

# Heavy Vehicle Safety Initiative (HVSI) – Regional WA and NT Chain of Responsibility Forums

## Purpose

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The purpose of this document is to provide the final report on the Heavy Vehicle Safety Initiative funded project to deliver Chain of Responsibility seminars in regional WA and NT.

## Background

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WRF successfully applied for and received Heavy Vehicle Safety Initiative funding to conduct education events to regional business groups on their obligations and risks under Chain of Responsibility legislation.

The purpose of the business group education was that a pilot event with business groups had provided some evidence that indicated low levels of awareness of CoR obligations amongst the majority of companies and organisations, not directly involved in transport and logistics.

The consequence of this low level of awareness was that compliant transport operators were being priced out of the market as general business customers do understand and hence do not value the additional costs imposed by compliance. That meant that a **key objective** of Chain of Responsibility model legislation - to promote a level playing field for industry was NOT being achieved.

Western Roads Federation therefore successfully proposed to conduct a series of joint events with selected regional chambers of commerce in WA and the NT. The format of the events was proposed to be scaled down version of a previous pilot conducted by the WA Chamber of Commerce and Industry in Perth. This event was attended by the CEO of the NHVR.

## Program Delivery

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Western Roads Federation conducted 6 events but actually delivered the Chain of Responsibility awareness at 8 events. Details of each event delivered are discussed below, the focus will be solely on Chain of Responsibility aspects:

### Transafe WA Geraldton - 5 Nov 18

Transafe WA conducted a regional road safety forum in Geraldton on 5 Nov 18. The original Western Roads Federation proposal had been to conduct an event in the Mid-West (Geraldton) region. However, the project timing was such as both TransafeWA and Western Road Federations (this project) were both planning to conduct a road transport safety related event within a week of each other in the same region. It was therefore decided to join event efforts. After discussion with NHVR it was agreed to allow Transafe WA to lead this event with Western Roads Federation presenting on the changes to the HVNL Chain of Responsibility law. Western Roads Federation therefore took the opportunity to add in another regional event in the West Kimberley (East to West Kimberley is 1100 km).

- Attendance 40 people
- Immediate feedback - the audience engagement was high post the presentation with a number of questions being asked about specific aspects of the HVNL Chain or Responsibility laws.
- Key points:
  - Transport operators in the room stressed that many business customers they engage with do not understand what Chain of Responsibility is and do not believe the operators when they try to explain that they have a responsibility.
  - Education should be expanded to business groups.
  - Prosecution data should be publicised more to help raise awareness.

### Bunbury - Geographe Chamber of Commerce and Industry - 13 Nov 18

The Bunbury event was very successful and brought together transport and business and community leaders.



- Attendance 32 people
- Immediate feedback - the audience engagement can best be described as transport operators taking an active role in helping to explain CoR to the business owners present. This was conducted in a very constructive manner which reflected well on the transport industry operators present.
- Key points:
  - Business owners were largely unaware of Chain of Responsibility and their legal obligations.
  - Transport operators benefited from being able to explain to business owners what steps they were taking to mitigate risk on the business owner's behalf.
  - Education should be expanded to business groups.

### NT Central Regional Chamber of Commerce Alice Springs - 22 Nov 18

The Alice Springs event was conducted jointly with the NT RTA and NT Central Regional Chamber of Commerce. Given that the NT and in particular Alice Springs has cross border operations in to three states, this was a particularly active event.



- Attendance 24 people
- Immediate feedback - the audience engagement was slow to start but once initial reluctance had been overcome, it was a particularly active discussion.
- Key points:
  - Chain of Responsibility laws are understood in principle by transport operators however much of the discussion focussed on clarification of specific instances/ examples.
  - Business owners and representatives in the room demonstrated a degree of awareness, but there is still significant education required. still needs to be undertaken.

## Kimberley, Kalgoorlie and Pilbara Events

The events conducted in the Kimberley, Kalgoorlie and Pilbara had almost identical audience feedback and lessons. It is therefore appropriate to combine the reports for these.

The events were conducted with the local regional chambers of commerce and industry. This like all other events provided an opportunity to reach both local business and transport company through collaborative marketing efforts.

Events were conducted in Kununurra 26 Nov, Broome 28 Nov, Karratha 30 Nov and Kalgoorlie 7 Dec 18.



- Attendance 16 to 28

- Immediate feedback - the business community and operators in all locations were genuinely welcoming of the forum and the opportunity to both learn and contribute.
- Key points:
  - Chain of Responsibility laws are poorly understood in the Kimberley by business owners.
  - Both in the Pilbara and Kimberley there was a perception that such laws do not apply to businesses, and that the risk of compliance is solely the transport owners.
  - Consideration needs to be given to how an effective education campaign can be delivered to businesses operating in remote communities.

## Financial



## Summary and Future Recommendations

The purpose of the program was to pilot a model of engagement to reach business leaders in order to “pull” the Chain of Responsibility compliance through the supply chain. The program whilst not hitting the target numbers of attendees did validate that this approach of educating business leaders is extremely valuable.

The key lessons learnt from this project are:

1. Business owners who engage transport services as incidental to their primary business activity have a low to negligible understanding of their obligations under Chain of Responsibility.
2. Educational information sessions are welcomed by remote and regional business and transport industry operators.
3. Regional Chambers of Commerce offer a valuable reach into local business leaders.
4. Future events need a longer lead time and should be conducted in the dry season and avoiding the pre-Christmas period.
5. A model for engaging remote community businesses needs to be considered.

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