

**Submission
No. 66**

DRIVER EDUCATION, TRAINING AND ROAD SAFETY

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Submission – Staysafe
(Joint standing committee on Road Safety)

Late Submission – 2nd March 2017

By Stewart Nicholls from Ian Luff Motivation Australia Pty Ltd

Dear committee,

As a leading provider of post license driver education, our organisation considers this inquiry to be extremely important and we are pleased that you not only are considering this submission but also have granted an extension to us.

Our organisation has been involved with this committee in the past and it is noted that driver education and training has never been introduced as a realistic option for delivering better outcomes for road users. Even though this was a key recommendation of **staysafe 37**. This is despite the calls from the public for such training to be endorsed or mandated by government.

It is our endeavour to shed additional light on our industry, what we provide, who we provide this training too and the evidence we have that this education would be successful for all road users.

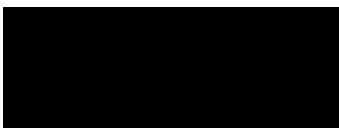
We also extend a warm welcome to the committee to attend a Drive to Survive driver training session that we will conduct to show this committee how modern driver training is carried out. This we believe will be highly beneficial and will demonstrate first hand why driver education is so valuable as a life skill.

Indeed it is our belief that if road users were properly and regularly educated and reminded of safe driving principles then we would absolutely reduce ambivalence and complacency amongst experienced drivers. We would also highlight the risks to younger inexperienced drivers and help influence their decision making as prudent drivers.

We do not have the belief that we can be solely responsible for the reduction in severe road trauma outcomes, however we do believe that training and education forms a vital role in this plan, but is currently overlooked.

To this extent we will demonstrate how past assumptions of the driver training industry is now well out of date. We will also provide clear recommendations on where we believe this committee can make landmark decisions that will see drivers given a greater chance of survival on our ever-busier roads.

Thank you again for including us in this inquiry.



Stewart Nicholls
Business Development Director
Ian Luff Motivation Australia Pty Ltd

Driver Training Myth

When referring to part B of the inquiry terms of reference, we feel it is important to firstly address the long stated myth that driver training makes drivers over-confident and therefore more risky.

This type of reference perhaps has some merit for driver training in the 80's and 90's, however it is completely irrelevant to the training that is carried out today. Around the time when most of the studies that are used as a reference regarding driver training effectiveness and the outcomes on drivers, the training methods used were a hangover from a time when skills based driver training was required.

That type of training was slowly phased out as vehicle technology improved and the likelihood of losing control was inadvertently reduced. Before vehicles were fitted with the safety technology we have today like, antilock braking systems, electronic stability control and speed sensitive steering, they were legitimately difficult to drive. This was especially the case in wet weather.

Combine this with smaller wheel sizes, deficient tyre technology and it was not uncommon for the average road user to lose control on a regular basis.

Having been in this industry since 1972, where drum brakes, wind up windows, no power steering and seat belts that required you to adjust yourself, we can give you a first hand account of the need for skills based driver training. It was in-fact common practice for us to make a driver lose control during a training session in order to regain control with the correct knowledge on how this is done.

Some people who didn't understand this principal declared that this was risky behaviour, but a bit like a helicopter pilot who trains for the event of a complete engine failure, we were training clients on techniques that were designed to save lives at that time.

Another common practice was to employ a sudden emergency stop, attendees would lock brakes causing the tyres to lose grip and skid in a reaction type braking scenario. It is well known this causes the tyre to be ineffective at stopping and removes the ability of the driver to drive around an object (like a child on the road). Drivers were taught to release the brake, reapply the brake to skid point then release it again and so forth until the vehicle stopped safely.

To the unknowing and from all observation of this practice it looks violent, it looks dramatic and the sound is very nerve-racking. Essentially ABS braking systems have ended the need to learn this technique and the system does this functionality for the driver instead.

This type of training ended in around 2006 when stability control started to become more common in vehicles.

Given the studies that determined driver training to be counter effective with regards to overconfidence and risk taking behaviour were conducted around 1999 – 2002 this took into account the old practices.

Today training methods are vastly different, adult learning methods are utilised and procedures that teach drivers about the technology in their vehicle have replaced out dated skid and recovery tactics.

This in our belief is where the greatest injustice in our industry has been done; indeed significant damage has been caused to the reputation of driver training due to government insistence that these studies are still relevant today. Only more recently have we seen governments start to change their mind with regards to improved driver training processes and this inquiry is a testament to that.

Today our program **Drive to Survive®** uses evidence based learning to achieve a **97% success** rate with regards to 'known' driver safety outcomes. In this document we will demonstrate how this is achieved.

Further from the old method of skills based training, we now focus on driver competency and changing driver behaviour rather than driver technique. Although, some very basic driving techniques are still taught and are still relevant even in today's modern vehicles.

Learner Driving

Our organisation was involved with Transport for NSW regarding the formation of the Safer Drivers Course for Learner Drivers. What was established for training was a completely different direction from teaching learners how to pass the test.

It was established that this is essentially what the learner driver system is designed to do, learner driver training providers try to reduce costs for students and accelerate the knowledge on what they will be tested on only. This is also the expectation of parents who expect a pass the first attempt.

Unfortunately with this learning process there is no room for learner driving that teaches safe driving. There is a very big difference between passing the test to gain the provisional license and learning safe driving techniques.

The system does expect that with experience a driver will improve and become safer. However our understanding is you don't know what you don't know. We call this being unconsciously incompetent, or simply unaware. The same can be said for math, if you have never been taught algebra how could you possibly know how to use algebra and for what purpose it has?

Does it mean that the person is no a smart person because they do not know this complicated mathematical process? No it just means they have never been taught it and how could they know this without the education required.

The same can be said with driving, learner drivers are largely taught by mum, dad, a friend or older sibling. Then they get a few learner driving lessons later on as they come closer to the license testing date. Yes they accrue hours of experience doing this process, but what bad habits, or misinformed information have they now inherited from their trainers? This is largely the problem with the learner driving phase or process we have.

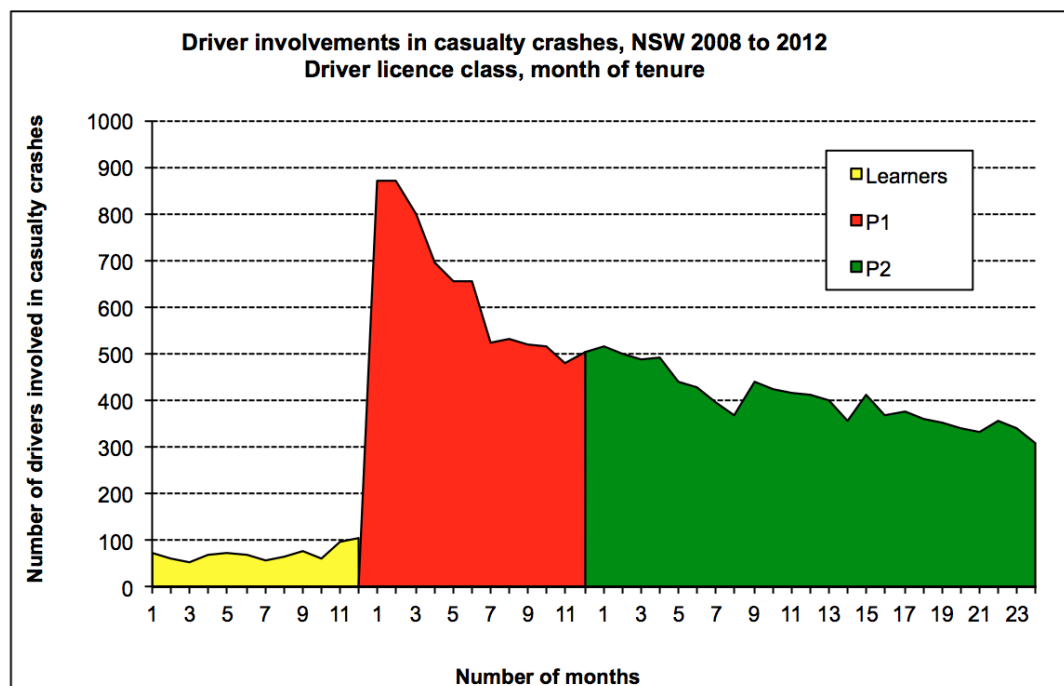
The safer driver course has gone a long way towards helping this problem, however it is only an opt in program, meaning it is NOT mandated as part of obtaining your license. This is where we feel that system falls down.

