

PROJECT REVIEW

Communicating About Safety in the
Australian Road Transport Industry

January 2022

**THE
BUSINESS
OF
SAFETY**

nti



Foreword

As Australia's leading specialist insurer, NTI is committed to creating a safer and more sustainable future for the transport and logistics industry.

It is a commitment we are passionate about and feel privileged to hold as a long-term industry partner. NTI has more than 30 years partnering with the Australian Trucking Association as a foundation member and, more recently, an associate member. We are a corporate member of the Australian Logistics Council and a foundation partner of Healthy Heads in Trucks and Sheds.

NTI's goal has always been about safety and sustainability. We have a rich history of investing in the industry beyond insurance, reflected in a number of initiatives, including:

- [National Truck Accident Research Centre](#)
- [Risk Advisory Services](#)
- [Traction program](#)
- [Seeing Machines partnering program](#)
- COACH leadership program
- Broker education programs

A national safety initiative like the Business of Safety campaign was a natural next step in fulfilling our goal.

NTI is proud to continue to work closely with the National Heavy Vehicle Regulator (NHVR) as a partner following our successful collaboration on the NHVR's [National Roadworthiness Baseline Survey](#). We are grateful to have had the opportunity to deliver the Business of Safety campaign and be able to test and learn from innovative ways to solve industry-wide problems.

NTI will seek future opportunities to help improve industry through a combination of internal and external funding, like the Heavy Vehicle Safety Initiative (HVSII). NTI is in a very fortunate position to be the recipient of another HVSII grant. This next project, "Spilt Milk", is an educational training program in rollover prevention for the dairy transport supply chain. We are excited to collaborate with dairy businesses across Australia to deliver this important safety program in 2022.

Chris Hogarty
NTI Chief Sustainability Officer



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Overview

NTI is Australia's largest specialist transport and logistics insurer offering products for the Heavy Vehicle, Plant and Equipment, and Marine markets.

NTI's purpose statement of **'Keeping Australian industry moving towards a safer and more sustainable future'** means we have a responsibility to the transport industry to build awareness and take action to drive impactful change.

The Australian road transport industry is the most efficient and innovative in the world. Innovations such as the widespread uptake of B-doubles through the 1990s and the ongoing rollout of performance based standards (PBS) combinations have provided the Australian economy with an extremely flexible and affordable means to transport goods.

However, contrary to this high productivity performance, road transport is consistently one of the most dangerous industries in Australia, with a rate of workplace fatalities of 7.5 deaths per 100,000 workers, over five times higher than the national average for all industries (Safe Work Australia, 2021).

There are many different strategies and changes which may influence these terrible figures, however common to all of them is that they will need to be effectively and efficiently communicated to the affected stakeholders.

NTI was given an opportunity to leverage its expertise and organisational capabilities to run a 12-month safety awareness program called Business of Safety. This involved the development, delivery and promotion of expert content to address safety issues and promote safety culture across the industry. This report details the methods, processes and outcomes of the Business of Safety program.



Business of Safety

Whilst the Transport Industry has many competing priorities, the safety of their people remains number one. Safety is not only the action of developing and implementing policies and procedures, but also the cultural change needed to adopt and live best practice every day.

NTI, through data analysis, identified an opportunity to build awareness across key topics affecting industry, such as fatigue and technology, and increase knowledge in the key enablement area of leadership. However, the development of the content would not have achieved our goals without consideration to both structure and delivery.

As individuals have different learning styles, it is important to communicate in a method which resonates, especially when time poor and the topics complex. In response, Business of Safety was developed to assess the best method of communication to three roles in Transport across different media. The expectation of the program was to not only increase knowledge in these key areas but also to educate industry in the best method to communicate to the chosen roles for any future safety messaging.

The delivery phase of the project was scheduled to run for just over eight months, from the last week of March to the first week of December 2021. A total of 59 content pieces were developed and published on the NTI website via the newly created, transport-focused content section, Better Business Hub. The content pieces were promoted through multiple paid and non-paid social platforms and content medium with the objective of reaching members of the transport industry.

CONTRIBUTORS AND DELIVERY PARTNERS

Business of Safety succeeded thanks to the generous contribution of many industry and non-industry experts, as well as our trusted delivery partners.

Industry Experts

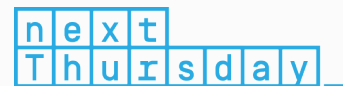
NTI collaborated with more than 30 experts from diverse backgrounds and experiences. Our industry experts included drivers, transport business owner-operators of small businesses and fleets, compliance and HR personnel, association representatives, and a journalist. For the topic of fatigue and sleep apnea, we consulted a medical doctor and academic researcher.

NTI wanted to use this program to showcase industry expertise from credible and well-respected personalities we believe would resonate well with the target audience. We hoped that sharing their stories, successes and learnings would help inspire and motivate others in industry to improve their own safety culture.

We also featured non-industry experts, such as a doctor and journalist, to provide specialist insight and offer different perspectives.

