

# FLEETDRIVE

ISSUE 3 2016



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NEW THINKING.  
NEW POSSIBILITIES.



# Executive Summary

**Mace Hartley** Executive Director

Welcome to our new look FleetDrive. We hope you enjoy its look, feel, usability and as always it's content. I'd be delighted to receive any feedback you have by sending me an email [mace.hartley@afma.net.au](mailto:mace.hartley@afma.net.au) or give me a call on 0499 47 59 59.

After 68,000 words and contributions from many the Fleet Management Guide (FMG) is available and can be accessed by members from AfMA's website. It includes a plethora of information, sample policies and supporting tables. As you can appreciate 68,000 words makes for a large book, so to make life easier it's been constructed as a website.

Each chapter/topic is broken into sections with the final section containing resources which include a flow diagram where relevant and a PDF of the topic. This provides an opportunity to download the PDF and copy & paste information you might want to utilise to tailor your own policies and procedures to suit your business.

The FMG also contains a useful self-assessment audit tool. It poses a series of questions about your organisational needs in an effort to ensure you're addressed all the fleet related issues, minimisation of risk and promote a safe culture. This tool is cross linked to the FMG and topics are suggested where deficiencies are identified.

In our last issue I talked about change which of course is the one true constant in our lives. As I talk to fleet managers it gives me confidence that many have improvement plans in place or are investigating solutions to make their fleet department more efficient, reduce their carbon footprint and or increase safety whilst reducing their operational costs. In this issue you can read about some of the projects completed by some large fleet specialists.

Finally, I'd like to announce some staff changes within AfMA. Krista Barker has left the building (as it were). I'd like to thank Krista

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for her valuable contributions as Events Coordinator over the past two years and we wish her the very best with her next adventure. I'd like to welcome Eddie Pan and Hannu Matikainen to the AfMA team.

Eddie is our Membership Coordinator and comes to us with a strong customer focus from the hospitality industry and has experienced some of the joy of fleet management having been responsible for the management of 5 Smart cars at his last employer. Hannu starts in a newly created role of Relationship Manager and has worked across a number of industries including building, automotive, hospitality and disability (not for profit) and has a strong WH&S and compliance background.

**Mace Hartley**



# Hydro-C





# Gen

Which comes first,  
the car or the servo?  
AFMA meets the mastermind  
playing hydrogen's long game.

**S**cott Nargar is an incredibly passionate guy. A revhead at heart who wants his kids to grow up in a healthy world. While he gets uncomfortable acknowledging his first car was a Datsun Stanza, he always found making things sparkle and explode in the naked flame of a Bunsen burner fascinating. He's also a keen fisherman whose eyes, for all the travelling and hard work, smiled when looking forward to a weekend out in his boat.

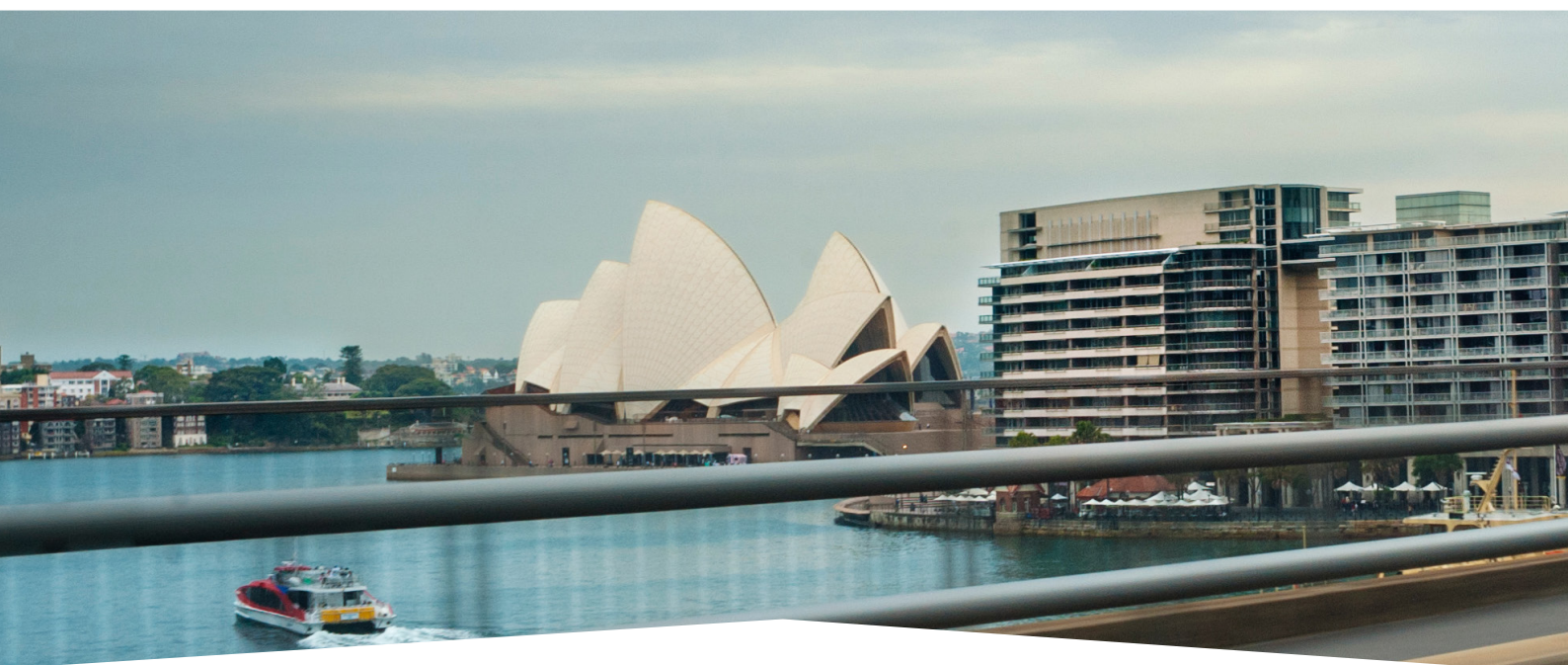
But at one point in Scott's life, he came frighteningly close to literally going up in smoke. His professional career made headway as a motoring writer with NRMA while doing road crash testing with ANCAP, setting cars up for crash testing and doing post-analysis reporting. But an innocent stop at a service station almost stopped him from ever making it to the hydrogen fuel cell program at Hyundai.

