Current as at 8 October 2021

CLOCS-A Technical Group 4: Communications Engagement and Advocacy

Terms of Reference

Purpose

This Technical Group 4 for *Communications, Engagement and Advocacy* is established to develop a CLOCS-A stakeholder engagement and communications strategy and actions.

This strategy will aim to engage all road user groups, in particular vulnerable road users, to help educate and raise awareness on the risks of interacting with construction related vehicles and the safe and appropriate behaviours we all have a responsibility to follow to stay safe.

Background

The Construction Logistics and Community Safety – Australia (CLOCS-A) Program is a national construction logistics safety program in development with stakeholders from government, construction, transport and community road safety groups, designed to improve work-related road safety on construction projects.

The CLOCS-A Program and its deliverables are guided by the Safe System approach to road safety. The Safe System approach recognises that humans are fallible and people make mistakes, however mistakes when using the road transport system should not result in someone losing their life or being seriously injured. A Safe System, which consists of the road network, its vehicles, speeds and the road users who interact with the system must therefore be designed and used in a way which prevents fatal and serious injury outcomes.

CLOCS-A aims to contribute to and strengthen the elements of the road transport system through best practice strategies proven to reduce road trauma and improve public safety around construction heavy vehicle movements, especially with vulnerable road users. Further, it aims to streamline construction project standards by establishing a nationally consistent framework that can be referred to and implemented by industry.

The CLOCS-A Technical Group 4: Communications Engagement and Advocacy has been established specifically to create CLOCS-A brand, tools, and programs to effectively educate and communicate awareness to the community on successfully sharing the road with trucks. Heavy vehicle operators and construction projects have a responsibility to take a leading role when operating heavy vehicles to proactively work with key stakeholders to minimise potential safety risks around construction sites and along the roads they travel along.

Principles

1. Tools and systems need to be underpinned by evidence.
2. Tools and guidance need to be relevant, intuitive, adaptable and scalable depending upon the size of the project and/or entities/organisations using the tools and guidance.
3. What is developed can be applied and shared across the entire industry – one standard.
4. What is developed needs to be able to work in alignment with localised communications campaigns and safety messaging.
5. Where possible, build on what already exists and is being used and then look to adapt.
5. Contributions and background Intellectual Property are all acknowledged and once agreed is identified as CLOCS-A.
6. The Technical Group 4 is a contributor within the CLOCS-A eco-system and where appropriate will ensure the outputs align with other Technical Groups.
7. Meetings can be held virtually and as required.
8. In the unlikely event the Technical Working Group disagree in a recommendation are referred to the Steering Group to resolve.
9. Reflect the original purpose of CLOCS-A which is community safety.
10. Seek to measure impact of CLOCS-A over time by leveraging off established partner tools (e.g. Transurban annual survey)

ACCC STATEMENT ON INDUSTRY GATHERINGS

All meetings will include an ACCC Statement on Industry Gatherings as part of the lead agenda item.

ITEM 2 xx (1 min)
ACCC STATEMENT ON INDUSTRY GATHERINGS
Recommendation: That the Working Group NOTE the ACCC statement on industry gatherings.

The meeting is requested to remember the purpose for which it is convened and to observe Australian Competition and Consumer Commission (ACCC) guidance on industry gatherings. To that end members should note that (insert NRSPP) and the participants of this meeting must not contravene the requirements of the Competition and Consumer Act (formerly known as the Trade Practices Act). Members should also note that these proceedings may deal with normal business, and policies affecting the industry, but may not deal with, in particular, practices relating to either the fixing, controlling or maintaining of prices or the anti-competitive use of market power.

TG4 Approach

TG4 will be delivered through two streams:

- Stream 1: Community Engagement - awareness beyond major projects
- Stream 2: Advocacy - making the business case for CLOCS-A

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Roles and Responsibilities

Partners of the Technical Group will have the following roles and responsibilities:

- Share information and progress on initiatives.
- Help advise and guide the development of tools, standards and processes.
- To act as a reference group for further advice when required.
- Ability to act as trial partners

Technical Group Members

The Technical Group includes:

- Melissa Weller (Chair) Australian Trucking Association
- Adam Brighthouse, Toowoomba Shire Council
- Alex Metric, Baw Baw Shire Council
- Hannah Lewisdalby Laing O'Rourke
- Irene Narayan, Grasshopper Environmental
- Jerome Carslake, NRSPP
- Fiona Ray, NT Government
- Luke Wilby, Transport for NSW
- Martin Toomey, ARTSA-i
- Rachel Carlisle, Victorian Department of Transport
- Tonia Bergmanis, Commonwealth Office of Road Safety
- Mark Noble, Holcim

Potential Deliverables

The following may be possible depending upon resources:

- Consistent messaging that relates to the target groups with a single brand
  - CLOCS-A brand recognition and alignment of messaging
- Letter box guidance for community groups along routes of CLOCS-A construction sites on safe interaction with trucks
  - Detailed tool box kit / guidance for sites / construction companies on swapping the seat guidance with VRUs into trucks.
- Guidance for community
- Truck Show Engagement
- CLOCS-A website
- Case Study and webinars of CLOCS-A champions
- Video engagement of industry, community, government and driver narratives

Development Process

Current as at 8 October 2021

1. Map the stakeholders
2. Define problem / issue
3. Scan of existing content / material
4. Development of draft CLOCS-A guidance/tools relating to key risks and areas
5. Consultation with Supporting Partners and Steering Group
6. Agreement of CLOCS-A content
7. Implementation
8. Monitoring and Evaluation

Timelines

- Align the technical working groups to the milestones
  - Review
  - Consultation, accept, modify
- Target dates in place to align with the HVSI application
- Components within the Draft Guide which relate to this Technical Group.
- Consultation

Contribute time and resources to ensure successful completion of objectives.

Examples of Comms Initiative

- https://www.safet360.com.au/
- https://roadsafety.transport.nsw.gov.au/campaigns/be-truck-aware/index.html
- See And Be Seen – Our campaign for traffic safety | Volvo Trucks
- Stop Look Wave | Volvo Trucks
- https://www.bendigo.vic.gov.au/Strategic-Planning/Strategic-Planning-Projects/Get-Truck-Wise-Campaign
- https://www.nhvr.gov.au/about-us/safety-campaigns
- https://www.nhvr.gov.au/weneedspace
- https://www.bicyclenetwork.com.au/our-campaigns/swapping-seats/
- https://www.amygillett.org.au/ `
- https://www.amygillett.org.au/sharing-roads-safely-pilot
- https://www.truckingnation.com.au/share-the-road/
- https://ultimatesemitrucks.com/truckright_truckies_top_tips_1.html
- https://www.whitelinetv.com/vimeo-videos/truckies-top-tips/
- https://www.boral.com/community-sustainability/community-partnerships/road-safety-education
- https://www.holcim.com.au/future-safe-industry-forum-update

- https://www.holcim.com.au/sites/australia/files/atoms/files/pedestrianheavyvehiclesafetybrochure.pdf
- https://www.transurban.com/news/sharing-the-road-with-trucks
  https://www.youtube.com/watch?v=6eCtWdEdVQU
  https://www.transurban.com/news/share-the-road-for-safety
- https://www.bigrigs.com.au/index.php/2020/11/17/helping-motorists-understand-truck-blind-spots/