Delivery Partners

NTI engaged our existing creative and media partners to develop and deliver Business of Safety content, including content development, creative campaign design, video production, podcast delivery, digital advertising and PR activities.



OBJECTIVES OF THE PROGRAM

The objectives of the program included:

- Leveraging Industry to communicate the message
- Delivery of multiple types of media
- Media is engaging and interesting
- Communicating complex issues simply
- Building knowledge on topics in Industry
- Information relevant to audience
- Engaging on multiple channels eg. Social
- Engaging NTI network to reach Industry
- Promotion across multiple channels

EVIDENCE-BASED APPROACH

NTI has conducted a number of research initiatives over the past 18 months to identify areas of improvement in the transport industry. The [2019 NTARC Report](#) identified the below:

1. Driver error accounted for 29.6% of incidents and fatigue represented 9.8%
2. Mechanical fire losses represented 6.5% of claims, with fire contributing an additional 8.1%

Recent surveys undertaken with Transport Owners/Operators have highlighted the below challenges:

1. Across 15 safety culture and leadership assessment criteria, communication (at average of 47%) consistently scored the lowest.
2. Businesses struggle to know what messages to share with teams and how to craft an effective way of getting the point across.

The research has identified the following safety issues in Transport - fatigue, distraction, maintenance, effective monitoring and management, effective communication and planning, inappropriate speed, driver recruitment and retention and safety technology.

These findings were the key considerations in the development of the project's target personas and content topics.

A workshop was undertaken and the decision made to build a program focused on both technical and people based themes which would allow for diversity in content and the ability to leverage broad expertise in industry.



Roles

Each item of content was developed to speak to one of three roles. While recognising one person might fulfil all of these roles in a small transport business, targeting pieces at specific roles was designed to increase their impact and relevance.

Drivers



Drivers are unquestionably the most important element in effectively managing risk in the road transport industry. However, communicating effectively with truckies has always posed a challenge as truck drivers work remotely and are often highly independent.

Operations



The operations persona represents the first layer of management behind drivers. Their role is to keep the business moving. This includes safety and maintenance, finance, and compliance employees.

Operations is often a highly reactive space. Much of the content for operations is around extracting yourself from fighting fires and finding time to stop the next fire from starting.

Management



This group includes owners, senior executives and managers responsible for driving internal culture, recruiting and engaging employees.

Many of the content pieces for the management persona draw on the tremendous depth of expertise available to NTI through its relationships with key transport operators and associations.

Topics

In order to evaluate what factors influence the success of communication around safety, four topics were selected to provide the subject matter.

Technology



The successful adoption of new technology is often challenging within the road transport industry. The combination of very low operating margins and a largely remote workforce makes roll-out and support difficult.

This topic examined what considerations and approaches a business can take to optimise successful adoption of technology.

Leadership Development



Very few businesses will dispute its people are the most important asset. Despite this, many leaders in transport are not the result of any formal leadership development.

This topic stream identifies what transport businesses and individuals can do to ensure we have a strong pipeline of future talent to run the transport businesses of tomorrow.

Fatigue



Management of fatigue is arguably the most critical challenge facing the road transport industry.

Crashes arising from and related to fatigue have been a key issue in the public consciousness since the 1980s and remain a leading cause of truck driver deaths.

The content for this topic aimed to challenge the myth that fatigue is just about work-hour compliance and to examine other factors that contribute to getting truck drivers home safe.

Leadership Support



Cultivating leadership skills at all levels of a business is critical to an organisation's ongoing success.

The final topic stream looks at strategies to help leaders deliver value and feel valued. This supports better outcomes for transport businesses and the entire transport industry.

DESIGN AND APPROACH

When designing the Business of Safety content matrix, two principles were utilised - ADKAR and learning styles.

ADKAR is a change management model centred on five principles:



Acknowledging the time to transition roles through all five stages, a decision was made to develop the program with a focus on the first three stages - awareness, desire and knowledge. This is best demonstrated through the sub-topics being linked to guide the persona through the ADKAR model.

The four core learning styles are:



As Business of Safety was predominantly a digital program, focus was spent mostly in visual, auditory and reading/writing styles. However, effort was made to provide opportunities for kinaesthetic learning through workshops, both in person at the 2021 Brisbane Truck Show and also digital using Zoom.

Content Development

The program produced 59 content pieces targeting each of the three roles in various media. The below graphic illustrates a breakdown of the content published by role type:

Persona	Drivers	Operations	Management		
Topics	18	24	17	59	
Medium	Article x4 Infographic x4 Podcast x4 Testimonial x2 Video x2 Guide x2	Article x7 Guide x4 Infographic x3 Video x3 Podcast x3 Case Study x1 Workshop x1 Webinar x1 Template x1	Article x5 Video x2 eBook x3 Guide x2 Testimonial x2 Case Study x1 Webinar x1 Workshop x1		

