



AA DRIVER TRAINING FOR COMPANY DRIVERS

SPECIALISED DRIVER TRAINING | DELIVERED BY PROFESSIONALS



- ✓ Save money
- ✓ Protect your staff
- ✓ Safeguard your assets
- ✓ Preserve your reputation



Supporting NZTA and ACC to create safer drivers through training and education

SAFER DRIVERS

Good driving makes good business sense. It not only protects your staff and saves you money, it also enhances your reputation with your customers and business associates.

Commercial drivers are on the road much more than other drivers, so it's no surprise that there's a much higher risk of them being involved in a road crash.

Many of these drivers don't see themselves as being 'at risk'.

"It's estimated that work-related crashes – including commuter crashes – account for around half of all workplace deaths. Then there are the thousands more who are injured."¹

Safer driving is not just about how well a driver can operate a vehicle; it's as much about their attitude and behaviour when they're driving on the road, and how they interact with other road users.

The AA Driver Training Programme educates drivers to understand risk and be able to make better, safer decisions.

Protecting your staff and your company's bottom line

Helping your staff become better, safer drivers can save your company money. Consider the potential savings you could achieve with professional driver training and education:

- lower insurance premiums and excess
- lower crash repair bills
- lower maintenance costs (repair, replacement, wear and tear)
- improved fuel efficiency
- reduction in lost productivity (sick leave, missed sales, interrupted service)
- fewer traffic infringements
- reduced number of vehicle-related incidents
- compensation claims from employees and third parties.

THE POTENTIAL COSTS TO YOUR BUSINESS . . .

A survey of 85 New Zealand organisations taking part in a road safety workshop showed:²

- that on average they had 33 crashes or collisions per year, involving one in four work vehicles
- the annual cost of motor fleet insurance claims averaged \$57,915
- the annual hidden cost of motor fleet insurance claims, including vehicle downtime, averaged \$121,286
- the average number of road injuries or fatalities per year was 10.

^{1, 2} Source: *Your safe driving policy*

Photography: RF123.com

This is a unique programme that focuses on the specific needs of those drivers 'at risk'.



WHY IS DRIVER TRAINING IMPORTANT?

Training and education to create safer drivers is described by the NZTA and ACC as a 'must have' for your company's safe driving policy.

As an employer it's your responsibility to make sure your staff are safe in the workplace and vehicles are considered part of the workplace under the Health and Safety in Employment Amendment Act 2002 (HSE Act).

This means taking all reasonable steps to ensure your staff are safe when driving on behalf of the company and it applies to anyone who drives as part of his or her work, including:

- **Commercial Drivers:** professional drivers whose vehicles are operating in a licensed transport service, e.g. truck, van, taxi, bus, and emergency services.
- **Employees who drive company-owned or pool vehicles for work:** such as sales people and mobile service providers.
- **Occasional Drivers:** whose main jobs are not driving for the company but who may drive from time to time between offices using company-owned vehicles.
- **Employees who drive their own vehicles for work:** employers have a responsibility to ensure both the driver and their vehicle is safe when they're using their own vehicle for work.

The NZTA and ACC booklet "Your safe driving policy" helps businesses manage work-related road safety and meet the obligations of the HSE Act.

Photography: Shutterstock.com

NZTA and ACC advise businesses to "create safer drivers through training and education" and to "provide regular training sessions because one-off sessions are not enough".