If all learners were mandated to complete the safer driver course for learner drivers then we would have a much better starting base for safe driving principles.

We do realise this is a complicated area to demand something like this, however for the outlay of \$140 we do not see this an unreasonable imposition on a learner driver, particularly with the offset of the additional 20 logbook hours added after completing the course.

The costs of running a motor vehicle into the future will far surpass this kind of outlay. Furthermore what is the cost to the community regarding accident injury rates that jump as soon as learners obtain their provisions license to drive.

Driving should be treated as an earned privilege, not an automatic right, why allow a citizen to drive who is not really competent to do so? This is the question we often ask ourselves when this subject comes up.



The safer driver course for learner drivers, while it is a fantastic program and should be a requirement for all learner drivers to participate, needs to be followed up during the provisional driving stage.

Elements that become relevant to provisional drivers can be taught in a defensive driving program, but are not appropriate for the learner stage of driving.

This is largely why post license driver training exists, to make up for the shortfalls in the initial training and for individuals to increase their own learning or to brush up on what they know through refresher training. It is not dissimilar to that of other educational pathways that allow for staged learning outcomes.

Drive to Survive® Defensive Driver Training Program

Today's Drive to Survive® defensive driving program is designed to give drivers the information they did not learn during the learner driver phase, or perhaps have never learnt as an adult.

We find attendees who have been driving for many years, complete this program and state they can't believe how much they didn't know.

The **Drive to Survive®** program has been developed to meet and exceed current best practice learning guidelines.

Improvement and research into these methods is ongoing as we continue to adapt the program to ensure we are current and relevant to the issues drivers face while driving today.

Keeping up with new trends in driver risk factors and following these trends is vital to ensure our training is directed to where it is needed the most. Modern vehicle technology has changed as has vehicle safety and the environment continues to challenge drivers.

Some technology is misunderstood, with parents unable to gain new knowledge to pass onto their learner driving students, safety information that we know is relevant as a passenger as well as a driver.

The premise of expecting drivers to simply find out about safety systems through personal experience is unconscionable. There is simply too much to know; take something basic like an airbag fitted to all modern vehicles. This secondary restraint system can be deadly if used the wrong way, like passengers with their feet on the dashboard as an example. Our program aims to dispel myths and empower attendees through education.

Our education takes attendees on an interactive journey where they come to the right conclusions themselves, making the outcomes of the learning their own idea. It has been proven that when education encourages self-concluding learning there are far better results in long-term outcomes.

This comes down to careful planning of the content, the delivery mode and the high use of student interaction and humour. This requires the learning to be fun and to take in all the different learning triggers based on personality type.

This process also allows the students to be more accepting of the conclusions and that results in change.

Our own research into the effectiveness of the **Drive to Survive®** Program in changing behaviours of drivers proves by way of evidence that we have influenced their thinking. This in turn can be linked to behavioural change, meaning safer outcomes for drivers. Setting up safer driving behaviour will impact the driver for many years to come also influencing others and ultimately begin intergenerational change regarding safe driving.

This clear positive response provides evidence that the educational outcomes of this program are on track to reduce the road toll in drivers. But the road toll itself is not our sole objective; we also strive to reduce accident injury rates that far exceed the road toll itself.

In our surveyed response, 99% of attendees completing the **Drive to Survive®** program, now stated they would only consider buying a 5 star safety rated ANCAP vehicle.

The survey also found that **93% of attendees** now have a different opinion regarding the safety of vehicles that were NOT 5 star safety rated.

ANCAP safety ratings are published using a rating system of 1 to 5 stars. These star ratings indicate the level of safety a vehicle provides for occupants and pedestrians in the event of a crash, as well as its ability - through technology - to avoid a crash.

ANCAP safety ratings are determined based on a series of internationally recognised, independent crash tests and safety assessments. In all physical crash tests, dummies are used to measure the forces and likely injuries a driver, passenger or pedestrian may sustain during a crash.

Observations are also made on the displacement of test dummies during the crash, as well as the structural impact on the vehicle's occupant compartment. Vehicles must achieve minimum scores across all physical crash tests (for each ANCAP safety rating level), as well as meet minimum requirements for the inclusion of safety equipment and technologies.

Attendees are shown crash lab footage comparing lower rated vehicles to 5 star rated ones and we also use this session to discuss secondary restraint systems too, like airbag deployment.

"You have twice the chance of being killed or seriously injured in a 3 star ANCAP safety rated car compared to a 5 star ANCAP safety rated car"

If we can change the buying decisions of vehicle owners to encourage safer vehicle on our roads, this will lead to safer outcomes, especially amongst young drivers, who typically buy older cars to start driving in.

[Drink driving](#) is a factor in about one in every five crashes in NSW where someone loses their life.

Of the drink drivers who were killed in the five-year period from 2008 to 2012, 89 per cent were men and 66 per cent were under the age of 40. The effects of alcohol are wide-ranging and impossible to avoid.

After a big night out you may still have [alcohol in your system](#) for much of the next day.

Alcohol is a depressant and:

- Slows your brain so that you can't respond to situations, make decisions or react quickly
- Reduces your ability to judge how fast you are moving or your distance from other cars, people or objects
- Gives you a false sense of confidence – you may take greater risks, thinking that your driving is better than it really is
- Makes it harder to do more than one thing at a time – while you concentrate on steering, you could miss seeing traffic lights, cars entering from side streets or pedestrians
- Affects your sense of balance – a big risk if you ride a motorcycle or are cycling
- Makes you drowsy – you could fall asleep at the wheel especially if you are already fatigued

Given these facts and using government available information, we know that road users are vulnerable to peer pressure and can be lured into even low level drink driving. Even established drivers can get complacent with regards to drinking and driving, a message that needs to be reinforced with education regularly to ensure it remains top of the thought process.

Zero BAC requirements for provisional drivers are in place to combat these issues making it easy for teenagers to make decisions with regards to drink driving.

If they even have one drink, they are over the limit for example.

Through interaction and demonstration using Fatal Vision Goggles we have been able to effectively communicate and 'prove' to our attendees that impairment through alcohol tragically affects your driving ability.

