



Brake Australasian Fleet Safety Awards **GUIDANCE NOTES 2017**

General notes

Please read through these guidance notes before completing the entry form.

Please complete the form provided and ensure you submit all the required additional documents (see below) by the closing date for entries, **Friday 30 June 2017**.

For more information, please visit www.fleetsafetyawards.com/australasian-awards or contact Brake on +64 (0)21 407953 or brakecharity@gmail.com.

Completing the entry form

1. Contact details

Please provide contact details of the person submitting the award entry. This should be the person who is responsible for the initiative(s), product(s) or service(s) described in the award entry. Please include a daytime phone number and email address so that the relevant person can be contacted if there are any questions in relation to the entry.

2. About your organisation

Please select from commercial, public or not for profit. If your organisation does not fit into any of these categories, please select 'other' and specify type of organisation.

Please select an organisation type from fleet operator or fleet supplier. If your organisation does not fit into any of these categories, please select 'other' and specify the type of organisation.

If you operate a fleet, please insert the number of each vehicle type and the total number of vehicles you operate. Please note that some award categories are split into size of fleet, so it is important to complete this to ensure you are entered into the correct category. If you do not operate a fleet please leave blank.

3. About your entry

Please let us know whether you are a Brake member (e.g. through Brake Professional).

Please help us to monitor our marketing of the awards by letting us know how you heard about them.

4. Award categories

You can complete one entry form to enter multiple categories. For each category you enter, you must submit up to 600 words describing your product, service or initiative and why it is relevant to that specific category, and up to 300 words describing the results of your product, service or initiative. Even if you are entering more than one category, you still only need to submit one form.

Categories are listed below, together with some notes on what judges are looking for from successful entries to each category.

Company Driver Safety Award for the organisation that has implemented initiatives that do most to promote and achieve safer driving among employees.

These could include driver training programmes and education, but judges will also be looking for organisations that have gone the extra mile to create a safe driving culture, e.g. through awareness-raising campaigns, incentivising safer driving, or extending education and awareness-raising initiatives beyond those who drive for work to all employees or the community.

Fleet Safety Product Award for the product that does the most to improve fleet safety through innovation.

Past winners in this category have ranged from highly technological devices, to innovative new types of tyres. Judges want to see products that are new and different, that can be clearly differentiated from anything else available, and that have proven, demonstrable results.

Safe Vehicles Award for the organisation that has done the most to improve the safety of its vehicles, for instance through comprehensive and effective checking and maintenance procedures, vehicle specification, modification and/or use of technology.

Vehicle safety is absolutely crucial to road safety; Brake is an advocate of rigorous and high quality vehicle maintenance, including the training and qualification of mechanics working on vehicles for instance. Judges want to see evidence that organisations are giving due care and attention to their vehicles, to make them as safe for their drivers and other road users as possible.

Road Risk Manager of the Year Award for the risk or fleet manager who has implemented exemplary road risk management policies with proven results.

Judges are looking for detailed information about the policies and procedures the nominated person has implemented, as well as details of how they personally have helped to instil a road safety culture within the organisation and achieve these results.

Outstanding Commitment to Road Safety Award for the organisation or individual that has gone above and beyond the call of duty in their commitment to road safety, not just within the company but also the wider community. Individuals cannot enter this Award themselves, but can nominate another individual within their organisation, or an individual or organisation in the wider industry, using the entry form.

Judges are looking for detailed background information about the nominated individual or organisation, including both the work they undertake and activity they undertake outside of their role which demonstrates their commitment to road safety.

Across all categories, judges will be considering whether the initiative / product / service is described clearly and succinctly, how comprehensive and far reaching it is, and whether it is an appropriate measure to address the issue of risk reduction, or any other more specific issues highlighted by the entrant. Consideration will be given to the level of thought and detail that has gone into the entry, within the word limitations of course.

If you are entering multiple categories, and would like to submit different supporting information for each category, you may submit up to two sides of A4 for each category, clearly indicating on the document your organisation name and the category for which the supporting information is intended (please see section 7 below).

5. Your Awards entry

Please take care to ensure that you do not exceed the word limit for each question. **Any information over and above the word limit cannot be considered.** Please see below for details on submitting additional information.

- **General points.** Write your entry as though your product/service/initiative is new to the judges reading it. Use plain English and avoid jargon – those judging the entries need to understand exactly what it is you are doing.
- **Describe the initiative, product or service** (max 600 words). Be specific about what is included in the initiative or service, or what the product is and what it does.

Explain how your initiative, product or service is innovative. You can include here details about why it has been introduced, what you hoped to achieve, how your initiative/product/service is different to what your competitors do, or how it is based on the latest research or thinking (please provide references for any research quoted). If it is an existing initiative/product/service that has been improved, you must demonstrate how it has changed and why these improvements were made.

Explain how the initiative, product or service fits into a wider fleet safety strategy and demonstrates your organisation's commitment to improving road safety. You can include details of policies or strategies you have in place, other initiatives/products/services which the one you are submitting as an entry complements, and anything else your organisation has in place to improve road safety.

- **Tangible results** (max. 300 words). Demonstrate how effective the initiative, product or service has been. You should include statistics demonstrating this, e.g. a reduction in crashes, greater awareness of issues among staff / drivers, impact on reporting and recording of incidents, reduction in insurance claim costs etc. Show how your targets were SMART – specific, measurable, achievable, realistic, time-based, and the extent to which they were achieved.
- **Individual role and commitment** (max 300 words). This question should only be completed if you are entering / nominating someone for an individual award (i.e. the Outstanding Commitment Award or Road Risk Manager Award). If submitting an entry for an individual award, describe the initiatives the individual has developed/been a driving force behind, and the wider context of those initiatives within the organisation. Please also provide information about their personal contribution to developing these initiatives, developing the organisation's commitment to road safety, and what they have done which has gone over and above what was necessary to do the job, showing an outstanding commitment to road safety.

6. Confirmation

You are required to submit a logo and a photo to accompany your entry. This should also be emailed to brakecharity@gmail.com along with your entry and any additional information.

Please tick the box and date the form to confirm that all the information contained in it is correct to the best of your knowledge. Entry forms will not be accepted without this signature.

7. Additional Information

You may submit additional information with your entry. This could include evidence to support your entry such as sections of reports or research, graphs showing your results,

letters from your customers describing how effective your initiative/product/service has been.

Additional supporting information must be limited to a maximum of two sides of A4 per awards category entered. If the same supporting information applies across all categories entered, then only two sides should be provided. If separate supporting information is provided for separate categories, each document should be clearly labelled with your organisation name, and the category for which it is relevant.

Additional information should be emailed along with your entry form to brakecharity@gmail.com. As with your entry form, we will acknowledge receipt of any additional information files promptly. If you do not receive such confirmation, please call us on +64 (0)21 407953 to confirm we have received the information.

Unfortunately any information over and above the form itself plus two sides of A4 cannot be considered.

/ends