Foreword

The National Road Safety Strategy 2011-2020 aims to reduce the annual death and serious injury tolls on Australian roads by at least 30 per cent by 2020. It is surprising to learn that work-related road crashes in Australia account for about half of all occupational fatalities and 15 per cent of national road deaths (ATC, 2011). From these statistics, it is evident that reaching this target requires not only an effort from governments and the community, but the business sector as well.

The National Road Safety Partnership Program represents an unprecedented opportunity for businesses of all sizes to work together and use their collective knowledge, influence and resources to help improve Australian road safety. The National Transport Commission (NTC) has worked closely with some of Australia’s leading companies to develop the strategy for this program which aims to drive the contribution of the business sector in improving road safety.

This is not a prescriptive ‘one size fits all’ approach but rather aims to drive organisations to want to improve road safety, provides them with a means of finding solutions and ways to measure their outcomes. This is achieved through enabling businesses of all sizes the opportunity to learn from their peers and the wider business sector about ways to implement safety initiatives in the workplace and provides access to leading research in this area.

As this strategy paper demonstrates, many businesses have found that improving safety in the workplace has saved them money and enhanced their reputation in the community. Less road safety incidents often translate to reduced costs from workers’ time lost to injury and compensation. Improving attitudes within the workplace can also have a flow on effect to the wider community which provides a key to reducing the road toll. What we have found is that many businesses want to improve road safety in the workplace and we believe this strategy will help them to do that.

The NTC is proud to have helped establish and facilitate this unique industry-led program which we believe has the potential to make a substantial impact on reducing road trauma, and we look forward to its implementation.

I would like to thank the members of the National Road Safety Partnership Program steering committee and the NTC’s Jerome Carslake, Jane Cureton, Binh Le and Jeff Potter for their contribution and enthusiasm in developing this program.

Greg Martin PSM
Chairman, National Transport Commission
Steering committee endorsement

A steering committee has been established to guide and design the development of this program which aims to create a positive road safety culture within Australian businesses. The committee have fully endorsed this strategy, whose logos appear in alphabetical order below.

Professor Ian Johnston AM
Chair of the Steering Committee and
Deputy Chairman of the National Transport Commission
Executive summary

Corporate action on road safety

Australia’s National Road Safety Strategy 2011-2020 has identified that road safety is not just the responsibility of the government, but requires the support and engagement of not-for-profits, businesses, community groups and individuals.

For many businesses, vehicles and driving make up the greatest risks for their employees. These risks can be a part of daily business activities, or in the employees’ commuting journey. Work-related road crashes in Australia account for about 50 per cent of all occupational fatalities and 15 per cent of national road deaths (ATC, 2011).

A number of businesses within Australia and internationally have introduced road safety initiatives which result in a safer workforce, and in turn, a safer community. The returns are often also realised in other ways such as customer loyalty, decreased operating costs, a more skilled workforce, overall reduction in corporate risk, and enhanced brand recognition.

The National Road Safety Partnership Program

In July 2011, the National Transport Commission (NTC) began to engage with the business sector about developing a collaborative approach towards improving Australia’s road safety performance (see Appendix 1 for background information). In August 2011, the NTC released the discussion paper, A Corporate Approach to Transport Safety, which was based on initial consultation with businesses that have already implemented initiatives on road safety within and beyond their workplaces.

This consultation revealed corporate Australia’s desire for a national collaborative program on road safety that draws on the strengths of existing programs and initiatives, while encouraging better practice, innovation and shared learning.

The National Road Safety Partnership Program (NRSPP) is a collaborative network for businesses, governments and researchers to share information and good practice regarding road safety. The NRSPP will facilitate knowledge sharing opportunities for all businesses so they can choose and implement the right tools for their operational needs and, importantly, measure and evaluate the outcomes.

Recognition through formalised partnerships is proposed for organisations that demonstrate an ongoing commitment to creating and monitoring a positive road safety culture. Importantly, the program seeks to achieve road safety outcomes through non-regulatory reform.

This initiative will complement existing programs, promote linkages and identify opportunities to share ideas and practices across different industries. The NTC’s role is to act as the project initiator, with the aim of transferring the program to a new medium during mid-2014.