Our research showed that attendees perceived this information as credible and allowed them to draw their own conclusions on what drink driving does to their safety outcomes. We make this learning fun and highly interactive, encouraging students to embrace the information.

Of the attendees researched, **97%** responded with a deep understanding of the affects that alcohol has on driving based on the **Drive to Survive®** Program.

Also **94%** said they would never drink and drive, with less that **3%** saying they would still drink and drive.

Not reaching everyone can be attributed to deep seeded thoughts and beliefs that they are able to drink and drive without risk or were prepared to accept this risk. We also note that drinking and driving is not illegal for fully licensed drivers provided the BAC level is below 0.05. Some of the responders may have been ok with risking that limitation. Our preference is that attendees adopt a zero blood alcohol level and try to eliminate the need to drive after even one drink. Having a plan B as the advertisements have said.

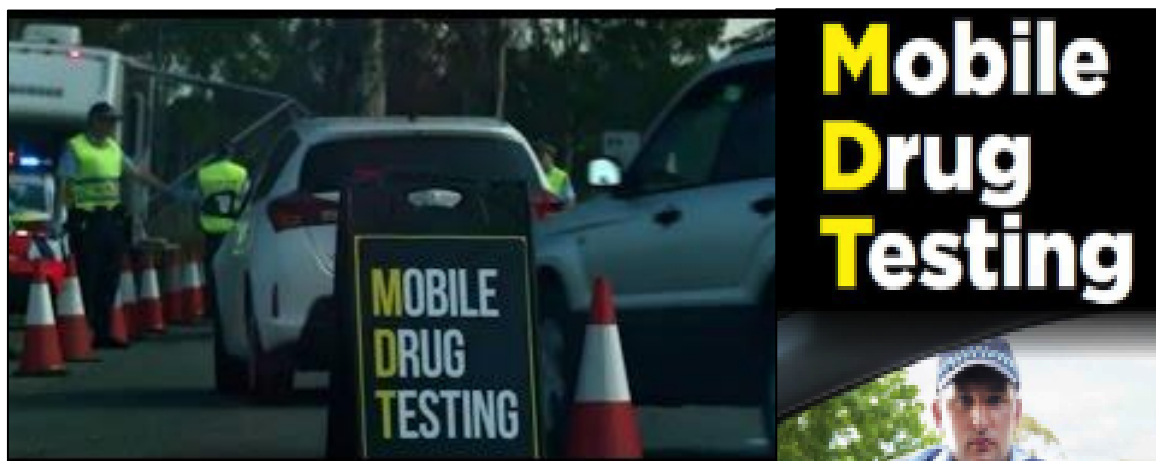
Knowing that **1 in 5** fatalities are recorded with alcohol in the blood we can confidently use this response as evidence the outcome of the program has been successful in reducing the number of drivers consuming alcohol before driving.

By impacting on this one element the **Drive to Survive®** Program will have a profound impact on the social and economical outcomes on the communities that our attendees are drawn from.

While Alcohol remains an issue for driving Australian's, there is an alarming trend in drug use and driving, particularly in fatalities. Current statistics show that drugs are evident in the blood of around **25%** of all fatalities as a result of road accidents (centre for road safety).

This is an increase from 2010 where it was on par with alcohol statistics. Hence the NSW Government introducing the **Mobile Drug Testing** (MDT) units to help catch offenders before they become a statistic (still too high).

Drivers now face hefty penalties for having drugs in their system while driving and the message of don't take drugs and drive is one that needs to be desperately relayed to young drivers.



The **Drive to Survive®** program gets the message across with effective learning strategies, linking impediments to daily life tasks. We don't preach to attendees in saying don't take drugs, this is ineffective, we say if you are planning on taking drugs then **DO NOT DRIVE**. Our mission is to directly influence the road toll caused by Drug driving.

Drivers caught with drugs in their system will face court, could lose their licence, receive a fine and end up with a criminal record. For a presence offence detected through an MDT, the court may impose a fine of up to \$1,100 and an automatic six-month licence disqualification.

Drivers proven to be driving under the influence of illegal or prescription drugs, face fines of up to \$2,200 and automatic 12 month licence disqualification for a first offence. These offenders can also be sentenced to up to nine months in prison. Higher penalties apply for second and subsequent offenders.

All who attend the **Drive to Survive®** program are unaware of these factors prior to attending.

“Education combined with enforcement is the most effective way to tackle this kind of road safety problem. It's worked with random breath testing, and we know it will work with drug driving as well.”

Ref, Centre for Road Safety NSW: -
<http://roadsafety.transport.nsw.gov.au/campaigns/mobile-drug-testing/index.html>

When surveyed following on from the **Drive to Survive®** program 97% of the responders stated they would not take drugs and drive.

This is a significant result and is an area where the **Drive to Survive®** program will save lives, with the more drivers reached the greater the number of positives outcomes likely.

As stated by the **NSW Centre for Road Safety**,

“education combined with enforcement is the most effective way to tackle this kind of road safety problem. It's worked with random breath testing, and we know it will work with drug driving as well.”

Without programs like **Drive to Survive®** it is unlikely the message will effectively reach drivers to the point of changing their behaviour.

Essentially the **Drive to Survive®** program is backing the Centre for Road safety by way of early education to MDT and this enables to NSW Police Force to also conduct their vital work with acceptance from the public much like it did with drink driving in the 1980's. This is vital information that drivers must be made aware of and understand.

Apart from the major road safety risk factors the **Drive to Survive®** program aims to make drivers aware of the common issues that face drivers and indeed can lead to crashes.

These include vision, where to look to be a more aware driver, respond to traffic and hazardous conditions and to take pre-emptive steps to ensure a safe journey. Most drivers look in the primary sight with their vision to low and respond to the vehicle in front of them. This is why front to rear crashes are so high in terms of statistics.

We teach them to look further ahead and to anticipate traffic movement to allow for a safer journey. However this practice also has a benefit of lowering vehicle emissions and saving fuel by way of more economical driving. In a way our program is also helping to lower the carbon output of drivers in this regard.

Connecting this to what we refer to as the walk of shame, we ask attendees to stand behind a vehicle outside at the normal distance they travel in traffic, this then highlights the tailgating tendencies of all drivers. We prove they do not have enough room to react to traffic hazards and then stop if required, this has a profound impact on all who experience this as ALL attendees are found to be tailgating.

Vision is also linked to fatigue, we discuss the signs of fatigue, how to recognise it and how to help keep your focus. Regular breaks from driving are also recommended as is getting plenty of rest prior to long trips. Again this is information that drivers should be aware of but are never taught.

Drivers whose mind is not on the job (paying attention) and who are not concentrating are simply at risk. We can't get in a vehicle and drive safely without being proactive and aware.

Our program aims to educate drivers about social impacts and the environment drivers are in, what happened prior to driving that might be on their mind, what happens while driving that may distract them too. We refer to this as a drivers mindset and how to switch this on for safer driving outcomes.

A drivers attitude is another very important aspect to driving, this refers to their attitude towards the law, road rules, consequences and other road users. Road rage has become a problem for many drivers and we discuss strategies to reduce frustration and avoid conflict.

A drivers awareness level of their surroundings in todays driving environment can become somewhat reduced due to many factors. Our belief that modern motor vehicles have become so easy to drive, this has caused motorists to become complacent and bored. Put simply boredom has crept into the drivers seat.

