



**AUSTRALASIAN ROAD SAFETY 2007  
RESEARCH, POLICING AND  
EDUCATION CONFERENCE**

**FleetSafe Workshops:  
A Business Solution to Workplace Road Safety**

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## **AUSTRALASIAN ROAD SAFETY 2007 RESEARCH, POLICING AND EDUCATION CONFERENCE**

### **Summary**

The FleetSafe Workshops are an innovative and effective way of delivering tools to business to help them develop and implement safer vehicle and driving policies. This unique and exciting concept is the only workshop of its kind being delivered in Australia or overseas.

Road crashes are the major cause of workplace fatalities (49%) and road trauma is a significant cost to the community. Vehicles are now defined as 'workplaces' and employers now recognise that their duty of care must encompass vehicle safety and driving behaviour.

The FleetSafe Workshops advance State and local government road safety strategies, with vehicle safety identified as a key objective. Overseas research shows that "if everyone drove the safest vehicle in its class, fatalities could be reduced by 30-40%"; these forums provide both the information and the motivation to progress this key objective.

The FleetSafe Workshops are sustainable. They have had strong support from major road safety partners since their inception and have attracted ongoing sponsorship. Partnerships with our partners in road safety: Allianz Insurance, Bosch ESP, Streets Ahead Pty Ltd, Subaru Interactive, TAC, VicPolice, VicRoads and local government, have helped deliver the first four workshops and are integral to the success of the workshops.

Business participation, referral and networking have helped grow the program; this has gathered further momentum with the support of the Victorian Workcover Authority, who have thrown their support behind the program by publicising the workshops through their website and industry email network.

The FleetSafe Workshops have SMART objectives, are multi-actioned and outcomes are easily evaluated. To date, 100% of businesses that participated in the first three workshops have implemented workplace procedures, 80% have introduced a fleet purchase policy, while 60% have developed a safer driving policy. Registrants have been drawn from major businesses: metro and country Victoria, as well as interstate. 95 businesses have attended the four workshops and a fifth is almost fully pre-booked, demonstrating the strong business demand.

RoadSafe Inner South East Inc. (RISE) developed the workshops, which have the support of the other four RoadSafe groups in MSE Region. Regional RoadSafe groups and local government have expressed interest in hosting workshops, three mini regional workshops have been run, and FleetSafe has been promoted at a national OH&S forum.



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## The Extent of the Issue

### *Statistical Data*

- Road crashes are the major cause of workplace fatalities, injury and absence from work<sup>1,2</sup> (estimates vary from 23% work-related deaths for business travel and 26% for commuting, i.e. 49%<sup>3</sup>, to 43% of work-related fatalities<sup>2</sup>)
- Work-related road crashes cost businesses more than \$1 billion per annum<sup>2</sup>
- Work-related road crashes account for a significant proportion of the road toll (25% of road fatalities<sup>2</sup>)
- The National Safety Council of Australia suggests the average cost of a fleet crash is \$18 500.00.
- If every fleet driver drove at the speed limit, the general public would have no choice but to drive at the speed limit also.

### *Research*

- Research shows that fleet purchases account for the majority of new car purchases (60%<sup>3</sup>) and that organisations on-sell their fleets every three years on average
- Metro Inner South East (MSE) has thousands of businesses: large and small, local and national, commercial and non-profit, with many nationals headquartered in MSE Region, and 16 local government organisations
- Research into fleet crashes suggests that businesses and employees often engage in unsafe practises: drivers drive longer distances for business, adhere to tight schedules, are often fatigued and are less concerned about wear and tear on company vehicles<sup>1,2,3</sup>
- Company car drivers are also more likely to speed, tailgate, show aggression, lose concentration and use their mobile phone while driving<sup>2</sup>
- Even after adjusting for distance travelled, company car drivers have roughly 50 percent more crashes than ordinary drivers
- Research has found that incentives (non-monetary) work better than monetary rewards in changing workplace culture<sup>2</sup>
- Work-related crashes impact not just directly on a business, but indirectly, through personal and social trauma associated with those connected to the business and the incident<sup>3</sup>.

## Specific Program Objectives

1. To influence businesses (used interchangeably with *organisations*) to prioritise safer driving and fleet safety
2. To assist businesses to develop and implement a Road Safety Policy and procedures
3. To influence workplace culture to make employee safety and safer driving normative and high priority
4. To influence the demand for vehicle safety features in fleet vehicles and to make vehicle safety features standard items, not add-on
5. To engage partners in road safety to support the delivery of fleet safety policy workshops, to reach the widest possible audience

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<sup>1</sup> Wills, Andrew, Biggs, Herbert & Watson, Barry, May 2006. Road safety in corporate fleet settings: approaches from organisational and industrial psychology. *Road & Transport Research*, Vol. 15 (1), pp. 16-68.

<sup>2</sup> Mooren, Lori, November 2005. Response to the burden of work-related crashes. *J. Australasian College Road Safety*, Vol 16 (2), pp. 12-14.

<sup>3</sup> Haworth, Narelle, Tingvall, Claes & Kowaldo, Naomi, March 2000. Review of best practice road safety initiatives in the corporate and / or business environment. Monash University, *Accident Research Centre, Report No. 166*, 119 pp.

<sup>4</sup> October 2005. Anecdotal reports from business employees, management and police reporting on workplace road fatalities. *Fleet Safety Workshop No. 1*, Bayside.