The role of this strategy

This strategy outlines the vision, key objectives, principles for collaboration and a framework for implementation of the program which will enable businesses and organisations to create a positive road safety culture.
## Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foreword</td>
<td>iii</td>
</tr>
<tr>
<td>Steering Committee endorsement</td>
<td>iv</td>
</tr>
<tr>
<td>Executive Summary</td>
<td>v</td>
</tr>
<tr>
<td>Acronyms and abbreviations</td>
<td>vii</td>
</tr>
<tr>
<td>1. Introduction</td>
<td>1</td>
</tr>
<tr>
<td>Road safety as a business risk</td>
<td>1</td>
</tr>
<tr>
<td>Businesses and government collaboration on road safety</td>
<td>1</td>
</tr>
<tr>
<td>Benefits to businesses who choose to engage in road safety</td>
<td>2</td>
</tr>
<tr>
<td>Alignment with national and international road safety strategies</td>
<td>2</td>
</tr>
<tr>
<td>2. The National Road Safety Partnership Program</td>
<td>5</td>
</tr>
<tr>
<td>The Safe System approach to road safety</td>
<td>5</td>
</tr>
<tr>
<td>Principles for collaboration</td>
<td>6</td>
</tr>
<tr>
<td>Recognising and rewarding program members</td>
<td>7</td>
</tr>
<tr>
<td>3. The National Road Safety Partnership Program framework</td>
<td>9</td>
</tr>
<tr>
<td>4. What we have achieved so far</td>
<td>13</td>
</tr>
<tr>
<td>Program development</td>
<td>13</td>
</tr>
<tr>
<td>Acting on your feedback</td>
<td>14</td>
</tr>
<tr>
<td>Project implementation</td>
<td>15</td>
</tr>
<tr>
<td>A NRSPP framework for implementation</td>
<td>16</td>
</tr>
<tr>
<td>5. Moving forward with opportunities</td>
<td>19</td>
</tr>
<tr>
<td>We all have a responsibility for improving road safety in Australia</td>
<td>19</td>
</tr>
<tr>
<td>Appendices</td>
<td>21</td>
</tr>
<tr>
<td>Appendix 1—Background to the National Road Safety Partnership Program strategy</td>
<td>21</td>
</tr>
<tr>
<td>Appendix 2—The Safe System approach</td>
<td>23</td>
</tr>
<tr>
<td>References</td>
<td>25</td>
</tr>
</tbody>
</table>
# Acronyms and abbreviations

<table>
<thead>
<tr>
<th>Acronym</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATC</td>
<td>Australian Transport Council</td>
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<tr>
<td>NRSC</td>
<td>National Road Safety Council</td>
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<tr>
<td>NRSPP</td>
<td>National Road Safety Partnership Program</td>
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<tr>
<td>NRSS</td>
<td>National Road Safety Strategy 2011–2020</td>
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<tr>
<td>NTC</td>
<td>National Transport Commission</td>
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<tr>
<td>SCOTI</td>
<td>Standing Council on Transport and Infrastructure</td>
</tr>
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1. Introduction

Road safety as a business risk

For many businesses, vehicles and driving make up the greatest risks for their employees. These risks can be a part of daily business activities, or in the employees’ commuting journey.

Over the last seven years, one-third of worker fatalities arose from injuries sustained in a vehicle incident on a public road, one-third in other incidents involving a vehicle but not on a public road and the remaining one-third did not involve a vehicle.

In 2009-10, 337 people died in Australia from a work-related traumatic injury. Of these, 216 (64%) were injured at work (worker fatalities); 79 (23%) while travelling to or from work (commuter fatalities) and 42 (12%) as a bystander to someone else’s work activity (bystander fatalities). (Safe Work Australia, 2012)

The more someone drives, the greater their risk of driving-related injury or death. Zurich (2011) has identified that the associated death risk for driving 40 000 km per year is 1 in 8000 people. By comparison, this is:

- similar to mining or quarrying (1 in 7500 people)
- much greater than construction (1 in 10 000 people)
- much greater than agriculture (1 in 13 500 people).

The NTC’s consultation and research has revealed that organisations who have already invested in and implemented road safety initiatives feel that these efforts have been rewarded through an improved safety culture and lower operating costs. For example, cost savings included decreased insurance premiums, and less fuel use, vehicle maintenance, fleet damage and staff absenteeism associated with travelling injuries. These businesses are eager to share their knowledge and processes, and even act as a mentor for other businesses, so that others can replicate their approaches to organisational culture change and improve road safety.

Work-related road crashes in Australia account for about 50 per cent of all occupational fatalities and 15 per cent of national road deaths. Many people are killed or seriously injured while travelling to and from work (ATC, 2011). The National Road Safety Strategy 2011–2020 states that ‘on average, company drivers travel more than twice the annual distance of private car drivers and have about 50 per cent more incidents. This suggests fertile ground and great potential rewards from improving road behaviour by working closely with organisations and employers’. As this paper will illustrate, these collaborations can provide a number of benefits.

