

NRSP
NATIONAL ROAD SAFETY

PARTNERSHIP
PROGRAM

National Road Safety Partnership Program

Monthly Bulletin

February 2022 | Newsletter No. 87

Improving Road Safety Is Simply Good Business

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NRSPP Achievements

- NRSPP enjoyed a month off over the Christmas and holiday period. The time was used to prepare for a big 2022 with many things in the pipeline including:
 - Finalising the research stage of the Car Park Safety Organisational Road Safety Campaign to be released in May which concluded with a peer review
 - Case Studies with EcoLab, Jemena, McColls Transport and Lend Lease exploring Toolbox Talks, Technology and Engaging Workers
 - Q&As on EcoSafe Driving, Fundamental Stability of Heavy Vehicles, Near Miss Reporting of Heavy Vehicles and Drive in Drive Out workers
- Policy guide for High Occupancy Vehicles
- Updating Easter and Alcohol and Other Drugs Tool Box Talks (including videos)
- Heavy Vehicle Safety Initiative (HVSII) Funded Projects
 - **Heavy Vehicle Tool Box Talks** commences with 21 topics to be developed, with delivery aiming to begin in May with the first topic on Driver Distraction.
 - **Construction Logistics and Community Safety – Australia** commences with kick off workshop scheduled for 25 February.

Monthly Focus: Importance of Strategy and Culture in the Workplace

As we return to work for another year it can be important to evaluate your safety culture and how it could be improved this year. This month's theme is about how to successfully build a safety culture within an organisation. This includes not only exploring what this strategy might be, but also how to ensure it is received well by employees.

Getting the support from workers can be a difficult thing to do. However, a workforce that values safety and actively identifies risks before they become incidents builds trust and is ultimately very beneficial. If workers are safer, this means less incident costs, a healthy workforce and increased productivity.

For a safety culture to work, it requires workers to relate to it, believe it and benefit from it.



NRSP Features

NRSP Thought Leadership: Guiding Light – How To Grow A Safety Culture In Your Organisation.



THOUGHT LEADERSHIP
Guiding Light: How To Grow A Safety Culture In Your Organisation.
Strategy and Culture expert — Brett Rutledge, Sensemap


Culture is a term used all the time but often misunderstood. When it comes to achieving workplace road safety objectives, growing an appropriate culture is not only critical but, with a bit of thought, easier than many people realise. This Thought Leadership piece briefly outlines some key factors to consider.

Understanding culture
Linguistics expert Brett Rutledge points out that the word 'culture' comes from the Latin 'cultura', which refers to preparing and using land for crops or gardening. The word 'cultivate' has the same origin and meaning.
"So, a culture is always about the steps we take to grow something. That is why something grown in a laboratory is still called a culture," he says.
"In organisational terms, a 'safety culture' is about how we grow safety. A performance culture is about how we grow performance. The key is that a culture is not built, it is not something that is constructed. Culture is grown and that growth takes time."
But what are we growing? According to Brett, we're not growing a thing – we're growing an idea.
"If you want an inanimate object to grow you just add more to it. For example, a fire grows by adding more fuel, a wall grows by adding more bricks. That doesn't work for an organisational culture. The more material we add to an organisational culture, the more confused and fragmented it becomes."
"We're also not growing a living thing because living things change as they grow. None of us look anything like what we did when we were five and, ultimately, all living things die. That doesn't work for a culture either."

The characteristics of culture
So, how do you grow an idea? More importantly, how does that idea evolve into an organisational culture, a shared philosophy that guides people's thinking and behaviour?
To be successful, your culture must make sense, be compatible, be relevant, beneficial and supported at every level of the organisation.
When any of these factors are missing, culture becomes confused, fragments and dies.
It has to make sense
People gravitate towards ideas they understand. We shy away from the complicated. The idea has to be simple and easily understood to get traction.
"Most organisations aren't clear as to what they even mean by safety. What does 'safe' mean in this environment and in this organisation? If I don't even understand what 'safe' means, how am I supposed to be safe? Taking the time to really understand what 'safety' means is a critical first step."
"When it comes to organisational culture, we're growing an idea – a thought, a concept, a way of thinking and acting that can be shared as a common philosophy."