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6. To influence the insurance industry to support businesses that implement Road Safety Policies and procedures
7. To influence government to legislate for inclusion of vehicle safety features in all new vehicles, as in the US
8. Ultimately, to reduce the road toll and human impact of work-related crashes.

### **Objectives**

The main aim of the FleetSafe Workshops is to provide businesses and organisations with the knowledge and tools to advocate for a safer driving culture in the workplace and to develop and implement:

- ❖ **A Safer Driving Policy**
- ❖ **A Fleet Purchase Policy** that specifies the purchase of the safest vehicle in its class (and lobbies manufacturers to include safety features as standard, not extra) and
- ❖ **Workplace Procedures** for induction of staff, training and monitoring of driving practices.

### **SMART Objectives**

**Simple:** draft policies, procedures and resources are all provided

**Measurable:** the success of the workshops may be measured by the number of businesses implementing policies within the workplace

**Achievable:** with sponsorship, it is possible to grow the program to meet demand

**Realistic:** businesses can easily adapt the policies provided to suit their business needs

**Timely:**

- The draft State arrive alive! Strategy 2007-12 identifies vehicle safety as a priority
- OH&S legislation now classifies vehicles as 'workplaces'
- Employer's duty of care extends to vehicle usage.

## **Links to Local and State-wide Road Safety Strategies and Legislation**

### **Strategic Linkages**

The FleetSafe Workshops link to the *State arrive alive! Strategy 2007-12*, specifically to the section:

- ❖ Vehicle safety

They also link to RISE Municipal Road Safety Strategies, as follows:

- ❖ *Bayside City Council Road Safety Strategic Plan 2002-2007*
- ❖ *Glen Eira City Council Road Safety Strategy 2007/08 – 2011/12*
- ❖ *City of Kingston Road Safety Strategy 2005-2009*
- ❖ *City of Stonnington Road Safety Policy 2007-2012.*

### **Legislation**

Legislation that is implicated in the FleetSafe Workshops includes:

- ❖ *Occupational Health and Safety Act 2004*
- ❖ *Dangerous Goods Act 1985*
- ❖ *Equipment (Public Safety) Act 1994*
- ❖ *Road Transport (Dangerous Goods) Act 1995*



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- ❖ *Road Safety Act 1986*
- ❖ Chain of Responsibility Legislation
- ❖ Licence legislation, endorsements, demerit points, driver disclosure
- ❖ Vehicle insurance legislation, driver disclosure
- ❖ Vehicle safety legislation, roadworthiness Speed zones, school zones, strip shopping centres
- ❖ Mobile phone use and other driver distractions
- ❖ Alcohol and drug-driving, .05 legislation
- ❖ Driver fatigue
- ❖ Use of medications.

### Details of the Program Elements

The FleetSafe Workshops are a multi-action program that focuses on providing businesses with the knowledge and tools to develop, implement and advocate for:

- ❖ **A Safer Driving Policy** in the workplace
- ❖ **A Fleet Purchase Policy** that specifies the purchase of the safest vehicle in its class
- ❖ **Workplace Procedures** that induct staff, train them and monitor safe driving practices in the workplace, and
- ❖ **Manufacturers** to include safety features as standard, not extras.

#### *Education Activities*

The workshops educate businesses on:

- The Safe Systems approach to road safety
- Development and implementation of a Road Safety Policy and procedures
- Safer vehicle features (TAC Safe Car, ESP, airbags etc.)
- Purchase and maintenance of safe fleets (ANCAP safety ratings)
- Workplace approaches to driver assessment, induction, monitoring, education and safety.

#### *Enforcement Activities*

Work with VicPolice to identify at-risk businesses and to advocate for them to attend a FleetSafe Workshop to educate them on developing a safer driving policy, fleet safety policy and procedures.

#### *Engineering Activities*

Advocate for industry to support the development of vehicle safety features and their inclusion as standard features in new vehicles. Manufacturers such as Bosch ESP, work with the FleetSafe Workshops to advocate for vehicle safety features to be included as standard in vehicles. At present, many imported vehicles with fitted safety features are sold in Australia with these features removed! Since the first workshop, the proportion of vehicles sold with ESP fitted has increased significantly, from 12% in 2005 to 17% in 2006 (Mark Jackman, ESP Bosch, pers. comm.).

#### *Policy / Advocacy Activities*

- Assist businesses to enshrine fleet safety in Safer Driving Policy, Fleet Purchase Policy and procedures
- Influence workplace culture to promote driver safety as normative and high priority
- Advocate for insurance partnerships to provide a financial incentive for businesses to prioritise driver and fleet safety
- Advocate for manufacturers to make vehicle safety features standard in cars, not extras
- Advocate for government to legislate for inclusion of vehicle safety features in all new vehicles, as in the US

The FleetSafe Workshops have received publicity through the local press, at State conferences, in country regions and at a national OH&S conference.



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Mayors and councillors have attended workshops and interest from local government has been high.

Business advocates include our sponsors: Allianz, Bosch, Streets Ahead, Subaru and VicRoads. Other advocates include TAC, VicPolice, WorkCare, RoadSafe groups and emergency services.

There has also been discussion with the VFF and AWU, in partnership with the VCFL, to develop a suitable approach to rural driver safety, policy and practices (Appendix VIII). The VCFL have come in as a partner to assist with development and delivery of Farmsafe-RoadSafe workshops. The VCFL attended the second workshop.

### **Program Sustainability through Strong Community Partnerships**

The program is simple to implement and to update, so it is sustainable consistent with the availability of our road safety partners, who donate their time to speak, and the cost of brochures and workshop folders for the tote bags.