This boredom leads to anti proactive driving behaviours like mobile phone use. While drivers are distracted they are causing traffic delays, putting themselves and other motorists at risk and are simply not in control of the motor vehicle.

In particular texting while driving and social media use. This happens at traffic lights or in heavy traffic where drivers feel the need to fill their time by what they deem as low risk behaviour.

However we know this is not to be true, with texting while driving reducing your ability to drive by as much as 200% and placing you just as at risk of a driver with a blood alcohol level in excess of 0.05.

To this extent we talk about the consequences of the outcomes of this type of activity and discuss the law.

Knowing the risks of using a mobile phone while driving **92% of attendees now reported they were unlikely to use a mobile phone while driving.**

This does not take into account the legal use of mobile phone while driving through a cradled phone with Bluetooth connectivity.

Even an acknowledgment that driving while using the phone is dangerous is a win for increasing awareness and changing behaviour. Road safety campaigns work best we related to an experience, the experience in this case in our tailored learning environment.

We also discuss Timing and Technique with attendees focussing on how they use their vision and their reaction time.

Vehicle maintenance and tyres are a vital part of safe motoring, the program outlines the need to ensure these factors are taken into consideration of the driver.

When is it ever pointed out to a new driver that having underinflated tyres can increase a vehicles stopping distance in an emergency braking situation?

When is it ever pointed out to drivers that tread on tyres is for dispelling water and maintaining grip in wet weather?

These are some of the subjects that are discussed and educated via the program, this is information that is never talked about during the learner driver phase and indeed by parents.

This is unless they have had some mechanical knowledge or are in the tyre industry itself, even then the message should be reiterated. Vehicle maintenance can save money and save lives, underinflated tyres are a problem, we had involvement with a tyre company where 63% of vehicles we surveyed (23,000 all up) had either worn or underinflated tyres.

Other elements of the program that are worth mentioning here are how attendees felt about the training they received and this is reflected in the response below.

When surveyed the attendees responded with the following answers: -

How relevant was the **Drive to Survive®** Program to you as a driver?

- **100% said it was relevant**

Did the program make you more aware of safe driving behaviour and how to make smarter choices?

- **100% said yes**

Will the information covered in the **Drive to Survive®** Program encourage you to follow the road rules?

- **100% responded with yes**

When asked if they thought the program would encourage them to be a safer driver?

- **100% thought that it would**

Asking the attendees if the program will help them to be safer drivers?

- **96% said that it would**

By these responses we know that program attendees valued the training that they had received, overall the average response to our survey resulted in a 97% positive outcome score.

It is with this in mind that we must wholeheartedly say the program is successful in changing driver behaviour through education.

The physical activities of the program include emergency braking, where we get attendees to record their stopping ability/distance at 70km/h. On average with a group of 20, we will see a difference of 24m across the group.

This is a significant amount of disparity over the sample group size, each and every program. That shows us that drivers who haven't attended the program can't use their brakes effectively enough when needed (in an emergency).

When asked why the attendees had difficulty in stopping the answers varied, but it usually comes down to one simple fact. No one has ever shown them how, as strange as that seems, we have drivers driving on our roads who simply do not know how to do an emergency stop in their vehicle.

The reasons for this disparity can be attributed to: -

- Not applying enough brake pedal pressure
- Sitting too far away from the pedals (can't apply enough pressure)
- Being afraid to brake too hard because they are unaware of what will happen
- Being scared of the ABS braking function (vibrating pedal)
- Reaction time
- Technique

Other factors do come into account but are less common.

Just like in sport we know that our hands steer the vehicle in the direction that our eyes are looking, tennis players don't hit a ball by looking at the umpire as an example. With this known information, we teach drivers to look for a safe passage if they are confronted with an unavoidable hazard.

This accident avoidance technique is for any object that can't be stopped for in an emergency. Or it is too dangerous to apply and emergency stop for the traffic behind etc.

We use a blockage across the road to teach drivers to avoid that accident into the adjacent lane as long as it is safe to do so. The majority of 'untrained' drivers will see a target lets assume it could be a pedestrian or a cyclist and they will look at this hazard out of fear, they apply the brakes and continue to look at this and inadvertently steer the vehicle into the pedestrian or cyclist.

Our subconscious has caused our eyes to become target fixated on the hazard and our hands have followed our eyes to steer the vehicle straight into the problem.

This training method is designed to teach a driver to look for the escape pathway and steer the vehicle in that direction to avoid the accident. It is very hard to train someone to do this, but through repetition and training we are successful.

We take into account the type of technology fitted to the vehicle so all drivers receive the correct information.

Again this is information NEVER discussed, taught or demonstrated to a driver during the learner driver phase and therefore is often overlooked, as without the knowledge they are simple unconsciously unaware.

Our belief is a defensive driving program, modelled off Drive to Survive® should be a mandatory requirement every 5 years for all drivers. Again if we are to be serious about reinforcing safe driving messages and techniques then we must do more to ensure drivers are kept up to date with this information and practice.

This program costs \$285 including GST for a full days training, that is not an unreasonable outlay at just \$57 per year over a 5 year period.

Drive to Survive® In School education program

Driving a motor vehicle is often referred to as a rite of passage for many adolescents who are progressing from childhood to adulthood. This privilege provides lifelong independence, employment opportunities, freedom and mobility. It is seen in this country as a vital, required necessary competency, given Australia's vast land mass and distances required to travel.

Indeed in rural areas, driving a vehicle is seen as an income-producing requirement and in some respects the most crucial life skill an individual must learn.

With population expansion, a greater requirement for Australians to live closer together, never before has the task of driving been more challenging and dangerous. We have seen increased risk attributed to all road users, highlighted by the recent upward trends in the road toll and accident injury rates.