Businesses and government collaboration on road safety

In July 2011, the NTC started to engage with the business sector about developing a collaborative approach towards improving Australia’s road safety performance (see Appendix 1 for background information). The NTC released the discussion paper, A Corporate Approach to Transport Safety, which was based on initial consultation with businesses that have already implemented initiatives on road safety within and beyond their workplaces. This consultation revealed corporate Australia’s desire to lead a national collaborative program on road safety that draws on the strengths of existing programs and initiatives, while highlighting best practice, and supporting and driving innovation. The corporate sector can thereby exert influence within its own business sphere and through its interactions with the community to make an important contribution that significantly reduces the number of deaths and injuries on Australian roads—a number that is unacceptably high.
This strategy aims to provide the framework for the delivery of a NRSPP based around Safe Systems principles (see Chapter 3 and Appendix 2). It will not duplicate existing programs, but—through collaboration—will draw together the existing road safety threads, identify gaps, and help facilitate innovation and best practice for Australian businesses. The program will aim to help business recognise that addressing road safety is good business practice, an investment that can correlate to a reduction in operating costs and risk exposure. The NRSPP can provide the tool for the business sector to help Australia achieve its 2020 target of reducing deaths and serious injuries by at least 30 per cent during the next decade, and therefore reduce the conservatively estimated economic cost of $18 billion per year that is associated with road crashes.

Under Workplace Health Safety (formerly Occupational Health and Safety) requirements, businesses have a duty of care to both their employees and the broader community to use tools and mechanisms that improve safety across the workplace and workforce. This initiative aims to support businesses in managing this accountability in a proactive and sustainable approach.

**Benefits to businesses who choose to engage in road safety**

As part of the NRSPP consultation and strategy development, the NTC has engaged with a significant number of businesses that have developed a positive road safety culture. As the NRSPP evolves, these businesses will be featured as detailed case studies to illustrate how a shift to a positive road safety culture not only reduces road-related accidents, but also provides a range of other benefits. Businesses have outlined the following advantages as a result of their shift to a road-safety culture:

- a reduction in fatalities and serious injuries
- a reduction in fuel use (7–12 per cent), which correlates to a reduction in vehicle emissions
- a significant reduction in WorkCover claims and insurance premiums
- a reduction in fleet maintenance and overall operating costs
- an increased fleet life expectancy
- a reduction in vehicle accidents and rollovers
- an inclusion of road safety parameters within the issuing of contractual requirements
- a change in attitude, so that road safety becomes a standard component of Toolbox Talk (safety team discussions at the start of the shift) for general workers on site
- an increased staff retention and a desire to work for the business
- provision of direct feedback to vehicle manufacturers to address the safety concerns of a vehicle.

**Alignment with national and international road safety strategies**

The NRSPP will align with both national and international road safety strategies:

**National**

The Standing Council on Transport and Infrastructure (formerly the Australian Transport Council) has endorsed a new 10-year strategic plan, the National Road Safety Strategy 2011–2020 (NRSS), with the aim of reducing the annual death and serious injury tolls on Australian roads by at least 30 per cent by 2020 (ATC, 2011). The NRSS identifies ways to achieve this target based on the Safe System approach (see Chapter 3).

To achieve this ‘30 per cent’ target, the NRSS stated that road safety responsibility is not just that of the government, but requires the support and engagement of organisations, industry, businesses, community groups and individuals. The NRSPP aligns with the NRSS, and will act as a channel to bring these groups together and share the knowledge that has and will allow other organisations and businesses to develop a positive road safety culture.
International

The United Nations has proclaimed 2011–2020 the ‘Decade of Action for Road Safety’ to address the problem of deaths and serious injuries on the world’s roads. Australia has co-sponsored this initiative, and the NRSS outlines the associated actions. A core goal of the Decade of Action is to share knowledge and promote collaboration to ‘stabilize and then reduce the forecast level of road traffic fatalities around the world’ by 2020. The NRSPP will aim to facilitate road safety knowledge-sharing within Australia and internationally.

An example of an organisation using road safety as a marketing tool: Volkswagen has been an official partner of The Wiggles since 2008. Through its association with The Wiggles, Volkswagen aims to drive awareness of the importance of road safety messages and assist parents in educating their children in this area.
1. Introduction
2. The National Road Safety Partnership Program

Vision without action is a daydream. Action without vision is a nightmare.
—Japanese Proverb

Vision
To help Australian businesses and organisations to develop a positive road safety culture and use their sphere of influence to enhance road safety by reducing deaths and serious injuries from work related road crashes nationally.