Promotion

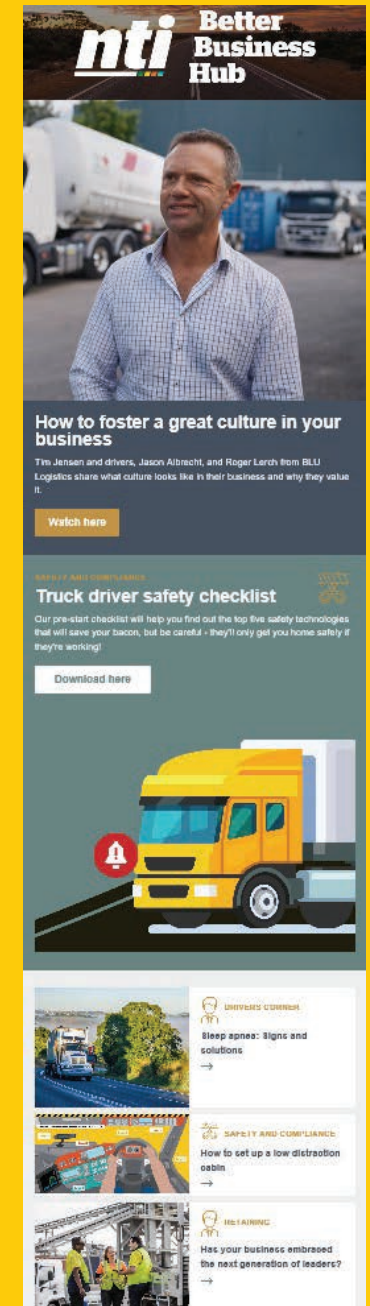
To test reachability into our desired markets, Business of Safety content was promoted through a number of mediums:

- Owned channels
- Industry media
- Digital advertising and paid promotion
- Broker network
- Podcast

Owned Channels

Content pieces were promoted on NTI's Facebook and LinkedIn social media pages to leverage our existing online community. Social posts directed audiences to NTI's online resource platform, the [Better Business Hub](#), which contained a section that housed all the Business of Safety content.

Every month, a newsletter was distributed to Better Business Hub subscribers, often with multiple Business of Safety content featured, as shown in the example to the right.



Industry Media

Advertisements and articles were promoted in three key industry publications: Big Rigs, PowerTorque and Prime Mover. For each publication, promotions occurred in print magazines, customer email blasts, e-newsletters and paid advertising on websites.

These three publications were chosen to maximise reach to the three personas: Big Rigs for the driver persona, PowerTorque for the operations persona, and Prime Mover for the management persona.



We're all in the business of safety

With customer demand and delivery time pressure continuing to increase, working safely has never been more important.

This is why NTL, Australia's leading transport and logistics specialist, is developing a suite of useful tools and resources to help you make ongoing improvements to your business. These tools and resources are funded by the NHVR's Heavy Vehicle Safety Initiative grant, supported by the Australian Government.

Our experts, along with your industry peers, break down important information in three key areas that significantly affect safety:

- **Technology:** Navigating all of the hardware and software options to make your business safer can be daunting. We've got you and your team covered.
- **Leadership:** Businesses with strong leaders have lower rates of incidents and higher profit margins. We can help you hone your leadership muscles and those in your team.
- **Fatigue Management:** Fatigue management can be a matter of life and death. Get the latest insights and strategies on managing driver fatigue.

We get that everyone learns differently, too. So we're developing a mix of guides, infographics, articles, videos and podcasts for transport operators at all levels, including managers, operational staff and drivers.

You can find these tools and resources under 'Business of Safety' on NTL's new Better Business Hub. We're still expanding this knowledge hub and more content will be added every week.

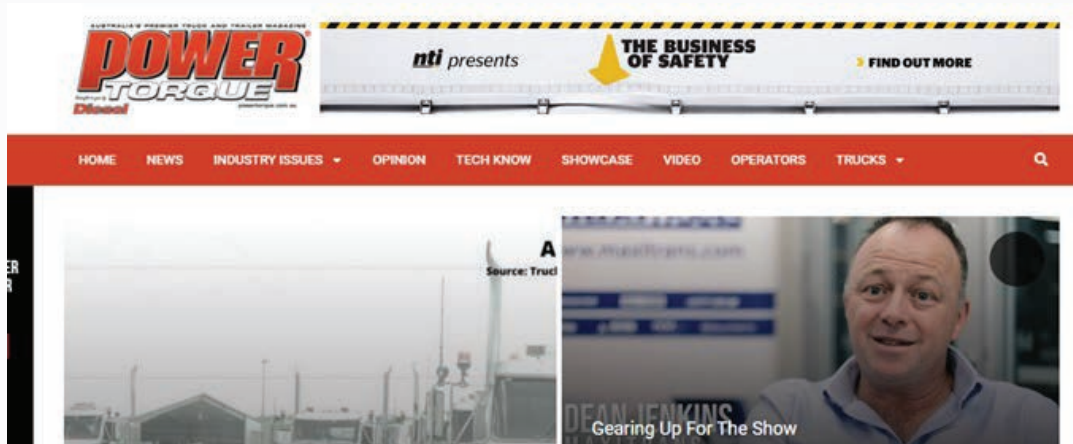
NTL is proud to be a part of this industry and our commitment to you goes beyond industry. We take an active role in driving a safer and more sustainable industry.