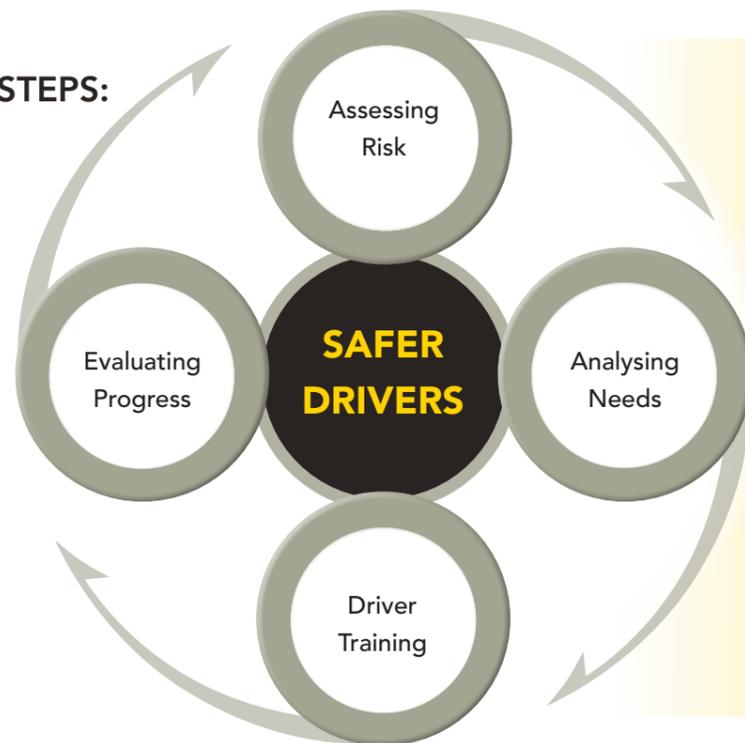
fleetsafety.govt.nz helping employers and fleet managers improve their fleet management and safety by offering information, advice, and practical help.



AA DRIVER TRAINING FOR COMPANY DRIVERS

Our simple four-step approach is suitable for all drivers in any business. We can provide customised, cost effective driving solutions specific to the needs of your business and particularly those 'at risk' drivers.

FOUR SIMPLE STEPS:



Step One: Assessing Risk

We assess your drivers to identify those who are 'at risk' whilst driving 'at work'. This filters out those drivers who don't need training, so you can spend your money wisely on those who do need it.

Step Two: Analysing Needs

We analyse the specific training needs of each 'at risk' driver, so we can provide a customised solution that will achieve the right results for individuals, teams, and your company.

Step Three: Driver Training

We can provide tailored in-house training and coaching that focus on the specific needs of your drivers and can incorporate any organisational policies that you feel are relevant for your staff.

Step Four: Evaluating Progress

We understand that you need to see results and a return on your investment. So we collate results to evaluate the success of your driver training and monitor the improvements your staff are making with safer driving.

Illustration: Allie Gibson

AS WITH ANY BUSINESS
INVESTMENT YOU EXPECT
TO SEE RETURNS.

WITH REAL BUSINESS BENEFITS . . .

These are some of the measurable benefits that your company can achieve by implementing a safer driver training and education programme:

- fulfilment of your 'Duty of Care' obligations
- improved workplace safety rating
- reduction in crashes through improved driver awareness, skills, and behaviour
- reduction in insurance premiums and excesses
- reduction in sick pay, lost productivity, workforce downtime, and legal costs
- reduction in other on-road incidents, such as speeding fines
- improved fuel efficiency through better driving
- reduction in vehicle maintenance costs through less wear and tear
- potential reduction in ACC levies.

You can help contribute to safer roads and reduce your costs.

How do your accounts look?

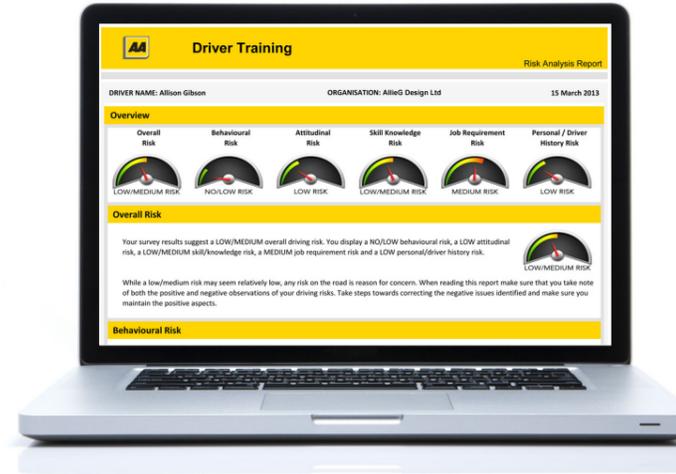
"A study of New Zealand's road and transport freight sector reported that changes in driver behaviour alone could reduce fuel consumption by 35%".