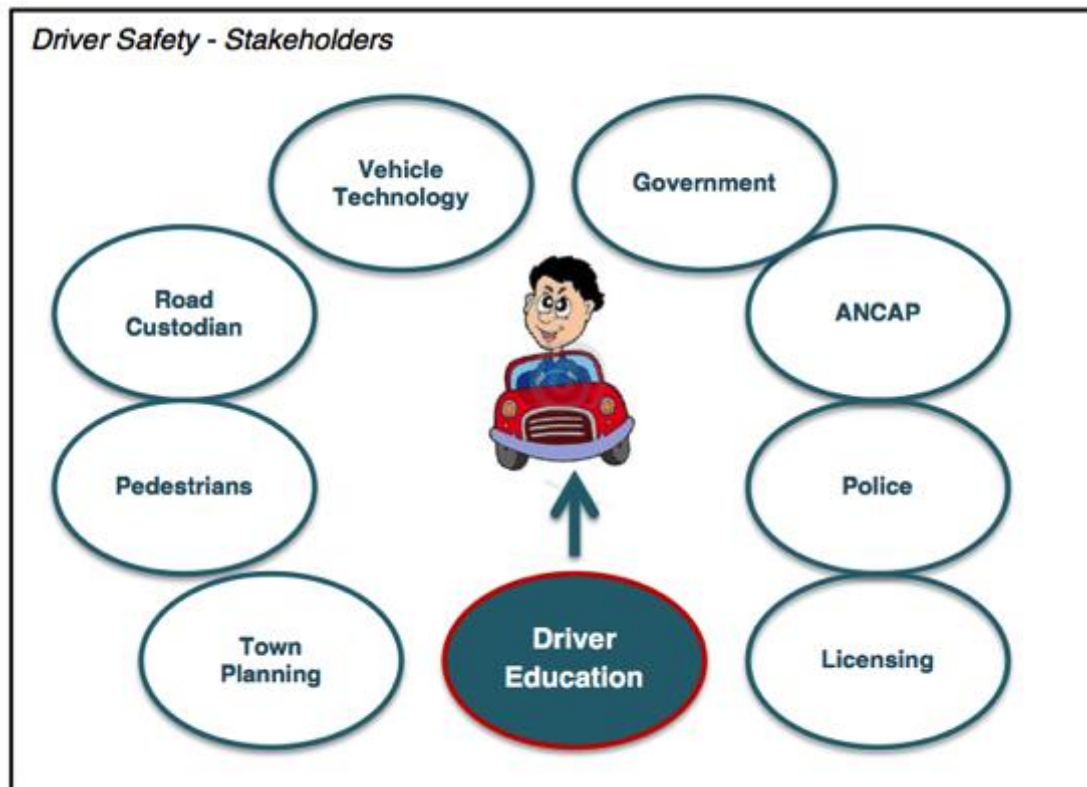
The cost relating to road trauma in Australia is estimated to be around \$27 billion dollars annually with the loss of life, mobility and lifestyle a likely outcome from even the most modest of vehicle accidents. Considering the advancements in vehicle safety technology, the improvements to road infrastructure and direct decisive action of government, this trend is alarming to say the least.

Safe driving outcomes must be approached by every element that is associated with road use; this includes multilayers of responsibility from the community. Not least it is vital that we do not purport blame to drivers alone for all crash outcomes. We must look at all the elements that cause these accidents and take measures to reduce the likelihood of catastrophic road trauma, with both long-term and short-term measures critical.

We need to accept that perhaps some young road users who drive cannot be fully prepared for the risks they face each and every road trip that they take. The drivers license system has limitations; it has improved with the implementation of educational programs like the **Safer Drivers Course for Learner Drivers** (although not compulsory). However the evidence suggests young people who are learning to drive start adopting bad habits related to driving from their parents, peers, media and social media long before they ever obtain their learner license.

These habits can and sometimes make up the belief system that underpins a person's character, creating negative attitudes to safe driving and ultimately creating poor choices, decision-making and behaviour.

Low socioeconomic community members may also lack the support required to overcome these issues along with bringing preconceived risk taking tendencies to their driving (rebel phase). Linking limited access to quality driver education with unproductive home environments can promote risk-taking tendencies, potentially linking drugs or alcohol with driving (for example).



Driver Safety is a complex issue; driver education plays a vital role

There have been many study's into the phycology of young driving influences and what leads to these outcomes (good or bad), some have proved to be useful to road safety educators and it can be difficult to weed through to find the quality material.

However what is beneficial from studies into youth driver education is the methodology for best practice learning. Ultimately driver safety needs to be driven by targeted, age appropriate driver competency education aimed at evoking behavioural change. This is where the **Drive to Survive®** student driver education program bridges the gap and provides evidence based positive outcomes.

The program was developed by road safety expert **Ian Luff**, who has more than 40 years experience in conducting driver development programmes. With an evolution of existing driver education framework, experience and input from authorities, the **Drive to Survive® schools program** is designed to be best practice driver education with a focus on changing young driver attitude and behaviour.

We acknowledge that this program alone will not be the one factor that reduces the road toll, however we do know that by empowering young people to make smarter decisions while driving or as a passenger, this has a positive affect on the choices they make.

As the diagram (*driver safety Stakeholders*) shows, driver education is just one element to keeping drivers safe while driving, but it is the one area that we know has the biggest return on investment. Safer drivers will adapt to all other elements providing they have the knowledge and empowerment to do so.

Without education and reinforcement we cannot expect drivers to have the ability to avoid common road trauma risk factors. Education provides the driver with information on all aspects of road safety provided by the other stakeholders who have a vested interest in keeping road users safe.

Ever since the early 1990's we have been involved in delivering in-school student driver education programs. **Knox Grammar** contacted Ian Luff following on from several student driver fatalities at the school.

Since then we have delivered valuable road safety training to thousands of year 10 and 11 students, many of who are just beginning their journey into the driving environment. We manage to dispel many false driving myths as well as educate on aspects of vehicle technology and safety that they are simply unaware of.

This program is best practice and is evidence-based education that through our own research shows to be highly effective at delivering excellent outcomes. To any company that values driver safety, the one aspect we are very proud of is changing student attitudes towards owning a 5 star safety rated vehicle.

During our research, we surveyed many students that had completed the program. Their response was both positive and demonstrated facts that shows the program works, now backed up by this evidence.

Of the students surveyed, some 87% said their attitude towards the value of having a 5 star safety rated vehicle had changed, with some 91% of students stating they would now buy a 5 star safety rated car.

These are incredible figures with **ANCAP** stating a significant reduction in driver fatality outcomes for drivers in 5 star safety rated vehicles. This would also include accident injury rates, with NSW this year recording in excess of 13,000 injuries as a result of accidents.

All other aspects of the program were also shown to be effective at changing the attitude of students with **86%** of responders stating they would never drive whilst consuming alcohol and **94%** of the students responded saying the program encouraged them to be a safer driver.

This is a significant response to a traditionally difficult age range for detailed discussions on road safety. Our methods of keeping the program interactive and fun prove to be the key difference in why the **Drive to Survive®** program is so favourable with authorities and school faculty.



The Drive to Survive® program being delivered at Knox Grammar 2016

With the road toll in NSW is rising over the past two years, we are now working closely with the **Centre for Road Safety**, Transport for NSW to gain the best and latest statistics causing this problem.

This coupled with our constant review process allows the program to continue to ensure it delivers only the best and relevant education for young student drivers.

Thousands of high school students have benefitted from the program and have gone onto a safer driving career as a result of our dedication and hard work in this vital area of young driver development.

The sad reality is the government will not pay the costs of implementing this program into schools due to ever conflicting budget restraints, despite the fact that road trauma in NSW alone costs some \$12b annually. The schools are also unable to pay for the program to be facilitated.

Schools also cannot ask the students to pay for the program as the fees are already allocated to many other aspects of schooling. While they all agree this vital road safety education is an absolute necessity they are unable to fund the program.

This leaves us with a need to find an alternate way to cover costs of delivering the program into schools. Motivated by the highly successful outcomes of the research into the programs effectiveness we need to find ways of attending more schools and including more student drivers.

Quote from Head of Year 10: -

"The safe driving talk given to our girls by Stewart, Ian and Jarrad was of an exceptionally high quality. The audience was very responsive to the engaging presentations. Jarrad's talk was particularly moving. The girls enjoyed the demonstrations, clips and anecdotes.

The hour went by very quickly. It's safe to say that we would like to use your company in the future and have a follow up session with the same group when more girls have their provisional license. We can't thank you enough for your energy, enthusiasm and important message. The quality of the presentation was first class."