Our **business partners in road safety** are happy to assist, as it helps achieve their own businesses goals. However, they have limited time to donate to the workshops, as their time is a cost to their business. To date, they have supported two workshops per year, but have indicated they could support up to four per annum. Other speakers from related industries could replace them if necessary.

New resources can be integrated easily into the tote bags, which are sponsored by **Allianz Insurance**. New policies can be readily included in the workshop folders. Workshop notes can be readily updated.

Costs of the **Safer Driving Kit** are relatively expensive and have been the main cost to date. However, **VicRoads/TAC** has produced a revised kit, on DVD, which will be available to businesses at no cost.

Catering has been sponsored by the **host venue, local government and Subaru @ Docklands**. There are many councils willing to host a workshop and Subaru are happy to sponsor further workshops. The venues are provided free.

There are thousands of businesses in MSE Region alone and it was always intended that this program be community-driven. **Community members of RoadSafe** have donated their time for free, along with **VicPolice**, to help staff the workshops on the day.

**VicRoads, TAC and other State and Federal Government departments** have supplied brochures for free. VicRoads staff from MSE help plan, organise and run the workshops. Paid facilitation is unnecessary.

Monitoring the program is not onerous. Much of the data is collected at the time of registration.

### **Budget and Funding for the Program**

#### ***Costs for Initial Development, Trial, Resourcing and Launching of the Program***

- RoadSafe Inner South East (RISE) budgeted to run the first two workshops, providing FREE Safer Driving Policy kits (worth \$200.00) to each participating business, paying for a professional facilitator to run them, and paying for printing of materials. Other RoadSafe groups in MSE Region assisted with the costs of the third and fourth workshops.
- Local government and one of our partners have provided the venue and catering.
- Road safety business partners provided their expertise or resources for free.
- VicRoads provided funding for the Road Safety Coordinator, who helped plan and deliver the workshops, and VicRoads co-sponsored the workshops through RISE.



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- The main cost of the two earlier workshops was the paid facilitator.
- The third workshop dispensed with the paid facilitator, with the RISE Road Safety Coordinator MC-ing and the Team Leader Road Safety Behaviour and other coordinators hosting the workshop segment. This worked well and was continued in the fourth workshop, saving around \$2000.00.

### ***Costs for Current Development of the Program***

- ❖ FleetSafe Banner design and production: \$ 761.60

### ***Future Costs***

- ❖ Marketing of the workshops through WorkSafe and our partners: \$ -
- ❖ Refer to Table 1.

### ***Compliance***

- ❖ FleetSafe complies with State-wide strategies and policies, local government strategies and policies, VicRoads strategies and policies, and local RoadSafe strategies and programs.
- ❖ FleetSafe promotes the independent ANCAP ratings and recommendations for vehicle safety.
- ❖ FleetSafe picks up on local crash stats and known research and can be readily adapted to suit any business of any size, profit or non-profit, urban or rural.

## **Evaluation**

### ***Evaluation to Date***

Four metropolitan FleetSafe Workshops have been run to date, plus three regional mini-workshops. A total of 95 businesses have attended, many sending multiple delegates from Fleet Management and OH&S / Risk Management areas. Attendance has built exponentially (refer Table 2).

The workshops have been progressively evaluated and modified to achieve the present format (refer Appendixes I, V, VI and VII). The third workshop tightened its focus on driver safety and safe vehicles. Businesses workshopped an action plan and began developing a Safe Driving Policy and procedures to implement back in the workplace. Consequently, delegates at the third and fourth workshops felt that nothing needed to be changed. Feedback indicates that both delegates and presenters' needs are satisfied by the present format, though some would like a longer workshop.

The workshops' success is demonstrated by the fact that delegates had to be turned away two weeks prior to the fourth one, as it was fully subscribed, resulting in pre-bookings of 72% for a fifth workshop!



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**Table 1: Budget for FleetSafe Workshops: Allocated, Actual and Sponsor Input.**

<b>Item of Expenditure*</b>	<b>Allocated Budget*</b>	<b>Item Cost (SD Kits)</b>	<b>Actual Cost</b>	<b>Value of Sponsorship</b>	<b>Partnerships**</b>
<b>First Workshop, Oct 05, 8 businesses (one delegate each)</b>	<b>\$4 320.00</b>	\$ 200.00	<b>\$6 703.00<sup>#</sup></b>	<b>\$7 150.00</b>	RISE, VicRoads, TAC, City of Frankston, private employee, Bayside Comm. Health, VicPolice, Bayside City Council, Comm members of RISE
<b>Second Workshop, May 06, 9 businesses (one delegate each)</b>	<b>\$3 600.00</b>	\$ 200.00	<b>\$3 990.00<sup>#</sup></b>	<b>\$7 430.00</b>	RISE, VicRoads, TAC, Bosch ESP, MFB, Academy of Health Education, VicPolice, City of Kingston, Comm members of RISE
<b>Third Workshop, Oct 06, 17 businesses (22 delegates)</b>	<b>\$11 200.00</b>	\$ 200.00	<b>\$ 3 400.00<sup>##</sup></b>	<b>\$25 050.00</b>	RISE, ROSE, RFMP, RIE, RMYR, VicRoads, TAC, Bosch ESP, Allianz Insurance, Streets Ahead P/L, Subaru Interactive @ Docklands, VicPolice, City of Glen Eira, Comm members of RISE
<b>Fourth Workshop, May 07, 61 businesses (84 delegates)</b>	<b>\$12 000.00</b>	\$ 200.00	<b>\$14 200.00<sup>±</sup></b>	<b>\$27 910.00</b>	RISE, ROSE, RFMP, RIE, RMYR, VicRoads, TAC, Bosch ESP, Allianz Insurance, Streets Ahead P/L, Subaru Interactive @ Docklands, Subaru Australia, VicPolice, Comm members of RISE
<b>Projected costs 5<sup>th</sup> Workshop, 60 businesses (84 delegates)</b>	<b>\$11 000.00</b>	\$0.00 DVD paid by VicRoads	\$ ?	\$ ?	RISE, ROSE, RFMP, RIE, RMYR, VicRoads, TAC, Bosch ESP, Allianz Insurance, Streets Ahead P/L, Subaru Interactive @ Docklands, VicPolice, Comm members of RISE