"Insurance Council of New Zealand data estimates that during 2008 New Zealand businesses claimed approximately \$400 million in insurance owing to commercial vehicle crashes."

Source: Your safer driving policy



It's essential to identify the specific training needs of 'at risk' drivers, and provide solutions that achieve results for the individuals and teams within your company.



Designed to identify 'at risk' drivers and their specific training needs.

STEP ONE: ASSESSING DRIVER RISK

HOW DO I KNOW WHICH OF MY DRIVERS ARE AT RISK?

This is a great starting point for fleet managers who want to identify their drivers' needs before investing in driver training. Our assessments are designed to help you clearly identify which of your drivers are 'at risk' whilst driving 'at work'.

As part of our AA Driver Training Programme we offer an Online Driver Risk Assessment and an In-vehicle Assessment that will help you:

- Meet your 'duty of care' obligations
- Identify 'at risk' drivers and recommend remedial action
- Focus on the needs of those people who require driver training the most
- Reduce crash rates and vehicle misuse with effective driver education.

Online Driver Risk Assessment

Our Online Driver Risk Assessment identifies a driver's level of risk; typically high, medium or low, by taking them through a series of questions and scenarios, and then assessing their responses.

In-vehicle Driver Assessment

We also offer In-vehicle Driver Assessments with a fully qualified AA Driving Instructor to provide a practical appraisal of a driver's skills, attitude and behaviour.

In-vehicle Driver Assessments are carried out during normal working hours, and are customised to fit in with the driver's schedule for minimum impact on their work or productivity.

AA Drive Safe In-vehicle Monitoring

AA Drive Safe is an in-vehicle GPS device that constantly measures driver performance. It provides real-time feedback and online reporting to monitor potentially risky driving behaviour, e.g. harsh braking, cornering, and speeding.

Our experience has shown that fitting the device to a vehicle significantly improves the driver's behaviour and attitude towards safer driving, and they drive much more carefully.

For fleet managers, AA Drive Safe assists with providing a proactive 'duty of care' for any worker who drives 'at work' on behalf of the company.

STEP TWO: ANALYSING TRAINING NEEDS

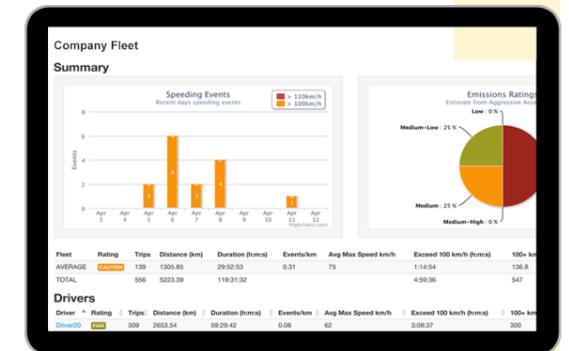
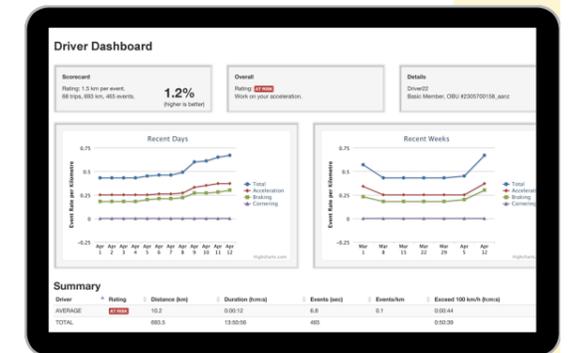
HOW MUCH TRAINING DO MY DRIVERS NEED?

At AA Driver Training we understand that one-size doesn't fit all, especially where driver safety is concerned.

Based on the facts and feedback collated through our detailed in-vehicle risk assessments, we will identify the appropriate training and coaching required to help your drivers 'at risk':

- **Online Driver Risk Assessments** provide a report that identifies the specific areas of risk for each driver, so we can identify training needs.
- **In-vehicle Driver Assessments** provide a written report from the AA Driving Instructor that identifies any concerns in driving skills and behaviour and recommends appropriate training or coaching.
- **AA Drive Safe In-vehicle Monitoring** provides real-time feedback about a driver's actions to identify areas for development in their driving skills and/or behaviour.