Mission statements
• **Value adding through human engagement.** Facilitate and promote corporate implementation and knowledge-sharing for the national benefit of reducing road-related trauma.
• **Knowledge collation and distribution.** Facilitate and enable national road safety knowledge transfer for the benefit of national road safety and productivity.
• **Networks and collaboration.** Facilitate and enable national road safety collaboration for the benefit and implementation of national road safety.

Key objectives
• **Contributing** to the delivery of the National Road Safety Strategy outcomes.
• **Actively engage and promote road safety** through partnering with organisations of select significance (including those with large fleet sizes, transport impact and national significance).
• **Share knowledge** for businesses to develop and monitor a positive road safety culture.
• **Collaborate** nationally with business to improve road safety efforts and knowledge-sharing nationally.
• **Implement governance and sustainability** to ensure longevity and positive road safety outcomes and ambitious targets.
• **Reward and recognise** businesses nationally that establish a road safety culture within their organisation.

The Safe System approach to road safety
The underlying NRSPP methodology is guided by the Safe System framework and involves two fundamental objectives:
• making the road transport system more forgiving of human error
• minimising the level of unsafe road user behaviour.

The Safe System approach is based on the notion that safe road users using a combination of safe vehicles, and travelling at safe speeds on safe roads will reduce the impact and severity of injury to the human body against violent forces, and therefore reduce the number of deaths and serious injuries resulting from using the road network. This approach has been accepted globally as best practice for road safety and is being implemented across Australia.
The Safe System approach has been designed to benefit all road users, from pedestrians to heavy vehicles. It identifies the shared responsibility of road system and vehicle designers, providers and users in achieving this outcome. It also recognises that even with a focus on prevention, crashes will still occur, so their impacts need to be reduced through road system design. Appendix 2 provides a detailed outline of the Safe Systems approach.

The ISO 39001—Road traffic safety management is an upcoming International Organisation for Standardisation (ISO) standard for a road traffic safety management system based on the four pillars of the safe system approach to road safety. Implementing ISO 39001 should provide organisations that interact with the road transport system with the opportunity to improve traffic safety and reduce the number of persons killed or injured in road traffic. ISO 39001 assists organisations to identify and manage road safety risks related to employees and a road user impacted by companies’ activities. The NRSPP will actively encourage the utilisation of the ISO standard as a tool for road safety management, where appropriate.

Principles for collaboration

_In the long history of humankind (and animal kind, too) those who learned to collaborate and improvise most effectively have prevailed._

—Charles Darwin

The purpose of an NRSPP strategy is to enable organisations and the business sector to play a more proactive role in working towards reducing road deaths and injuries. The strategy aims to create a bottom-up collaborative network for Australia’s business sector, combined with governments’ top-down support by building links with researchers for the benefit of collective knowledge and road safety implementation. The collaboration starts with individual action and self-interest, which then accrues to the network as individuals contribute or seek something from the network. The strengths of the members of the network can be drawn on, which drives innovation. This knowledge is then shared and the cycle repeats.

Figure 1 shows the network among government, research and businesses.

- **Government strengths** include policy development, education resources, regulator controls and multi-agency governance (police, road, education, statistics, educational resources and regulations).
- **Research strengths** include providing a road safety knowledge centre, debunking myths, and providing scientific and statistical evidence and interpretations of data and trends.
- **Industry strengths** include implementing the program, having a direct influence on what happens ‘on the ground’, influencing the program through supply and employment, testing research, and providing direct feedback to the government and researchers through program application.

**Figure 1** The National Road Safety Partnership Program knowledge network
The core collaborative principles, which are the foundation to the strategy, were identified by the NTC in its recent submission to the *Review of the NTC and Other Bodies 2012*. These principles include:

- **A common agenda and incentive to collaborate.** Shared goals and the incentive to act together are important. The greater the shared challenge, the bigger the incentive to collaborate, which results in lower costs (money, time and resources) to create and diffuse knowledge across the network efficiently.

- **Shared logic on how change is achieved.** Collaborative action should be based on a shared logic or ‘theory of change’. Participants collectively agree on how the cause and effect of actions contribute towards shared outcomes.

- **Demonstrating value.** One of the most important tools to sustain and discipline a collaborative network is a continuing capacity to measure performance and accomplishments. Ambitious targets can unite the network toward implementing innovative and transformative policies. Small, initial successes (i.e. picking the ‘low-hanging fruit’) or ‘waves’ of change are also important to gain confidence and longer term buy-in to collaborative models.

- **Mutually reinforcing activities.** Different skills and perspectives will be needed, including the expertise of nongovernment members. Acquiring new skills in partnering and influencing, as well as flexible approaches to policy are the hallmarks of successful collaboration.