\* Note that delegate figures only include business delegates; they do not include speakers and organisers, who add to the catering costs.

\*\* Includes organisers, speakers, host council or business, brochure suppliers.

# Includes external printing of delegates' workshop booklet, facilitator costs and kits.

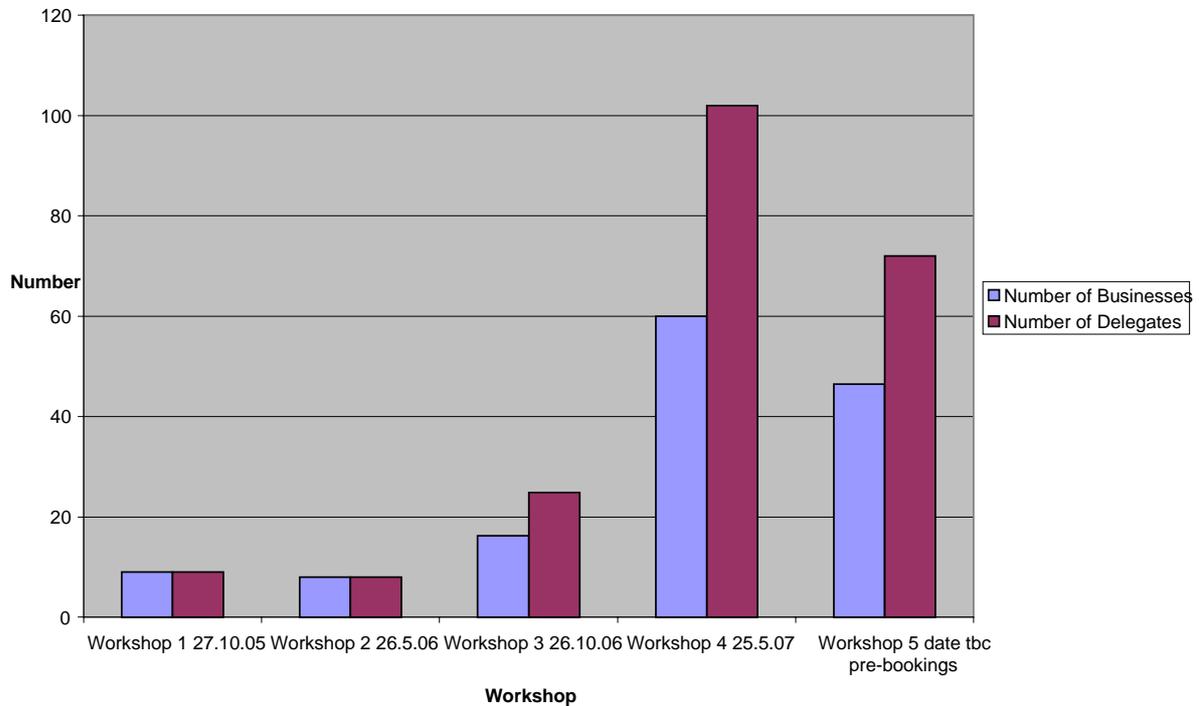
## Kit costs only, internal facilitation.

± Includes kit costs and hire of chairs, stage and audio technician. Subaru covered catering costs.



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**Table 2: Growth in Number of Businesses and Delegates Attending the FleetSafe Workshops.**



### ***Comments from Participants in the Fourth Workshop***

"Can't suggest any improvements really, very professional, efficient and extremely useful" (Trish, Metro Community Health organisation)

"Excellent workshop, will increase our priorities on these issues" (Jenny, international bookstore chain)

"Very impressive presentation" (Robert, medium-sized manufacturing business)

"The influences a crash has on the company, individual, family and wider community" (Stephen, large transport business)

"Statistical information and ways in which to present [road safety issues] to our sales teams" (anon1)

"The need to strengthen existing processes" (Vikki, Metro Local Government1)

"Culture within organisations which need to change to implement safer attitudes/driving" (anon2)

"Corporate governance, OH&S issues, policies" (Ian, large service industry)

"Litigation implications" (Philip, large retail business)

"Vehicle safety and need for policy for workplace" (Joan, large retail business)

"The need to ensure ongoing emphasis on safety with all staff" (Steve, Regional not-for-profit organisation)

"Having a safer driving policy which covers all elements of risk" (Julie, large manufacturing business)

"Changing the company's culture. ESP: understanding how it works and...reduced incidents/fatalities" (Sam, WorkCare)

"Appreciation of common concerns and challenges across many businesses. How to sell policy to management group. Tools to help in the development of respective policies. Great quality of presenters. Excellent to see the passion across the board" (Paul, large manufacturing business)



