

The New Standard in Road Traffic Safety Management – ISO 39001



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Housekeeping



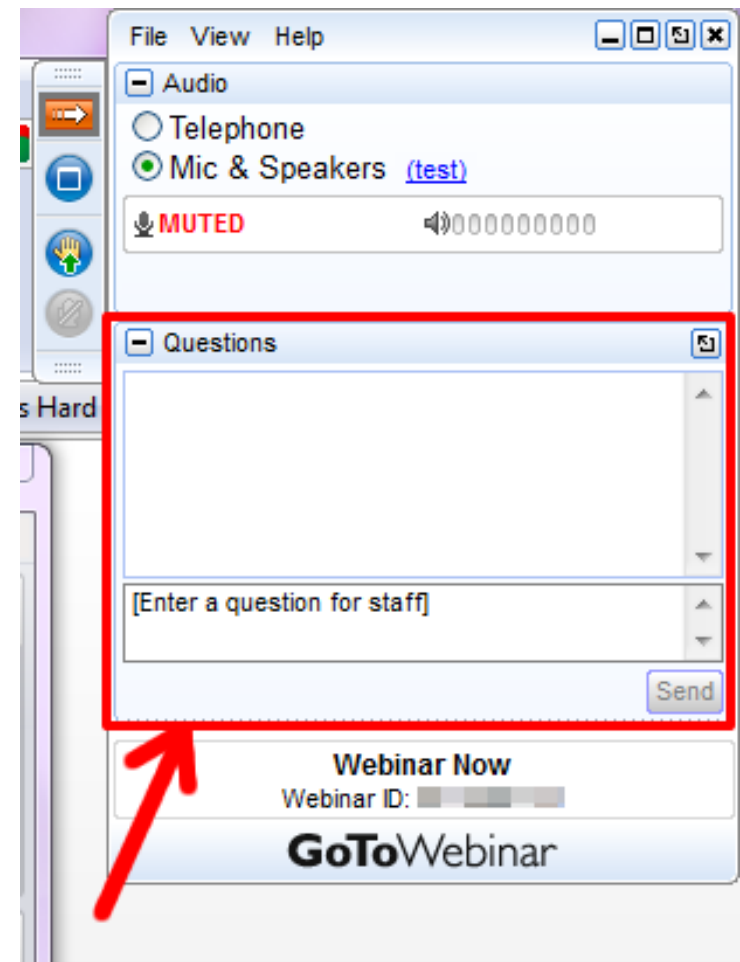
- This webinar is 60 minutes in duration. The presentation will be around 40 minutes, and 20 minutes is allocated for questions.

- You will each be emailed a PDF copy of the presentation at the conclusion of the webinar.



Go To Webinar functions

- You can ask questions at any time by typing them in the question box, I will answer them in the question time at the end of the presentation



Some starter questions

- Why ISO 39001?
- How is it relevant to my business?
- How has it developed?
- What are the essential features?
- What can I do next?

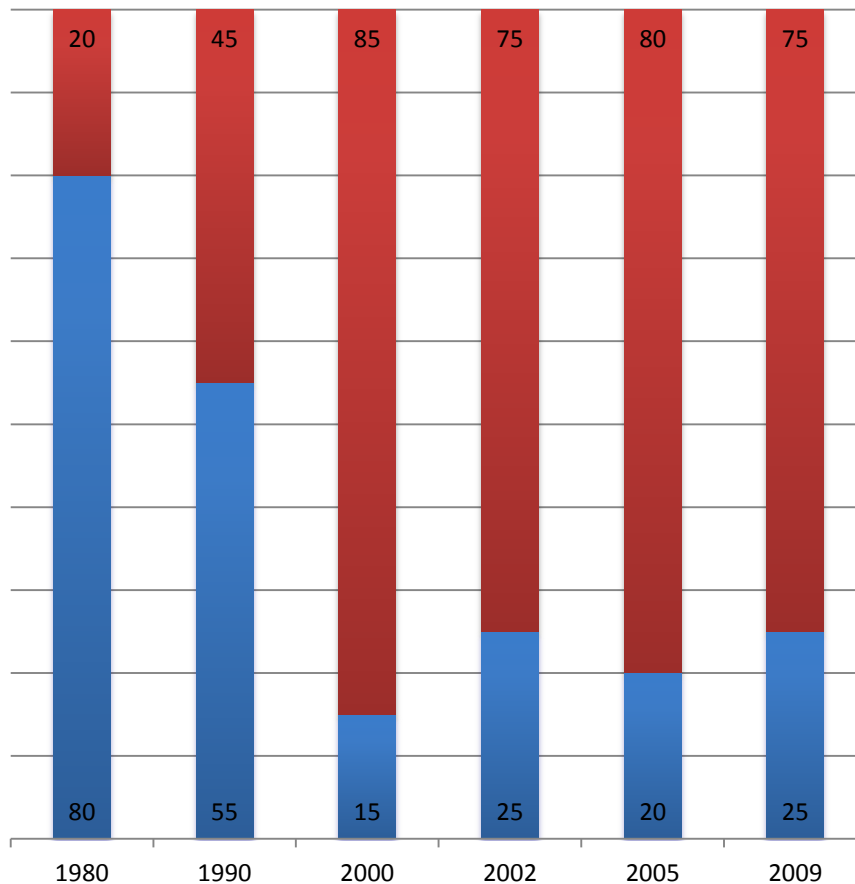
- Road traffic is a leading cause of death and disability
- Each year, road traffic systems are responsible for
 - Estimated 1,240,000 fatalities worldwide
 - 1300 fatalities and over 30,000 serious injuries in Australia
 - Half of all work-related fatalities in Australia

