

ISO 39001 Road Traffic Safety Management

A New Management Tool for Safe Road Transport

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ALGA National Local Roads & Transport Congress

18 November 2011, Mt Gambier



Government of South Australia
Department of Planning,
Transport and Infrastructure

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



GLOBAL STATUS REPORT ON ROAD SAFETY

TIME FOR ACTION



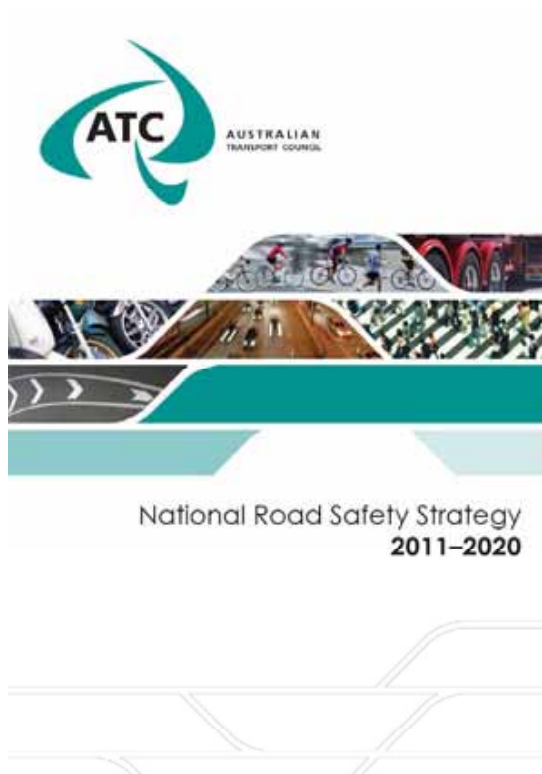
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UN DECADE OF ACTION

