



POST-EVENT SUMMARY OF SYMPOSIA AND WORKSHOPS AT ARSC2015 (As at 16 September 2016)

Wednesday 7 September: 3:30pm – 5:00pm

Room: Menzies

Symposium

**Supporting Organisations to Encourage Safe Mobile Phone use by
Workers Whilst Driving**

Key Organiser:

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Driver distraction from mobile phones is a growing concern for Australian businesses, whilst a tool for productivity the question is how they should effectively manage that risk. This symposium explored the collaborative pathway the National Road Safety Partnership Program (NRSP) went down in providing a guide to businesses to begin their journey. To accomplish this NRSP formed the Safe Use of Mobiles in Vehicles Working Group (SUMV) which brought together leaders from industry, research, government, peak associations and insurers.

Leading the symposium was ARRB outlining just how broad the research is into this area of distraction from mobiles in vehicles and the risk to the driver. What is clear though is the best option is to keep your eyes on the road. The question of banning the use of the phone during work in the car created additional consequences namely shifting its use outside of work hours or people bringing the personal one. Recognising this and to engage workers, the focus became around empowering and informing, educating and training drivers of the risk of phone use in vehicles and only using it based around the agreed principles. For the principles to be successful the policy needs to be fully implemented which the guide outlines and avoid being just another tick the box process.



Supporting the guide, SUMV Partner Hard Edge outlined the communications and engagement strategy which acts as a 'call to arms' to all businesses to be more active and seek to create and implement a functional mobile phone policy. As part of the strategy graphic design and marketing students from Swinburne University made a pitch around how to engage their peers and change the conversation so they understood the risks associated using the phone illegally whilst driving. The winning student campaign was "Live the Moment!" and featured as part of O-week. The approach aims to start a conversation, empower workers, engage leaders and help businesses understand whether their own organisation's mobile phone culture and also whether their own practices are increasing the risk.