Let's make safety a priority. Head to ntl.com.au/better-business-hub today

[Visit Better Business Hub](#)

Top left and left: Business of Safety in industry magazines

Right: a Business of Safety email blast to the publication's customer base



Digital Advertising and Paid Promotion

There were two main types of paid promotion for the Business of Safety program:

- Native ads in social media feeds and recommended content in websites
- Display ads on industry publication websites (bigrigs.com.au, powertorque.com.au, primemovermag.com.au)

For the first half of the program, the purpose of paid promotion was to raise awareness of the Business of Safety program itself and explain its purpose. The second half promoted content pieces that had returned the highest engagement levels.

Broker Network

NTI has an extensive broker network across Australia which we engage with regularly. Through email communications, we shared Business of Safety content with brokers and encouraged them to share this content with their customers in industry.

Podcasts

NTI delivered podcast content through two primary podcast programs. The first was the “On the Road” podcast series hosted by veteran driver Mike Williams. “On the Road” speaks to drivers and therefore the Business of Safety podcasts for the driver persona were published via this channel.

NTI was not aware of another podcast series for industry at the operational and management level. We were already in the process of creating an in-house podcast channel, “[NTI Spotlight](#)”, which helped address this gap. Podcasts for the operations and management personas were published to this channel. NTI Spotlight was promoted to our broker network and in our social media channels.



FATIGUE
Fatigue is your greatest risk

On episode 44 of the On The Road Aussie Trucking Podcast, [Adam Gibson](#), NTI's Transport & Logistics Risk Engineer, talk with Mike Williams about the common myths surrounding fatigue crashes and some of the things drivers can do to manage their fatigue.

Listen from 2:20 to 16:20.



PODCAST

Episode 44 - On The Road Aussie Trucking Podcast

Mike Williams and NTI's Adam Gibson talk about the common myths of fatigue crashes in trucking. Listen from 2:20. →



BUSINESS ESSENTIALS
Tip for time management (so safety isn't last on the list)

Rhiannon Dickenson, Office Manager, at Dickenson Transport is no stranger to working in a fast-paced, time-sensitive environment. In this podcast, she speaks with NTI's Customer, Culture & Transformation Manager, Kelly McLuckie, about simple steps she takes to help overcome the day-to-day challenge of managing competing priorities. She also shares some helpful tips for better time management so that safety isn't last on the list.



PODCAST

NTI Spotlight: Tips for time management (so safety isn't last on the list)

In this episode of NTI Spotlight, Rhiannon Dickenson of Dickenson Transport and NTI's Kelly McLuckie shine the light on managing time in a fast-paced, time-sensitive environment. →

(above left) On the Road podcast episode; (above right) NTI Spotlight podcast episode)



Case Studies

Case studies in the Business of Safety portfolio often had a related piece of content in a shorter format, such as an article or infographic, with both pieces focusing on the same topic. The case study would look at how the tips and advice provided in the shorter format was successfully put into practice by a specific business to demonstrate practical application of those tips.

The two case studies that were published, featured Monson Logistics and ANC Forestry. These content pieces targeted our operations and management personas.



Every day for your business is filled with data. Modern fleet operators often use multiple software packages, each with different functionalities. Each can also generate multiple reports and several data sets.

It's key to get a good view from these treatments to access the right data, not the most data.

Monson Logistics has successfully adopted several essential software packages to maximize its operations and improve safety. It's time to take a look at the most relevant reports and data sets, learn how they work.

Too many spreadsheets!

In 2019, Monson Logistics operated across various offices in Florida, Texas, and California, processing thousands of invoices and reports. Managing this data was a challenge, and it was time to find a better way to handle it.

Monson Logistics has successfully adopted several essential software packages to maximize its operations and improve safety. It's time to take a look at the most relevant reports and data sets, learn how they work.

Software was the solution

To address these challenges, Monson Logistics implemented a new software solution that integrated all the data into a single platform. This allowed them to access all the data they needed in one place, making it easier to analyze and act on.

- Real-time data and insights
- Streamlined workflows
- Improved reporting and analytics
- Enhanced collaboration and communication
- Increased efficiency and productivity

Improving driver safety

Monson Logistics also implemented a new software solution that focused on improving driver safety. This included features like real-time monitoring of driver behavior, alerts for unsafe driving, and comprehensive training modules.

"The new software has been a game-changer for us. It's allowed us to take a more proactive approach to driver safety, and we've seen a significant reduction in incidents since we implemented it."

Reducing business costs, improving efficiency and cashflow

Monson Logistics has seen a significant reduction in business costs since implementing the new software solution. This is due to improved efficiency, reduced waste, and better cash flow management.

"The new software has allowed us to optimize our operations and reduce our costs. We've also seen a significant improvement in our cash flow, which has helped us grow our business."



How can your business best utilize new technology that doesn't deliver the expected results? How do you know when to stop? These are the questions that Monson Logistics is asking.