"I pulled up at an ordinary fuel bowser and began filling up the work van. Somehow I didn't discharge any static electricity from my body when I stood on the ground, touched the bowser nozzle handle or the car," he said. "The fumes coming out of the tank and the filler nozzle were sparked by the static and flames burst out onto my hand and face."

Instinctually, Scott grabbed an extinguisher close by while his hand was still burning, and put the fire out. Naturally, he admits hesitation often got the better of him filling up for a long time. His normally chirpy demeanour subsides when he tells this part of his story. With a loving family at home, he'd be forgiven for being turned away from his motoring passions for good. But he wasn't.







“I was in Korea about eight years ago doing pole crash tests on a SanteFe and saw some big tanks hanging out the back of an early fuel cell mule, which I got underneath and had a look at. I was quickly dragged out and told to stop looking at things I wasn’t meant to.” He was hooked.

Scott’s hard work and enthusiasm saw him invited to take part in national research for NRMA on fuel cells, years before anyone had really heard about it. Seeing some of the prototypes inspired him to take board members for a look, and then the opportunity came up with Hyundai.

So what is the Hyundai fuel cell program? The mission is to get mass-produced sustainable fuel cell vehicles on the road around the world. It’s that simple. What isn’t however, is the process. North America and California, and Europe, are constantly pushing tighter and tighter emissions regulations. The main goal for this program, using the ix35 as a platform, is to show people how user-friendly hydrogen fuel cell technology is, and that emissions are literally zero.

The simplest way to explain how hydrogen fuel cells work is this: high-pressure hydrogen gas (made from either solar power and water

(known as electrolysis); or steam-reformed natural gas, is stored in the car like a regular LPG tank. A gas pipe runs to the front of the vehicle. There’s no suck-squeeze-bang-blow, no pistons, camshafts, valves or spark plugs; no pulleys, crank or even gearbox. A mixer combines hydrogen with oxygen, which is fed into the fuel cell stack, the hydrogen is split, resulting in electricity and water. The electricity powers a single motor like any regular EV, and the water dribbles out the tailpipe.

“We’ve had 100 years of internal combustion and have made incredible engineering progress in that time. This is no longer future technology, it’s ‘now technology’ – it’s already here,” he said. The biggest benefit is that unlike electric plug-in cars, humans don’t need to change. We don’t need to wait 30 minutes to charge a battery (only three minutes), we don’t need to plug into fossil fuel-powered grids, nor do we need to worry about range anxiety because the ix35 fuel cell vehicle in the UK recently broke the record for the longest continuous journey on a single tank of hydrogen – 600kms. Far greater than any EV. But of course, it’s not as easy to implement as it should and could be.



“The cars are the easy part,” Scott said.

“We’ve got to push government and industry to invest in the infrastructure. But the Australian government won’t invest in it. Everything has to be done carbon neutral, except that we’re asking their help to do that. We’re the only first-world country where it’s not happening and it’s frustrating.”

“We’re also exploring other opportunities like local government fleets, car sharing programs and taxi services. Local councils are really positive and as soon as we have right-hand drive cars we can formalise things. Vehicles that council can use where the solar-powered

hydrogen depot is built on-site has massive benefits. Then there’s the powering of forklifts, street-sweepers, buses and trucks – there’s so much that can benefit from widespread hydrogen take-up.”

This has been the biggest hurdle for the hydrogen fuel cell industry. It’s growing, but yet again, Australia is behind the rest of the world when it comes to addressing climate change and corresponding technological innovation. Don’t think the pollies are ignorant of hydrogen fuel cells. Malcolm’s had a go, Environment Minister Greg Hunt’s jumped in, and Industry and Science Minister Ian MacFarlane helped launch the program in 2015.





“We’re well aware of the chicken-and-the-egg scenario. We imported the car and installed the station in 2014, but we need a larger commercial station to get it off the ground. We’re working with some of the biggest oil and gas companies in Australia to invest with us. It’s very positive conversation we’re having. Coregas through Wesfarmers, Boc and Linde Group which have built stations across Europe, Air Products and Air Liquide are some of the main companies making all the right signals.”

To add one more metaphor to this story, Scott also acknowledges the work being done by companies such as Tesla in EVs. It’s the tortoise and the hare – while Tesla makes lots of noise (and money) from its gut wrenchingly-quick electric cars, hydrogen fuel cell technology is not slowing down.

“We’ve had a very open dialogue with other manufacturers from day one,” he explains. “It’s something carmaker’s need to come together on. It’s not just making vehicles, it’s training of technicians, servicing and education, working on high-pressure gas and electrical systems.

There’s a whole industry waiting to benefit from hydrogen fuel cell vehicles.”

Don’t for a minute think this is a war against oil companies. It’s actually about meeting in the middle and transitioning from oil to other more efficient forms of energy. “We’re basically at the engineering limit of what we can do with oil. We need to work with BP, Shell and Caltex who have the infrastructure, to retro-fit and evolve their product and wean ourselves off oil.”

“We’re coming to a crossroads in Australia. Our oil refineries are old and won’t be upgraded, we’re about to suffer a massive workforce problem when Ford and Holden shutdown plants, we’re losing skilled people to overseas companies. We have a big rift about to open up and here is another opportunity for Australia to get on board with the rest of the world, not wait until it’s too late.” Credit, Scott says, is due to Toyota, Nissan and Honda for backing themselves with the Prius, LEAF and Clarity respectively. “When we look at the Ioniq platform for Australia, it’s going to be a very positive marketplace.”





“For fleet managers, you have the power to influence change, not just for the motoring industry and manufacturers, but for business and government by asking for not just for more advanced and safer vehicles, but cleaner cars too. This is an opportunity for Australia to highlight the technology coming through. We’ve got governments still focused on climate policies that other countries have had in place for years. It’s a difficult time, but also an exciting time – the market is open – and I can’t wait to see what comes through next.”

Most would be forgiven for having not even heard a whisper about the hydrogen fuel cell program at Hyundai. There’s reason for that. “Once we get the next-gen ix35 fuel cell vehicle in right-hand drive, we will really see hydrogen make some noise in Australia – I just can’t let this car out on the roads,” Scott says frustrated, but desperate to show people this car. “I’ve applied for so many concessions and permits, but it’s impossible. This is a full European-spec car with the latest safety gear, but we’ve been told no. If it was a 30-year-old Mustang on the other hand, that’s okay [under vehicle import regulations].” Despite the roadblocks, he finds solace in the power of the people. Namely, you.