- **Strong institutions.** The biggest obstacle to successful collaboration is the ongoing effort and leadership required to coordinate, facilitate and champion sustainable outcomes. People, governments and leaders have so many influences and demands on their time, it is easy for collaborative efforts to become disengaged—unless the work is resourced and supported throughout the process. Effective collaboration requires a leader with central authority to obtain value from difference and to exhibit impartiality, like an ‘organisational champion’. Mechanisms to resolve disputes and conflict should be agreed upon at the beginning.

### Recognising and rewarding program members

*‘There are two things people want more than sex and money—recognition and praise’.*

– Mary Kay Ash, businessperson and author

Feedback has indicated that the program should incorporate incentives for organisations to take part in the NRSPP. Therefore, a recognition scheme will be implemented for organisations that have demonstrated an ongoing commitment to creating and monitoring a positive road safety culture through the NRSPP.

Organisations benefit through public recognition of taking the initiative to develop a positive road safety culture and achieving change. The program will be able to identify those participants that not only demonstrate a respect for the employees but for all road users. It also allows the community, government and businesses to identify organisations that are concerned about road safety, and are taking initiatives to reduce their risk and therefore public risk as well.

The exact structure and workings of the recognition and reward system are yet to be determined but will be closely directed by the Steering Committee and program members.

Ideally, NRSPP will adopt a performance-based recognition approach based upon the program benchmarking. This will ensure participants do not simply recognise the results, but also the journey to the destination. Organisations will be able to measure their achievements in road safety as per the maturity continuum-approach (a tool used for measuring an organisations achievements in road safety commonly used by the United Nations and World Bank). This performance monitoring may encourage organisations to utilise NRSPP resources more frequently, which will provide more opportunities for course correction in achieving a positive road safety culture.
The NRSPP framework (see Figure 2) is a national outline for implementing the NRSPP within the national road network to improve safety, productivity and environmental benefits. Central to the NRSPP is the NRSS, engaging the two core elements of the program, corporate engagement and national strategy facilitation. Like the NRSS, the NRSPP framework is based on the four key pillars of the Safe System approach to road safety: safe roads and roadsides, safe speeds, safe vehicles and safe users.

Surrounding the core elements of the framework are four areas of activity to implement the program:

- Seeking independent advice and statistics to provide an evidence base
- Developing a central knowledge bank and networks for knowledge transfer
- Facilitating national meetings, linkages and networks to bring researchers, government and businesses together for collaboration and discussion of national road safety agendas
- Building capacity and environments, which allow road safety advancements.

Figure 2  National Road Safety Partnership Program framework
Core elements to the framework

There are two core elements to the NRSSP framework – national strategic facilitation and corporate engagement.

The level of an organisations participation in the program is based entirely on their willingness and motivation to improve road safety. ‘Corporate Engagement’ refers to the element of the program which aims to engage organisations with a form of commitment to road safety within their workplace and their sphere of influence. This will be underpinned by the program providing the opportunity for knowledge sharing and corporate risk assessment based on the Safe Systems (Refer to Appendix 2).

Organisations will be able to learn and share experiences with their peers in improving workplace road safety and gain access to data and relevant research from Australia and around the world via an online database. The program will provide organisations with the necessary evidence to support a business case to make changes within their workplace that will help create a positive road safety culture.

Once empowered to do more to improve road safety, changes in the organisations culture will be able to be monitored and evaluated through benchmarking. This will allow the organisation’s performance to be measured over time, against peers and those from other industries, as well as being utilised to gauge the effectiveness of the program. These organisations can then be featured as new case studies empowering other organisations to follow suit.

‘National strategic facilitation’ refers to the collaboration both formally (e.g working groups) and informally (e.g online forums, personal discussions) to give businesses, as well as governments and the research sector, the chance to share knowledge and experiences.

This approach aims to open a dialogue between all sectors, in order to encourage road safety initiatives with a holistic approach that will have a real impact.

This will also encourage organisations with existing road safety initiatives to share resources and networks and ideas about how common issues are being addressed by different groups.
3. The National Road Safety Partnership Program framework

Above: Blue Care provides care and support for the elderly, people with a disability and others in their time of need. This poster and bumper sticker are just two examples of the proactive steps taken by Blue Care to boost employee awareness about road safety.
4. What we have achieved so far

Program development

The NRSPP strategy has been developed through extensive national consultation. It is also anchored on research undertaken for the evaluation of international existing approaches to corporate safety management, such as the New South Wales study *Assessment of Existing Approaches to Corporate Safety Management* (Mooren et al., 2011).