- ISO 39001 combines best practice and knowledge regarding road traffic safety and quality management systems into a single safety management tool
- ISO 39001 provides organisations with the opportunity to reduce, and ultimately eliminate, the incidence and risk of death and serious injury related to road traffic crashes

- Organisations accredited to ISO management standards (eg 9001 or 14001) will be able to more easily accredit to ISO 39001
- Organisations accredited to other safety management systems have a head start as well, and ISO 39001 offers another step up
- Organisations with no systems in place are exposed in a variety of ways to the most deeply entrenched safety risk we face today

Significant potential for reputational damage

Market to Book Value - S & P 500 (1980-2009)



■ Unexplained Value

■ Book Value

Don O'Sullivan
Melbourne Business School

The 10 safety factors that really matter

- These are a key and unique feature of ISO 39001
- The safety factors that need to be considered are based on research evidence and the best expert analysis about what works
- They allow organisations to look again at what they are doing and identify new areas of focus for how they manage a critical safety risk

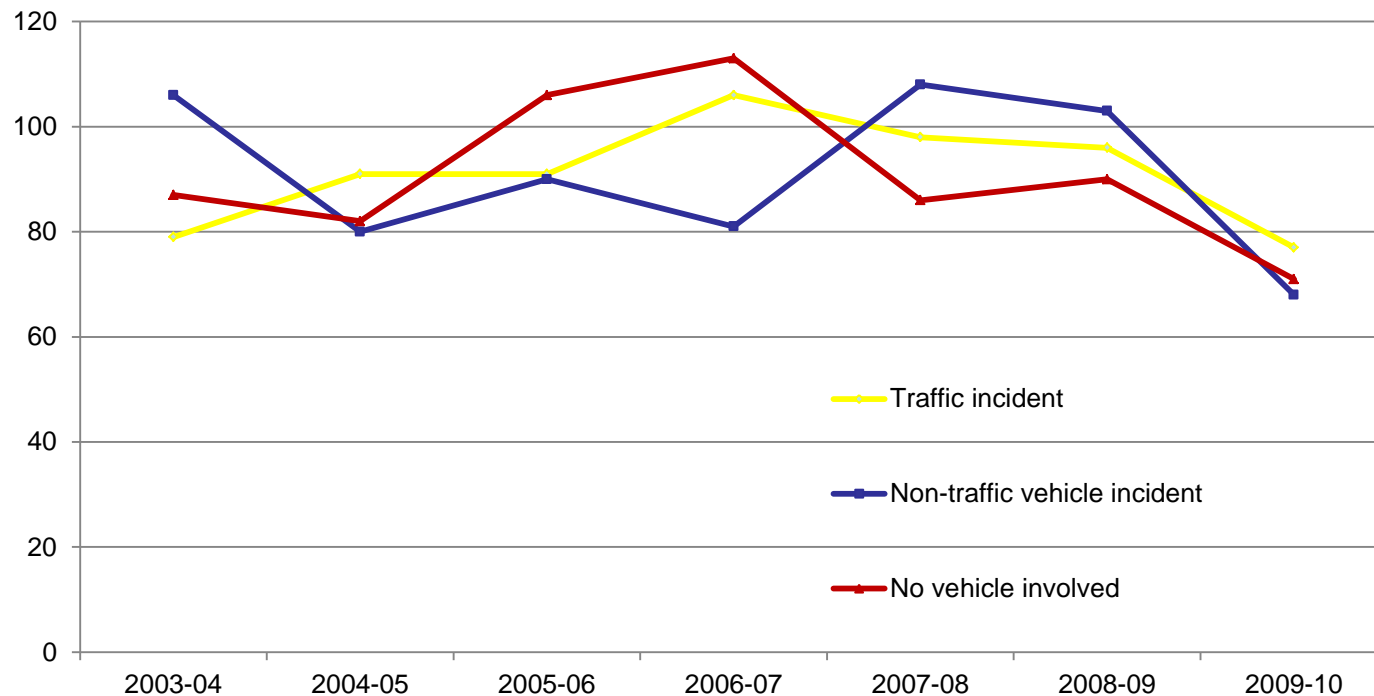
ISO 39001 is relevant to your organisation