“We’re in an election cycle and apparently the focus is on technology and innovation,” he said. “I hope this election doesn’t get distracted with side issues. We need to focus on the future of Australia and ask what cars we want our kids getting around in. Cars spewing out toxic gases or cars powered by sun and water? I know what I pick.” When it comes to major infrastructure, Australia has



always struggled. When it comes to climate change, well, just look at Kyoto. “I can keep rattling cages, but we’re way behind and I can’t do it myself. There also needs to be a government that wants to change and have the conversation.”

“South Australia is probably the lead state at the moment. They’re open-minded and aware they’re about to have a big unemployment issue if they don’t do something – and they

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want to do something about it. We're having conversations with them at the moment and it's really positive."

Last year Scott drove thousands of kilometres across Germany in an HFCV, and has followed every aspect of their development. This technology is chalk and cheese to what it used to be. Due to the lack of regulatory codes here, Nargar had to see the Hyundai refuelling rig built to Californian/North American fire regulations, including earthquake-safe designs. For the fear-mongering Hindenberg aficionados, these babies are safer than Joe Public will ever know.

"There are numerous failsafe valves in the rigs," he reassures. "Everything shuts off and is compartmentalised if something does go wrong, the gas is locked away in the over-tested tanks which are 1.5 inches thick of carbon fibre and are even dropped from heights and over-pressurised. They submit them to fire baths to expand the hydrogen, and they even fire bullets into them!" He says HFCVs are crashed tested like any other regulation vehicle. "It's seriously harsh testing. Even firefighters we've trained and educated on these vehicles will tell you it's safer than petrol.

You can't walk up to a bowser, cover a service station in hydrogen and set it alight." Scott knows the last scenario all too well.

In Europe currently, hydrogen is about €-10 per kilo for hydrogen and there are hydrogen stations popping up everywhere which means there's growth to be made, competition driving down prices gradually and ultimately infrastructure supported by government. In Australia, the hydrogen industry is already a busy place.

"Hydrogen is shipped from Sydney to Perth and Mackay constantly. We use it for cooling coal power stations, making peanut butter, we use it to make glass and steel; it's very common in manufacturing. It's relatively easy to make and cost effective when using steam-reformed gas. But again in Australia we've stalled on rolling out solar and windfarms which can produce hydrogen through electrolysis. Go to Europe and there are fields of panels and turbines everywhere and even hydrogen stations operating completely self-sufficiently with electrolyzers on the roof. It's brilliant."

For now, it's about small victories for Scott Nargar and the hydrogen fuel cell program





which he nurses. There's no reason we can't be working toward adopting this technology because there are so many potential benefits for doing so. You've probably read an article or two from various motoring media about the 'problems with hydrogen' and 'why hydrogen doesn't work'. But for all the naysayers out there, you just have to look at anything humans have made in the last 200 years – technology always gets better.

"I have a device that can make hydrogen from water at my desk at work to charge my phone," Scott says. "Anything we can do now to avoid internal combustion, is a step in the right direction. Things evolve quickly in science.

The question is: Who wants to move forward? Because there's no limitation to what we can do with hydrogen – that's the beautiful part."

"To think in 20 years' time we'll be able to say, 'We did it, we've changed the motoring landscape of Australia for the better. And it all started with our little car in Macquarie Park'. I can't wait."

With one last question, it was asked what dream vehicle Scott would love to see powered by hydrogen.

"Definitely my five-foot fishing boat. I love the idea of powering along in a fishing boat that only dribbles water back into the lake."

## A HISTORY OF HYDROGEN

"They started playing around with hydrogen in the late 1800s, there was the Gemini space program in the late 60s, submarines in the 70s and 80s, and then cars in the 1990s with trial cars and early prototypes into the 2000s. It seems like a long evolution, but like all technology, it improves and gets better constantly.

Fuel cell is the end game, and that's what the five of the biggest manufacturers in the world are working on." Hyundai, Toyota, Honda, GM and BMW have all got a hydrogen fuel cell vehicle.



# Talk Sharpe

AFMA sits down with Boral's National Fleet Manager to prod about his latest project and find out what motivates a bloke who's literally been there and done that.

WORDS SCOTT MURRAY



**W**hen you imagine meeting the man whose team is in charge of one of the largest light vehicle fleets in Australia, consisting of trucks, vans, utes, trailers, large sedans and small hatchbacks, a tough nut with a head full of adrenaline comes to mind. But understandably, Greg Sharpe was enjoying a short but precious kip in a Crown lounge chair when we met.

Sitting down to a pot of English breakfast, 'Sharpie' as he's affectionately known, explains how he came to the motoring caper in the first place – with an understated style.

"My first car was a series 3A Hillman Minx given to me by my father when I was 16, along with a set of spanners," he says proudly. "I wasn't allowed to drive it until I'd removed every nut, bolt, screw and gasket. It was a great birthday present." Greg's next challenge with the Minx was dropping an over-bored twin carb Sunbeam 1725cc motor in the front and a four-speed floor shift gearbox in the middle. The bug had bitten.

While the humble Hillman 'was never going to win Bathurst driving around on rubber bands,' as he puts it, Greg finds a more





important value in his first car story. “It taught me the value of knowing what you’ve got, what it’s worth and how much work’s involved in having it.”

“My whole life’s been in the motoring industry,” he said. “I started doing architectural drafting at Sydney University of Technology but, needed to eat, so I finished up working at McLeod Ford in Rockdale in 1971. In the building industry back then you couldn’t get a job without experience and you couldn’t get experience without a job, such was the rule. So I stuck to motoring.”

While doing his tertiary education, Greg washed and worked on cars, and trucks, service managed in dealerships and even dabbled in motorsport with drag cars, and motorbikes. “All the silly things you do as a young idiot,” he jests. Eventually he found

himself fairly high up the corporate ladder at Toyota in a variety of technical, sales and managerial capacities, where he “got a bit bored,” as he puts it.

“Then I picked up a 12-month contract with Boral,” he says with a twinkle in his eye. “It was to sort out a few outstanding contracts, bed down a few procedures and, well, 14 years later I’m still here bedding down procedures.”