The NTC has taken a multi-staged approach for the development of the NRSPP and strategy. From the outset of this consultation process, the NTC held the fundamental view that all stakeholders, government, nongovernment and corporations share in the responsibility and ownership of road safety. This strategy is the collective input and feedback from more than 120 organisations, including major industry, peak bodies, governments and nongovernment organisations.

The program comprises several phases of development: research, consultation, strategy workshops, implementation, development and launch (see Figure 4).

**Figure 4  NRSPP development phases**

<table>
<thead>
<tr>
<th>Phase</th>
<th>Activities</th>
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<tr>
<td>PRELIMINARY RESEARCH</td>
<td>• Assessment of existing approaches to corporate safety management (University of New South Wales)</td>
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<tr>
<td>PRELIMINARY CONSULTATION</td>
<td>• Consult with corporates which have road safety initiatives (20 organisations nationally)</td>
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<tr>
<td>DISCUSSION PAPER/CONSULTATION</td>
<td>• Develop and receive public releases and submissions • Hold discussion paper workshops (six workshops in Australian capital cities) • Collate and distribute workshop findings back to stakeholders</td>
</tr>
<tr>
<td>NATIONAL ROAD SAFETY PARTNERSHIP PROGRAM DRAFT STRATEGY</td>
<td>• Host strategy consultation workshops (Perth and Sydney) • Develop strategy and program (based on collective consultation input from more than 120 organisations) • Align strategy with National Road Safety Council • Establish a steering committee</td>
</tr>
<tr>
<td>IMPLEMENTATION STRATEGY</td>
<td>• Propose release in fourth quarter, 2013 • Industry led implementation e.g. strategic direction, implementation of program and sustainability</td>
</tr>
<tr>
<td>PROGRAM DEVELOPMENT</td>
<td>• Establish program infrastructure, such as knowledge bank and benchmarking tools (case studies, research, etc.) • Develop evaluation methodology • Develop international network • Select topics and begin strategic facilitation workshops</td>
</tr>
<tr>
<td>PROGRAM LAUNCH</td>
<td>• Proposed launch fourth quarter, 2013</td>
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4. What we have done so far

Acting on your feedback

Issues to address and goals to succeed

Throughout the consultation and discussions held across Australia, the NTC have received extensive feedback and suggestions on what a NRSPP may need to include so that it meets the requirements of both corporate and collaborative road safety in Australia. The flowchart below outlines these discussions.

Issues to address which we heard during our consultation:

- Information on road safety is fragmented and often too technical. There is no central repository for businesses in Australia
- The program must have a dynamic structure to cater for big and small businesses
- There must be no duplication of what already exists
- There is no readily available method for a business to compare its road safety practices locally, among industries or internationally
- Highlight how road safety initiatives represent cost benefits, and opportunities for linking with environmental and efficiency benefits
- Being proactive about road safety can potentially impact on insurance exposures
- Need to illustrate that a positive road safety culture is good business practice, and provide incentives for businesses to implement this new culture

Consultation goals to succeed which must underpin the program:

- Market buy-in and industry drivers
- Alignment with state and national road safety strategies
- The charter must create champions of road safety
- Identify the process(es) for businesses to achieve a risk-based approach around Safe System
- Provide material that is understandable, concise and relevant for businesses
- Highlight road safety benefits to businesses and the broader community
- Leading businesses to become champions for road safety and the program
- Illustrate that a good road safety culture is good business
- Program sustainability

How the program intends to deliver this:

- Program endorsed and backed by the National Road Safety Council / TISOC
- Establish a steering committee
- Have a collaborative partnership between businesses, research and government
- Develop an implementation plan for the program and governance structure
- Create a central repository of knowledge transfer to assist businesses in creating positive road safety outcomes.
- Identify a series of road safety topics that can be workshoped, and deliver an evidence-based solution.
- Provide evaluation tools (benchmarking local and international, key performance indicators and industry measures).
- Highlight international alignment
- Develop risk management strategies
- Develop a recognition and reward system for businesses that achieve a positive road safety culture and to measure change management and program evolution.
- Highlight international alignment and practices.
Project implementation

The NRSPP implementation will be a multi-staged approach ensuring the program builds in momentum aligned to resources and program maturity. This process will provide strong governance and the long-term sustainability of a national program.

Stage one (current)
- Establish a governance structure and steering committee.
- Establish key program stakeholders.
- Develop some primary road safety case studies, and establish communication and dissemination channels as well as online based infrastructure.

Stage two
- Identify areas of action, and form working groups or other mechanisms to address them.
- Establish peer-to-peer knowledge transfer and learning.
- Implement evaluations, benchmarking and monitoring strategies.

Stage three
- Establish long-term sustainability.
- Establish international sharing and knowledge transfer.

