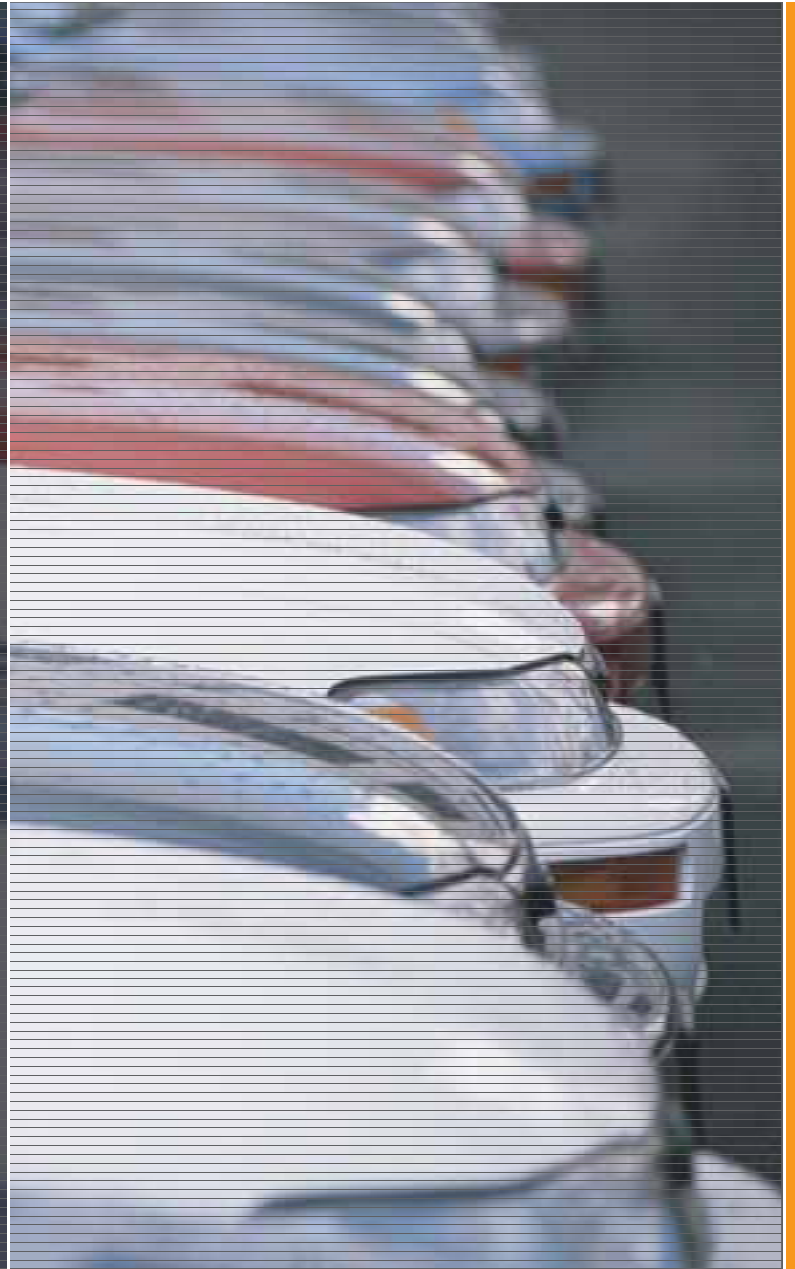


# MURCOTTS

driving excellence



LOOK UP – STAY BACK

*Fleet & Driver Management Services*





## Company Profile

Murcotts was established in 1969 by motoring journalist, Jim Murcott. Jim passionately believed that the excessive road trauma of the day could be reduced if drivers were given the right guidance and development beyond the limitations of the driver licensing system.

In the years since, Murcotts has become Australia's leading driver development and education company and have significantly influenced the road safety culture in an area that governments and road safety authorities have neglected.

A key factor in the company's success has been its willingness to continually review its approach to driver education and road safety. Murcotts adapt the latest research to ensure that it offers balanced and effective driver safety and training programs.

The most important development has been the incorporation of the BAAMS® Driver Profile. BAAMS® addresses the limitations of attitude change strategies in traditional road safety programs. The BAAMS® model incorporates the other human elements including motivation, awareness (insight) and skills, which are more important to achieving changed driver behaviour.

Murcotts programs are grounded in health and safety management principles. Driver and fleet management systems are a major component of Murcotts business. Our team includes staff with business performance and occupational health and safety management qualifications and skills. We ensure effective integration of our programs with in-house policies and procedures while delivering significant savings through reduced collisions, insurance and compensation claims and business disruption.

We provide a specialist service in incident/ crash investigations that complies with State and Federal Government Occupational Health and Safety regulations. Our programs target the most common corporate crash types – nose to tail, slow speed manoeuvring and reversing.

