

Telematics – just another element in a Safety Management System

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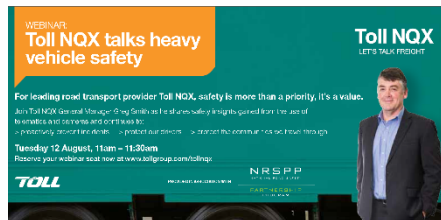
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Development of Discussion Paper

- The common sell: “*telematics technology the road safety silver bullet!!!*”
- Interview process of 20 organisations by case study/webinar analysis



Good Implementation of Tech.

Discussion Paper – what to do & avoid?

1. Clearly defined goals - problem
2. Consider current & future needs
3. Building employee acceptance
4. Real-time monitoring & feedback
5. Management of feedback

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Discussion Paper:

In-Vehicle Monitoring Systems (IVMS)

Purpose

The use of telematics (In-Vehicle Monitoring Systems (IVMS)) continues to grow through the Australian transportation industry, as operators take advantage of the operational and safety benefits such technologies offer. To better understand their potential and what issues are arising from their introduction, NRSP has engaged with leading figures from the transport industry including operators, insurers, technology providers and researchers in order to facilitate and encourage collaboration that has the potential to improve business and safety outcomes. NRSP has engaged with operators to create case studies of fleet management practices, links to these case studies and other relevant sources of information are provided throughout this paper.

Telematics in Australia

Fleet operators have seen both safety and operational benefits as a result of their introduction of telematics technologies. While showing much potential, all stakeholders that NRSP engaged with emphasised that it is not a 'silver bullet' and should instead be seen as one layer of a company's operations. Effective and appropriate management is required for a positive impact to be felt.

Key stakeholders that were involved in the creation of this paper included:

- operators
- drivers
- technology providers
- insurers and brokers
- researchers

Discussions with these stakeholders revealed mutually beneficial relationships that, if acted upon would maximise the benefits of telematics technology and increase its rate of uptake. These are outlined in FIGURE Below. All stakeholders emphasised that these relationships can only be built and maintained through cooperation and a clear understanding of what all parties seek to achieve through the introduction of telematics.

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But can operators implementation really effect driver behaviour?

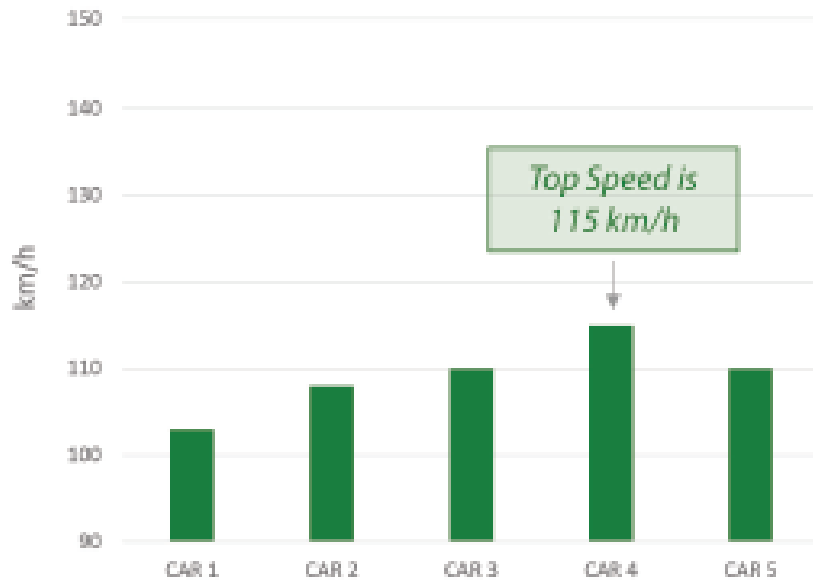


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Employer using IVMS reports



Employer not using IVMS reports



The frequency of breaches also significantly increased.