- **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

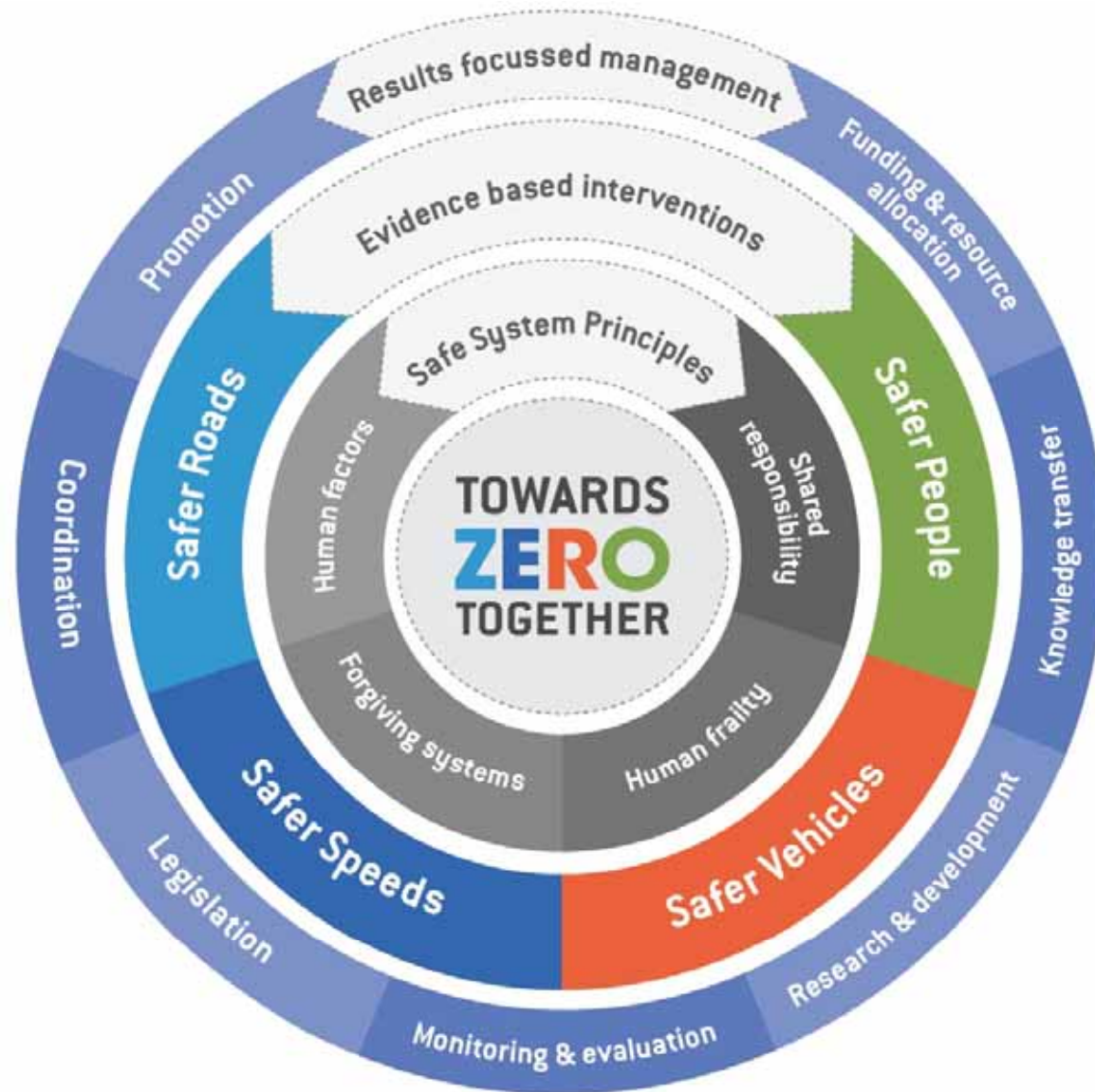


SOUTH AUSTRALIA'S ROAD SAFETY STRATEGY 2020



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“SAFE SYSTEMS” IN SOUTH AUSTRALIA



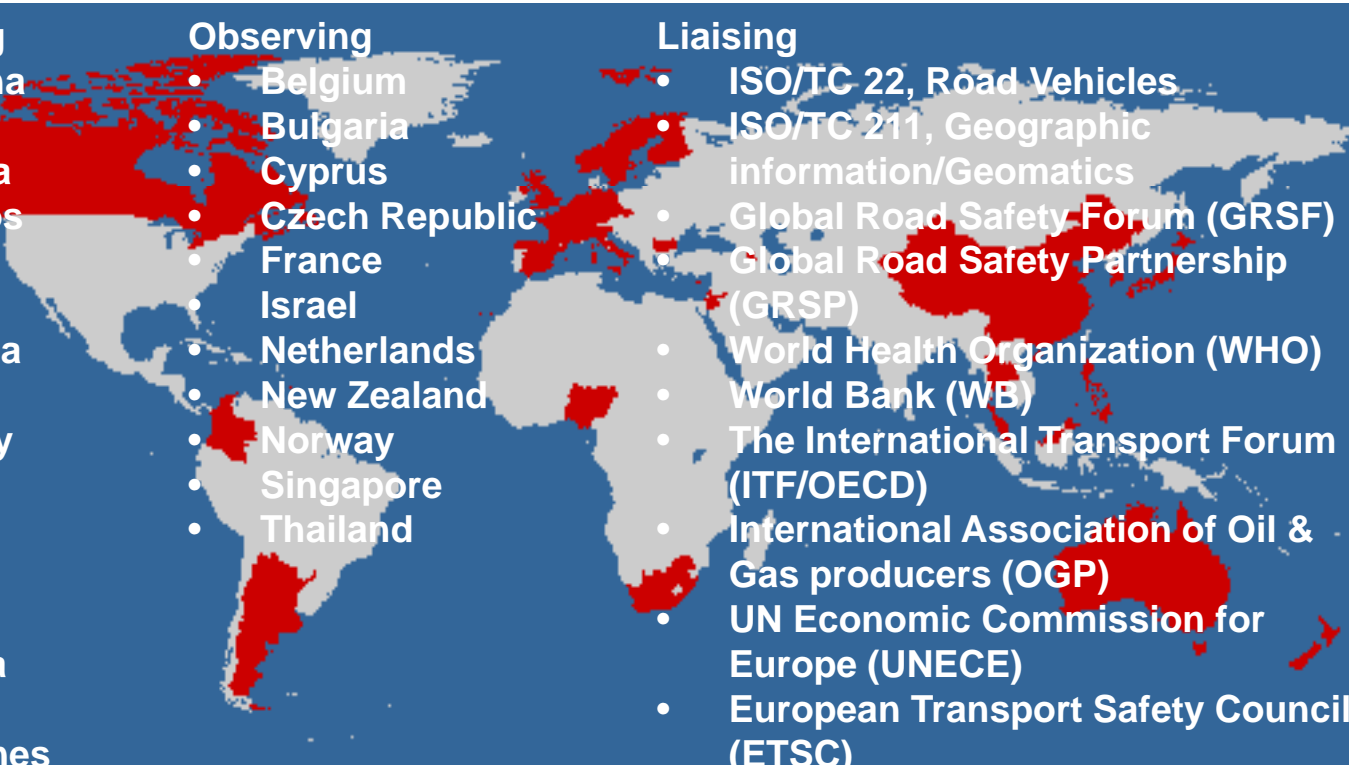
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DEVELOPMENT PROCESS FOR ISO 39001