Corporate clients include some of Australia's most safety conscious organisations such as Carter Holt Harvey, BHP, Orica, Toll Transport, Southcorp Group, Smith Klyne Beecham, CUB, Dunlop Group, WorkCover Authority, State and Federal Government departments, City Councils and the motor industry (including Holden, Ford, Toyota, Bentley, Mitsubishi, Mercedes, Hyundai, Mazda, Honda, Nissan, Volkswagen and Renault).

Murcotts regularly receives referrals from the Police and from Magistrates Courts under the diversions programs to assist drivers with serious driving problems.

Murcotts recognise that some drivers have personal and health problems that affect their driving. Counselling and psychological assessment can assist these drivers to address the problem and reduce the risks. Murcotts provide first level counselling and may refer on to qualified psychologists if need be.

We conduct programs in capital cities and rural centres throughout Australia as well as overseas.

The company produces its own quarterly newsletter "Drivelines" and provides information to drivers via its web site [www.murcotts.com.au](http://www.murcotts.com.au)





## Murcotts Driver Training Philosophy *continued*

### Qualified Trainers

Murcotts employs its own permanent qualified and experienced trainers and educators to ensure consistent delivery of programs. Minimum qualifications include:

- Certificate III in Road Transport (Driving Instructor)
- Certificate IV in Assessment and Workplace Training
- EcoDrive Trainer accreditation
- Certificate of First Aid
- Prior experience in road safety, driver training and vehicle technology

### Core Learning Outcomes

Murcotts programs are designed to address the key causal factors for the most common crashes: rear-end/nose-to-tail and reversing collisions.

The key preventative skills relate to vision and two crucial driving behaviours are:

- Look up – hazard detection

**and**

- Stay back – maintaining a greater following distance

These sound simple but underpinning them are sub skills and complex psychological factors that can only be addressed systematically through training. Drivers will only change their behaviour when they understand the issues associated with crashes including:

- Better use of vision skills to anticipate and detect hazards

- Using vision placement rather than vision fixation to correctly position the vehicle
- Improving spatial perception in relation to speed, reaction time and stopping distances
- Choosing appropriate speeds to avoid emergency situations
- Overcoming driver adaptation and optimism, factors that lessen the benefits of vehicle safety improvements such as Anti-lock Braking Systems and Traction Control

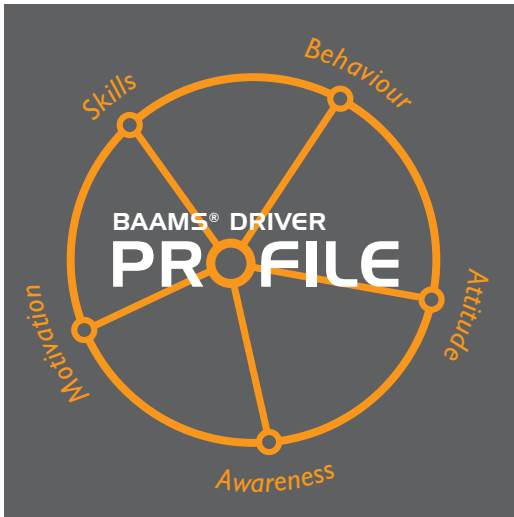
Murcotts driver development programs therefore are based on a range of core learning outcomes, including demonstrating proactive driving, incorporating defensive and protective driving techniques that include:

- Reducing risk taking behaviour
- Using hazard detection and risk assessment skills
- Avoiding vehicle skids by knowing their causes and accepting the limitations of controlling or correcting them
- Knowing the relationship between speed, distance and reaction time when following other vehicles and stopping
- Demonstrating appropriate speed and braking judgement
- Understanding safety related vehicle components such as ABS
- Reducing potential vehicle hazards, minimising wear and increasing fuel efficiency





## BAAMS® Driver Profile



The **BAAMS® Driver Profile** recognises that on-road **behaviour** of drivers depends on their **attitude, awareness** and **motivation** in addition to essential vehicle control and risk management **skills**.

The system underpins effective driver development that involves learning and applying practical skills, knowledge and strategies around risk detection and hazard reduction. This must be balanced with the need for drivers to increase awareness about their behaviour, attitudes, thinking and perception – the psychological factors that may prevail for each driver:

**Behaviour** describes the observable actions of a driver:

There is often confusion between driver performance and driver behaviour. It is not what the driver can do behind the wheel but what the driver chooses to do, that determines safe outcomes.

What the driver chooses to do will reflect the psychological profile of each individual and the situations the individual is exposed to. Behaviour may be aggressive, risky, passive, distracted, alert, ignorant, confident, over-confident, timid, skilled, arrogant, tolerant, angry, polite, competent, vindictive or many other descriptors.

