ISO 39001 Road Traffic Safety Management
A New Management Tool for Safe Road Transport

Martin Small
Director, Road Safety and Environment
SA Department of Planning, Transport & Infrastructure

Chair, Standards Australia Committee ME088
Working Group Chair, ISO Project Committee 241

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NEED FOR RTS MANAGEMENT STANDARD

- Road trauma is a global problem and growing
- By 2030, injuries generated within the road transport system will be the 5th most common reason for loss of health (WHO)
- Critical need to more intensively implement evidence backed interventions
- Also to build RTS capacity within public and private organisations
UN DECADE OF ACTION

- Approximately 1.3 million fatalities, and 50 million injuries each year
- 90% of road deaths occur in developing countries
- The No 1 cause of death for young people
- The goal is to stabilize then reduce the forecast level of fatalities by 2020
- The UN Road Safety Action Plan includes management “pillar”, and implementation of ISO 39001
ROAD SAFETY STRATEGY IN AUSTRALIA

- National Road Safety Strategy (May 2011)
- SA Road Safety Strategy Towards Zero Together (October 2011)
- ISO 39001 opportunity referenced
- Sustained interest from Austroads, Australasian College of Road Safety, ANCAP, etc
- Expanding private sector awareness and interest
“SAFE SYSTEMS” IN SOUTH AUSTRALIA
• Championed by Sweden, which provides the Secretariat for ISO PC 241
• Modelled on ISO 9001 (Quality Management) and 14001 (Environmental Management)
• Adopts Safe System and ultimate vision as basis
• Organisations required to consider activity in areas known to improve road safety
• Supports transfer of knowledge from road safety “experts” to others
Membership of ISO PC 241 includes

**Participating**
- Argentina
- Armenia
- Australia
- Barbados
- Canada
- China
- Colombia
- Finland
- Germany
- Italy
- Japan
- Jordan
- Korea
- Malaysia
- Nigeria
- Philippines
- South Africa
- Spain
- Sweden
- Switzerland
- United Kingdom
- Barbados
- Canada
- China
- Colombia
- Finland
- Germany
- Italy
- Japan
- Jordan
- Korea
- Malaysia
- Nigeria
- Philippines
- South Africa
- Spain

**Observing**
- Belgium
- Bulgaria
- Cyprus
- Czech Republic
- France
- Israel
- Netherlands
- New Zealand
- Norway
- Singapore
- Thailand

**Liaising**
- ISO/TC 22, Road Vehicles
- ISO/TC 211, Geographic information/Geomatics
- Global Road Safety Forum (GRSF)
- Global Road Safety Partnership (GRSP)
- World Health Organization (WHO)
- World Bank (WB)
- The International Transport Forum (ITF/OECD)
- International Association of Oil & Gas producers (OGP)
- UN Economic Commission for Europe (UNECE)
- European Transport Safety Council (ETSC)
- The International Road Federation (IRF)
CORE ELEMENTS OF RTS MANAGEMENT

• Management is critical to the successful delivery of interventions and achievement of results

• All good performing organisations:
  • Establish a vision, targets and objectives
  • Develop plans to meet the objectives
  • Allocate resources for implementation, and
  • Measure and monitor progress
ISO “PLAN DO CHECK ACT”

- **PLAN**
  - context
  - leadership
  - planning

- **DO**
  - support
  - operation

- **CHECK**
  - performance
  - evaluation

- **ACT**
  - improvement
PLAN – “ORGANISATIONAL CONTEXT”

• Identify how the organisation can impact on road safety
  • Employees use of the road transport system
  • Goods and passenger transport
  • Major generation of traffic flow
  • Service delivery and products for the road transport system
• Engage with stakeholders
• Determine scope of Management System
PLAN – “LEADERSHIP”

• Top management must:
  • Adopt elimination of death and serious injury as long term goal
  • Consider its interim road safety objectives
  • Develop a road safety policy that guides implementation
  • Communicate the policy to staff and stakeholders
  • Review and monitor progress
• Identify risks and opportunities and actions to address them
• Consider and measure known RS performance factors
• Set road safety objectives and plans
SAFETY PERFORMANCE FACTORS

• Risk exposure factors
• Final safety outcome factors
• Intermediate safety outcome factors
  – Road design and safe speed especially considering separation (on-coming traffic and vulnerable road users), side areas and intersection design.
  – Use of appropriate roads depending on vehicle type, user, type of cargo and equipment.
  – Use of personal safety equipment especially considering seat belts, child restraints, bicycle helmets, motorcycle helmets, and the means to see and be seen.
  – Safe journey planning including consideration of the need to travel, the amount and mode of travel and choice of route.
- Using safe driving speed also considering vehicle type, traffic and weather conditions.
- Fitness of drivers especially considering fatigue, distraction, alcohol and drugs.
- Safe vehicles especially considering occupant protection, protection of other road users, crash avoidance and mitigation, roadworthiness and securing of loads.
- Appropriate authorization to drive/ride the class of vehicles being driven/ridden.
- Removal of unfit vehicles and drivers/riders from the road network.
- Post crash first aid, preparedness to alert and post crash recovery and rehabilitation.
DO

• Support
  • Coordination
  • Resources
  • Competence and Awareness
  • Communication and promotion

• Operation
  • Control the processes needed to address the risks and opportunities
CHECK, & ACT

• Performance Evaluation
  • Measure contribution to RTS improvement
  • Investigate crashes organisation is involved in
  • Review by management

• Improvement
  • Address non-conformities
SUMMARY

• ISO 39001 requires organisation to:
  • Understand how it can influence road safety
  • Establish top management leadership and commitment
  • Determine its policy and communicate it
  • Consider factors that improve road safety in a known way
  • Establish objectives and plans
  • Resource plans, and support through management functions
  • Measure and continually improve performance

• ISO 39001 will provide significant leadership opportunities for many different types of organisations
• Is there an organisation for which the standard is not relevant?
• Is the standard likely to be useful for your organisation?
• Are you interested in being an early adopter?
THANK YOU

Government of South Australia
Department of Planning, Transport and Infrastructure