Monson Logistics has successfully adopted several essential software packages to maximize its operations and improve safety. It's time to take a look at the most relevant reports and data sets, learn how they work.

What are your goals?

When you start a new project, it's important to define your goals. This will help you stay focused and motivated throughout the process.

Monson Logistics has successfully adopted several essential software packages to maximize its operations and improve safety. It's time to take a look at the most relevant reports and data sets, learn how they work.

What are your operational problems?

Identifying your operational problems is the first step in solving them. This involves looking at your current processes and identifying areas where there are inefficiencies or bottlenecks.

Monson Logistics has successfully adopted several essential software packages to maximize its operations and improve safety. It's time to take a look at the most relevant reports and data sets, learn how they work.

How do you get it into your business?

Once you've identified your goals and operational problems, the next step is to implement a solution. This involves choosing the right technology and ensuring it is integrated into your existing systems.

Monson Logistics has successfully adopted several essential software packages to maximize its operations and improve safety. It's time to take a look at the most relevant reports and data sets, learn how they work.

How do you know if your new technology is achieving your goals?

Monitoring and evaluating the performance of your new technology is crucial to ensure it is meeting your goals. This involves tracking key metrics and comparing them to your initial objectives.

Monson Logistics has successfully adopted several essential software packages to maximize its operations and improve safety. It's time to take a look at the most relevant reports and data sets, learn how they work.

Special thanks to Monson Logistics for their support and for allowing us to share their story. We hope this case study provides valuable insights for other businesses looking to improve their operations and safety.

eBooks

eBooks, similar to case studies, were a more in-depth study of a topic also discussed at a more general level in a related piece. It contained more details and often featured a transport business to demonstrate practical application of the tips and advice shared. The three eBooks were published as PDFs that were downloadable on a Better Business Hub page. The content targeted our management persona across technology, leadership support and fatigue.



How do you create and keep a great business culture? This eBook provides practical advice and strategies for building a strong, positive work environment that drives success and safety.



How do you respond after a fatigue incident? This eBook provides a step-by-step guide to handling such incidents effectively, ensuring the safety of your drivers and the well-being of your business.



What does a leading-edge fleet look like? This eBook explores the latest trends and technologies in fleet management, providing insights into how to stay ahead of the competition and improve your operations.

Guides

Eight guides were published and could be downloaded as PDFs. Guides were quite visual and included links to other helpful business of safety resources and information. Guides suited an audience with a preference for visual learning but wanted more information than an infographic would provide.



This guide provides essential information for new drivers, covering topics like vehicle safety, navigation, and basic driving techniques to ensure a safe and successful start.



This guide offers practical advice on how to minimize distractions in the driver's cabin, including tips on managing mobile devices, reducing clutter, and maintaining focus on the road.



This guide is designed to help new drivers navigate the challenges of starting a new career in the trucking industry, from finding a job to getting on the road.

This guide provides information on how to set up a low-distraction cabin, ensuring that drivers can stay focused and safe while on the road.



This guide emphasizes the importance of regularly tuning and updating technology to ensure it remains effective and secure for your business.

This guide provides information on how to use your data effectively, offering tips on data collection, analysis, and reporting to drive business growth.

Infographics

Similar to guides, infographics provided tips and information in a more visual presentation. Infographics are aimed at an audience with a more visual learning style who didn't want a lot of written content. Often, infographics in the Business of Safety portfolio had an accompanying written piece for the audience that wanted to delve into greater detail on that specific topic. Infographics were published as PDFs or downloadable images.

Five technologies that might save your bacon

PRE-START CHECKLIST: Top 5 Safety Technologies

- #1 Drive, don't fly**
Even though your seatbelt is not a new technology, it's still the number one safety device in the event of an accident.
IF YOU'RE NOT WEARING A SEATBELT, YOU'RE 80% MORE LIKELY TO DIE IN A CRASH.
- #2 How safe is your office?**
Do you know if your cab is R29 compliant? R29 is a cab integrity test that checks how safe you are in a collision.
A CAB COMPLIANT CAB CAN REDUCE FATALITIES IN FORCE MAJEURE BY 95%.
- #3 Always brake straight**
Anti-lock Braking Systems help keep your rig straight when you have to stand on the brakes.
SO IF YOU NEED TO BRAKE EMERGENCY BRAKING, YOU KNOW IT'S THERE TO ASSIST.
IF YOU NEED TO BRAKE SUDDENLY, YOU'RE 90% MORE LIKELY TO BE INVOLVED IN A REVERSIBLE CRASH WITHOUT OPERATIONAL ABS.
- #4 Keep the rollover to your bank, not the road**
Electronic Stability Control and Trailer Stability Control systems can prevent rollovers and loss of control.
OPERATIONAL EEC AND TIC SYSTEMS CAN MAKE YOU UP TO 20% LESS LIKELY TO CRASH.

Running effective meetings

Too many businesses have too many meetings that don't get results. The solution is to have better meetings.