Employer using IVMS reports

Vehicle	Number of times > 110 km/h
CAR 1	0
CAR 2	0
CAR 3	3
CAR 4	7
CAR 5	3

Total times
exceeded 110
km/h = 13

Employer not using IVMS reports

Vehicle	Number of times > 110 km/h
CAR 6	332
CAR 7	185
CAR 8	55
CAR 9	75
CAR 10	87

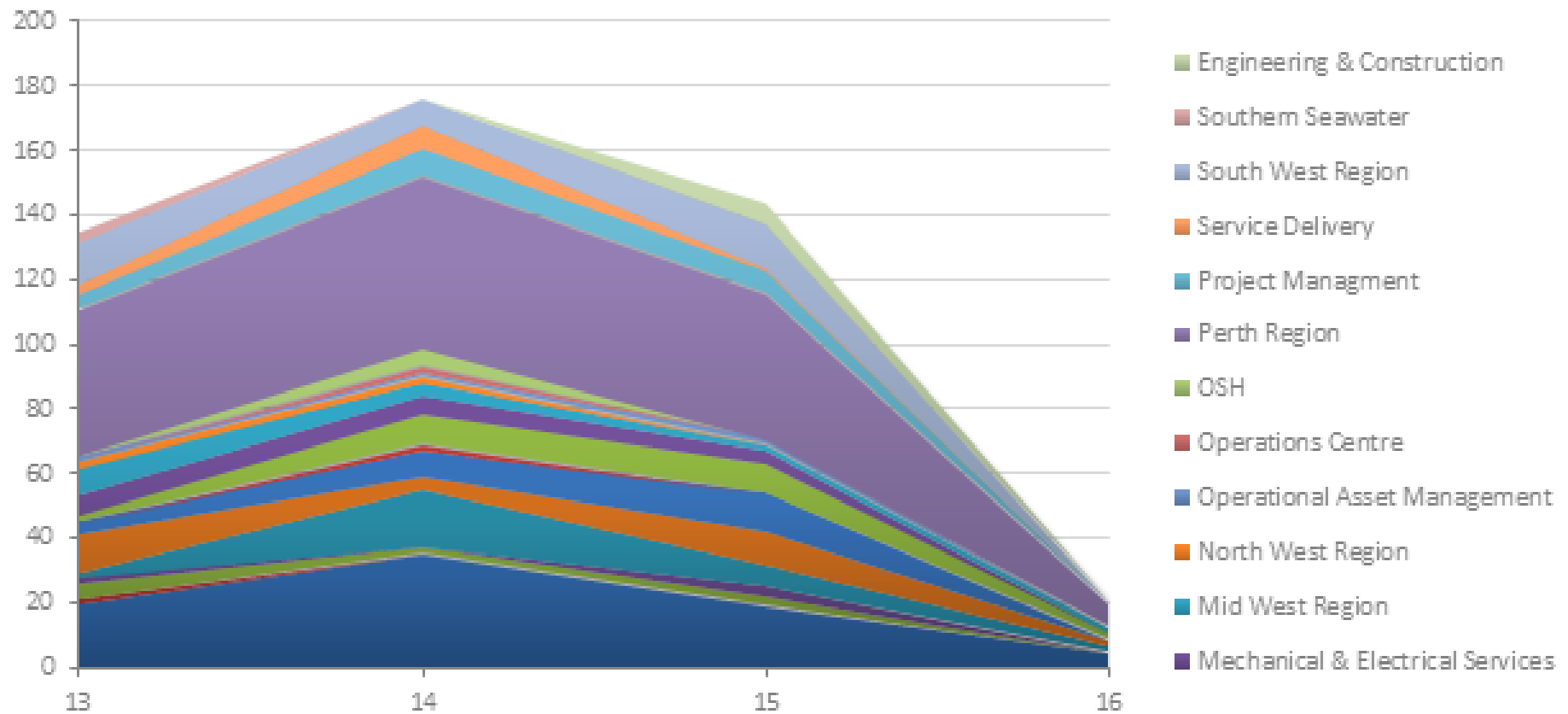
Total times
exceeded 110
km/h = 734

But seatbelts are 101!!!

	Employer using IVMS reports	Employer not using IVMS reports
Seat belt not worn > 5 km/h	3	1563
Harsh braking event	12	15
Harsh acceleration event	3	16
Exceed 2 hours without a rest	2	5

Water Corp Example

3 Year Traffic Infringement Trend



Themes

- Powerful when properly implemented
- Driver focus and working with them to implement telematics
- Using the technology not for driver dismissal but for education
- Provides evidence for frank discussions
- Can also be used to defend the driver
- Fair Work Commission ruling: *evidence can contribute to better safety outcomes*

NRSPP Webinars



21 Sept - Fresh thinking on a tired subject: Toll's new driver fatigue management standard



29 Sept - CLOCS - Sharing the approach and knowledge with Australia by Transport for London



11 Oct – The Safe Commute: Tips for Cyclists and Motorists on Sharing the road



22 Nov - Driver interactions with mobile phones – driving performance and safety implications

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Thank you

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