- An organisation's road traffic safety management system will vary depending on the activity it is involved in, such as
 - Employees' use of the road transport system to and from work or on duty
 - Goods and passenger transport by the organisation, or contracted to another organisation
 - Activities that generate traffic to and from locations, such as supermarkets and schools
 - Service delivery and products for the road traffic system, such as roads or vehicles
- Let's look at some data from just one aspect – the workplace

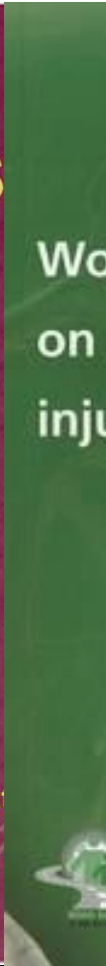
- More work-related fatalities occur on the road than anywhere else
- 237 of 453 work-related fatalities reported by SafeWork Australia in 2007 occurred on the road (similar ratios in 2010 data)
 - 103 out of 295 worker fatalities (one third)
 - 91 out of 93 commuter fatalities (almost all)
 - 43 out of 65 bystander fatalities (two thirds)

- Just one third of worker fatalities do not involve vehicles or traffic

Worker fatalities: number by traffic incident status



Origins



Corporate interest in road safety

- NETS Network of Employers for Traffic Safety (US)
- Driving for Better Business (UK)
- PRAISE Preventing Road Accidents and Injuries for the Safety of Employees (ETSC)
- Australasian Fleet Managers' Association
- TruckSafe (Australia)
- Safety Management Systems for Road Controlling Authorities (NZ)
- National Logistics Safety Code (Australia)



NTC project involvement

Australian Automobile Association, Australian Local Government Association, BHP Billiton, Blue Care, Coca Cola Amatil, GM Holden, Hanson Construction, Linfox, Origin Energy, Rio Tinto Iron Ore, Shell, Suncorp, Vero, Telstra, Toll Group, Volkswagen, Wesfarmers Insurance, Zurich



Benefits reported in Australia

- Reduced fatalities and serious injuries
- Reduced fuel consumption
- Reduced WorkCover claims and insurance premiums
- Reduced fleet maintenance and overall operating costs
- Reduced vehicle accidents and rollovers
- Increased fleet life expectancy
- Increased staff retention



ISO 39001 requires organisations to

- Understand their road safety context and influence
- Establish top management **leadership** and commitment
- Determine its policy and communicate it
- Consider **safety performance factors** that positively impact on road safety in a known way
- Establish objectives and plans
- Resource plans appropriately, and support through a variety of management functions
- Measure, review and continually improve performance

Top management must demonstrate leadership and commitment in a variety of ways, including

- Establishing RTS policy and objectives consistent with the strategic direction of the organisation
- Integrating the RTS management system into the organisation's business
- Adopting the elimination of death and serious injury in road traffic crashes as the long term objective, and setting interim targets
- Working in partnership with interested parties in contributing to a safe road traffic system

The organisation must consider the relevance of the 10 following intermediate safety performance factors

- 1 Road design and safe speed (especially separation, roadsides, and intersections)
- 2 Use of appropriate roads depending on vehicle type, user, type of cargo and equipment
- 3 Use of safe driving speed considering vehicle type, traffic and weather conditions
- 4 Use of personal safety equipment (restraints, helmets, lights)
- 5 Driver fitness (fatigue, distraction, alcohol & drugs)
- 6 Safe journey planning (need/amount/mode of travel, choice of route)
- 7 Safe vehicles (vulnerable/occupant protection, crash avoidance/mitigation, roadworthiness, load security)
- 8 Appropriate authorization for class of vehicle
- 9 Removal of unfit vehicles and drivers/riders
- 10 Post crash preparedness, recovery and rehabilitation

In summary

- ISO 39001 is a best practice tool focused on the reduction and eventual elimination of a major organisational and societal safety risk
- ISO 39001 is relevant for many activities undertaken by many organisations
- It requires top management to commit to taking a step up in reducing road traffic risk
- It provides key direction on how to achieve this in ways that are relevant for each organisation

Where to next?

- One day seminars
 - Understand the philosophical and management approach underpinning ISO 39001
 - Articulate your organisation's role in road traffic safety
 - Explore the safety factors that matter to your organisation
 - Look at ISO 39001 requirements clause by clause
 - Assess guidance questions to undertake your gap analysis
 - Build the case for safety leadership in your organisation
- Contact training@arrb.com.au to register your interest

Thank you for your participation today

For further information on the topic, please contact:

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