Here's how:

State the meeting's purpose
There are three main types of meetings. In the best results, you should know ahead of time whether you'll be:

- Planning
- Problem solving
- Information sharing

Have a structure
Having a 'roadmap' will help your meeting get where it needs to go. Your plan should include:

- Agenda and timing
- Who's invited
- Plan for excluding remote attendees, or sharing materials
- Which talking notes and recording decisions

Invite the right people
Invite people to your meeting who:

- Are directly involved
- Are decision makers
- Have important knowledge

Stay on time
Everybody hates meetings that drag on, so:

- Allow enough time
- Use your agenda to cover everything
- Schedule another meeting if your meeting goes over

Have clear rules
To get the best contribution from everyone:

- Prevent off-on-topic or email
- Don't interrupt others
- Make sure everyone has a say

Agree on outcomes
Before everyone leaves:

- Assign tasks
- Share information with relevant people
- Schedule next meeting

Follow up
Before the next meeting:

- Check it on tasks before they're due
- Recognize tasks if needed
- Check people's schedules before organizing

How to say 'no' and make it stick!

Activation truck drivers are the best in the world. That's why they're respected by other and more efficient fleets around other countries.

But there's a downside: we've had a lot of leaders saying 'no' when the answer should be 'no'.

It's important to stick to your guns, but also the consequences of changing your mind on those a strategy or campaign can be.

Here are some tips to help you get there:

- #1 What is the priority?**
Agreeing to everything on the go, you're not, but also creates a negative mood.
If you're not a stake, or you're being asked to do something you're not good at, your priority is getting home safe, and keeping others safe too.
1... 2... 3...
- #2 Be cool**
Staying calm and in control of the team, saying your feelings to the boss, and being the best you can be.
If you're not a stake, or you're being asked to do something you're not good at, your priority is getting home safe, and keeping others safe too.
- #3 Don't stew**
It's easy to get over and over and over something in your mind until it becomes a mental 'thing'. Don't let it control you. If you're not a stake, or you're being asked to do something you're not good at, your priority is getting home safe, and keeping others safe too.
- #4 Give feedback**
Bosses, customers and colleagues all need feedback, so give it to them regularly, including when things are going well.
You help them do their job better and will be more appreciated for it.
- #5 Pick your time**
If you've got something important to say, say it at the right time.
Remember the one-two technique.
If you've got something important to say, say it at the right time.
- #6 Use the old one-two technique**
Remember the one-two technique.
1. Explain how your answer makes sense.
2. Ask how they think you can make the company better.
- #7 Just say NO!**
Just say NO!
If you do all of the above, you'll be a trusted and effective communicator.
Your boss will respect you for being the best you can be.
If you're not a stake, or you're being asked to do something you're not good at, your priority is getting home safe, and keeping others safe too.

Podcasts

A total of 6 podcasts were produced during the Business of Safety project - a relatively new medium for NTI. Podcasts allow the audience to listen to a discussion while doing another task, such as driving. For this reason, most of our podcasts were aimed at the driver persona. However, we also created podcasts for the operational and management persona to test these personas' response to this medium.

The art of saying 'no' podcast
In episode 55 of the On the Road Podcast, host Mike Williams speaks with NTI's Kelly McLoone, Customer and Culture Transformation Manager, and Glenn Gibson, Transport and Logistics Head Engineer, about the art of saying 'no'.

Fatigue is your greatest risk
In episode 44 of the On the Road Podcast, host Mike Williams speaks with NTI's Transport & Logistics Head Engineer, Glenn Gibson, about the common myths of fatigue and how drivers can do to manage their fatigue.

Tip for time management (go safety isn't last on the list)
In episode 48 of the On the Road Podcast, host Mike Williams speaks with NTI's Customer & Culture Transformation Manager, Kelly McLoone, about simple steps to help overcome the day-to-day challenge of managing competing priorities. She also shares some helpful apps to better time management so that safety isn't last on the list.

Templates

One template piece was published as part of Business of Safety: a worksheet targeted at operational staff to assist them in planning how their business should respond to the data coming through from driver monitoring systems.

Monthly data update

Month Year	EVENT TYPE	HAZARD MONTHLY AVERAGE	NEAR MISS MONTHLY AVERAGE	LOST TIME MONTHLY AVERAGE	TARGET
Event 1	##	##	##	##	##
Event 2	##	##	##	##	##
Event 3	##	##	##	##	##

Monthly focus: Insert monthly focus here.

The data says:
Select a single key data point. From month to month, this is up between positive and negative.

We'll respond by:
Suggest how the business can respond to turn a negative data point around or keep improving a positive.

Monthly data update

EVENT TYPE	HAZARD MONTHLY AVERAGE	NEAR MISS MONTHLY AVERAGE	LOST TIME MONTHLY AVERAGE	TARGET
Miscellaneous	7	4	4	0
Phone use	28	24	15	<20
Customer/Manager	0	11	7	<10

Monthly focus: Phone use

The data says:
Phone use events are increasing. Our fleet average is now over double the NTI benchmark.