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NRSP Case Study: Jemena Limited – Here To Help: Partnership Approach Drives Immediate, Sustained Safety



Jemena Limited
Here to help: Partnership approach drives immediate, sustained safety

**Fleet: 2,000
Staff: 2,600**

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"The principle of 'what's in it for me' still applies. "If the culture you are trying to grow is seen as a chore, as hard, or as having no upside then it just isn't going to grow."



Download the Thought Leadership [here](#).
Download the Case Study [here](#).

NRSPP Blog

How To Grow A Safety Culture In Your Organisation.

How To Grow A Safety Culture In Your Organisation.



When we build something, we usually add more of the same. So if we're building a wall, for example, we add more bricks to make it bigger. Culture doesn't work like that. An organisational culture is grown, not built. And like anything we want to grow, culture takes time and sustained effort.

It's a common misconception that culture is 'built', explains Brett Rutledge from NRSPP Program Partner [Sensemap](#), and this misunderstanding is one of the reasons organisations fail in having a strong culture. In fact, the more material we add to an organisational culture, the more confused and diluted it becomes.

Brett will present an NRSPP webinar in early March exploring culture in more detail and guiding organisations through the process of developing and implementing a workplace road safety culture.

The characteristics of culture

Brett said that growing a safety culture was often simpler and less complex than people thought. Ahead of the webinar, [he shared some of the key characteristics](#) that must be present for an organisation to grow its culture.

"The first thing is that an organisational culture has to make sense to your people because if you don't understand something, you're not buying into it.

"The second thing is it has to fit with the way you see the world already – it needs to be something that your people can identify with. Think of someone who doesn't trust the government. If that's their world view, it's very easy for them to say 'I don't trust vaccines because the government produces those'. If I'm trying to grow an idea with you and it's not compatible with your world view, it's not happening.

"So if you think of that in safety terms, firstly that safety culture you're trying to grow has to make sense to me, it can't be something that I don't care about or don't understand. Secondly I've got to be interested in or value safety in some way in the first place.

"The third thing if I'm trying to grow a safety culture is it's got to be relevant to how I go about my work. Don't talk to me about bending your knees to lift heavy things if I never lift anything heavy.

"Fourth thing is it has to be beneficial, there has to be something in it for me – where's the recognition, where's the reward for doing what you want me to do?

"And the last thing is it has to be supported. In other words, everything else has to be backing it up, such as processes, systems, policies, decisions and actions. Too many organisations simply put posters on walls. If you want to grow a safety culture, then it has to be supported everywhere.

"What also happens far too often with culture is because [people don't understand they're growing an idea](#) it all becomes compliance driven. It becomes a stick they're constantly beating people with and what happens of course is we resist. Compliance is an important boundary when growing a culture, but it shouldn't be a driver."

[Click here](#) to register for the 'Growing a strong safety culture' webinar on 10 March 2022.

NRSPP News



2022 Australasian Road Safety Conference

Join Australasia's leading road safety and injury prevention researchers, practitioners and policy makers for the Australasian Road Safety Conference 2022.

[Read more...](#)



The Australian National Road Safety Strategy Has Been Released

The Australasian College of Road Safety (ACRS) welcomed the release of the National Road Safety Strategy 2021-2030 by Commonwealth, state and territory Infrastructure and Transport Ministers in late December 2021...

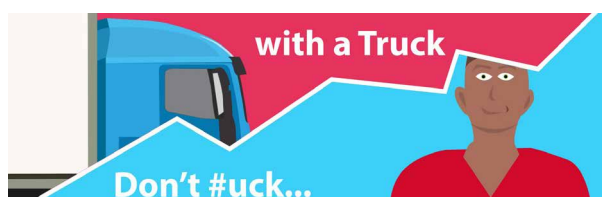
[Read more...](#)



New Hands-On Workshop – Develop A Mental Health & Wellbeing Action Plan For Your Business In Two Days

We've partnered with AP Psychology & Consulting Services to deliver an industry-specific workshop.