It’s Greg’s experience as a jack of all trades at all levels that he says gives him an understanding and empathy having been on both sides of the fence, turning spanners and turning in paperwork. “In an extremely complex organisation like Boral I’ve had a chance to see things from everyone’s point of view,” he smiles. “Now I’ve a lot of young people working with me, and my career is about passing on





skills and attitudes to the next generation coming through. Things tend to be cyclical, particularly in corporate life, where during an organisation's journey ideas tend to come around again."

"As the business grows and evolves, you have to be ready to adapt and move as expectations change," Sharpie says. "Boral has been a big learning curve and things are very different to a decade ago. GoGet could be a part of that next journey we're about to take." So how does the GoGet car sharing business work with such an enormous national undertaking like Boral? Crawl before you walk, is one way of putting it.

"We have a tremendously diverse set of requirements for our fleet vehicles and varying interests from their users. In the construction industry you're always looking for ways of reducing operating costs and often that means fleet," he says looking over the rim of his glasses. "Sometimes that means running a grey fleet, as the needs arise." The concern

with grey fleet quickly becomes obvious. "Problem is, if it becomes necessary to have mums and dads driving their own cars for business needs, and those cars aren't necessarily up to par on safety, servicing or insurance, you run a heightened risk because technically they're considered a workplace."

Greg says Boral is being proactive about these risks, fine-tuning a range of policies that demand a minimum set of requirements in order to prevent risking staff safety in the event of something going wrong, while meeting the fit-for-purpose needs of the vehicle and the role.

"We looked at taxis, Uber and rental cars but they didn't tick all the boxes. Then we looked at GoGet, which when you look at company car utilisation, could be quite economically viable." But first Greg and his colleagues have to get those numbers around utilisation. Once they know grey fleet usage rates, they can consider permanent GoGet services. "If we can get the program to work, we could be looking at potentially a third to half of our major sites





using GoGet services,” he said, “it’s quite a good solution for those big grey fleet mileage numbers we see.”

Rules and regulations are coming at businesses that aren’t easy to meet. “If you have one site with one operation, it’s easy. When you’ve got hundreds of sites across the country, many of which are a one-man operation, that’s not the case.”

When you learn about the scale of Boral’s operations, it seems a fairly trivial exercise to

trial GoGet to relinquish the company’s growing dependence on grey fleet.

“We sell just a little bit of concrete – about a million tonne in NSW in a big month,” Greg says glibly. “That’s a lot of concrete – not just housing slabs or flash driveways – we’re talking major infrastructure. That can mean some highly technical mixes, needing highly-skilled sales teams, with lab technicians running around picking up samples, road crews working around the clock transporting men

## The Internet of Everything, Connecting Vehicles, People and Work



Fleet Managers today are the Mobility Managers of the future. With Fleet Management becoming more complex, the focus is no longer on the vehicles, but on managing mobility.

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and materials between sites and operating with yellow lights on the roof. We mine sand and blue metal, we mine the limestone which we turn into cement which goes to mixing plants and finally becomes concrete delivered by truck, pumped into the sky or on the ground to be laid. All of that means moving people too. Concrete is just one of our business activities and there are plenty more. That's what our fleet is for – facilitating the operations of Boral start to finish. It's not just about the green and yellow trucks you see running around."

But the reality is that basic administration relies too heavily on grey fleet which puts his people at risk because of the unknown and difficult-to-regulate levels of safety in those vehicles. Vehicles which are considered workplaces and therefore come under OH&S legislation as the responsibility of the company. "We've got about 1800 light company vehicles running around right now, which grows or drops depending on need," Greg says. "GoGet won't go into our tool-of-trade work or replace our 'principle fleet'; it's a potential substitute for our older grey fleet







vehicles, so Camry, Corolla, Yaris, or perhaps a Rav4 will be safe alternatives for that demand.”

The program is still in its infancy at time of publication, but the premise is sound. Boral is running a pilot program, using existing GoGet services within a few minutes of a metropolitan CBD locale where staff can book and go use the nearest GoGet vehicle. But what about suburban or rural needs far from the hustle and bustle?

“The second trial site is a little more off the beaten track,” Greg says, “with no GoGet fleet within a 10km radius. It’s away from shopping centres, offices etc., but with high density grey fleet use and potentially needing multiple hire days. So we’ll station a couple of cars there which can be used as needed for the trial. We’ll look at other regional sites, and eventually rollout nationally if it goes to plan.”

But there is an element of trial and error to all this, one which could bring both parties back to square one. It costs GoGet to operate vehicles and they pay councils for parking

space – they don’t want cars sitting around doing nothing. Likewise Boral also needs to assist its people with change, as well as the time vested in running the numbers and business case to justify the venture.

“The question for us,” Greg divulges, “is whether it’s worthwhile where there’s some sort of administrative centre, having a small vehicle local to that site to meet exclusive Boral demand. Or can they be set up in cohort with other business partnerships? Obviously they (GoGet) want cars earning their keep, and we want to ensure we’ve got the demand to meet GoGet’s supply commitment.” The tricky part is that centralised operation aspect which means more homework for Greg. “A University campus or a big hospital may work well because it’s a hub, but for us, it takes more planning.”

Probably Greg’s biggest hurdle however, is culture and education. Let’s face it, we’re creatures of habit, and when it comes time to change, we can all be stubborn.





“We’ve bombarded our people for years with safe driving practices, we run very tight traffic infringement and licence management and generically, we’ve got some pretty well-behaved drivers out there who set a great example,” he said. “It comes down to slowly changing the Boral culture which by the way is exceptionally safety conscious. So culture shifts and educating people on the right way to do things are achievable objectives when you put the right mechanisms in place.”

“But you’ve got to stay across it,” Greg advises. “Keep monitoring and making sure the asset isn’t being abused, while also making sure there’s a feed in it for all parties – make sure it works, otherwise don’t bother.” To others looking to utilise the GoGet car-sharing services, Greg says it’s about doing that all-important homework.

“Ultimately, GoGet can be a highly convenient solution that’s cost-effective and ensures that our staff are in a safe modern vehicle either





when they're doing business or to cross over for private use when necessary is the wish. It's not a replacement for our entire fleet, but when we need to transport someone for something from point to point, and a company car isn't there, GoGet is a really strong solution."

