are also falling apart.” - Simon Thornton CEO*

WorkCover claims cost history FY09 to FY12

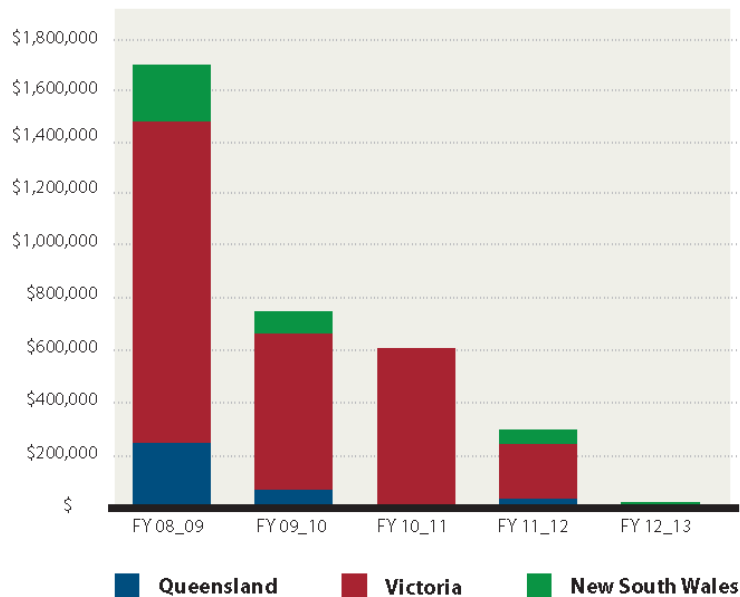


Figure current at September 2012

Operating accident costs

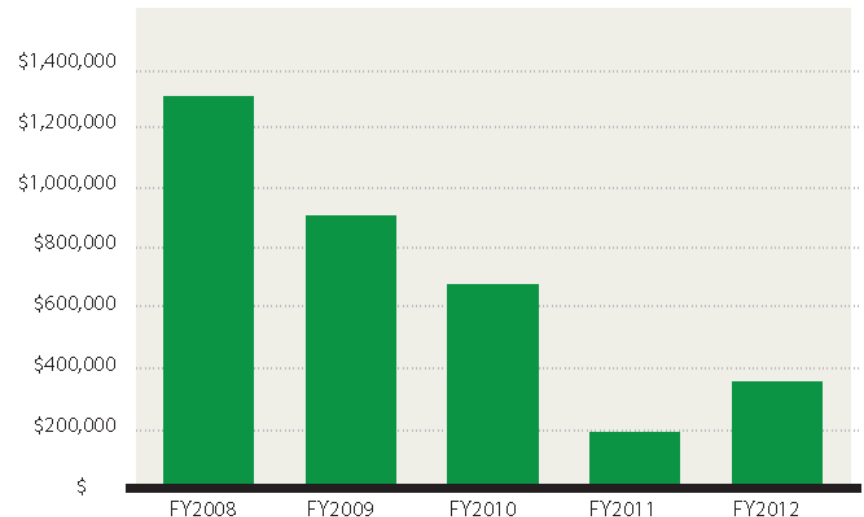


Figure current at March 2013

BlueScope Steel

'Transforming an industry through road safety'

Goal: working to improve road transport safety'

Zero harm approach

- Safer vehicles – PBS purpose built designed
- Guidelines for end-to-end supply chain with CoR influence
- Step-by-step illustration for loading/unloading
- Driver training
- Led development of steel code

Outcome: less than one injury resulting in lost time for every million hours worked – no dog chains.

