



The Journey Towards Safer Speed Using Safety Technology

Presenter **Matt Horan**



Who We Are

- Leading specialised bulk liquid transportation company
- Proud New Zealand heritage
- Scheduling, dispatching and transport distribution services
- DG certified fleet and drivers
- Head office New Plymouth



Condensates
Methanol



LPG



Bitumen



Petrol



Diesel



Chemicals



Aviation



Water



Our History

Hooker Bros founded

1869



1981

First started hauling bulk fuel

Fuel Haulage Division established

1999



2013

Pacific Fuel Haul Ltd own trading company

Technology & Innovation



Assura

 **DRIVECAM**
The Driver Science Company™

INTERDEV
transporta


EROAD


GoToMeeting

AutoSense
Driving Safety 


QlikView

Dispatch
System
DG 1.0



EROAD



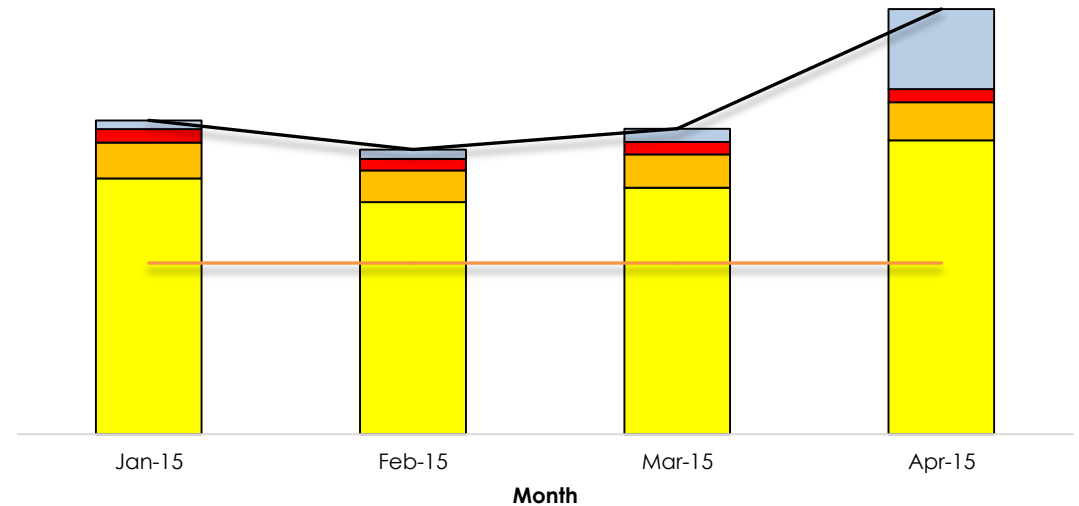
- EROAD is a multi application platform
- In-cab electronic hubodometer
- Real-time GPS tracking of fleet and historical activity reporting
- Performance reporting on driver speeding behaviours, fuel efficiency and idling
- Fleet servicing and compliance management
- RUC administration – auto RUC purchasing and off road cost recovery system



Our Goal

**100% Elimination Of All
Virtual Speeding Within Our
Organisation By The End Of 2017**

Avg. Speed Events per 100km Summary



The Human Capital Challenge

Initial Data Findings

- Only 35% of our driver population was contributing to our virtual speeding events.
- The events being recorded were not malicious speeding events.

Mind Set Challenges Encountered

- Eroad is not an accurate speed recording device.
- Virtual speeding is not a legally enforceable event.
- Over speeding is not speeding, if I correct it quickly enough.
- A driver can not be dismissed for a virtual speeding event.