[Read more...](#)



"Don't #uck With A Truck" – New Safety Campaign To Educate Young Drivers

The NHVR has launched a new major road safety awareness campaign titled Don't #uck With A Truck targeting Learner (L) and Provisional (P) licence holders.

[Read more...](#)

NRSP Resources

Extending Safety Practices to Contractors

Introduction

Many contractors across the transport industry rely on contractors. But the often transient nature of this employment arrangement creates a unique safety challenge for organisations. How do you, for example, help contractors align with your safety culture and ensure they are carrying out their work to the same safety expectations that apply in your organisation? This can be critical for organisations because workplace law means the legal safety obligations you have for your employees also apply to your contractors.

Minimising contractor safety breaches

The consequences of safety breaches by contractors can range from minor incidents to major accidents and fatalities. It is essential to ensure that contractors are held to the same safety expectations as your employees. This can be achieved through a range of measures, including:

- Pre-qualification of contractors
- Clear communication of safety expectations
- Regular safety audits
- Training and education
- Strong safety culture

The law on contractor safety

The Work Health and Safety Act 2011 (WHS Act) defines a contractor as a person who provides services to another person under a contract. The WHS Act imposes a duty of care on employers to ensure the safety of their employees, including contractors. This duty extends to the entire organisation, not just the immediate supervisor.

Download here...

NRSP Fact Sheet: Extending Safety Practices To Contractors

Many operators across the transport industry rely on contractors. But the often transient nature of this employment arrangement creates a unique safety challenge for organisations. How do you, for example, help contractors align with your safety culture and ensure they are carrying out their work to the same safety expectations that apply in your organisation? This can be critical for organisations because workplace law means the legal safety obligations you have for your employees also apply to your contractors.

[Download here...](#)

Q&A: From Complacency to a Continuous Improvement Safety Culture

Key question

How do we move from complacency about driving safety to a continuous improvement approach?

Key points

Driving for work is one of the most dangerous work-related activities. Individuals who drive for work are twice as likely to be involved in a motor vehicle crash than personal car drivers, accounting for more than one-third of all road fatalities each year. This Q&A was developed to help workers and organisations who use the road network to understand how complacency impacts driving safety and to provide strategies that encourage a continuous improvement approach to driving safety.

Download here...

NRSP Q&A: From Complacency To A Continuous Improvement Safety Culture

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[Download here...](#)

NRSP Thought Leadership: Changing how we change: overcoming resistance to introducing new policies

It's not about the change, it's about the fear of uncertainty, not change

Change is a constant in our lives. It's how we change, and why it is so hard to effectively introduce something new. The Thought Leadership piece briefly outlines some key considerations in introducing a new policy, or any other change, in your organisation.

Download here...

NRSP Thought Leadership: Changing How We Change: Overcoming Resistance To Introducing New Policies

The only constant, someone once said, is change. Why, then, are we so afraid of change, and why is it so hard to effectively introduce something new. This Thought Leadership piece briefly outlines some key considerations in introducing a new policy, or any other change, in your organisation.

[Download here...](#)



Road Safety In The Workplace With Essential Energy | The Role Of Essential Energy

Learn how Essential Energy has made road safety a core part of their business. This video raises awareness of the need to manage road safety risk for a fleet of 3500 mobile assets that cover 95 percent of NSW.

[Watch here...](#)

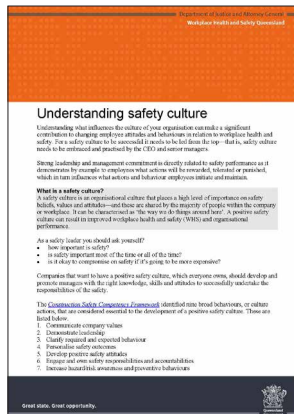
NRSP Resources



Webinar: APA Group's Case Study On Safety Culture In A H&S Strategy

NRSP Manager, Jerome Carslake, chatted with APA Group's Head of HSE Keith Hoskins about his case study on safety culture in a health and safety strategy and the framework APA Group has applied to further enhance it.