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"Varied audience, so a good broad sweeping approach. Need to raise the expectations. Need to enforce that [businesses] have policies in place and work from this assumption" (Fiona, international retail/manufacturing business)

Fatigue management, Chain of responsibility legislation" (Neil, international retail/manufacturing business)

"Development of an improved driver culture" (Geoff, Metro Local Government2)

"Office defined as being in a car. Cost of road trauma" (Cameron, Metro Local Government3)

"Duty of care" (Graeme, large utilities company)

"Well-programmed and delivered seminar" (Bud, Regional Local Government)

### ***The Influence of Company Size***

The workshops have attracted a mix of businesses and fleet configurations:

- from 5 to 5000 vehicles
- predominantly sedans or mixed (sedans, 4WD drives, utilities, vans, trucks, tractors, other plant)
- small, medium and large businesses
- local, national and international organisations
- profit and not-for-profit organisations
- local and State government organisations
- utility companies.

All Local Government organisations in the MSE Region, except one, have now attended the FleetSafe Workshops. The outstanding council is booked for the fifth workshop.

Surprisingly, many of the larger national and multi-national companies lack any written policy. These large companies have been quick to endorse the workshops and have sent multiple staff along.

The policies and procedural ideas provided are able to be adapted at the business level to suit the particular business environment. These may be updated as required.

The smaller the company, the quicker they have developed and implemented policy; two companies with small fleets (5-10 vehicles) implemented policies within one month. Larger companies have more steps, more layers of management and more levels of compliance to meet.

### ***Attendance of Both Fleet and OH&S/Risk Managers***

Evaluation has proven that both Fleet and OH&S/Risk Managers need to attend the workshops, as they are jointly involved in the development and implementation of policy. Also, research has shown that by making the commitment to send dual delegates, management have already endorsed the process and allocated staff resources to follow up.

OH&S staff are the drivers of Safer Driving Policy development and implementation, because they are responsible for compliance and risk management and for staff induction, training and monitoring. They work in tandem with Fleet Managers to ensure compliance with policies. Fleet Managers are more concerned with the development of Fleet Purchase Policies for the purchase of safer vehicles.

The first two workshops attracted single business delegates, mainly Fleet Managers, with few OH&S staff, and were slower to adopt policies. If the staff member left the company, policy development did not happen. The third and fourth workshops attracted an increasing number of dual (or even triple) delegates from both segments. Feedback from the third workshop indicates that policy development and implementation has been greater. It is too early to assess the results of the fourth workshop.



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### *Impediments to Implementation*

Delegates attending the first two workshops reported impediments to change including: staff movement, business systems upgrades, business takeovers, lack of budget, lack of staff resources and management endorsement.

By emphasising the need to send representatives from both Fleet and OH&S/Risk areas, most of these impediments are mitigated: staff are committed, there is more likely to be management and budget support, and it is unlikely that both delegates will leave. Other changes are beyond our control.

### *Changes in the Future*

Demand for the workshops has grown exponentially. Growth in the number of workshops to meet demand is dependant on sourcing further corporate sponsorship.

The original *Safer Driving Kit* supplied to all businesses attending, at a cost per unit of \$200.00, is untenable as a long-term resource. It is currently being updated to a cheaper DVD format, which will represent significant savings in resourcing the workshops.

Endeavour to:

- Monitor road safety statistics for participating businesses, if available
- Monitor any indicators detected by our insurance partner
- Monitor policy writing and implementation and establish a policy 'library'
- Collate incentives put in place by businesses to influence management and employees
- Document changes in workplace culture reported by participating businesses
- Identify impediments to change and policy uptake and determine methods to overcome them
- Monitor budget for running workshops.

## **Innovation**

The program is a world **first**. It is innovative, simple, intuitive and easily implemented.

FleetSafe is **not restricted to any one type of business**. It can be implemented in an urban or rural environment and applies to all levels of business, not-for-profit organisations and governments operating fleets.

The FleetSafe Workshops are relatively **low-cost**, the program is affordable and can therefore be rolled out on a State-wide basis.

The FleetSafe Workshops are well-supported by our road safety partners, making them **authentic and practical** for businesses attending.

## **Acknowledgements**

The Fleet Safety Policy workshops are very much a whole-of-community effort, with strong resident, business, local government, State government, organisational and sponsor support.

Pierre Castelino was instrumental in planning and promoting the first workshop. A paid facilitator helped plan the first workshop and was engaged to facilitate the first two workshops.

Key members of the RISE Executive helped plan, organise and deliver the earlier workshops: Hans Harms (VicPolice), David O'Sullivan (ex-City of Kingston, now VicRoads), Joe Cusmano (ex-Bayside City Council) and Rosa Beveridge (community member) were instrumental; while Road Safety Behaviour Team colleagues have helped deliver the latter two workshops: Colin Lill, Heather Bishop, Tarmi Wright and Justin Grossbard. Colin Lill, Team Leader RSB, VicRoads, has provided advice and guidance.



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Local Government and Subaru Interactive @ Docklands have hosted the venue and catering. Rosa Beveridge, VicRoads, VicPolice and host staff have assisted with workshop delivery and organisation on the day. Various speakers representing our road safety partners have provided their services for free at the workshops: Allianz Insurance, Bosch ESP, Frankston City Council, MFB, Streets Ahead P/L, Subaru, TAC, VicPolice and VicRoads. TAC, VicRoads and MFB sponsored showbags for participating businesses at the earlier workshops and Allianz Insurance have sponsored tote bags for the latest workshop. David Skewes has provided valuable advice on this paper.

