

Human Factors in Road Safety

Introducing – Russell White

- Leading industry professional with more than 30 years' experience in the driver training and road safety industry.
- Widely regarded as one of Australia's leading road safety advocates.
- Regular media commentator on road safety issues.
- Holds a Graduate Certificate in Road Safety from QUT's CARRS-Q.
- Road Safety Researcher – Human Factors and Bio-Mechanics, Vehicle Safety and Workplace Related Road Safety.



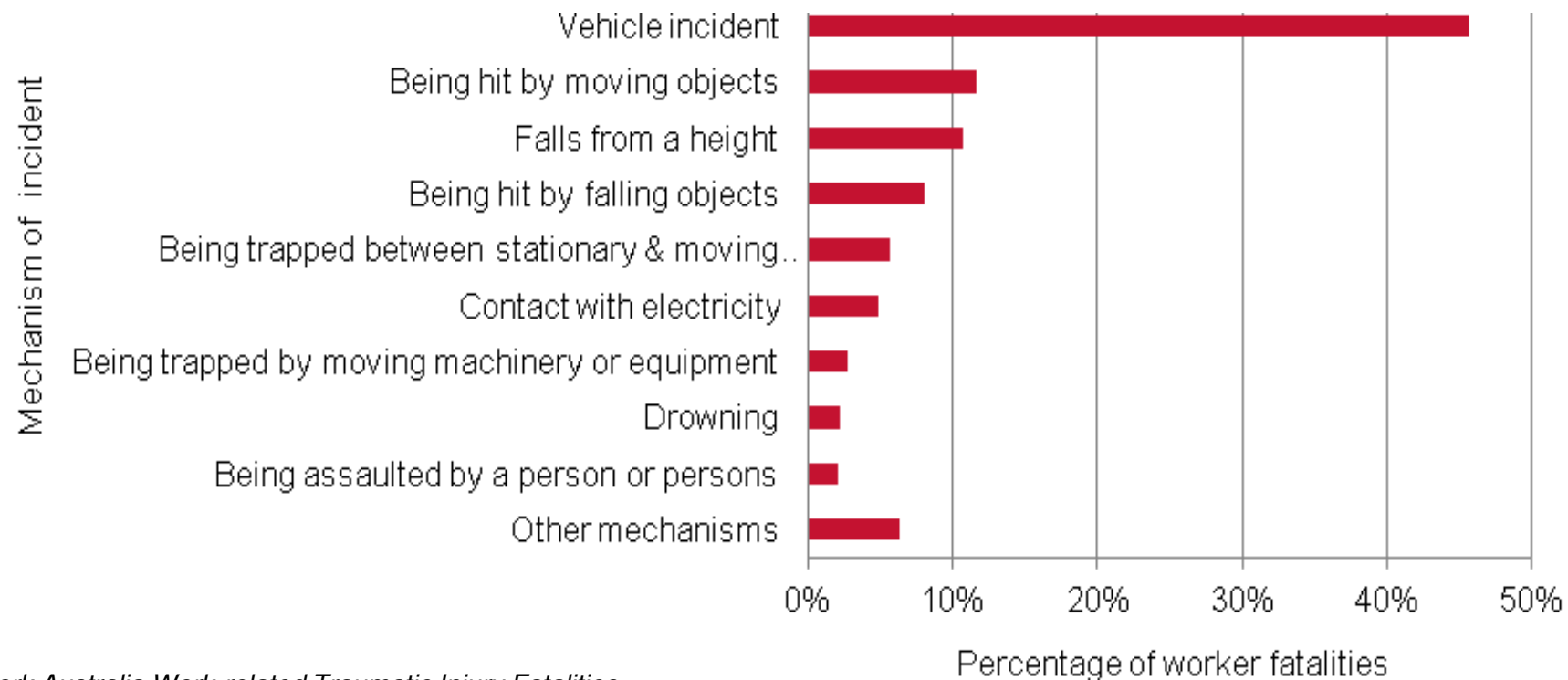
An aerial photograph of a two-lane asphalt road winding through a dense forest. The trees are mostly green, with some showing autumnal colors of yellow and orange. A single car is visible on the road. A thin white horizontal line is positioned above the text.

Why Focus on Road Safety?

How Exposed Are We?



Work Related Road Safety



Source: Safe Work Australia Work-related Traumatic Injury Fatalities, Australia 2009–10

Key Questions

- How do we improve road safety culture when it comes to work related driving?
- What policies do we have in place specifically for work related road safety?
- What ongoing education/training do we have in place?
- What ongoing road safety campaigns do we have in place to communicate our commitment to road safety across the organization and beyond?
- Are we managing and collecting data on vehicle use?
- Are we selecting safest vehicles and are they fit for purpose?
- Are we demonstrating community leadership and does our approach align with our core principles?
- Is our current approach in alignment with our Sustainability Plan and objectives?
- As an organization, are we effectively addressing our **number one** work safe risk?