From his days spent underneath, inside and around cars like the trusty Hillman Minx, to challenges of the corporate ladder, Greg has a wealth of knowledge invaluable to the constantly evolving fleet sector which grapples

with tightening regulations, safety expectations, globalisation, and relentless technological change. At least we can rest assured that one of the biggest light vehicle fleets in Australia and its people are in safe hands under the watchful eye of Sharpie's team.







# Pillar of Safety

Securatrak's Shaun Wilson reminds us of those niggling safety obligations you shouldn't be ignoring.

In our previous article we discussed the power of telematics and how it has the potential of affecting every aspect of a company's operations, providing a powerful financial and competitive advantage. We grouped the return on investment into three pillars, which were safety, productivity and fleet optimisation. Here are examples of how Australian corporations are utilising Vehicle Management Systems to support their safety and compliance needs.

It's fair to say many of the early adopters of telematics in Australia, such as the oil and gas industry use the advantages of the technology to provide a safer working environment for their remote workers. Initially they proactively monitored the

location of staff. But as the technology grew to monitor activity like seat belt use, 4WD activation, harsh driving (speeding and G-force) became the standard.

Using the power of telematics' software they were able to create reports and dashboards to give management an insight of how their staff and contractors were performing while onsite.

This resulted in a dramatic decline in incidents and accidents, and formed the basis of their employment conditions moving forward. From there, companies like Santos also installed in-cabin duress buttons, connected to telematics device providing peace of mind to staff and management alike.





You might be thinking, “My staff don’t work in remote locations,” which is a fair comment. But once they leave the relative safety of your office which has been designed with the correct building regulations and ergonomic equipment, ask yourself the question, “Are they safe?”

Data from Safe Work Australia confirms the issue we have in Australia around vehicle accidents in the workforce. Over the 2003 to 2014 period, 65% of worker fatalities involved incidents with vehicles. Of the vehicle-related incidents, almost half (49%) occurred on a public road. One third of worker fatalities arose from injuries sustained in a vehicle collision on a public road, one third of vehicle incidents not on a public road, and the remaining third didn’t involve a vehicle.

Simply call it ‘Duty of Care’ or grab yourself a lawyer and look up your state’s regulations or harmonisation laws. Whatever you decide to do (or not do), if something happens, will you be

able to look yourself in the mirror or worse, the staff member’s family in the eye and say, “We did the best we could do”?

Safety inside the vehicle can also be defined as the education of staff around their driving techniques. Beyond monitoring the above events, many telematics devices and the Securatrak GO7 is a good example, to provide audible alerts to the driver to make aware of a road rule being broken. Alerts can be beeps or actual voice responses, but either way, rather than sending a driver on a training course once a year and hoping for the best, the device will continue to educate them on-the-fly throughout their driving experience.

Although documented a few years ago, here is the feedback from Santos after having telematics installed for a few years.

Between 2004 and 2006, Santos experienced an ongoing rise in the number of serious vehicle incidents at operational sites in outback Australia, despite the implementation of various safe-driving initiatives. The IVMS track the vehicles’ speed, route and harsh braking events and indicate if the driver is not wearing a seatbelt or if the 4WD is not engaged. Vehicle rollovers have reduced from six a year to zero and Santos has not had a serious vehicle incident for many years. We have had dramatic reduction in serious vehicle incidents since installing Securatrak GPS tracking devices in our vehicles. As well as vastly improving our



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overall safety record, the system has also significantly reduced our insurance, fuel and maintenance costs. From an initial trial of 32 vehicles, the GPS tracking devices are now installed in over 500 Santos vehicles.

The early adapters of Fleet Management should be commended, because in the year 2016, there is so much more that can be monitored to support OH&S, which is highlighted by the dramatic uptake of Telematics to support Corporations Safety Strategy.

This Safety Pillar is all about catching patterns of behaviour early and then helping drivers see the problem and offering support to correct it. Telematics technology gives Corporations insights they didn't have access to a few years ago, making for a powerful shift in the way safety is viewed.

If the Safety of your staff is not compelling enough to introduce Telematics, I have much more to talk about in the next two articles that will discuss the Productivity and Fleet Optimisation Pillars.

**Shaun Wilson**  
**National Channel Manger**  
**Securatrak**



**Securatrak** 

<http://www.safeworkaustralia.gov.au/sites/swa/about/publications/pages/work-related-traumatic-injury-fatalities-australia-2014>

<http://www.safeworkaustralia.gov.au/sites/swa/research/evaluation/pages/evaluation>

### Technology now provides corporations with OH&S options such as:

- Traditional Live and Historical tracking
- Driver Behaviour
- Driver Feedback for Training
- 4WD and Seat Belt use
- G-Force / Roll over notification
- Duress Buttons
- Man Down Pendants
- Driver Identification
- Zone Activity – no go zones
- Video Footage of Activity
- Collision Avoidance Systems such as Mobileye
- Tyre Pressure Monitoring
- Better Maintenance Scheduling
- Less Down time due to incidents
- Incident Investigation
- Insurance Premium Savings





# All covered

Four private sector insurance companies to provide CTP insurance in South Australia.

**J**ust as registration of a vehicle is compulsory, so is Compulsory Third Party (CTP) insurance. Importantly, CTP insurance provides compensation for personal injury to people injured in road crashes where the driver or owner of a South Australian registered vehicle is at fault.

From 1 July 2016, the Motor Accident Commission (MAC) will cease its role as the sole provider of CTP insurance and four

well-known private insurers will commence provision of CTP insurance in South Australia.

All registered vehicles will be automatically allocated to one of the four private CTP providers - QBE Insurance (Australia) Limited, AAMI, SGIC and Allianz Australia Insurance Limited.

For the first three years, CTP Insurance prices will be fixed to increases about three per cent on average each year.





There is no advantage to being with any particular insurer. The cover and price of insurance is the same and the entitlement to compensation you may receive, should you be injured and have an eligible claim, will also be the same regardless of your insurer.

Changing insurers is not actively encouraged, but if there are serious concerns and legitimate reasons for renewing a CTP insurance policy with another of the approved insurers, the CTP Insurance Regulator will be able to assist this process.

Current payment methods will remain the same and all motorists have to do is receive their registration notice and pay how they normally would.