The project implementation will be governed by a collaborative steering committee, consisting of both government representatives and corporate industry. The NTC will act as the project initiator, with the aim of transferring the program to a new medium by mid-2014.
A NRSPP framework for implementation

The NRSPP framework for implementation is shown in Figure 3, and it illustrates how the program can come into effect in dealing with the issues highlighted during our consultation (as outlined in Tables 1 and 2 at the beginning of this chapter). The steering committee, in collaboration and with the support of the NTC, will drive initiatives to deal with real problems experienced on our road networks. The steering committee which consists of road safety champions will be the front runners of this program. The power of market influence, the use of tools available to businesses (e.g., education, training and awareness, ISO 39001, workplace policies and procedures, business case studies, international studies) and the guidance provided by businesses within the steering committee will provide leverage and support to promote safety and better business practice.

The partnership framework will facilitate a multilateral approach—mentoring and guidance from champion companies (top-down) and opportunities for other businesses to participate and share knowledge (bottom-up), as well as knowledge transfer with government research bodies and non-government organisations. This approach provides a two-way dialogue that can constantly feed new innovation by stimulating businesses and government to mould the right mix of road safety initiatives that suit their circumstances. It also allows for working groups to be created around single road safety issues that affect members and draw on the program’s networks for those most relevant to develop a collaborative solution.

The framework is broad and will incorporate the successful initiatives already available in the market. The objective of this program is to be industry-driven, working towards the national objectives set out with the NRSS and nationally recognising companies that have established a road safety culture. Importantly, it will not duplicate but rather draw on many existing resources and networks from the government, corporate and research sectors.
4. What we have done so far

The NTC will act as the project initiator, with the aim of transferring the program to a new medium by mid-2014.
We all have a responsibility for improving road safety in Australia

The following table lists some high-level opportunities and ideas for implementation of the NRSPP strategy. Varying levels of engagement have been considered as not all organisations wish to promote their positive road safety initiatives. However, the program will aim to promote and see better business opportunities developed for those that do.

Table 3   Key stakeholders of the NRSPP and their activities

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<td><strong>Business sector</strong></td>
<td></td>
</tr>
<tr>
<td>Participate in the National Road Safety Partnership Program (selected levels)</td>
<td>Engage with and support local and state government to implement the Safe System approach within their jurisdiction</td>
</tr>
<tr>
<td>Participate in mentoring, case studies, benchmarking and sharing of road safety implementation</td>
<td>Engage with other local organisations in collaboration, knowledge-sharing and localised projects</td>
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<tr>
<td>Implement the Safe System approach to road safety</td>
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<tr>
<td><strong>Government (federal, state, local)</strong></td>
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<tr>
<td>Participate in national strategic workshops</td>
<td>Promote and encourage organisations in national participation</td>
</tr>
<tr>
<td>Encourage organisational safety projects within their respective jurisdictions</td>
<td>Build capacity for the engagement of local organisation in road safety</td>
</tr>
<tr>
<td>Collaborate with other jurisdictions for the advancement of national road safety agendas and road safety capacity building</td>
<td>Share information with key stakeholders</td>
</tr>
<tr>
<td>Implement the Safe System approach to road safety</td>
<td>Participate in activities, and provide information, case studies, educational resources and statistics for national knowledge-sharing</td>
</tr>
<tr>
<td><strong>Nongovernment organisations (e.g. universities)</strong></td>
<td></td>
</tr>
<tr>
<td>Participate in national strategic workshops</td>
<td>Promote and encourage organisations in national participation</td>
</tr>
<tr>
<td>Participate and provide information, case studies, educational resources, research for knowledge transfer and industry use</td>
<td>Share information with key stakeholders</td>
</tr>
<tr>
<td>Implement the Safe System approach to road safety</td>
<td></td>
</tr>
<tr>
<td><strong>National Transport Commission</strong></td>
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</tr>
<tr>
<td>Coordinate the overall development of the program which includes:</td>
<td>Collaborate with governments to promote and uptake local road safety efforts</td>
</tr>
<tr>
<td>• Program infrastructure (knowledge centre, distribution of information, website, etc)</td>
<td>Promote local implementation of partnership concepts</td>
</tr>
<tr>
<td>• Facilitate working groups and knowledge-sharing</td>
<td></td>
</tr>
<tr>
<td>• Monitor and evaluate program performance</td>
<td></td>
</tr>
<tr>
<td>• Support the Safe System approach to road safety.</td>
<td></td>
</tr>
<tr>
<td>• Implement the NRSPP to a new medium by mid-2014</td>
<td></td>
</tr>
</tbody>
</table>
Appendix 1—Background to the National Road Safety Partnership Program strategy

National Transport Commission

The National Transport Commission (NTC) is an intergovernmental agency charged with improving the productivity, safety and environmental performance of Australia’s road, rail and intermodal transport system.

