

Safer Drivers Program



In the last 10 years, vehicle accidents accounted for over **65% of workplace fatalities**. Nearly **15% of these were light vehicles**, such as company cars, utes and vans. **58 bystanders were killed when struck by company cars**.

In the last 5 years, 10% of vehicle related fatalities were single, light vehicle crashes. That is, **the driver was solely responsible for their fatal accident**.

Safe Work Australia, "Work-Related Traumatic Injury Fatalities Australia", 2013

The Safer Drivers Program

The Program includes a behavioural assessment of your drivers, identification of key risks and the development of a tailored program to assist your management team to engage your drivers.

Participants consciously change their attitudes and driving behaviours.

Guaranteed Improvement

Research shows that this process is more successful at reducing the number and severity of fleet accidents than customised driver skills training, safety awareness campaigns and even paid incentives¹.

We are so confident, we guarantee results!
Ask us for more information.





Background

Statistically, driving is an organisation's biggest risk of fatality and yet many organisations do very little to manage it.

Unfortunately driving cannot be managed the same way you manage other hazards in your organisation. Drivers spend most of their days unsupervised and they don't receive immediate managerial feedback on their performance.

In many cases, accident data is the only way an organisation can determine whether its drivers are safe or not and by then it's too late.

Your drivers know how to drive safe. They drive safe cars. They just need to identify the aspects of their driving which are unsafe and consciously decide to make the changes necessary to drive safe.

Fleet Driver Safety

Research² suggests that work-related drivers

- Travel further,
- Are more likely to be driving fatigued,
- Are more likely to be driving under time pressure, and
- Generally take less care on the road.

The result is more than 3,000 serious workers compensation claims each year for vehicle-related incidents in Australia³.

On average, each incident results in the injured worker being off work for 5 weeks and a workers' compensation bill exceeding \$9,000³.

Behavioural Change

Safer Drivers includes the 3 most important aspects of any behaviour change program⁴

- Involve the participants in identifying the solutions,
- Foster peer support, and
- Provide on-going feedback to participants.

Sources:

1. Gregersen N, Brehmer B & Morén B. *Road safety improvement in large companies: An experimental comparison of different measures*. Accident Analysis and Prevention, 1996, Vol 28, p297-306.
2. Collingwood V. *Promoting the safe driving policy in New South Wales fleets or twenty of more vehicles*. In Staysafe 36: Drivers as workers, vehicles as workplaces: Issues in fleet management. (Report No. 9/51). Ninth report of the Joint Standing Committee on Road Safety of the 51st Parliament. Sydney: Parliament of New South Wales, 1997, and Downs C, Keigan M, Maycock G & Grayson G. *The safety of fleet car drivers: A review* (TRL Report 390) Crowthorne, Berkshire: Transport Research Laboratory, 1999.
3. Safe Work Australia, *Compendium of Workers' Compensation Statistics Australia*, 2011.
4. Ludvig T & Geller E. *Intervening to improve the safety of occupational driving: A behaviour-change model and review of empirical evidence*. Journal of Organisational Behaviour Management, 2000, Vol 19 (4), p1-124.

Results Driven

The *Safer Drivers Program* is based on processes which have been proven to engage drivers to change their driving behaviours and reduce safety and financial risks to your organisation.

Contact us on **1300 657 279** to discuss our results guarantee.