

“Lessons and themes” drawn from NRSP Case Studies

Road Safety is....

1. Driven by a senior leader, with senior management endorsement, who owns it and champion its benefit.
2. A system that will perform if it has all its constituent parts oiled and working.
3. Heterogeneous, there is NO silver bullet.
4. Everyone’s responsibility.
5. A perpetual work in progress.

Rome wasn’t built in a day: Creating a **Safety Culture** begins with **Audits, Assessments** and the development or refinement of **Guidelines and Policies** that are in line with the **Safe System** framework.

- It involves a comprehensive investigation, audit and assessment of processes.
- Researching ‘good practice’ control measures and customising them to take into account the company’s unique operation in conjunction with ‘real world’ practicalities that are beyond the company’s control.
- Having a plan and clear strategy.
- Developing standards, guidelines, manuals and training materials that are matched to their target audience, such as, a simple code of conduct.
- Continual review, reassessment and evaluation.

When it comes to fostering a **Companywide Safety Culture** and **Corporate Social Responsibility**, it all starts from the top.

- Safety and compliance is a central part of a comprehensive management system, ‘Zero harm companywide’, because everyone has the right to go home safely. Safe Systems approach to safety across its operations.
- The safety mindset is driven from the top with effective internal communication.
- Employees trust management
- Recognising that chain of Responsibility means that everyone is responsible

- Safety is actively lived day-to-day in every area of the business, not just when in the office
- A sustained commitment
- Educating and supporting the whole community – ‘Road safety is everyone’s responsibility’.

Road Safety isn’t altruistic, it’s just **Good Business**. So let’s talk **Efficiency Dividend**.

- Investing in road safety means significant bottom line benefits for the business, because a good safety record is not expensive, it provides excellent value.
- Potential for recognition within the industry, other sectors and internationally for *excellent safety initiatives and progress*.
- Workers compensation claims are relatively flat.
- Overtime by focusing on Safety it reduces the company’s annual insurance costs and can result in premiums that are among the lowest in the industry.
- A strong reduction in the number of vehicle collisions across the business resulting in increased productivity and lowered costs, as the real cost of a road accident, can be 20 times that of the physical damage to the vehicle.
- Focusing on low cost ‘high impact’ solutions.
- Focusing on road safety and safety in general helps build a strong business reputation.
- Road safety is the central common element across an organisation, unifying the company. IF safety is doing well so is all sectors of the company and therefore the bottom line.

Protecting your **Employees** should be priority **Numero Uno**, so let’s meet the four pillars of **Employee Safety; Education, Engagement, Reporting and Compliance**.

- Educating your employees in how you expect them to operate results in highly trained, professional and competent drivers
- Ensure everybody who is affected by a particular policy has an opportunity to provide input.
- Programs such as, in vehicle training, simulators, driver safety workshops, campaigns and advanced driver training courses all improve driver engagement and competency but need to be a part of a holistic approach that involves many elements (there is no silver bullet).
- Develop a range of posters; remember to keep it short and to the point.
- Driver training is continuously updated reinforcing a commitment to people development.
- Encourage staff to be safety leaders and promote reporting as an opportunity to improve safety performance.
- Keep reporting processes simple.
- Considering adopting some of the myriad of data recording and fleet monitoring systems available.
- Creating compliance and reporting culture through open communication and trust between employees and management.
- Recognising drivers are professionals, getting them more interested in their performance, can motivate them so they want to do better.

Viva la revolution! **Technology** can assist in all aspects of **Safety**, such as those highlighted above, not to mention **Vehicles** are safer than ever before

- Fleet monitoring systems
 - Establish policies and support before its introduction and learn how to use and interpret the data. .
- Insisting on 5-star safety-rated new vehicles
- Comprehensive data analysis and monitoring. Use the data collected to educate drivers about required practices
- Vehicles fitted with alarms that remind drivers to take regular breaks.
- Using a high-tech driving simulator reveals in a practical manner how easy it is to have a serious crash as a result of driver error.
- Speed limiting trucks.
- Electronic work diaries.
- People will engage with road safety messages using technology, such as apps and dedicated web pages, when they are interesting and useful
- Heavy vehicle accreditation with the National Heavy Vehicle Accreditation Scheme
- Vehicles with the latest safety specifications.
- How to manage technology so that staff understands its importance, how it works, the driver safety value add and why the employer utilises it.

Road Safety is NOT....

1. Something that can be achieved without conviction, motivation and the right attitude. Safety isn't just a requirement that needs to be met but a core component of the business. It pays its own way.
2. A system that is implemented without a robust foundation and left without evaluation and reassessment. Safety isn't static, it is always evolving
3. An initiative implemented in isolation.
4. Someone else's responsibility
5. Just meeting the minimum requirements or standards mandated by law.
6. Measured by just collecting data, if you aren't collecting the right data you will never know the root cause of the risk. The result will be throwing good money away without any change.
7. tacitly allowing employees will try to cut corners and save companies money, for example, they pushing through to get home rather than staying at a hotel and disregarding fatigue management.
8. Supporting employees who deliberately try to beat the system . For example stretching or pushing a threshold.