As an independent statutory body, the NTC develops national regulatory and operational reform and facilitates implementation strategies for road, rail and intermodal transport. Proposals are submitted for approval to the Standing Council on Transport and Infrastructure (SCOTI), which comprises federal, state and territory transport ministers. The NTC also monitors and evaluates reform outcomes to ensure the benefits are realised ‘on the ground’.

The NTC is committed to working collaboratively with governments and industry to improve the transport system. In developing reforms, the NTC undertakes considerable strategic engagement with stakeholders in the transport industry, businesses, unions, governments and community groups to develop a better understanding of the challenges stakeholders face and the potential impacts of reforms. Through this engagement, the NTC aims to identify the right outcome and build support for it.

The NRSPPP is an operational reform that the NTC has helped to develop. The NRSPPP will attempt to facilitate change at a national level without resorting to black letter law. This will allow business to seek and apply the right solutions to their individual situation, rather than a one-size-fits-all governmental approach, and drive innovation through collaboration. The NTC will act as the project initiator, with the aim of transferring the program to a new medium by mid-2014.

The road safety challenge

The number of deaths and serious injuries on Australian roads has fallen significantly during the past 30 years, despite substantial increases in population and the number of registered vehicles on the road. This reduction has largely been attributed to changes in behaviour resulting from community education, government enforcement and regulation, as well as improvements in vehicle standards and road upgrades. During that time, Australian governments—federal, state and local road authorities—have introduced a range of targeted road safety initiatives to reduce road deaths, including the mandatory fitting of seatbelts in new vehicles, random breath testing and the introduction of camera-based speed enforcement. All have contributed to the continuing decline.

Decisions taken by industry—as well as individual corporate safety cultures—affect how employees, customers and suppliers use the road network. They must be encouraged to take the responsibility for ensuring their decisions contribute to improving road safety as part of a shared responsibility for road safety.
Appendices

Cost of road crashes

Some facts on road accidents include:

- The cost of road crashes to the Australian economy is estimated at around $27 billion each year (Cook, 2011).
- Workplace-related road accidents cost Australia an estimated $10 billion each year (Hughes, 2012).
- Work-related road crashes incur a greater average time lost (in worker absence) than any other workplace claim (Stewart-Bogle, 1999).
- For every $1 paid out by an insurance company, there are between $8 and $53 in uninsured losses, depending on the severity of the collision (Zurich, 2011). For example, some of the other costs not usually identified include personal injury, medical, hospital or rehabilitation bills, absence from work, workers compensation, and downtime or loss of productivity.
- Actual vehicle crash costs could be up to 8–36 times the vehicle repair or replacement costs (Murray et al., 2002).
- On average, company drivers travel more than twice the annual distance of private car drivers and have about 50 per cent more incidents (CARRS-Q, 2008).
Appendix 2—The Safe System approach

The ‘Safe System’ views the road transport system holistically by seeking to manage the interaction between road users, roads and roadsides, travel speeds and vehicles. The Safe System recognises that it is probably not possible to prevent all crashes but aims to prevent those that result in death and serious injury.

There will always be efforts to prevent crashes; however, when they do occur, there are three factors that directly influence the severity of the outcome:

- the protection provided by the vehicle
- the speed at which the vehicle hits an object
- the nature of the object the vehicle hits.

Source: Western Australia Office of Road Safety (2009)
We can manage these factors to keep crash energies below our body's physical limits. Central to the Safe System is an acknowledgement of our limited ability as humans to tolerate physical force. The Safe System aims to manage crash energies to prevent death and serious injury. It also recognises that human error in the system is inevitable, regardless of how educated and compliant we are in obeying traffic laws.

The Safe System model has been designed to benefit all road users, from pedestrians to heavy vehicles. The model has four main elements, which lead to an alert and compliant road user, and four key fundamentals to making a road network safer. This model has been accepted globally as best practise for road safety and is being implemented across Australia:

- safe road use (alert and compliant)
- safe roads and roadsides
- safe speeds
- safe vehicles.

Safe drivers and riders using safe vehicles, travelling at safe speeds on safe roads, will reduce the impact and severity of injury to the human body against violent forces. This will therefore reduce deaths and serious injuries resulting from using the state's road network. The human body can only tolerate a certain amount of force at the point of physical impact.


Stewart-Bogle, J. (1999). Road safety in the workplace. The likely savings of a more extensive road safety training campaign for employees. *Insurance Commission of Western Australia Conference in Road Safety*, Perth.