Initiating Cultural Change



Reviewing & understanding the data

Developing solutions for integrating the Eroad performance data into daily behavioural habits



New virtual speeding policy established

Clearer performance guidelines defined

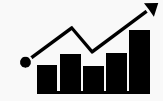


Engagement of Staff around new policy & performance expectations

Addressing concerns raised around reliability of technology



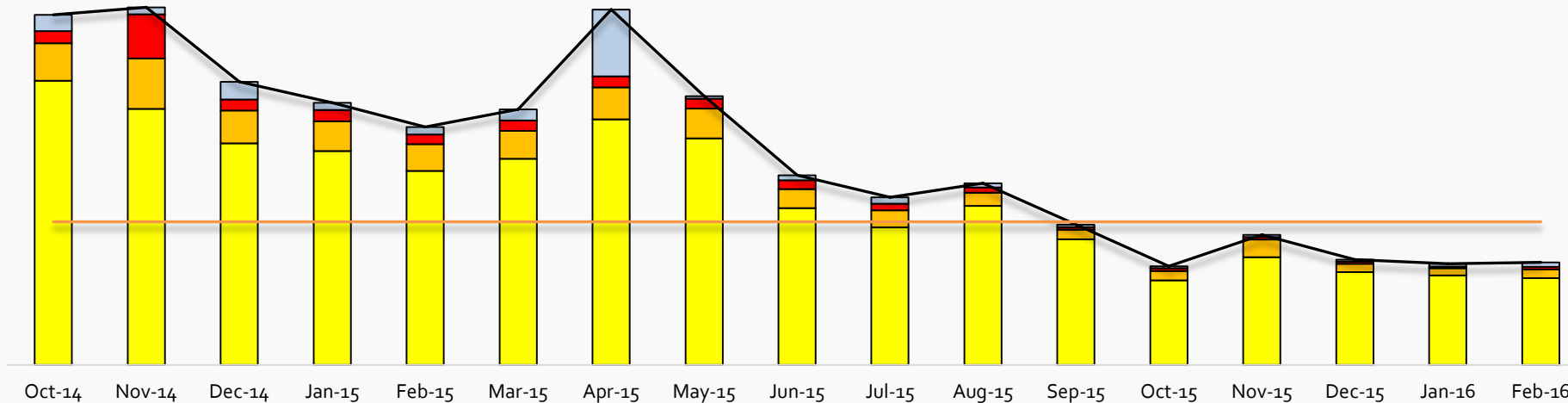
Implementing additional speed and risk based thinking training



Monitoring performance

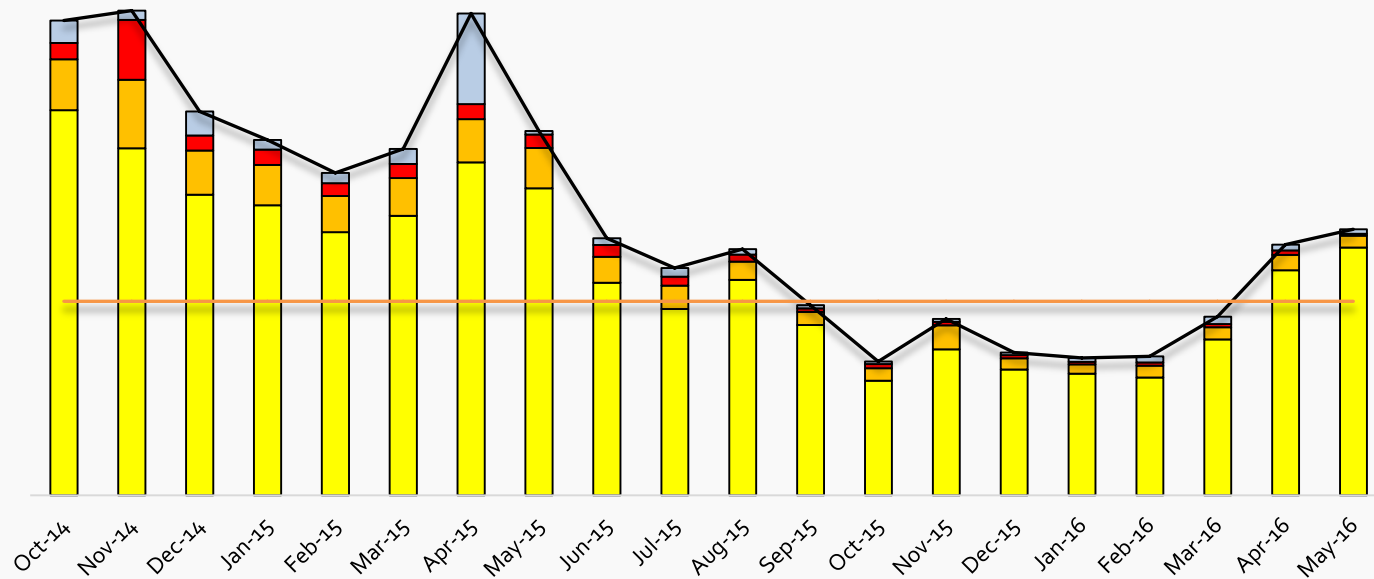
Displaying performance results & holding individuals accountable