BHP Billiton – *‘Simplicity drives safety improvements’*

Goal: safest light vehicles on its mining sites globally

Initiatives: adopted 5 Star ANCAP Policy

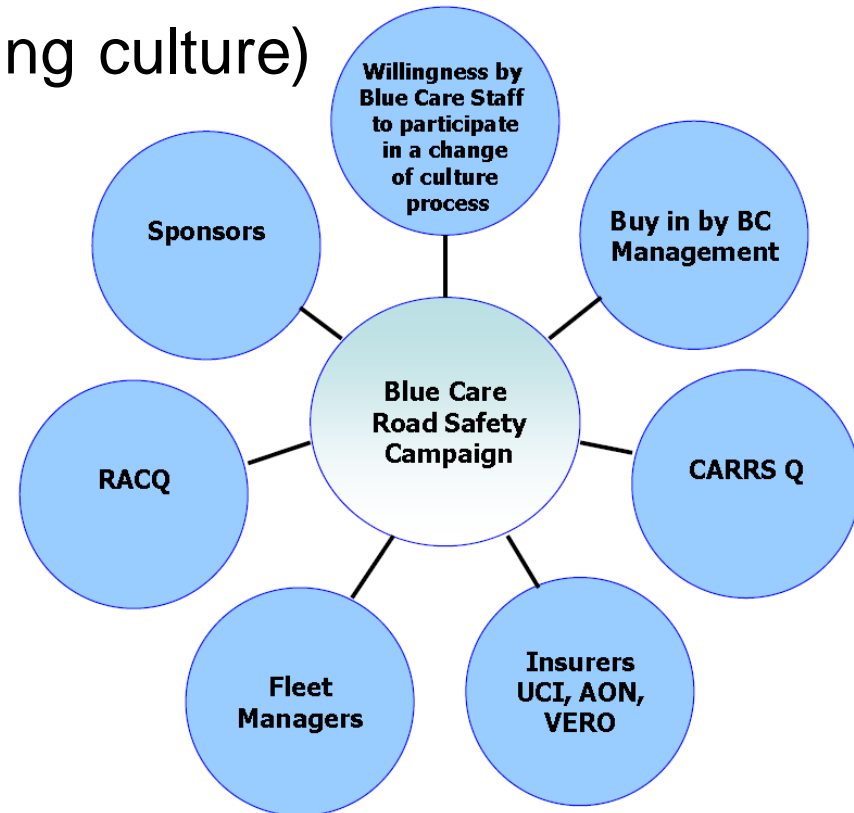
- 10,000 vehicles owned
- influences 50,000 LV purchases p.a. in Australia alone
- Before:
 - ~30% 3-star ANCAP, ~70% 4-star ANCAP
 - 3 months to fit-out, cost \$30k per vehicle

Outcome: rental company upgrading fleet to 5 Star & Toyota upgrading Hilux and Landcruiser to meet 5 Star

Uniting Care Qld (formerly BlueCare) – *‘desired level of best practice in road and vehicle safety’*

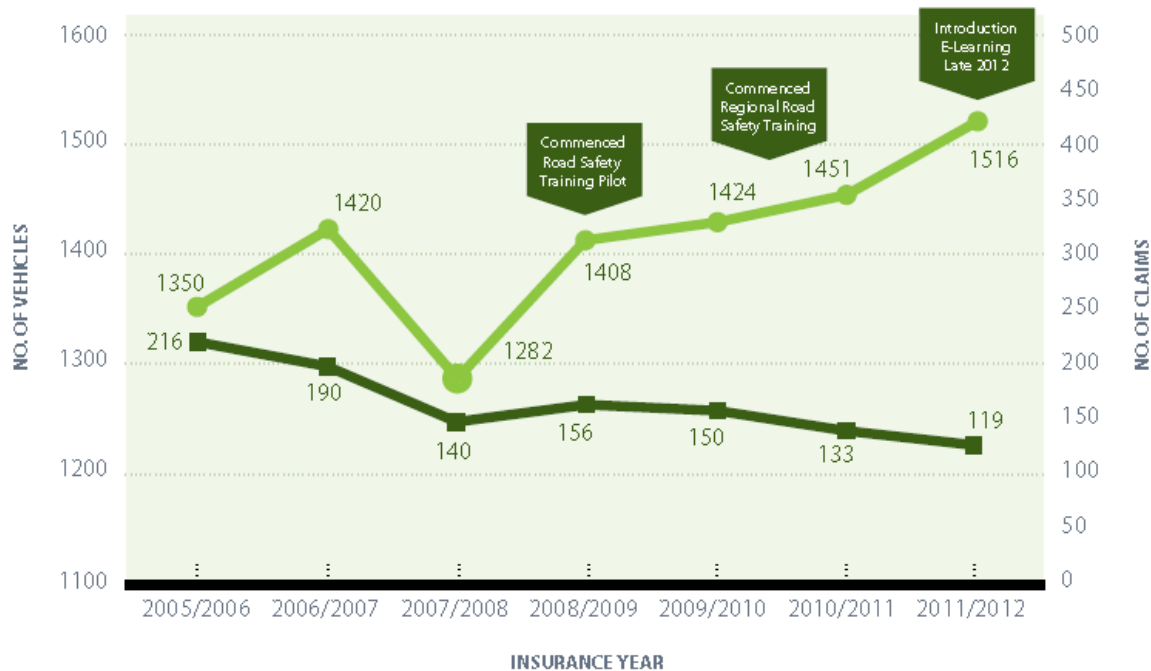
Initiatives: best practice in fleet safety

- Drivers knowledge (safe driving culture)
- Data collection
- Analyse of data
- Use of data
- Procurement policies
- Policies and procedures for the operation of vehicles



Uniting Care Qld— *‘Integral to gaining this support was that the program would be funded out of rebates from vehicle purchases and insurance premiums’*

At Fault – Vehicles vs Claims Comparison



Outcome: reduced claims, increased allocation of budget and resources by board and management into improving road safety

Core themes learnt

- Senior management buy-in & leadership crucial as safety is driven from the top down
- Road safety champions are eager to collaborate
- Road safety is a package, there is no silver bullet
- An investment in road safety pays off over time
- Evaluation and monitoring is crucial to identify issues before they happen and measure change
- Safety not only decreases crashes but operating costs

The National Transport Commission leads regulatory and operational reform nationally to meet the needs of transport users and the broader community for safe, efficient and sustainable land transport.



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