This detailed analysis enables us to work with you to devise a bespoke training and education programme specific to the needs of your drivers and your company.





It's all about getting the right message across, and that's why we provide tailored programmes, delivered in-house, to meet the needs of your staff.



Our training is designed to improve driver control skills, behaviour, awareness and safety.

STEP THREE: AA DRIVER TRAINING

HOW CAN THIS TRAINING BENEFIT MY COMPANY?

Our tailored programmes, focus on your team's specific needs and can incorporate any organisational policies that are relevant to your company into the content.

We deliver high quality, professional training and coaching that's precisely designed to improve driver control skills, behaviour, and safety.

Defensive Driving Course for Experienced Drivers (DD-ED)

This course is suitable for drivers of all ages and experience to improve road knowledge, risk awareness, hazard identification and overall safety.

The course has been designed with experienced drivers in mind and focuses people on recognition and management of those attitudes and behaviours that increase driving risks.

We offer a comprehensive two-and-a-half-hour course, which will focus on the elements of the driving task most relevant to your company.

Advanced Driver Coaching (60 and 90-minute options available)

This is a 60-minute practical coaching session with an AA Driving Instructor to focus on the driver's individual driving style and skills.

During the session the driver is asked to navigate their local driving environment using the vehicle they normally drive in, so the AA Driving Instructor can observe any patterns in poor driving style and provide helpful coaching.

If the Driving Instructor feels that more time is needed for the driver to correct their driving style, they may recommend further remedial training.

Our Advanced Driver Coaching is tailored to suit your individual driver's needs and can be organised on an individual or team basis.

Both your business and the driver will receive written feedback on the performance and any recommendations for further training.

An extended 90-minute coaching session is also available to include other practical driving tasks, such as trailer manoeuvres and winter driving.

Skill Control Programme

(including Crash Avoidance Techniques)

The Skill Control Programme is designed to teach new and experienced drivers how to understand and control their vehicles safely. It focuses on how to handle the vehicle effectively in varying situations and keep the driver and other road users safe.

This 90-minute coaching session is held away from public roads and highways so the driver can focus on vehicle control techniques.

Participants learn:

- how to make a safe and controlled emergency stop
- the value of the anti-lock braking systems (ABS) and electronic stability control (ESC)
- their driving limitations, as well as the limitations of their vehicles
- the attitudes and behaviours that make a better, safer driver.

This training provides a valuable opportunity for drivers to refresh their skills and reflect on their own driving ability and at the same time it improves their awareness of safety on the road.





As with any business investment it's essential to achieve results and be able to measure the benefits. We provide you with methods to evaluate improvements in safer driving.

AA Driver Training will support you in helping your staff become better, safer drivers.



STEP FOUR: EVALUATING PROGRESS

HOW DO I KNOW IF MY DRIVERS HAVE IMPROVED?

AA Driver Training uses simple and effective methods to evaluate improvements in driver performance and behaviour.

AA Drive Safe

With AA Drive Safe fitted to your drivers' vehicles, you can monitor improvements in driving behaviour with on-going real-time feedback and reporting. For example, you will be able to see from a driver's individual report whether there is a reduction in incidents of speeding, and aggressive or erratic braking, acceleration, and cornering.

In-vehicle Driver Assessment

An AA Driving Instructor can provide you with an in-depth evaluation to assess how much a driver has improved compared to their last assessment. This evaluation includes a written report about the driver's behaviour and skills and will identify if further instruction is required.



Why not make 'safer driver training' part of your company's code of practice?

Then your staff will know exactly how much importance you place on keeping them safe on the roads.

Photography: RF123.com

Photography: Jessie Casson

TO ORGANISE YOUR AA DRIVER TRAINING PROGRAMME

If you would like a tailored driver training programme for your staff, or would like to speak to a member of our team to discuss how we can help your drivers become safer on the road, please contact:

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WE ARE JUST A PHONE CALL AWAY FROM HELPING YOUR STAFF BECOME SAFER DRIVERS.



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