We'll respond by:
Phone use events are increasing. Our fleet average is now over double the NTI benchmark. Managers will SMS drivers requesting a call back at next stop, instead of messaging drivers directly. Phone use policy will apply. Phone strikes and you are out, all staff, managers or drivers. No performance bonuses for annual (management included) with a phone use event.

Evaluation

Business of Safety concluded in early December 2021 and an evaluation of the program took place to identify:

- What worked best for each role
- What worked well
- What didn't work as well
- Key takeaways

The evaluation will include both qualitative and quantitative measures.




TOPIC PREFERENCE

	Topic (order of preference)	No. content	Total views
	Fatigue	8	26,588
	Technology	4	5,797
	Leadership Development	2	1,001
	Leadership Support	2	127
	Fatigue	4	6,340
	Leadership Development	4	1,004
	Technology	4	598
	Leadership Support	5	580
	Technology	6	1,002
	Fatigue	6	472
	Leadership Support	6	292
	Leadership Development	6	74

PREFERRED FORMAT

	Topic (order of preference)	No. content	Total views
	Podcast	4	21,571
	Infographic	4	10,287
	Guide	2	1,012
	Infographic	3	6,176
	Article	7	1,061
	Video	3	763
	Video	2	632
	Case Study	1	435
	Testimonial	2	248

ENGAGEMENT

	Most viewed content (order of preference)	Most downloaded content (order of preference)
	Fatigue is your greatest risk (podcast)	Sleep apnea: signs and solutions (infographic)
	Sleep apnea: signs and solutions (infographic)	Truck driver safety checklist (infographic)
	Truck driver safety checklist (infographic)	New truck driver tips and checklist (infographic)
	Fatigue Management: compliance is a step, not a goal (Infographic)	Introducing new truck safety technology (guide)
	Top 5 tips new and emerging leader (article + link to infographic)	Top 5 tips for becoming a leader (infographic)
	Overcoming the common challenges of change (video)	Fatigue monitoring data template (template)
	Monson Logistics: using the right data to ask the right questions (case study)	What does a leading edge fleet look like? (eBook)
	What does a leading edge fleet look like? (video)	A guide to fleet data management (guide)
	Managing fatigue: cost vs benefit (testimonial)	

WHAT WORKED WELL

- Clearly defined scope
- Cross functional expertise to execute the program
- Engagement of expert vendors to develop the content using best practice approaches
- Right Industry expert matched to topics which leveraged their experience and their unique views
- Development of the Better Business Hub to centralise content and enable 24/7 access to Industry
- Media launch at industry leading event Truck Show to maximise reach
- Multi media approach testing different types of content
- Flexibility in media type decision making when approach didn't resonate with personas
- Pivot promotion strategy when not achieving the objectives (e.g. promoting specific articles proved more successful than category pages)
- The use of native (sponsored content) advertising proved effective
- Marrying technical topics with soft skill capability
- Linking content pieces to increase capability across the ADKAR change methodology

WHAT DIDN'T WORK AS WELL

- Took time to get the tone right for the role
- An extension of topics to build knowledge and ability may have been beneficial
- Some content difficult to discover on Better Business Hub
- Not all topics resonated with the chosen role
- Breadth of program and complexity to execute would have benefited from more gates to assess and pivot where needed
- Expect challenges like negative commentary when promoting on social media platforms
- Recruitment of talent and participants was time consuming
- Promotion to a large audience on multiple topics across numerous channels created a challenging tracking environment
- Differing levels of promotion may align with views on content
- Consider alternate methods to measure efficacy of content, not just reach



KEY TAKEAWAYS

Choose the right media format for the right audience

Unsurprisingly, some media resonated with certain roles versus others. Our hypothesis were confirmed when we see total views across the three roles.

The topics chosen for the Business of Safety campaign were selected because there are significant issues in these areas. The potentially voluminous nature of material on these topics creates a conflict with the needs and preferences of the target audience. The transport industry is razor focussed on keeping freight moving with extremely limited capacity or desire for distractions, regardless of whether or not they provide value.

Drivers, as you would expect, being on road, resonated with podcasts as it allows them to engage whilst performing their job. Being short of time, infographics allowed Drivers to quickly ingest key points whilst not having to mine for value.

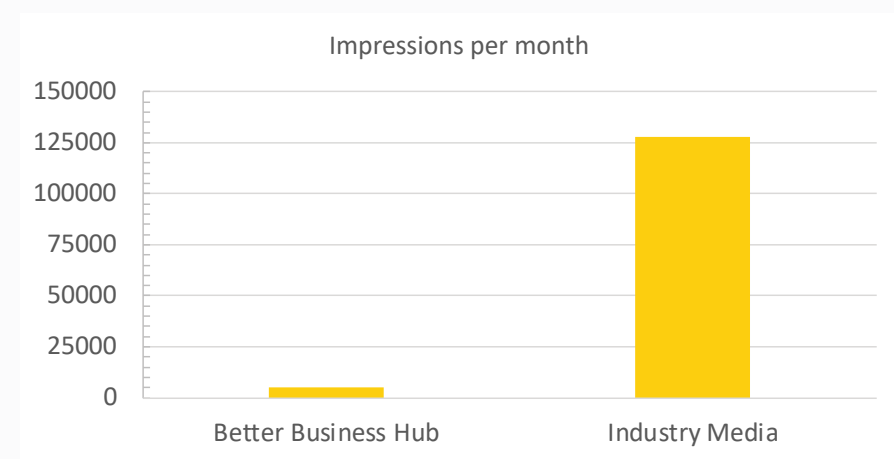
Conversely, Operations and Management engaged with media which required more of their time to delve into the topic. 60% of the media on the Better Business Hub was viewed using a mobile device.

