

What's In It For Me?

Lifting the industry benchmark through accreditation has long been a talking point within road transport, with many asking: what's in it for me?

TruckSafe has, in the past, not been given the credit it deserves as an added benefit to businesses and individuals. Maybe it is time to ask another question: can I afford *not* to be involved in industry accreditation?

I admit there are those in the transport industry who use and possibly abuse this process, but TruckSafe doesn't deserve a negative rap just because of a minority of offenders. In my opinion it boils down to one thing: perception.

TruckSafe is an industry program specifically designed for transport operators, individuals and businesses. So it is only natural for a truck flying past with a TruckSafe sticker on the back to attract negative perceptions. But maybe we should ask, why is the driver speeding, risking

sticker means? Does it stop a truck from speeding? Course not.

Let's face the facts. The company might be TruckSafe accredited, and the driver may have had some training, but at the end of the day he or she has ultimate control of the vehicle. It doesn't mean the transport company are cowboys. Even so, it is up to each and everyone of us to make sure he/she doesn't ruin it for the rest of the industry.

That's the perception concept out of the way, now for the benefits of the TruckSafe program. Firstly, one of the major mistakes often made is the fact that people have to be able to touch and feel benefits. In most cases, the benefits talked about are not tangible – meaning you can't touch or measure them.

It is only natural for a truck flying past with a TruckSafe sticker on the back to attract negative perceptions

his life and the lives of many other road users?

Let's imagine a car with a quality endorsed sticker on the back, or a car that has a "Travelling Safe Insurance Systems" (I hope there is not a company called this) logo and contact number displayed on the back. Imagine this vehicle speeding past you dangerously. Do you immediately think, "I'm going to call and reprimand that driver – he's supposed to be quality assured". Or even refuse to buy insurance from a company with a reckless driver?

I don't think so.

So the obvious question is, why do some of us have this perception that TruckSafe is not the way to go? People obtain a particular perception because they are exposed to the TruckSafe program and know what it stands for. How many of us are aware of what the quality endorsed

What else? Reduced incident and accident rates, minimal staff turnover, more educated and informed staff, better insurance rates, lower workers compensation premiums ... the list of benefits goes on.

At the end of the day, the buck stops with the operator. Like I said, can you afford not to be involved? It's not just about speeding with stickers.

TruckSafe is much more than that. Of course, if people do see a truck breaking the law on the road, phone the fleet manager. Most are pleased to receive the feedback as no-one can account for every single solitary second a driver is in charge of a vehicle.

Web Site this month:
www.iselect.com.au – if like me you have had problems trying to work out what health insurance you should

Some Of TruckSafe's Benefits:

- **Medicals:** Fantastic for drivers, managers or anyone in your business even if you are an owner-driver. You would be amazed at the positive stories which come out about people who've sent their employees to a doctor for a regular medical and they have picked up some minor and major problems. Again this is about prevention. Using the same company doctor is essential for maintaining the right balance.
- **Training:** What a great concept – something definitely not to be scared of. Don't think training has to involve accredited trainers (sorry external trainers). Pick a topic you want to address and go through the points. Training can include one-on-one meetings or by a recognised training provider. Don't forget to record the training you've done. Start an employee file, add copy of licences and personal details with the training record.
- **Health info and Education:** Don't we all want to live a healthier lifestyle? Call your local doctor, ask them for information or visit the chemist. Normally they have heaps of information available. I've personally seen many positive results from correct eating and diets – like substantial weight loss and stopping smoking.
- **Maintenance:** We all like to know the vehicles are mechanically sound? Structured maintenance procedures are the best way to ensure problems are fixed and service routines adhered to. It helps to avoid liability issues if something goes wrong, provided everything is done correctly.

have, this site allows you to choose a whole range of options, comparing them to many other health funds. This I believe is an independent company – Worth a look.

Darren Nolan is the Quality Manager of Nolan's Interstate Transport
Email: quality@nolanstransport.com.au
Web: www.nolanstransport.com.au