Their input, enthusiasm and commitment is gratefully acknowledged.



# AUSTRALASIAN ROAD SAFETY 2007 RESEARCH, POLICING AND EDUCATION CONFERENCE

Appendix I: Fourth FleetSafe Workshop Agenda, Subaru Interactive @ Docklands, May 2007.



## FleetSafe Workshop

Friday 25 May 2007

Subaru Interactive@Docklands

99 Lorimer Street

Docklands MEL 2E D8

<b>8:45am</b>	Arrival, Meet and Greet – Welcome cuppa
<b>MC</b>	Marion Pennicuik – Road Safety Coordinator VicRoads MSER
<b>9:00am</b>	Introduction and Welcome Gary Watson – Dealer Principal Subaru Interactive@Docklands
<b>9:05am</b>	George Mavroyeni – Director Road Safety & Network Access VicRoads Safe System Approach: Prioritising Safer Driving in the Workplace
<b>9:20am</b>	Marion Pennicuik – Road Safety Coordinator VicRoads MSER Safer Drivers: Corporate Governance, Triple Bottom Line, OH&S
<b>9:35am</b>	Greg Rowe – Safety Advisor VTA - on secondment from VicRoads Safer Drivers: Chain of Responsibility
<b>9:40am</b>	Mark Jackman – Project Coordinator ESP Australia Bosch Safer Vehicles: Electronic Stability Program, Airbags etc.
<b>10:05am</b>	Chris Wood – Risk Manager Commercial Allianz Insurance Safety Costs: Insurance Incentives
<b>10:30am</b>	Morning Tea
<b>10:45am</b>	Derek Ashby – National Customer & Technical Services Manager Subaru Australia Safer Vehicles: Technical Demonstration - 5-Star Vehicle
<b>11:10am</b>	David Skewes – Managing Director Streets Ahead Safer Drivers: It's Just a Company Car: Who cares, who should and why?
<b>11:35am</b>	Marion Pennicuik – Introducing the Safer Driving Kit
<b>11:45am</b>	Colin Lill – Team Leader Road Safety Behaviour VicRoads MSER Workshop: Policies and Processes
<b>12:55pm</b>	Hans Harms – Chair RoadSafe Inner South East Workshop Closure
<b>1:00pm</b>	Light Lunch will be served

Each business that attends the FleetSafe Workshop will receive a VicRoads Safer Driving Kit valued at \$200.00, provided by the 5 RoadSafe groups in Metro South East Region.

**Further Information:**

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Hans Harms, Chair, RoadSafe Inner South East (RISE) Inc. 9556 6106 0414 181 495





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## Appendix II: FleetSafe Workshop Flyer used to Advertise the Workshops.

*FleetSafe Workshops* examine the triple bottom line plus one: corporate governance, economy, social / cultural issues and environmental sustainability of fleets.

*Supported by:*  
local government, RoadSafe and VicRoads and our corporate partners in road safety



**RoadSafe**  
Community Road Safety Councils of Victoria Inc.

*Invitation to businesses:*

FleetSafe Workshop  
9:00 am–1:00 pm  
Friday 25 May 2007  
Subaru Interactive@Docklands  
99 Lorimer Street  
Docklands MEL 2E D8



**RoadSafe**  
Community Road Safety Councils of Victoria Inc.

*Who to contact:*  
Your local council Road Safety Officer,  
Your local RoadSafe Coordinator  
or  
Marion Pennicuk  
Road Safety Coordinator  
MSE Region, VicRoads  
12 Lakeside Drive  
Burwood East 3151  
Tel: 9881 8016  
Mob: 0411 015 382  
[marion.pennicuk@roads.vic.gov.au](mailto:marion.pennicuk@roads.vic.gov.au)



## FleetSafe Workshop

25 May 2007  
Subaru Interactive @Docklands

A FREE half-day workshop that enables businesses to implement a safer driving policy, procedures and fleet purchase policy



Businesses meet and put together an action plan for implementation back in the workplace. Over 60% of businesses that have attended so far have implemented safer driving policy, 80% have modified their fleet purchase policy and 100% have updated their safety procedures.

*Businesses learn about:*

- vehicles as 'workplaces'
- corporate governance, duty of care and chain of responsibility legislation
- the Safe Systems approach to reducing the road toll: safer roads, safer vehicles and safer road users
- a workplace culture that prioritises driver safety
- social and economic impact of a workplace fatality
  - Safer Driving Policy
  - safer workplace procedures
  - Fleet Purchase Policy
  - the latest vehicle safety systems
- insurance incentives for businesses with a Safer Driving Policy



Participating businesses receive a **FREE** Safer Driving Kit worth \$200.00

*The Safer Driving Kit contains:*

- A Safer Driving Manual
- Model road safety policies
- A proforma policy on CD-ROM
  - Three videos
  - Eleven Fact Sheets
  - Eleven Smart Cards
- A Safer Driver CD-ROM



*Why your business should attend:*

- 49% of all workplace fatalities occur on the road
- 25% of all road fatalities are business-related
- Insurers offer incentives for businesses with a Safer Driving Policy and procedures
- Accidents can happen to any business, at any time
- Workplace safety is now a priority under the revised OH&S and Insurance Acts and vehicles are defined as 'workplaces'
- Employees are your most valuable asset
- Good corporate governance requires duty of care
- Workplace fatalities have wide social and economic consequences
- Businesses face high insurance premiums and high fleet running costs
- Businesses increasingly need to plan to reduce risks and keep insurance premiums low
- You will improve your triple bottom line plus one: economy, social / cultural, environmental sustainability & corporate governance
- Businesses participating so far have found workshops informative and practical
- Workshops are FREE

TAC SafeCar





**AUSTRALASIAN ROAD SAFETY 2007  
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**Appendix III: FleetSafe Workshop Tote Bag Sponsored by Allianz Insurance Australia.**



**The reverse carries the sponsor logo:**





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## Appendix IV: Images of FleetSafe Workshop 4, Hosted by Subaru Interactive @Docklands.