An independent industry-specific CTP Insurance Regulator is being established to:

- ensure a fair and affordable CTP scheme and consumer protections for motorists; and
- be responsible for oversight of all insurers, consumer protection, and setting CTP premiums.

The Motor Accident Commission will continue both its award-winning work promoting road safety awareness in South Australia and its role of Nominal Defendant, in which it acts as “insurer of last resort”, to ensure people injured in accidents by unregistered/uninsured or unidentified motor vehicles have access to compensation.

For more information, visit [www.ctp.sa.gov.au](http://www.ctp.sa.gov.au).



# Post Haste

It's not easy moving an entire country's mail in this fast-paced technological jungle we call home. Fortunately, for Australia Post, James Dixon is in the command bunker.

WORDS SCOTT MURRAY PHOTOS SUPPLIED



**A** 1964 Chevy pick-up isn't the last word in automotive innovation, nor is it a vehicle many would lust for or dream about. But reliability is more important to more people than novelty or sentimentality. This is the right attitude to have when you run one of the biggest fleets in the country. Meet James Dixon, a man on a mission to keep Australia's non-stop 24/7 postal service going and going and going.

The Chevy was nothing more than a tool for James, but it was dependable. "It was a means to an end," he said. "It provided a transport solution, however was not the most prestigious vehicle on the road, it must be said."

For two centuries Australia Post has been that crucial link between cities, communities and regional areas and has seen world wars, the industrial revolution and the computer age. At every step, the postal services has remained

steadfast and strong, adapting with change and delivering – literally. James Dixon fully intends to continue that legacy.

"Australia Post will continue to evolve to meet the changing needs of our consumers," he said. "In April, Australia Post became the first logistics company in Australia to test Remotely Piloted Aircraft (RPA) or 'drone' technology for parcel delivery." Not to mention the \$20million investment in a new eCommerce Innovation Capital Fund in partnership with Melbourne University. "We've also established partnerships with ShipStation and QANTAS," James said. "The former will make it easier for customers to print labels and lodge articles for shipment, while QANTAS will be our new dedicated air freight partners networking with Australia Post and StarTrack."

But what about the entirely in-house managed fleet? It's not exactly running the RSL shuttle





***“Australia Post will continue to evolve to meet the changing needs of our consumers,”***

bus on a Friday night. The numbers are impressive. “Currently the Australia Post Group fleet exceeds 12,000 assets with over 1200 bulk, prime movers and large trucks, over 800 trailers, more than 1500 vans and 600-plus passenger cars,” he said. “Not to mention our 7000 iconic Australia Post motorcycles.”

Such a large and diverse network cannot be run by pencil and paper these days. “We use numerous tool, both external and internally created,” James said. “We use GPS via our external supplier MyFleet and scanning capability with GPS provision via our communications partner. These systems link back in to depot-level systems, to allow for safety and customer service management.

James has a team of over 60 people nationally, consisting of state fleet managers and admin staff, to technicians and workshop managers, plus technical support and even truck washing crews. “Given the size of the fleet,” he said, “we use a mix of internal workshops, OEM contract maintenance and sub-contract maintenance to support and maintain and support the various vehicle types. This can provide unique challenges in rural areas however, we’ve been operating long enough that we have a robust national network we can call upon where necessary.”

His team is in constant contact with service providers and regular reporting is what he describes as key to the operation’s success.



“Vehicle issues are monitored closely and national bulletins are issued regularly to advise the users to keep an eye out for any potential issues,” he said.

In advising other fleet managers in procurement, running and servicing vehicles, managing drivers and improving efficiency, James says it’s safety first. “It’s our utmost priority and is the first consideration in any decisions taken,” he said firmly, knowing that the flow on from safety can make the rest of the task much easier. “Following safety, having a flexible approach to decision-making when it comes to vehicles is also valuable; sometimes the safest, most suitable and cost-effective solution is not the first brand that comes to mind, and of course, the task the vehicles are required for will affect the vehicle type.”

Dixon says to choose a supplier with a network that understands your business requirement. So too is regular and thorough maintenance. “Sticking with the OEM service regime is key to

success; the vehicle manufacturer undertakes exhaustive testing on maintenance and this should be followed rigorously.” It’s a similar story with vehicle accidents and the follow-up investigation – don’t just sweep it under the rug. “Where accidents do happen, we don’t just repair the damage and move on; you need to understand why the accident happened and put steps in place to ensure it doesn’t happen again.”

In the pursuit of safety, Australia Post is again an experienced lot. Taking care of its people and others is at the core of every operation, especially its enormous and frantic fleet operations.

“Australia Post has evolved out of a safety-strictly-for-compliance culture in which safety leadership is seen as everyone’s responsibility and is demonstrated at every level,” he said. “Managers are empowered to take ownership of safety outcomes and make decisions that will reduce exposure through expert technical safety advice and support.”



***“Where accidents do happen, we don’t just repair the damage and move on; you need to understand why the accident happened and put steps in place to ensure it doesn’t happen again.”***





“We have underpinned safety leadership by really focussing on our serious injury and fatality exposure or potential,” he said. “We’ve tailored a focussed observation and feedback program on providing affirmation to our operators/drivers/riders who demonstrate the safe behaviour while also affording coaching to those workers who perhaps aren’t as safe.”

Into the future Australia Post will be bringing its supervisory level leaders further along the safety path. After all, it’s the supervisor team James Dixon says, “really has the breadth and depth of influence in our network.” He says the strategies on coaching, training and feedback are already rolling out and will be imperative in its safety-conscious future.

James’ role is very complex, as you can imagine, with real-time tactical activities and strategic planning

essential in day-to-day operations due to the speed of change, especially driven by eCommerce and the present day technology disruption.

“I reflect on my time in the United States Marine Corp and the learning instilled in me around the need to be agile and improvise when needed,” he said. “The best plans change and improvising is required to achieve excellence. I also reflect on my decade-plus at Linfox Logistics and the mentors and industry experts I had access to. These previous roles have enhanced my capability for the challenges of today.”

Fortunately, among the hustle and bustle of the planes, trains and automobile games he plays everyday, he gets to enjoy a few elements of the job. “I enjoy the people, the passion and the pace of change. These three criteria ensure my days are both challenging and quite enjoyable,” he said. “I find the most interesting thing is the desire of our people to be successful and delight our customers while performing safely. These teams invigorate me to work smarter and harder to ensure their success.”