- **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	Observing	Liaising
<ul style="list-style-type: none">• Argentina• Armenia• Australia• Barbados• Canada• China• Colombia• Finland• Germany• Italy• Japan• Jordan• Korea• Malaysia• Nigeria• Philippines• South Africa• Spain• Sweden• Switzerland• United Kingdom	<ul style="list-style-type: none">• Belgium• Bulgaria• Cyprus• Czech Republic• France• Israel• Netherlands• New Zealand• Norway• Singapore• Thailand	<ul style="list-style-type: none">• 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)

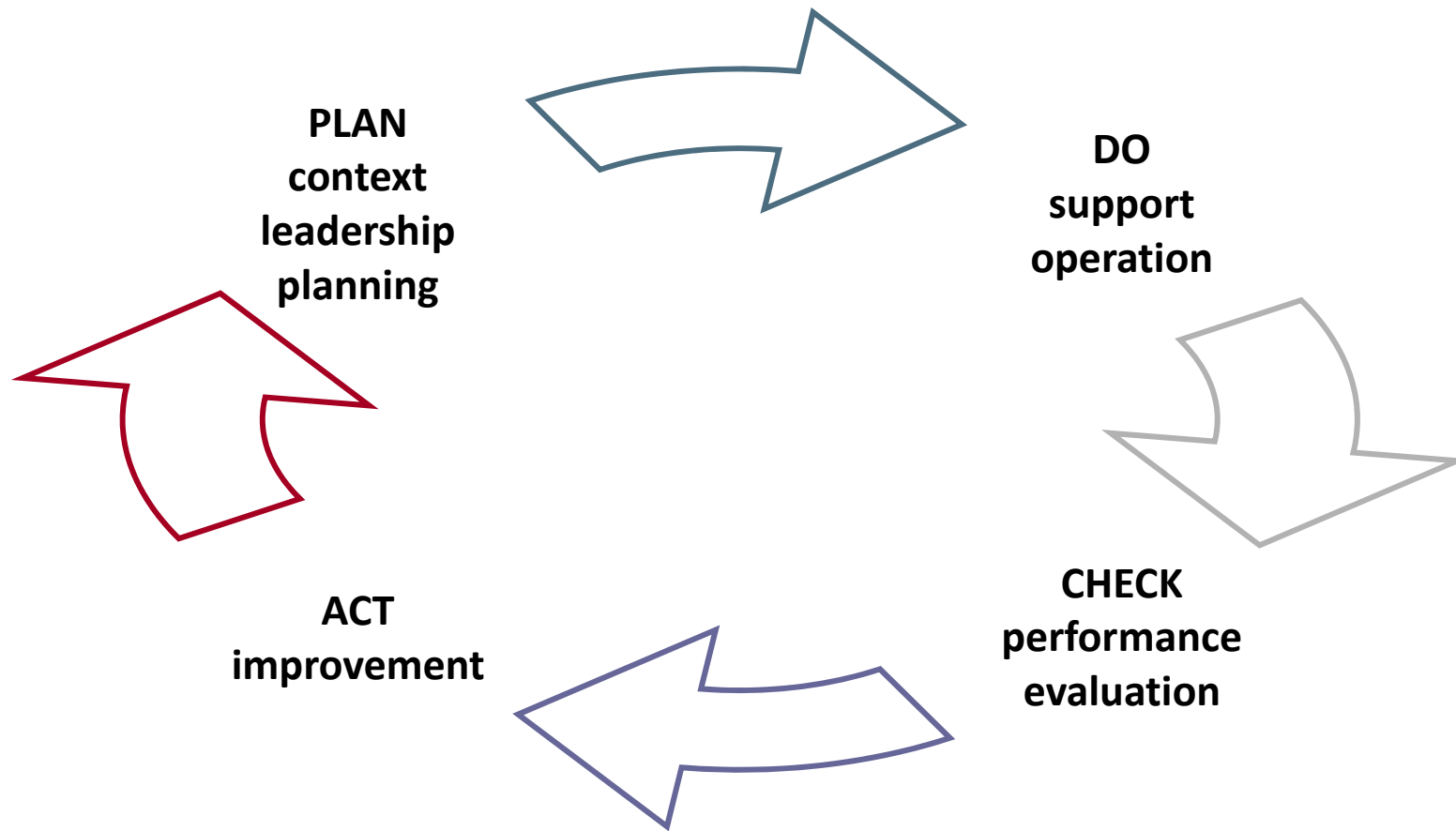


CORE ELEMENTS OF RTS MANAGEMENT

- **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 – “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**



PLAN – “PLANNING”

- **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



SAFETY PERFORMANCE FACTORS

- **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



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