Avg. Speed Events per 100km Summary



Campaign Fatigue

Avg. Speed Events per 100km Summary



Learnings

- **We underestimated the impact negative performance conversations were having on our general culture and high performing individuals.**
- **Managers were fatigued by the lengthy campaign and were finding it difficult to maintain engagement.**
- **This resulted in a loss of focus and a relapse of historical performance.**



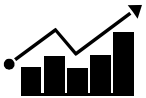
Adapting & Responding



- **Increased & personalise risk training delivered.**
- **Establishment of an annual leadership training course.**



- **Increased Senior Management presence & performance engagement at the frontline.**



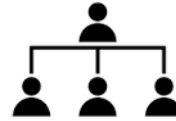
- **A mind-set shift made to discussing performance excellence only at driver meetings.**



- **A new company newsletter & recognition scheme implemented.**



- **Frontline safety Leadership committee established.**



Significant Organisational restructure implemented

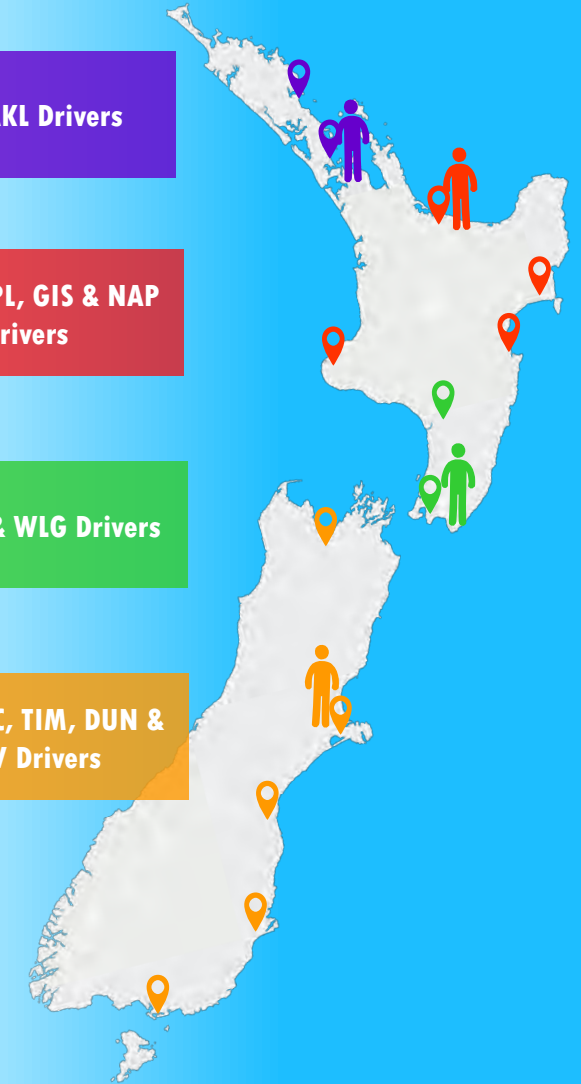