No doubt, like the simple but reliable Chevy that once moved him from A to B and beyond, James Dixon has got Australia Post’s fleet demands all under wraps.



# An IAG for detail

Insurance experts IAG offer fleet managers an opportunity to try before they buy. Sharon O'Neill, manager of IAG Fleet, explains all.

WORDS SCOTT MURRAY

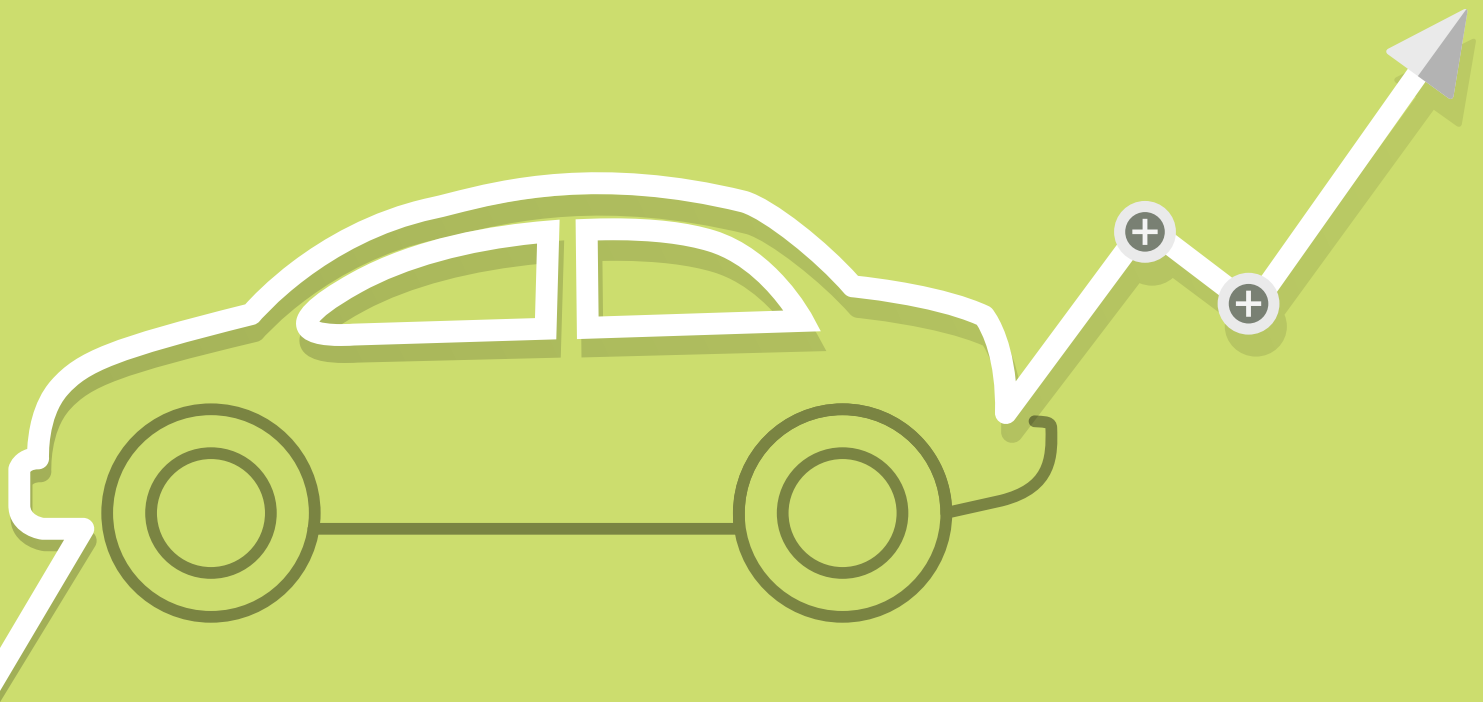


**F**or the princely sum of just \$500, Sharon O'Neill bought her first car. The year was 1979 and her ticket to freedom was a trusty HR Holden station wagon in Grecian White. Some may scoff, but it had Premier options like vinyl seats and was a reliable and smooth (for the time) three-speed column-shift manual. To fuel her freedom, Sharon pumped petrol on weekends. Haven't times and expectations changed? From humble motoring beginnings, she was recently tasked with the operation of the new IAG Evaluation Drive Day putting new metal to the test.

"I enjoy a challenge that's both physical and mental, and I'm quite a competitive person," Sharon said. "So with 59 vehicles spread across six classes supplied by nine manufacturers, I certainly achieved the challenging part."

The function of the IAG EDD, held in Sydney's Olympic Park precinct, is to allow fleet buyers back-to-back access to a wide range of vehicles that may be considered for the next fleet procurement cycle in a respective business, especially IAG itself.





“It’s designed to review vehicles that our people use to do their jobs,” Sharon said, “ensuring we’re using industry-leading technology and safety features. It’s also a chance for the wider driving community to be part of the evaluation process.” The ability to drive multiple cars at one occasion is not only untimely for most fleet buyers, it’s a logistical impossibility for most people. Not for Sharon.

Drivers, with the option to drive alone or in pairs, or even solely as a passenger, were briefed at the beginning about following normal road conditions before setting off. The test

course involved a five-kilometre circuit which took approximately 12 minutes to complete which comparing and analysing vehicle ergonomics and NVH (noise, vibration and handling), plus steering and brake pedal feel in typical driving conditions. Sharon’s course even included different tarmac types to compare vehicle characteristics on hot-mix and course-chip surfaces.

In addition to driving, other details like size, space, storage, fit-and-finish and general controls were also given the once-over, against other vehicles in the same class.

