

1. Case Study Terms of Reference

1.1 Purpose

To provide a template to act as a guide in the development of National Road Safety Partnership Program (NRSPP) Case Studies

1.2 Scope

Applies to all case studies produced by the NRSPP.

1.3 Document Length

The case study should be five pages in length to a maximum of eight.

1.4 Confidentiality and Approval for Release

Information provided to the NRSPP or ARRB GROUP as part of this process will not be used publicly without the express consent of the organisation. The case study will be reviewed by NRSPP staff but will only be posted onto the NRSPP website once written or electronic approval of the final version has been received from the submitting organisation.

1.5 Incorporating the Safe Systems Model

The case studies are to be underpinned by the safe systems approach to road safety and shall assist to illustrate its application.

The safe system model involves a systematic approach to road safety recognising the interrelationships between the road and roadsides, vehicles, speed and user characteristics and behaviours. The safe system approach benefits all road users, from pedestrians to heavy vehicles. The model has four main elements, that combined in a systematic way reduces the risks of fatalities and serious injury within the road network.

A safe system approach to road safety can be summarised as:

- the use of safe vehicles
- by trained users behaving legally and exercising a duty of care
- travelling at safe speeds
- on safe roads

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1.7 Benefits of Using a Case Study Approach

The use of case studies will help NRSP bring the program to life, illustrating achievements by the business sector in achieving positive road safety outcomes. The case studies also illustrate working practical examples through an array of different approaches, highlighting the point that there can be many approaches to road safety.

The idea is that there could be a 'transfer of successes' across industries, with the sharing of information to provide a base or useful starting point for organisations who decide they want to implement their own road safety program. Case studies also provide organisations with the opportunity to publicly highlight and be recognized for the positive advances they have achieved in road safety.

1.8 Webinars

Once a case study has been finalised and housed on the NRSP website there is the opportunity for it to be "retold" through a webinar. This would have a duration of a maximum one hour - presentation 30-40 minutes followed by facilitated questions. The webinar, following organisational approval, would be housed on You Tube and linked to the website case study and Knowledge Centre.

1.9 Review of NRSP Case Study if there is an incident

Once the case study has been formally approved, it will be date stamped as being current and representative at that point in time when it was developed. Should the organisation featured in the case study be involved in an incident, the Steering Committee reserves the right to suspend the case study from the website.

1.10 Case Study template

Company Overview:

Please outline the number of staff, size of fleet and company areas/type of operation.

Do you have any images/graphs/charts that can help illustrate the case study and demonstrate the impact of safety on your business' operation?

Why is a positive road safety culture important?

How did the focus on road safety come about?

Safety Strategies Employed

Outline the transport related measures your organisation takes to ensure safety at its workplace and among its workforce?

How did you go about implementing safety systems? In particular, how did you ensure employees were engaged with safety and ensure consistent practice across the workforce?

What are the core elements of your work related road safety policy and procedures?

Training and education: How do you ensure drivers are aware of company safety practices and have the knowledge required to meet obligations?

How did you go about implementing a road safety culture in your business? In particular, how did you ensure consistent practice and that employees were engaged with safety messages?

What barriers did you face to implementing road safety measures, and how did you overcome these?

Can you expand on how you ensure drivers are aware of company road safety practices and have the knowledge required to meet obligations?

Results

How do you measure how well the system is working?

What role has safety played in the company's longevity and success? Is a transport safety focus an important business tool in today's industry?

What is the response of your customers / contractors to a strong focus on safety? Has it had an impact on the company's reputation?

What have been the direct and indirect results of the company's safety focus, for example, on safety record, bottom line, reputation, savings in insurance costs, driver retention, etc.?

What are the key points/lessons your company has learnt through implementing its safety focus? What advice would you give other companies wanting to create a safety culture or considering taking a similar approach?