**AUSTRALASIAN ROAD SAFETY 2007  
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**Appendix V: Agenda for the First Fleet Safety Workshop, October 2005.**



**Prioritising Road Safety in the Workplace  
Workshop  
28<sup>th</sup> October 2005  
Bayside City Council Offices  
Highett Room**

<b>8.45am</b>	Arrival and Meet and Greet – Coffee
<b>9.00am</b>	Introduction/Welcome – Bayside City Council Councillor Ken Beadle
<b>9.10am</b>	Steve Brown, Regional Manager VicRoads MSER Prioritising Safer Driving in the Workplace
<b>9.25am</b>	Gayle Di Pietro – Road Safety Consultant Why Workplace Driver Safety is an Issue?
<b>9.50am</b>	Sue Clements. It can happen to anyone!
<b>10.10am</b>	Morning Tea
<b>10.30am</b>	Bob George – Frankston City Council Experience
<b>10.45am</b>	Robert Kaldawi – Standard Drinks Project <i>Looking After Our Mates</i> Program
<b>10.55am</b>	Introducing the Safer Driving Kit
<b>11.30pm</b>	Prioritising Safer Driving back at the workplace
<b>12.45pm</b>	Hans Harms Chair of RoadSafe - Closure of Workshop
<b>1.00pm</b>	Light Lunch will be served

*Each Business that attends the Safer Driving Policy Development workshop will receive a VicRoads Safer Driving Kit valued at \$200.00 provided on behalf of RoadSafe Inner South East Inc. Community Road Safety Council. The Transport Accident Commission Safety Car will be present 9:30 am - 2:00 pm.*



**AUSTRALASIAN ROAD SAFETY 2007  
RESEARCH, POLICING AND  
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**Appendix VI: Agenda for the Second Fleet Safety Workshop, May 2006.**



**Prioritising Road Safety in the Workplace  
Workshop  
Friday 26 May 2006  
City of Kingston Offices  
Brindisi Street, Mentone**

<b>8.45am</b>	Arrival and Meet and Greet - Coffee
<b>9.00am</b>	Introduction/Welcome - City of Kingston Councillor Bill Nixon
<b>9.10am</b>	Steve Brown - Regional Manager VicRoads MSER Safe System Approach: Prioritising Safer Driving in the Workplace
<b>9.25am</b>	Gayle Di Pietro - Road Safety Consultant Why Workplace Driver Safety is an Issue? The Human Element.
<b>9.45am</b>	Mark Jackman - Project Coordinator ESP Bosch Safer Vehicles: Electronic Stability Program
<b>10.10am</b>	Robert Kaldawi - Academy of Health Education Vic Safer Drivers: <i>Looking After Our Mates</i> Program
<b>10.30am</b>	Morning Tea Jessica Truong, Road Safety Project Coordinator TAC Safer Vehicles: TAC <i>SafeCar</i>
<b>11.00am</b>	Kevin Ottrey - Station Officer In Charge, MFB Safer Drivers, Safer Vehicles: Fleet Policy
<b>11.15am</b>	Gayle Di Pietro - Introducing the Safer Driving Kit
<b>11.30am</b>	Gayle Di Pietro – Workshop - Develop an Action Plan for implementing a Safer Driving Policy back in the workplace
<b>12.25pm</b>	Gayle Di Pietro - Closure of Workshop
<b>12.30pm</b>	Light Lunch will be served

*Each Business that attends the Safer Driving Policy Development workshop will receive a VicRoads Safer Driving Kit valued at \$200.00 provided on behalf of RoadSafe Inner South East Inc. Community Road Safety Council.*

*The Transport Accident Commission SafeCar will be present 9:30 am – 1:30 pm.*

**Further Information:**

Marion Pennicuik, Public Officer, RoadSafe Inner South East Inc. 9881 8016 0411 015 382  
Hans Harms. Chair. RoadSafe Inner South East Inc. 9556 6106