Miss Michelle Mella - History Teacher, Head of Year 10 SRC Co-ordinator
Presbyterian Ladies' College, Sydney

We know the program is effective, we know it will save lives but we also need to find funding to deliver the sessions in schools or it simple will remain idle. Our mission is to reach up to **10,000** students per annum with 50 – 60 school visits over the next 12 months.

This Stay safe commission can make a difference in helping this program reach more students through funding. We have made references to the education minister, the roads minister and the board of studies with each avenue drawing a blank.

Indeed my own local member for parliament **David Elliott MP** is supportive of the program and believes in its outcomes. He also recommended that this submission was the best way to evoke change and perhaps try for funding via the government. As he stated it wasn't a lot of funding that was required.

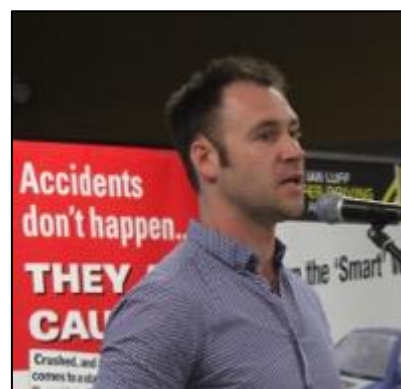
Drive to Survive Ambassador – Jarrad Ingram

A few years ago we met an inspiring young man named **Jarrad Ingram**, Jarrad was involved in a horrific car crash when he was just 20 years of age.

He was travelling too fast for the conditions and admits he made a dumb choice.

From this horrific crash he tells of how his life has been affected by his acquired brain injury.

This story is relayed to the students in a factual and life changing way, Jarrad speaks of the ripple effect his crash had for all who knew him, how he almost died, how his life has changed forever and that a brain injury is for life, much like a spinal injury.



The students relate to him because they can recognise and see how he struggles with his symptoms every day. His message is clear, don't make a dumb choice like I did.

We also try to get the students to feel what it is like for Jarrad, we get them to write with their non-dominant hand and feel how frustrating this is. They get the message very clearly.

Jarrad sadly can no longer work due to his disability; his only way of generating any kind of income is what he gets paid to deliver his talks for us.

We employ him in this regard as part of this program as we wouldn't expect him to talk for free especially when his message is so powerful and his ability to connect with any audience makes him invaluable. However this can't happen without funding as Drive to Survive® can't deliver these programs for free.

Corporate Driver training

Under workplace health and safety legislation, employers are mandated to ensure workers are safe while at work. It has been proven that driving a motor vehicle is risky, it remains as the leading cause of workplace deaths in Australia.

Ian Luff Motivation Australia Pty Ltd has a diverse range of products and services that we have been providing and developing since 1983. This includes delivering driver training/education to both corporate and retail based clients. Not limited to simply Defensive Driver Training, we also deliver Performance Driver Training, on road assessments and Active Driver Safety Workshop programs. This includes risk assessment procedures, policy advice, load restraint training and off road vehicle control.

In today's ever changing world, we also provide corporate hospitality related events, team building and public speaking services. Drawing on over 40 years experience in the area of motoring, working with people and motivation allows our company to remain in demand for good quality face to face interaction and engaging experiences.

With all companies now required to ensure their workers are safe while at work, our focus has shifted considerably towards workplace health and safety, in particular the driving environment for workers.

This has allowed our organisation to develop new and exciting ways to reduce costs for larger fleets with regards to keeping drivers safe. Along with these programs comes more of a holistic approach to dealing with staff and the driving landscape.

In the past we would have simply recommended that all staff be physically trained and this would have posed a considerable expense. Using that approach had significant pitfalls, often management would choose which staff require training based on budget, not risk level.

Unfortunately this resulted in the wrong people being targeted for training and left those who are most at risk still vulnerable. We call this the scattergun approach and find it is ineffective as a solution to driver awareness.

With our new approach we ensure all drivers are assessed, with a low cost introduction to driver education, then as required we target the drivers whose data tells us they are most at risk. This then results in directing highly effective training to the right audience resulting in not missing anyone as all drivers are introduced to the program up front.

This process is far superior to all other options, both in its affect on driver behaviour, the outcomes we achieve and the lower cost to implement.

The value that this process presents, cannot be fully measured, except that from a work place health and safety perspective, they are making proactive steps towards ensuring they meet those obligations.

Our Process of Risk Reduction – WPH&S

1. Include all staff in the campaign



2. Identify the staff most at risk while driving



3. Implement measures to address the risk



4. Communicate your expectations to your staff via driving policies



5. Lower overall risk and reduce crash rates



By following this pathway, the learning outcomes will match company expectations relating to work place health and safety compliance.

This will bolster the measures they already have in place, validate the policies they may already have relating to driver safety compliance and emphatically ensure staff know these policies.

This process allows employers to be confident in their approach to reduce worker risk, knowing they are aware and familiar with expectations. Not just say they are.

Too often workers say ***they have read driving policies when they actually have not***. Apart from this process there is no certain way of knowing staff understand policies and employers have no way of proving they do either.

We recommend they introduce a state of the art program that is overarching and covers all driving employees. This will ensure that no driver is left out, everyone starts on the same baseline approach and intervention (training) is targeted at those drivers who truly need it based on their risk.

The cornerstone of this approach will be to first introduce our exclusive online interactive driver-profiling platform called **Roadmarque™**.

Then we advise utilising our **Driver Safety** training framework to be used as part of the interventions they choose to help drivers that are most at risk. This approach will ensure drivers who truly need training are educated and this will form part of their learning and development program.

This also doubles as E-learning with many outcomes covered during the program rollout.

Our process of training is methodical and enjoyable; this ensures the attendee's retain information. Achieved through demonstration, application and agreement, bringing attendees to the same conclusion as the trainer. Our professional training works with the psychology of the driver, spending critical time on **attitude, behaviour** then **technique**. Having educated over 300,000 people since 1983 we have seen and heard it all.

How we use Roadmarque to assess driver risk

1. Reaction Test

What is this?

This test checks a person's reaction time on a computer screen with a mouse click linking sight to response. What it effectively measures is a person's ability to see something and then convert the thinking into the doing. It measures cognitive response time in real time.

How do we use it?

When a person scores an above average reaction time or higher, this tells us that they have a slower than average response to visual inputs. Some people have this naturally and they may be totally unaware of it. When they are unaware of this factor they are at risk, for they are totally unaware of this danger and assume they are like everyone else.



By identifying those with slower reaction times the program helps educate drivers of the risks they may be taking while driving, particularly with regards to the gap they leave in traffic or the speed in which they travel in congested areas (like school zones or built up areas). These drivers are often more stressed as they are often always playing catch up with regards to traffic management and response to potential danger.

If you choose to implement safety training for these individuals then the advice we give them through training, can help change their driving behaviour. We can give them practical ways to help mitigate this risk and to remain aware of this potential danger.

Put simply, if we have a driver with above average reaction time and they are not aware of this, they are at elevated risk of having a serious crash with either another road user or a pedestrian (vulnerable road user).

2. Psychometric Assessment

This assessment has been formulated by a team of psychologists who use the responses to measure a person's risk taking potential. It is also used as a gauge for a person's likelihood to give false responses to the questions asked, we refer to this as a lie detector and this helps us see how genuine the person was when completing this assessment.

How do we use this?

Very simply, this part of the process is a guide only, we don't rely totally on the outcome of this part of the assessment but it does form part of the overall opinion of the driver risk.