Behaviour can change as a result of learning provided there is motivation to do so.

**Attitudes** represent values and beliefs about situations based on past experience.

A person's belief is not always reflected in their behaviour. Behaviour is sometimes inconsistent with attitudes. Attitudes are often rationalisations of past behaviour.

Many drivers believe they are good drivers and are reluctant to review their behaviour:

Psychologists acknowledge that attempting to change driver attitudes is less effective than changing behaviour:

**Awareness** has two crucial components – self awareness and knowledge.

To take up new ideas, skills and knowledge, drivers need to be aware of their capabilities but more importantly, their limitations – the gaps in their capability. Additionally drivers must be aware of the inner self, that is, having a sense of one's internal states, being able to observe and reflect on the various experiences encountered in life.

Being able to internalise driving experience is a crucial safety skill.





## Driver Management and Fleet Consultancy

Managing drivers in the workplace is more than managing the vehicles.

When driving is part of your employee's work, all the normal laws of employment particularly Occupational Health and Safety must be taken into account.

Murcotts provide a consultancy service to assist organisations to develop and maintain comprehensive Driver Management and Fleet Safety Systems.

Our specialist safety consultants have strong backgrounds in Occupational Health and Safety Management Systems and extensive experience in consulting to organisations.

### **Our services include:**

- Driver Management Policy Development
- Induction systems for new drivers
- Pre-employment driver safety checks and accident/claim history analysis
- Organisational Safety Culture Audits
- Performance Management Systems for Driver Management
- Behaviour based safety systems
- Incident/Crash Investigation systems, procedures and training
- Training programs in the above as well as general OHS related to drivers and fleets

## Incident/Crash Investigation

Murcotts provide an Incident/Crash Investigation consultancy service to assist clients to establish systems and conduct incident/crash analysis on-site. This process provides important feedback to the organisation about corrective actions and strategies for improvement.

Our Investigation and Analysis Training involves dynamic group sessions and provides a model of problem solving that can be used for investigating vehicle incidents and crashes as well as general workplace accidents and disruptions.

Actual case studies identify causal factors and generate remedial action plans.

The problem solving model has been used across industry for more than fifteen years and Murcotts have adopted it as a tool to assist in the objective analysis of vehicle collisions.

These sessions can be combined with in-house OHS accident investigation sessions using Murcotts specialist OHS and Crash Investigation consultants.





## Driver Development Programs *continued*

### Defensive Driving Program Level 2

The Defensive Driving Program Level 2 is suited to drivers of regular passenger vehicles who have an interest in furthering their knowledge and skills or who have professional need for higher levels of competency.

The Level 2 program incorporates refresher and upgrade content to Level 1 and develops a deeper understanding of the defensive driving theory and skills with greater emphasis on practical exercises.

Defensive Driving Program Level 1 is a pre-requisite to ensure safety standards as higher speeds are involved.

Program duration – one day – 8.30am-4.30pm.

Tea/coffee facilities available all day.

Participants bring own lunch.

Catering for groups of 10 or more can be arranged prior to program.

Certificate of completion issued at program conclusion.

Competency assessments can be provided as an additional half day module.

It is recommended that this program be undertaken approximately six to twelve months after the completion of Level 1 or when a new vehicle is acquired.

#### **Program Content:**

- Translating the BAAMS® Driver Profile to practical defensive driving
- Practical exercises that assist in vision placement, steering and hazard avoidance
- Selected manoeuvres conducted at highway/freeway type speeds in safe environment
- Slalom exercise for seating, steering and vision placement skills
- Vehicle dynamics – destabilising effects of excessive acceleration and deceleration (traction circle principle)
- Collision avoidance training
- Reading the road ahead – hazard detection
- Wet road driving
- Skid causation and prevention
- Stability manoeuvres – brake, turn and recover for braking and vision placement
- Practical manoeuvres increase in difficulty as program progresses





## Driver Development Programs *continued*

### EcoDrive – Environmental Program

This new program reflects enlightened thinking about contemporary vehicle use.

Conducted in an interactive workshop, the program addresses the EcoDrive themes related to the safety, environmental and economic benefits of EcoDriving.

Practical exercises are completed in small group settings. Interactive PowerPoint based presentations, including analysing situational video clips and traffic scenarios, facilitate higher levels of engagement of participants.

An important component of this program is a practical on-road driver assessment to ensure the skills of EcoDriving are demonstrated.

