

EROAD



Effectively managing your
occupational road risk

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Safety law regarding road risk is explicit



- HASWA defines vehicles as both 'plant' and a 'workplace'.
- Driving presents the most common daily risk of dying at work.
- It is one of the most difficult aspects for a company to supervise.
- Prosecutions will naturally focus on the more serious incidents and highest risk exposure.



The four aspects to managing road risk



Journey - Environment



Vehicle



Load security



Driver

Road Safety: Key Areas of Focus



Vehicle: Suitable for load, pre-use safety check, legal, maintained, damage free, set up safely, fuelled, post-use safety check – we use **EROAD Inspect**

Loads: Within axle and total weight limit, centre of gravity minimised, liquids controlled, load secure, signage displayed, over-sized, over-hangs resolved, loose equipment resolved, 5th wheel checked – we use **EROAD Inspect**

Journey: Weather, distance, congestion, time of day, direction, other road users, risk along route, towns, historical risk performance, destination – we use **EROAD Depot and its analysis and reports**

Drivers: Legal to drive, medically & fit to drive, defensive driving, fatigue and breaks, supervision, phones, distracted driving, lone working – we use **EROAD Depot and drive buddy**

How do you manage these complexities?



Keep it simple, effective, sustainable, value driven

Vehicle telematics is a simple solution delivering legal compliance and if you adopt the right philosophy it supports people to drive safer and provides supervisors with a way to supervise remote colleagues and support their journey in enhancing safety.

Telematics provides a reasonable and practical solution to manage and monitor your driver and vehicle safety

A return on investment



- The cost of a telematics system is offset and sometimes fully paid for by the savings that result from it. For most these typically include:
 - Reduced vehicle fuel consumption;
 - Reduced vehicle maintenance and wear and tear;
 - Improved efficiency as drivers tend to stay on task;
 - Reduced mileage due to better visibility of the fleet;
 - Less expenditure on panel beaters;
 - Reduced insurance costs;
 - Reduced staff turnover due to a more contented workforce; and
 - Automatic RUC reclaims for diesel vehicles venturing off public roads.

Success or failure



- Subscribing to a telematics service is easy. What you do next determines the extent of the value you extract from it.
- There are two distinct paths to follow.
 - Use it as a stick, monitoring your drivers, addressing their violations, setting improvement targets and forcing them to drive better through consequence management; or
 - Use it as a carrot, creating a driver culture based on trust and positivity where they can use driving feedback to continually improve, adapt, become safer and be less stressed.



Support them to improve



- The stick gives quick short-term but unsustainable results. It creates fear, mistrust and friction between management and drivers. Drivers stress on avoiding violations, feedback sessions become confrontational and then are avoided. Management ignore the data and then drivers stop caring.
- A common reaction to driving a vehicle with telematics, is 'the spy in the vehicle'.
- Companies who support drivers to enhance their driving, keep them safe and protect against false allegations of bad driving, find their drivers soon have a different way of thinking. The carrot is always best.

More than a philosophy



- It is vital your telematics provides instant feedback to the driver.
- A passive system relying on management feedback days afterwards is useless. Most will not recall their errors and will not relate or learn.
- Instant feedback at the time something happens is how drivers self-educate, adapt their driving styles and improve . There is no ridicule or judgement.
- Regular feedback sessions from the manager support the driver. These discuss the overall driving performance, trends and hotspots with a positive learning frame of mind, identifying what might be beneficial from both sides.

Positivity breeds positivity



- Focus on improvements in driving performance and the higher standards your drivers achieve.
- Positivity breeds positivity, while competition diverts testosterone from aggressive driving to being the best.
- EROAD uses a 5 star rated Driver Leaderboard which compares a driver against all NZ drivers with an EROAD log-in. This is additional to your company Driver Leaderboard.
- If you need to address a driver's bad attitude, then remember the simple rule, "Praise in public, correct in private".
- Drivers who do not agree with your safe driving philosophy tend to leave to find another job where they can drive how they want until they crash.



Conclusion



- Assess your current level of occupational road and lone working risk
- Determine
 - how you comply with the HASWA requirements;
 - how you manage your road risk down to reasonably levels; and
 - what action you need to take and how quickly.
- If you have not yet implemented a road risk policy or have yet to consider a telematics system to manage your road risk, be sure to avoid the pitfalls.
- Its not just about installing a device, its about how you use the system.
- Choose a telematics provider that can deliver your needs and then work in partnership with your drivers.
- Embed a simple and sustainable road risk solution that in the end becomes almost self managing.
- Companies that have adopted a positive philosophy in the use of telematics have achieved sustainable improvements and savings.



For more help or advice on managing road risk, do not hesitate to contact

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