It may help find someone who is somewhat reckless in general or who is trying to hide this part of their personality. Based on this information, we can help form an opinion of this driver.

3. Customer Questions

The customer questions relate directly to **the company driving policy**. When we set up the program we formulate more than 50 questions that drivers are tested on at random. The minimum set of 20 questions per user allows us to see the responses given and ultimately tests the knowledge of the company driving policy.

Policy compliance is a very important aspect to maintaining worker safety while driving for work purposes. It is very important to ensure that drivers understand what it is the company expects of them with regards to driving and in particular safe driving. It is not enough to expect that they have read this policy by themselves.

Testing them on their knowledge of the policy is the only proven way to know they understand it, and have read it. We also provide a PDF copy of the policy document when we test them so they have no excuse not to have read it. It is preferred that they score a low risk score for this always, demonstrating they know company driving policy.

How we use this information?

When an employee displays a disregard for company policy it shows that they don't follow procedures in general. This also translates to an ambivalent attitude towards risk. Drivers need to be aware of the risks, take them seriously and put steps in place to mitigate their risk and that of others. Driving policies are designed in principle to lower risk and to help drivers with a strategy to do this.

For many reasons knowing the driving policy is critical and we place a high level of importance on having a good quality policy that drivers should be aware of. Company expectations for driving on company time. This knowledge will lead to less risk taking behaviour and an ownership of their own overall risk taking behaviour.

Survey Questions

During the Roadmarque session, participants will be asked a series of questions relating to their driving status. Like, how long they have been driving, what license level they have, hours they work, kilometres travelled each year and recent incidents like crashes etc.

This information allows them to declare they have a current and valid drivers license and forms part of the safeguard for work health and safety.

The program is a cost effective way to ensure all drivers are on the same page and helps meet legislation requirements to identify driver risk.

We can then level the intervention (driver education or training) depending on what the acceptable risk level is. This can be facilitated by workshops, training seminars and even one on one in car assessments for those who have a higher risk level.

The system operates on email, and it can be managed via a unique login with a single administration approach, with reports available at any time.

We recommend running the system regularly to map any trends in risk, KPI'S (up or down) and this will also help measure the interventions for the future (at least every 3 years).

The cost to run this program is just **\$55** per user (driver) plus GST, this includes:

- Set up
- Advice
- Administration of the program
- Facilitation of the complete process
- Reporting
- Monitoring
- Recommendations

Roadmarque™ is a fantastic, cost effective way to introduce a baseline driver education program into any organisation.

The expected outcomes will be: -

- Raise awareness of road safety amongst all staff
- Ensure workers know your safe driving Policy
- Identify those workers who are most at risk
- Help educate staff about road safety
- Allow drivers to understand the deficiencies they may have
- Encourage drivers to identify the risky behaviour they may be engaging in

Active Driver Safety Workshops

Ian Luff Motivation Australia (Est 1983) recognise the challenges facing companies today which is why the '**Active Driver Safety Program**' was developed. Offering an interactive forum with training workshops facilitated at the premises, employee/contractor down time is limited to just 2 hours per session.

Multiple sessions can be structured on the same day to meet their needs. A maximum of up to (20 staff) per workshop is stipulated (to ensure quality outcomes).

Vital WPH&S compliance issues inline with your safe driving policy will be integrated with driver safety advice and safe driving strategies. Cost saving benefits will flow on as a result of proven educational training carried out in a motivational environment.

Employees/contractors learn-

- How to develop efficient driving tactics that will reduce fleet running costs and minimise Carbon footprint
- How to identify signs of driver fatigue
- To implement defensive driving strategies
- Understand the outcomes of high-risk behaviour by involving attendees in the process of identifying risk and finding solutions for harm minimisation
- Engage in self-responsibility practices for their safety and the safety of others
- Chain of responsibility training

This will reduce your fleet and restitution costs and help your staff make smarter choices when driving

The **Active Driver Safety Program** combines the exclusive **S.M.A.R.T** formula/driving. This step-by-step process will create a growth mindset with humour and visual presentation used as a positive way to present a very serious subject.

Program Content

Combining attributes of our highly successful **Drive to Survive®** program, workshops are tailored to company needs and highlight their specific messages.

- An increased awareness and understanding of impaired thinking through drugs, alcohol, stress or driver fatigue
- Vehicle limitations (includes new technologies)/drivers skill level
- Safe Vehicle loading and loose objects
- Vehicle maintenance/tyre pressures
- Outcomes of high risk behaviour/speeding/red lights/road rules
- Combining a positive mental attitude with a strategy to create proactive and aware/safer drivers

Within the structure of the '**Active Driver Safety**' program our exclusive '**SMART**' Driving Formula is reviewed with each element relates to real life experiences.

'Driver Fatigue' or lack of a productive mind set is a recipe for disaster. We focus on strategies for harm minimisation and improved fatigue management. Group interaction is encouraged using impaired vision screening tests. This simulates the effects of alcohol, drugs, certain medications and fixed distance myopia (tiredness).

'Operator Behaviour' is driven by a person's attitude with outcomes determined by one's thinking and doing. The 'Active Driver Safety Program' reviews outcomes of how skills were attained – father, mother, brother, sister, relative, self taught or driving school. This formulates the drivers belief system.

'Key Elements' take into account road rage and how to minimise risk engagement, distractions, mobile phones, correct seating posture, air bag deployment, seat belts, hand positioning, correct mirror placement/blind spots plus interactive role play with situations like being tailgated etc.

We also review fleet vehicle requirements – passenger vehicles, light/heavy trucks, 4WD off road, earth moving equipment, forklifts or any other mechanised plant and equipment. Loading of vehicles including weight, loose objects, dynamic balance, pitch, body roll and all is linked back to the driver/operator.

Tyres are the last point of contact between driver, operator, vehicle and the road.

This subject is explored in terms of the dangers and disadvantages of under inflated tyres and how advanced safety technologies like ABS (anti-lock braking),

ESC (electronic stability control), traction control are compromised and not efficient.

Basic vehicle safety checks including under bonnet systems checks are also discussed.

Note: Specialised equipment including off road vehicles can be incorporated within presentations to suit company's individual requirements. This training is driver centric, focussing on changing behaviour through shifting mindsets and attitude. It will be relevant for all of driver types and is applicable to all plant and equipment operation too.

The Driving Environment

Operating a motor vehicle, a piece of plant or equipment 'safely' is directly related to the surrounding environment/conditions. The **'Active Driver Safety'** program links the driver/operator and the vehicle within the workplace.



Due to the many elements that make up the safety landscape, workshops are structured in accordance with organisations specific driving requirements and conditions encountered.

This flexible strategy can alter the program to include specific environmental aspects like:

- Hard standing highway or public metropolitan road conditions
- Road camber – how this effects driving
- Line markings
- Broken road edging, pot holes, uneven surface
- Road side barriers and possible obstructions
- Signs – speed limits

- Other road users/pedestrian cyclists
- Rural environments
- Dirt/gravel/corrugations
- Animals on road
- Dust, fog or visibility challenges
- Night driving
- Floods, fire, wet roads dangerous driving conditions
- Mine sites, warehouses

These workshops conducted onsite highlight risks associated with elements listed. This allows attendees to review and discuss better ways to modify their thought process that in turn promotes improved driver behaviour, delivering safer outcomes.