#### **Program Content:**

- EcoDrive Themes – Relationship between Safety, Economic and Environmental factors – concept of Defensive EcoDriving
- Environmental Impact of Vehicle Use – Vehicle Use Hierarchy, emissions, pollution, noise
- BAAMS® Driver Profile
- Hazard Perception – practical exercises analysing typical traffic scenarios
- Risk Factors – inappropriate speed, fatigue, mobile phones, country driving, alcohol, driving after dark
- Defensive Driving Skills – anticipation, scanning, looking ahead, reading traffic, collecting risk evidence, staying back to create collision avoidance space, commentary driving, vehicle safety features
- Vehicle EcoSafety Check – tyres, loose items, loading, weight reduction, drag elimination
- EcoDriving Techniques – smoothness, planning, acceleration sense, appropriate rpm, gear changing, using momentum
- Reversing – most common damage causing collision, ensuring visibility, using mirrors, head turning, physical safety check, using other aids, eg reflections
- Eco Vehicle Choice – ANCAP ratings, Greenhouse calculator
- Action Plan – actions that the participant can take including changing driving technique, work planning to reduce vehicle use, policy and procedure modification, personal plans that may be implemented at home or during private vehicle use





## Driver Development Programs *continued*

### Four-Wheel Drive Program

An introduction for all employees that use a four-wheel drive vehicle on and off-road.

Given the design of four-wheel drive vehicles and the wide variety of them in use in workplaces today, employers are required to conduct a risk assessment and provide training under the Occupational Health and Safety Act.

The risk assessment should recognise that hazards associated with four-wheel drives are inherent in the vehicles themselves and are compounded by the nature of the terrain and their purpose of use. Driving a four-wheel drive vehicle on sealed roads presents just as serious a hazard as off-road driving, if the driver is unaware of the risks and has not been trained to deal with them.

This full day program includes a comprehensive but easy to understand overview of the mechanical workings of a four-wheel drive vehicle to ensure that the nature of the functioning and associated hazards are understood.

The practical driving component is mainly conducted in off-road bush conditions including flat and moderately steep country, gradually progressing to more difficult and challenging terrain.

The emphasis is on safe operating and includes the important protective strategy of deciding not to take the vehicle into a situation that the driver is not confident to deal with.

#### **Program Content:**

- 4WD mechanical overview
- Emergency procedures – stall/stop and restart on slope
- Unsealed and gravel road driving
- Correct use of the transmission
- Negotiating steep slopes and rugged terrain
- Maintaining traction
- Introduction of safety recovery equipment
- Analysing terrain, surfaces and hazards
- Environment and vehicle sympathy

Companies, councils and government departments use this program to increase or consolidate their driving and safety knowledge in four-wheel drive vehicles.

NB: Vehicle recovery is dealt with as an introductory subject. If more comprehensive practical training is required a two-day program is recommended. It is also our recommendation that the Defensive Driving Program Level I be undertaken prior to the Four-Wheel Drive Program.





## Specialised Programs

Programs listed below are conducted for individual organisations upon request and can be adapted to meet special learning outcomes.

### Reversing and Slow Speed Manoeuvring

Fleet operators are well aware that the small scrapes and dents caused by reversing and parking incidents can mount up to large costs in panel repairs. Murcotts deliver a three-hour in-house program designed to increase awareness and skill when parking and reversing.

- Ideal short course for hotel valet parking
- Session includes demonstrations and practical training

### Towing and Weight Carrying

This program is purpose built to suit individual client requirements. The four hour session includes the following:

- Tow hitches
- Stopping distances when laden
- Reversing
- Sway
- Setting of mirrors
- Loading of trailers
- Defensive and protective driving

### Country Driving including Gravel/Unsealed Roads

This one-day program allows drivers to understand the adjustments needed for safe motoring when driving on gravel or unsealed roads.

Includes theory and practical training.

### Bus Driving Clinic

Driving school children or large groups of adults is a huge responsibility and the aim of this program is to impart information that occasional bus drivers don't normally have the opportunity to obtain.

Issues of perception related to sight lines, planning ahead in traffic, judging distances, parking and slow speed manoeuvring, require new skills.

Legal issues such as driver licensing responsibilities, certification of vehicles, seat belts and loose items.

Format – four hour session. Can be on client's site. Maximum bus size 22 seater.

### Driver Counselling and Psychological Assessment

Many vehicle crashes can be attributed to unresolved personal and health problems although only the symptoms of these may be the reported causes of those crashes. For example, speeding and risk taking may be the overt indicators of unresolved anger or conflicts.

The provision of counselling and assessment services is based on the principle that the psychological and emotional health and well being of all employees is an Occupational Health and Safety issue.

Murcotts have specialist consultants available to advise on the establishment of counselling services.

We also have strong links to professional counsellors and psychologists to back up our services. See [www.cheethamconsulting.com.au](http://www.cheethamconsulting.com.au)





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