A shift is needed if we are to change the current paradigm



A close-up, black and white photograph of a metal surface, likely a coin or a small metal disc. The word "SHIFT" is engraved in a circular pattern, with the letters following the curve of the surface. The lighting is dramatic, highlighting the texture of the metal and the sharp edges of the engraving. The word "SHIFT" is repeated multiple times around the circle, with some instances being more in focus than others.


What Do We Need to Change

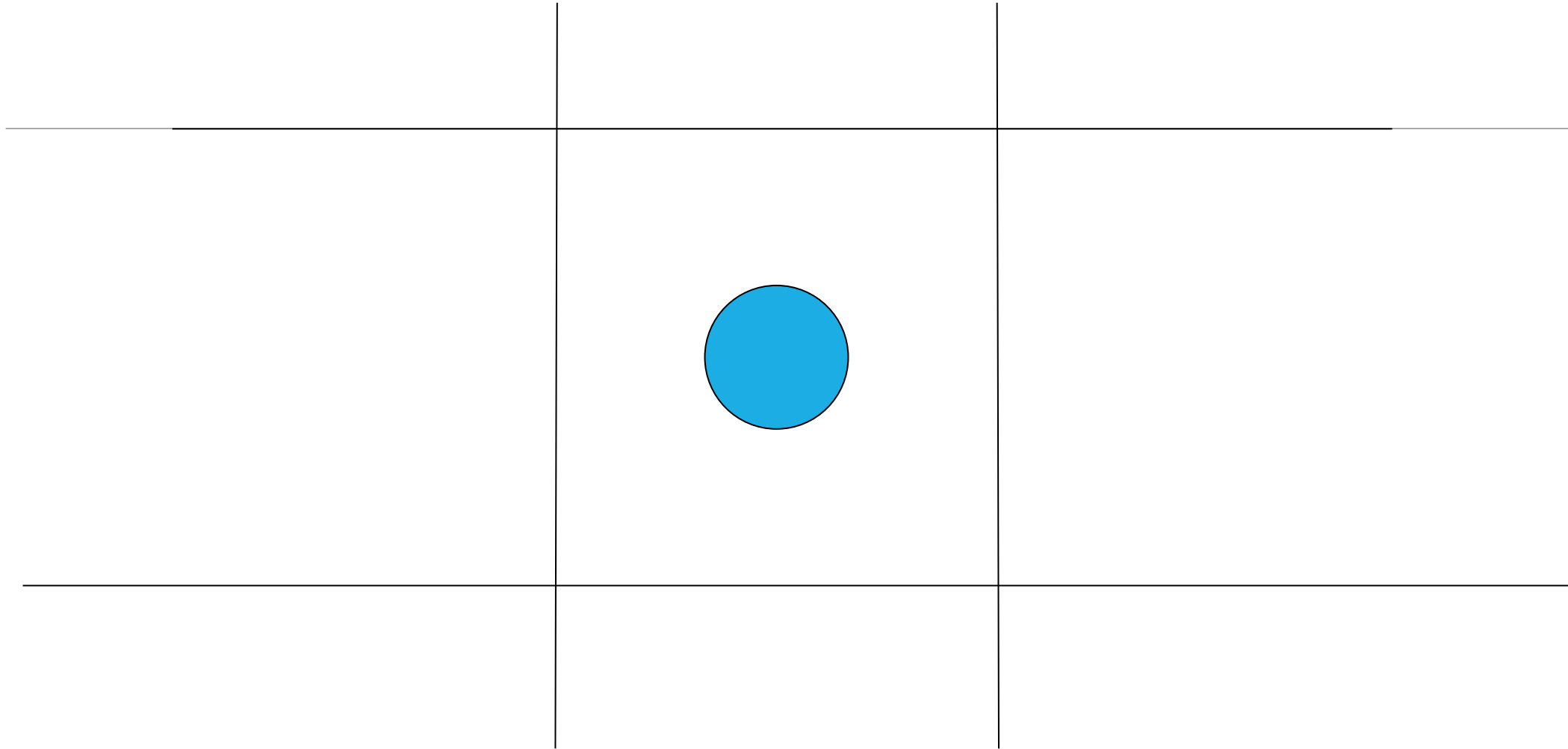
- Expand to a more holistic approach
- More regulations may not be the answer
- Change in mindset - Legal doesn't necessarily mean safe
- Focus on the “Why”
- Increase on higher order skills and proactive driving
- Driving Technique and Bio-Mechanics
- Situational Awareness and Mentally Switching On
- Understanding human factors

What are drivers taught?





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- Driving Technique
 - Bio-Mechanics
 - Ergonomics
 - Vision







A Holistic Approach

A longer-term strategy:

- Founded on a strong leadership commitment
- Underpinned by a clear internal philosophy
- Robust policies and an overall safe driving standard
- Safe vehicle selection/fit for purpose
- Based on communicating the “why”
- Internal campaign and communications plan
- Ongoing touch points and milestones
- Deployment of on-line training and digital content
- Risk Assessment and Induction
- In-vehicle training for specific driver cohorts
- Training is based on Human Factors, Situational Awareness and Driver Bio-Mechanics



Questions?



More Information

Please contact us to learn more about how our driver training program can help reduce road risk and exposure to your organisation.

Drive Safely!!!

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