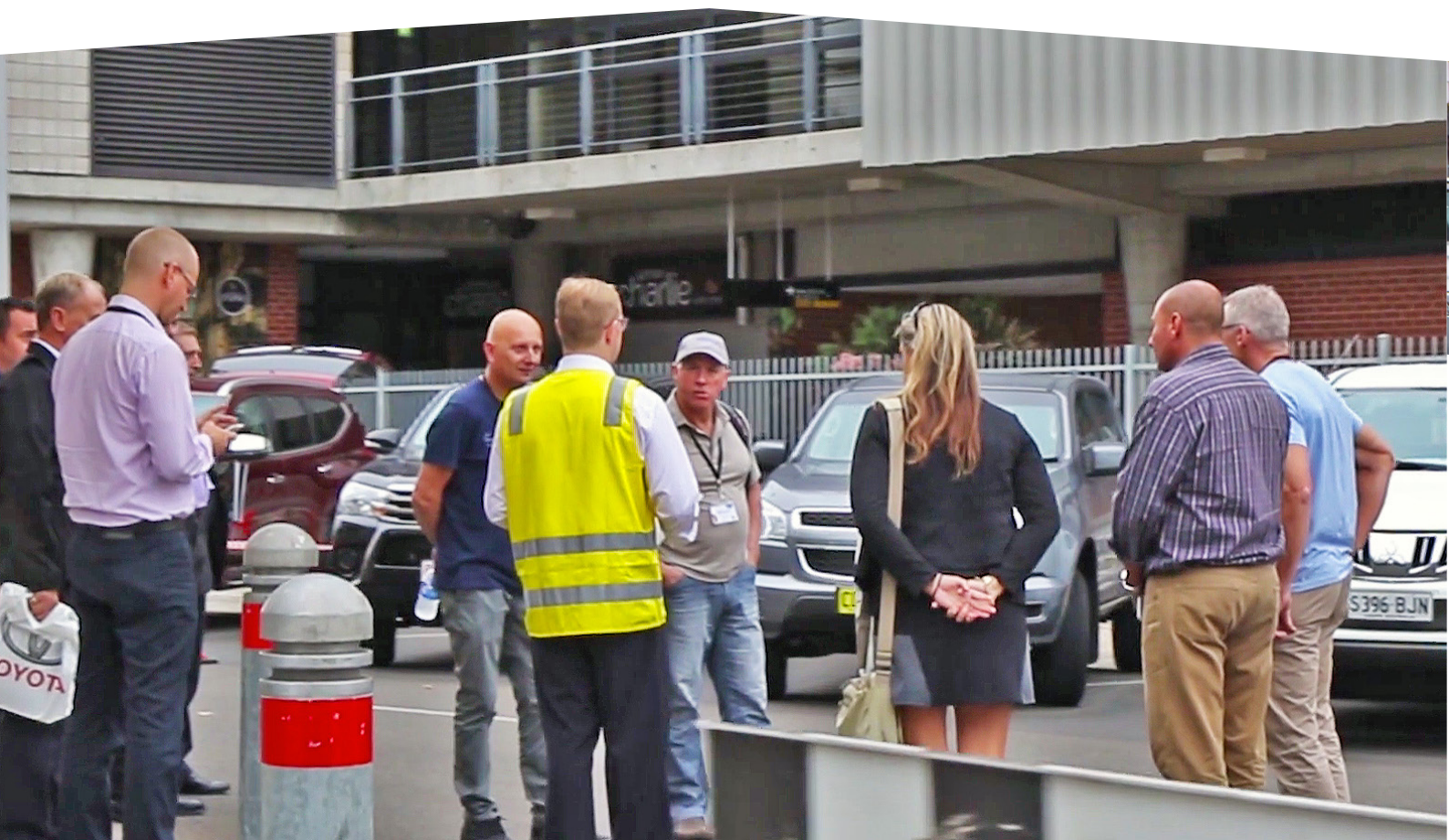


“It makes it easier to effectively rank the suitability and preference,” Sharon said. “Most of the ‘test drivers’ drive over 50,000km a year and working with the IAG Research Centre, we were able to leverage knowledge and expertise in car safety from across the business to bring this event to life.”

With nearly 60 vehicles to evaluate in one place at the same time, the 80 participants were busy opening and closing car doors, turning keys, adjusting mirrors and probably the odd unintended use of wipers instead of indicators. “We had a bit of everything, from small, medium and large passenger cars, to medium and large SUVs, and 2WD dual cab utes,” Sharon said.

“Evaluation included a diverse range of safety measures, such as 5-Star ANCAP rating (and the year it was rated); reverse cameras, hands-free Bluetooth and head restraint grading. Overall feedback will now be built into the whole of life cost analysis to make sure the vehicles we are using suit the needs of our people. This initiative has provided our Fleet Management Team with a deeper understanding of driver preference and business suitability for each vehicle class so our business makes informed decisions about the vehicles we use now and in the future.”

So far, feedback is good and Sharon says there’s scope for further expansion with the program.







***“The positive feedback we have received from the participants shows us that it was a worthwhile exercise”***



“The positive feedback we have received from the participants shows us that it was a worthwhile exercise. There is definitely the potential for us to look at hosting this event again in the future.”

But there are a few pieces of advice Sharon offers to any fleet manager about to take a walk into the showroom before the next IAG Evaluation Drive Day.

“The first rule of thumb is suitability. There’s no point researching costs until you’re satisfied the all the vehicles on your list are fit for purpose,” she said. “Understand how your company vehicles are being used and establish a whole of life cost analysis following this.

Vehicle options can be quite emotive because everyone has a personal opinion of what they feel they need. It’s important to review the whole vehicle offering; however safety and comfort are paramount for employees who spend a lot of time on the road.”

Compared to her first car, Sharon O’Neill sees the enormous benefit in putting people in the driver’s seat when procuring a new fleet vehicle. While there are many dirt-common similarities between even base model small hatches compared to her column-shift HR, they are worlds apart. In today’s fast-paced world of safety, liability and constant communication, it’s never been more important to know you have the right tool for the job.





# 2016

## AFMA FLEET AWARDS

**The Australasian Fleet Management Association**  
**Supporting innovation and excellence in Fleet Management.**

The AfMA Fleet Awards seek to identify advances in best practice in Fleet Management and to bring these to the attention of its members and the industry.

Since their introduction in 1996 the awards have recognised new approaches and applications that have produced substantial reductions in costs, lowered emissions and improved safety outcomes.

Drawing attention to advances in fleet management techniques, the application of technology, fleet safety and raising awareness of the fleets' impact on the environment, the Awards have inspired many to begin their own voyage towards best practice.

### CATEGORIES ARE:

#### **Fleet Manager of the Year**

Presented to an individual demonstrating excellence across the field of Fleet Management.

#### **Fleet Environment Award**

Presented to an organisation for outstanding achievement in running a green fleet as part of a sustainability fleet policy.

#### **Fleet Safety Award**

Presented to an organisation demonstrating best practice in Fleet Safety.



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