

National Heavy Vehicle Regulator (NHVR) ***Heavy Vehicle Safety Initiative Funding Agreement***

Master Code Promotion and Analysis Project **Final Report – December 2019**

Background

The Heavy Vehicle Safety Initiative (HVSII) program funds initiatives that will deliver safety benefits for the heavy vehicle industry and other road users. It is administered by the NHVR on behalf of the Commonwealth Government and has provided \$17.3 million for 62 HVSII grants over the past four years.

During the 2017-18 financial year, Safe Trucking and Supply Chains (STSC) formed by the Australian Logistics Council (ALC) and the Australian Trucking Association (ATA), successfully applied to the NHVR for a grant (original funding) to develop the Master Code.

The Master Code was developed by the STSC and registered by the NHVR on 29 November 2018 as a Registered Industry Code of Practice. The STSC is the administrator of the Master Code.

In February 2019, the NHVR entered into a new agreement with the STSC to allocate the unspent money from the original funding to promote the Master Code to stakeholders with Chain of Responsibility obligations under the *Heavy Vehicle National Law* and assess the Master Code's effectiveness during the first 12 months of its operation (the Master Code Promotion and Analysis project).

Funding

The total funding allocated to the Master Code Promotion and Analysis project was \$79,350.

Activities set out under Agreement

The Agreement required the STSC to promote the Master Code at a number of industry events and seek feedback from stakeholders on the effectiveness of the Master Code during its first 12 months of operation. The activities specifically included:

- Research and promotion campaign development
- Development of promotional materials – factsheets and Z-cards.
- Present at industry events
- Present at Brisbane Truck Show and ALC/ATA Supply Chain Safety Summit
- Review and evaluate promotion campaign strategy
- Annual meeting with the NHVR.

Activities delivered

During 2019, the following activities were undertaken:

- Preparation, design and printing of:
 - A double-sided A4 fact sheet highlighting the key elements of the Master Code (10 000 copies)
 - A credit-card size Z-card "Your Pocket Guide to the Master Code" (10 000 copies)
- Design of a website to host the factsheet and further information on the Master Code (www.mastercode.net.au)

- Attendance at Brisbane Truck Show in May 2019 to present seminars on Master Code. Unfortunately, nobody attended these seminars. This is likely due to the poor promotion of the seminars by the event organisers and that they were scheduled on a weekend.
- Presentation at CSR Building Products Chain of Chain of Responsibility workshop in August 2019
- Distribution of Master Code promotional materials at various conferences and industry events including the Inland Rail Conference, Australasian Road Safety Conference, ALC/ATA Supply Chain Safety Summit and Grain Transport Safety Network
- Preparation and completion of Master Code Awareness survey which was conducted online between the 21 November 2019 and the 18 December 2019. The survey was distributed to a total of 13,083 industry contacts using the ATA and ALC's mailing lists. 704 (5%) completed the survey.

The STSC provided quarterly progress reports to the NHVR on the project milestones. The total amount spent conducting these activities is [REDACTED]

Outcomes of project

More effective promotion needed

Of the 704 Master Code Awareness Survey responses, only 62% were aware of the Master Code and 38 % knew nothing about it.

The STSC concludes that, following the first 12 months of its publication, the Master Code has not been promoted as widely and effectively as it could have. The survey results confirm that Master Code promotion requires a multi-faceted approach that is not limited to distributing flyers and presenting at events, but also includes social media (e.g. Facebook and LinkedIn) and targeted promotion in newsletters and trade magazines.

The audience for the Master Code includes all parties in the chain of responsibility and these groups are very diverse, ranging from small businesses such as the owner driver of a truck to large corporations such as national retailers, distribution centers and logistics providers. Promotion campaigns must be tailored to suit these different audiences.

More work is needed to promote the Code using different communication strategies, focusing less on transport operators and more on those parties who do not know that they are captured in the duties i.e. primary producers, retailers, manufacturers, suppliers, construction industry.

The next phase of promoting the Master Code must extend beyond those who attend conferences and events to capture small and medium enterprises in the broader supply chain.

Break down the Code to more user-friendly materials

Survey respondents reveal the Master Code could be simplified. Only 43% of those familiar with the Master Code agree that it's easy to understand.

A set of practical web-based resources and series of short and highly accessible webinars may more successful in raising awareness of chain of responsibility duties and the information in the Code.

Change the title

The title of the Master Code needs to be changed as a priority. The ALC understands that the Master Code is designed to be the overarching code of practice for CoR, but the title says nothing about what the Code covers and therefore makes it difficult to promote to those who have no familiarity with it. "Master Code" is a meaningless title. It should at least have "Chain of Responsibility" or "heavy vehicle safety" in its title so when people do an online search with these words the Code is found.