Fish where the fish are

Around 87% or seven out of every eight page views were the result of traffic coming from promotion activities outside of the NTI Better Business Hub and only 13% coming from organic traffic to the hub.

The inevitability of this outcome becomes evident when you compare the reach of a well-funded, targeted near year-long communications campaign in the Business of Safety and the reach of the existing road transport industry media channels used to promote it.

These figures do not include the social media impressions for either category, only print, email and web traffic.



So before pulling the trigger on a communications campaign for road transport, it is critical to step back and ask “Am I fishing where the fish are?”

Communicate in their voice

The most effective strategy to counter-act this scepticism is to have your message delivered by a member of your target audience, preferably one with significant pre-existing credibility.

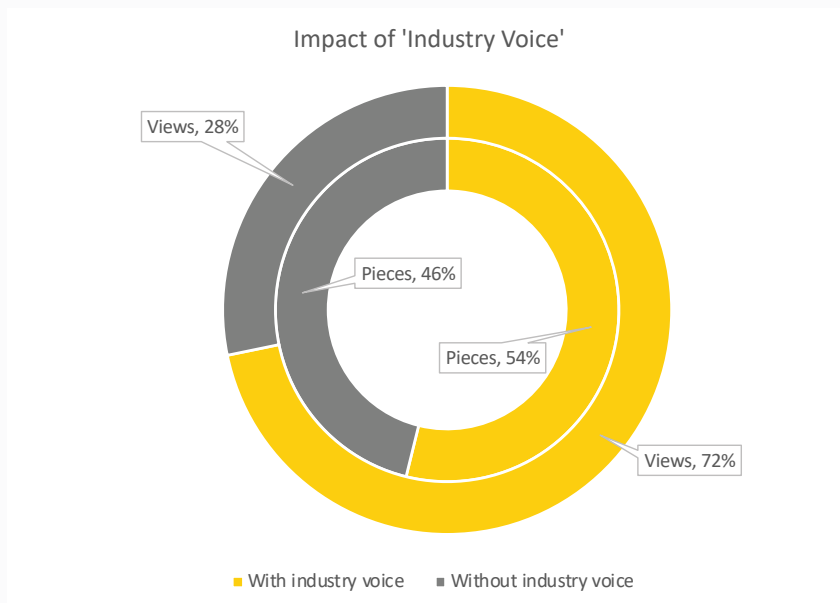
This means having drivers taking your message to drivers, operations staff to operations staff and management to management. Ideally, the speaker would be someone who is already known to the target audience.

If that isn't possible, it is necessary to establish that person's bona fides. It might feel like giving up a lot of time or page real estate, but it is worthwhile to include information such as "In 17 years driving cattle road trains in the Northern Territory and Western Queensland..." or "After 13 years driving trucks, 10 of that in tipper and dog work".

In the design of the Business of Safety campaign, just over half of the content pieces included one or more relevant industry stakeholder sharing their insights and experiences.

The results of this speak for themselves, with pieces delivered 'in the industry voice' receiving on average more than double the traffic of pieces which were not. It is important to emphasise, many of the pieces not using an expert from the target persona still had outside experts, for example the use of medical experts on pieces relating to sleep apnea, however this did not have the same impact as the audience seeing themselves in the content.

When designing a road transport communication campaign, before you pull the trigger confirm that you include 'talent' drawn from your target audience.



Conclusion

The last Business of Safety content piece went live on the first week of December 2021 on NTI's Better Business Hub, thus marking a successful end to the delivery phase of this project.

Throughout the course of the eight months of the project, 59 content pieces were

- published across the full range of formats, from infographics to podcasts, over the four topics
- developed in collaboration with a range of experts drawn from transport and other relevant fields

- promoted across social media, print media, google ads, mailing lists and by word of mouth.

The project's objective to "evaluate the factors which had the most influence over successfully communicating safety objectives to the transport industry", has been reflected in the findings of this report to provide further insight to interested parties within the field and/or to other organisations seeking to embark on similar projects or communicate to the same audiences.

While these findings may seem to only be scratching the surface, they are necessary considerations in order to successfully engage with the right audience and will hopefully serve to amplify the effectiveness of future safety improvements within the world's most efficient road transport industry.



References

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Top 3 tips for talking trucking safety

1

Fish where the fish are

Don't try to force your audience to come to you, take your message to your audience

2

In their voice

Aim for at least one-third, preferably half (or more) of your content to be delivered by your target persona

3

Right media format for audience

Make your message short and sharp, the less said, the more impact



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