[Watch here...](#)



Understanding Safety Culture – Workplace Health And Safety Queensland

Understanding what influences the culture of your organisation can make a significant contribution to changing employee attitudes and behaviours in relation to workplace health and safety. For a safety culture to be successful it needs to be led from the top—that is, safety culture needs to be embraced and practised by the CEO and senior managers.

[Download here...](#)



NRSP Thought Leadership: Funding Safety Improvements

A business needs customers to function but the business does not need unsafe customers as they impact profits. How to successfully manage unsafe customers and ensure the relationship is mutually beneficial are explored in this Thought Leadership Paper.

[Download here...](#)



NRSP Thought Leadership: 'Just Culture' – The Key To An Effective Safety Culture

Organisational culture can be simply defined as 'the way things are done around here' – a strong 'safety culture' will value safe practices and ensure that they are sustained over time. The culture of organisation is what makes people passionate about going to work, believing in their job and trusting their leaders.

[Download here...](#)

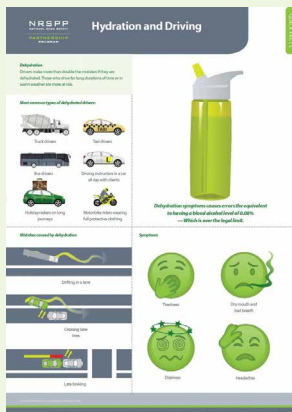
NRSP Resources



NRSP Quick Fact: Mobile Phone Use While Driving

Using a mobile phone while driving requires focusing on an additional task, impairing the driver's safe driving ability. Mobile phone use while driving is one of the main distractors that can cause a crash.

[Download here...](#)



NRSP Quick Fact: Hydration And Driving

Drivers make more than double the mistakes if they are dehydrated. Those who drive for long durations of time or in warm weather are more at risk.

[Download here...](#)

Social Media



"We have the opportunity to learn before incidents happen." A strong 'safety culture' will value safe practices and ensure that they are sustained over time.

[Download it here.](#)

NRSPP Resources



National Road Safety Strategy

National Road Safety Strategy

Around 1,200 people are killed each year on Australia’s roads and about 40,000 are seriously injured. Even one death on our roads is one too many. Australia is working towards the goal of zero deaths and serious injuries on our roads by 2050 (Vision Zero).

[Find out more...](#)



arpansa

Safety culture What is it?

Safety Culture is about people and how they work together. There is no standard definition of safety culture but there are two main things that are common to all definitions.

[Find out more...](#)



Building a health & safety culture

Here we show you how to make a healthy, safe and productive workplace part of your ‘business as usual’.

[Read more...](#)



Build a positive safety culture

Safety starts at the top. As an employer, how you demonstrate your genuine commitment to safety through what you do (not just what you say) is important.

[Read more...](#)

Events

MARCH

Growing A Strong Safety Culture

Presented by:
Brett Rutledge, Sensemap

March, 10 2022 | 11:00am AEDT

This webinar will explore the concept of culture and the reasons almost all organisations undermine rather than grow their culture. It will explain what culture really is, what is required for culture to be accepted and adopted by your people, and the key elements that are critical to every culture but missing from most.

[Register here](#)

Emerging Technologies Driver Monitoring Project: Eyes On Fatigue

Presented by:
Darren Wishart, Griffith University

March, 31 2022 | 11:00am AEDT

This webinar will present an overview and the results of the recently completed Emerging Technologies Driver Monitoring Project: Eyes on Fatigue research conducted within the heavy vehicle transport and logistics sector.

[Register here](#)

Events

MAY



2022 Australasian Fleet Conference & Exhibition

START: May, 3 2022 | 12:00am AEST
END: May, 4 2022 | 12:00am AEST

Welcome to the largest Fleet Management event of the year!

2 days, 40+ Exhibitors, 35+ Speakers, 20+ Educational Sessions.

The 2022 Australasian Fleet Conference and Exhibition will bring together some of the industry's greatest minds for keynote addresses, plenaries, and insightful presentations & workshops.

[Register here](#)



Australian Logistics Council Forum 2022

May, 25 2022 | 12:00am AEST

Join industry experts, government leaders and policy makers as we discuss the changing dynamics of the sector and what it will take to win the race to 2040.

[Register here](#)