WRE, AKL Drivers

MTM, NPL, GIS & NAP Drivers

P/NTH & WLG Drivers

NEL, CHC, TIM, DUN & INV Drivers

Frontline Leadership Model



Delivering Sustainable Performance

90%

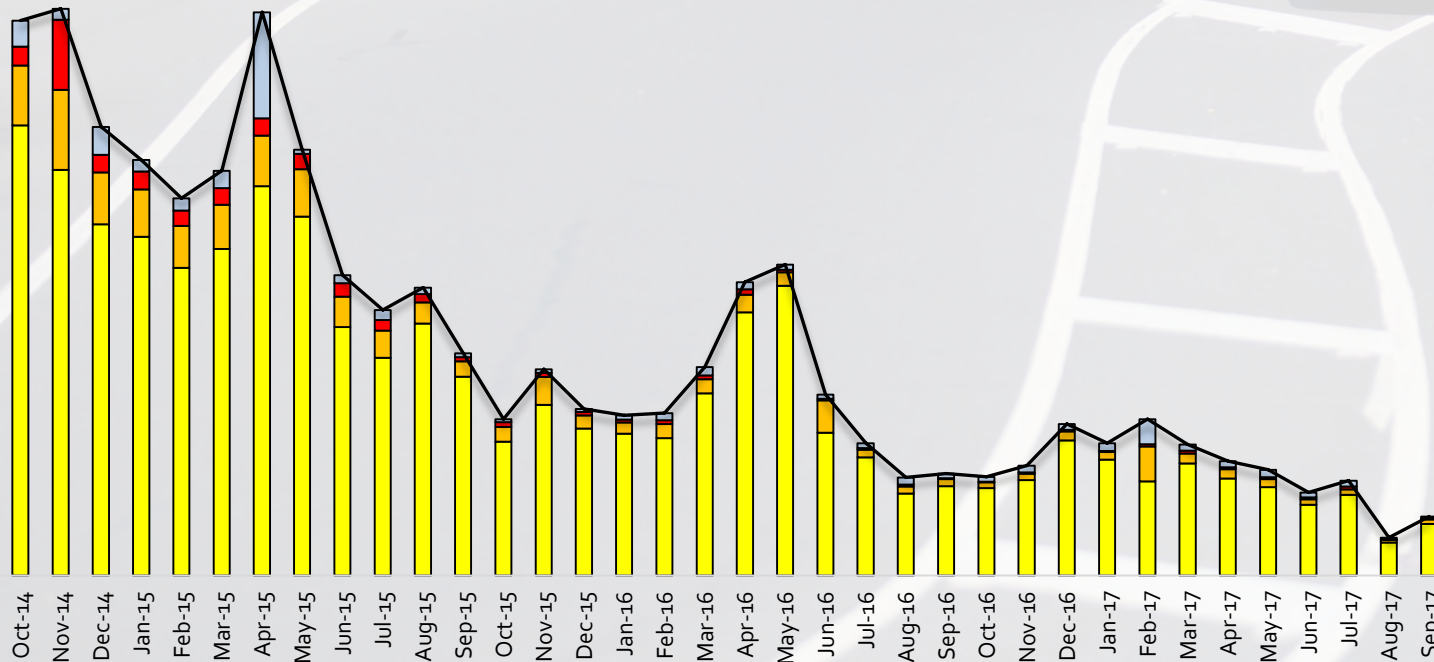
**Virtual
Speeding
Reduction**

300%

**Increase
Near Miss
Reporting**



Avg. Speed Events per 100km Summary



3 Years

**Campaign
Duration**

Top 1%

**Eroad Virtual
Speeding
Performers**

Discovery

- ❖ **Finding the balance between stick & carrot is critical to success.**
- ❖ **People will not make a performance shift change unless you connect with their personal values.**
- ❖ **Technology is an important aid, but it does not deliver performance.**
- ❖ **The integrity of your data and how this information is built into your daily business behaviours - defines success.**
- ❖ **Cultural change and using technology effectively can be achieved, but requires consistency and significant determination by all involved.**
- ❖ **Behavioural change is a continuous campaign.**



PACIFIC

FUELHAUL Ltd.

Brake
FLEET
SAFETY
Awards
2017

Winner

Questions

IRTENZ