Business sectors that have benefit and use the program

- | | |
|-----------------------|--------------------------|
| • Mining sector | • Delivery personnel |
| • Warehouse staff | • Truck drivers |
| • Sales force | • Material handling |
| • Forklift operators | • Site Managers |
| • Fleet | • Field workers |
| • Farm hands | • Emergency services |
| • Machinery operators | • Local councils |
| | • Government departments |

PROGRAM OBJECTIVE

- Raise road safety awareness
- Meets new WPH&S legal requirements
- Attendees learn life saving strategies and skills in a motivational training environment
- Employees/contractors develop a growth mind set encouraging self responsibility and engagement
- Creating safer drivers/operators lowering risk and costs
- Create a culture of peer to peer safe work practices

One key element of this program is the low risk to employees. With classroom-based training there are no risks to staff and the downtime limits further on-costs to business.

How can the inquiry help workplace health and safety?

It is our belief that this inquiry can work towards ensuring that business owners who have drivers that drive as part of their employment are required to provide driver training, or driver safety systems for their workers.

By mandating this kind requirement through legislation more businesses will seek to train their employees, meaning we will have more safer drivers on our roads.

This is an alternate idea to the mandatory driver training every 5 years with licensing and will therefore place the costs back to the employer. However the end result will be the same, we will have more educated and aware drivers on our roads.

That will have a profound impact on the road toll, productivity, carbon emissions and traffic flow.

At the present moment employers will only react to costs to business like insurance premium rises due to accident rates, this is reactionary and is not a proactive response. Also some organisations are self insured so they take car crashes as a cost of doing business and place a figure on the anticipated costs.

Rather than taking proactive steps to ensure drivers are safe while at work they simply look to reducing costs, or accept the costs as part of doing business. That approach does not lend itself towards helping the government achieve the goal of towards zero.

Business growth through action

At this point in time, driver training remains discretionary; it is optional, including the learner driving phase. Currently there is NO legislation that says a driver must undertake any sort of driver training what so ever.

Even learner driver training is optional, so long as the driver passes the 30 – 40 minute test they are deemed to have passed and are granted a provisional license to drive. This is where part of the problem lies.

If we do not have a structured learner driving approach to driving how can we ever hope to have good quality drivers on our roads?

Is it any wonder the road toll is increasing despite improvements to vehicle safety technology and having better quality roads?

By providing a baseline driver training expectation this committee can boost and provide thousands of job opportunities. At this point in time there are minimal driver training providers and the same can be said for driver trainers.

Some trainer's work for different organisations as there isn't enough work for one single provider, we employ many contractors who are versed with how we operate our training sessions. However if the volume of work was greater we could employ these staff full time.

This industry would thrive and it would create a growth in the economy and provide employment opportunities.

The training that is required needs to be multilayered, it needs to be regular and it needs to be consistent with trends in road safety concerns.

Providers must be professional, they must be credible and they must have experience in delivering all levels of driver training. This needs to include post license defensive driver training as we have outlined in this submission.

Education needs to start formerly in schools the costs to facilitate the program are a high factor in our ability to reach more students. Being a professional program, unlike other programs run purely by volunteers, requires paid professionals in the art of delivering the messages effectively. The results are proven that this is vitally needed.

Often similar programs have failed to be effective due to the well-intentioned volunteers who deliver the sessions. This takes nothing away from their motivation to be reducing the road toll, but it's a bit like a Taxi driver now behind the wheel of a B Double truck.

Perhaps they could get the truck to move, but are they really qualified to drive it safely and correctly?

That analogy leads us to the understanding that road safety programs when delivered by, committed professionals will have a better outcome.

Driver Training Venues

Driver training venues require very little in the way of landscape, however to conduct defensive driver training the venue needs to be safe, of adequate size and must be closed off to the public.

In Sydney currently there are 4 such venues available.

Our base is located at Sydney Dragway Eastern Creek, this was a government built facility now run by Sydney Dragway management. The landlord being Western Sydney Parklands trust.

The trust initially didn't want to allow driver training at this venue due to a leasing arrangement however over time this has been ratified somewhat. This venue provides perfect interlinking roads to conduct good quality defensive driver training and we have our dedicated training room situated onsite.

However the venue is not available on most weekends due to the primary function of drag racing being conducted onsite. This restricts our ability to conduct sessions on most weekends.

There is also Sydney Motorsport Park located in Eastern Creek (formerly Eastern Creek Raceway) that has a dedicated skid pan set up onsite, however all providers are locked out due to an exclusivity arrangement they have for driver training with another provider. Even though this is a government owned facility there is no provision for anyone other than this one provider to utilise the venue.

We are also aware of the HART facility in St Ives, this venue was once used for Police training, however it is very small and in our belief potentially dangerous for driver training. Again it is exclusively set up for the use of HART.

Lastly we know of providers using the old parade grounds at the TAFE in Quakers Hill, this is adequate however we were also unable to use this venue even after applying to use it. It is a cheaper alternative to the dragway and we were looking for weekend dates. It doesn't seem to be very well administered or easily accessed by providers.

However we know of at least two providers who use the facility.

Lastly there is the Penrith Regatta centre that has a small car park that can be used for the purposes of driver training but this is technically too small and is not closed off to the public.

Given the options for providers are limited our recommendation would be to have two more dedicated centres open as an idea.

We had previously approached the current government regarding funding for this type of centre, but was met with a sharp no. Previous submissions to Mr Barry O'Farrell and Mr Duncan Gay lead to this idea being dropped completely.

Driver training venues again can be multifaceted and could provide many job opportunities and will act as fantastic community hubs. We urge the commission to address venue availability as a significant problem for our industry.

Summary

In summary, we believe government can help support the driver training industry through effective legislation. Venues to be built and the driver licensing system overhauled to include driver training as a mandatory aspect to obtaining and keeping your license.

The road toll is increasing; driver behaviour has become somewhat outrageous with regards to competency, following the rules and risk taking. This must stop, we must find a way to educate drivers on the risks they face and steps they can take to stay safe while driving.

Education needs to start in schools before the learner license phase begins, this will set drivers on the right path and help them make better choices as a learner and provisional driver.

All of this can be achieved with little or no disruption. I would be privileged to appear as a witness before the committee and help provide further insight into the requirements we believe the inquiry should be looking at.

Furthermore we do extend the invitation to the committee to attend a special defensive driving program that we will facilitate so you can see how driver training is conducted.

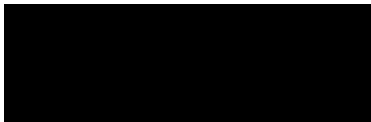
This session will give you additional scope with regards to the outcomes we provide, the benefit this has on drivers and knowledge gained through such a program. Federal Senator Searle attended the program on the 11th of September 2015 as part of our submission to the Senate Inquiry into aspects of road safety in Australia.

Senator Searle declared as a professional truck driver, he had been driving incorrectly for years after attending a similar session. He was a sceptic regarding driver training and when he complete the program he completely changed his mind on the subject.

To this extent we will endeavour to provide you with the same outcome.

We look forward to your response and hope we can be of further assistance.

Kind Regards



Stewart Nicholls
Business Development Director
Ian Luff Motivation Australia Pty Ltd