**AUSTRALASIAN ROAD SAFETY 2007  
RESEARCH, POLICING AND  
EDUCATION CONFERENCE**

**Appendix VII: Agenda for the Third Fleet Safety Workshop, October 2006.**

	<p style="text-align: center;"><b>Prioritising Road Safety in the Workplace Workshop Friday 27 October 2006 Caulfield Cup Room, City of Glen Eira Cnr Hawthorn &amp; Glen Eira Roads, Caulfield</b></p>																								
	<table border="0"> <tr> <td style="vertical-align: top;"><b>8.45am</b></td> <td>Arrival and Meet and Greet - Coffee</td> </tr> <tr> <td style="vertical-align: top;"><b>9.00am</b></td> <td>Introduction/Welcome - City of Glen Eira Mayor x</td> </tr> <tr> <td style="vertical-align: top;"><b>9.10am</b></td> <td>Steve Brown - Regional Manager VicRoads MSER Safe System Approach: Prioritising Safer Driving in the Workplace</td> </tr> <tr> <td style="vertical-align: top;"><b>9.25am</b></td> <td>Marion Pennicuik - Road Safety Coordinator Why Workplace Driver Safety is an Issue? The Human Element.</td> </tr> <tr> <td style="vertical-align: top;"><b>9.45am</b></td> <td>Mark Jackman - Project Coordinator ESP Bosch Safer Vehicles: Electronic Stability Program, Airbags etc.</td> </tr> <tr> <td style="vertical-align: top;"><b>10.10am</b></td> <td>Chris Wood, Risk Manager Commercial Allianz Insurance <b>Safety Costs: Insurance Incentives</b></td> </tr> <tr> <td style="vertical-align: top;"><b>10:35am</b></td> <td>Morning Tea Jessica Truong, Road Safety Project Coordinator TAC Safer Vehicles: TAC <i>SafeCar</i></td> </tr> <tr> <td style="vertical-align: top;"><b>11.00am</b></td> <td>David Skewes, Managing Director Streets Ahead Safer Drivers: <i>It's Just a Company Car</i>: Who cares, who should and why?</td> </tr> <tr> <td style="vertical-align: top;"><b>11.25am</b></td> <td>Marion Pennicuik - Introducing the Safer Driving Kit</td> </tr> <tr> <td style="vertical-align: top;"><b>11.30am</b></td> <td>Colin Lill, Team Leader Road Safety Behaviour VicRoads Workshop: Develop an Action Plan for implementing a Safer Driving Policy &amp; procedures back in the workplace, write Policy</td> </tr> <tr> <td style="vertical-align: top;"><b>12.25pm</b></td> <td>Hans Harms, Chairman RISE Inc. - Closure of Workshop</td> </tr> <tr> <td style="vertical-align: top;"><b>12.30pm</b></td> <td>Light Lunch will be served</td> </tr> </table> <p><i>Each business that attends the Safer Driving Policy Development workshop will receive a VicRoads Safer Driving Kit valued at \$200.00 provided on behalf of RoadSafe Inner South East, RoadSafe Outer South East, RoadSafe Inner Eastern, RoadSafe Frankston &amp; Mornington Peninsula &amp; RoadSafe Melbourne Yarra Ranges The Transport Accident Commission SafeCar will be present 9:30 am – 1:30 pm.</i></p>	<b>8.45am</b>	Arrival and Meet and Greet - Coffee	<b>9.00am</b>	Introduction/Welcome - City of Glen Eira Mayor x	<b>9.10am</b>	Steve Brown - Regional Manager VicRoads MSER Safe System Approach: Prioritising Safer Driving in the Workplace	<b>9.25am</b>	Marion Pennicuik - Road Safety Coordinator Why Workplace Driver Safety is an Issue? The Human Element.	<b>9.45am</b>	Mark Jackman - Project Coordinator ESP Bosch Safer Vehicles: Electronic Stability Program, Airbags etc.	<b>10.10am</b>	Chris Wood, Risk Manager Commercial Allianz Insurance <b>Safety Costs: Insurance Incentives</b>	<b>10:35am</b>	Morning Tea Jessica Truong, Road Safety Project Coordinator TAC Safer Vehicles: TAC <i>SafeCar</i>	<b>11.00am</b>	David Skewes, Managing Director Streets Ahead Safer Drivers: <i>It's Just a Company Car</i> : Who cares, who should and why?	<b>11.25am</b>	Marion Pennicuik - Introducing the Safer Driving Kit	<b>11.30am</b>	Colin Lill, Team Leader Road Safety Behaviour VicRoads Workshop: Develop an Action Plan for implementing a Safer Driving Policy & procedures back in the workplace, write Policy	<b>12.25pm</b>	Hans Harms, Chairman RISE Inc. - Closure of Workshop	<b>12.30pm</b>	Light Lunch will be served
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## AUSTRALASIAN ROAD SAFETY 2007 RESEARCH, POLICING AND EDUCATION CONFERENCE

### Appendix VIII: Letter of In-principle Agreement to form a Farmsafe-RoadSafe Alliance, December 2005.



#### INNER SOUTH EAST INC.

12 Lakeside Drive  
Burwood East VIC 3151  
20 December 2005

Alistair Dawson  
Chief Executive Officer  
Victorian Farmers Federation  
Farrer House  
24 Collins Street  
Melbourne VIC 3000

Dear Alistair

RE: **INTENT TO FORM A FARMSAFE-ROADSAFE ALLIANCE**

Following our recent meeting, this is a letter of intent that outlines our in-principle agreement to form an alliance between Farmsafe and RoadSafe.

The key objective of a Farmsafe-RoadSafe alliance is to:

*'Work together to further reduce the on-road and off-road toll in rural Victoria'*

The major strategies to achieve this objective include:

- Running Safer Driving Policy workshops with VFF businesses
- Targeting the key issues influencing the rural road toll, including:
  - Speed
  - Fatigue
  - Drink and drug driving
  - Seat belt use
  - Helmet use
  - Livestock and produce transport
  - Safe loads
  - Tractor travel on roads
  - Complacency and bad habits
  - Lights-on
- Approaching key organisations to become partners to this agreement, including:
  - Australian Workers Union (AWU)
  - Country Women's Association (CWA)
  - WorkSafe
  - Department of Human Services (DHS)
  - Department of Primary Industry (DPI)
  - Good Sports
  - Victorian Country Football League (VCFL)

We look forward to a productive partnership in working together to reduce the rural road toll.

Yours sincerely

Hans Harms  
Chair, RoadSafe Inner South East Inc.