

# Brake Australasian Fleet Safety Awards

## GUIDANCE NOTES 2018

 **Brake**  
**FLEET**  
**SAFETY**  
*Awards*

**2018**

### 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 29 June 2018**. You can enter multiple categories, but must complete a separate entry form for each award you enter.

If you enter, you will be invited to attend the awards reception on Thursday 11 October 2018 in Auckland, New Zealand. For more information, please visit [www.fleetsafetyawards.com/australasian-awards](http://www.fleetsafetyawards.com/australasian-awards) or contact Brake on +64 (0)21 407953 or [info@brake.org.nz](mailto:info@brake.org.nz).

### 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 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 member of 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 enter multiple award categories but must complete a separate entry form for each award you enter. Categories are listed below, together with some notes on what judges are looking for from successful entries.

**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, and 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.

**Road Safety in the Community Award** for the organisation that has worked hardest with its community to improve road safety for all road users. This organisation will have road safety at the heart of its corporate social responsibility ethos.

Community engagement is at the heart of Brake's work: inspiring and mobilising groups of people in communities to spread the word about road safety can be incredibly powerful and effective not only in reducing road risk, but, from an organisational perspective, in raising your profile and improving your image within communities, whether local, regional, national or global. Remember, communities can be online as well as at your local schools and community groups. Judges will look for signs of organisations really seeking to engage with their communities in a variety of ways, for the greater good.

**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.

**Sustainable Journeys Award** for the organisation that has done the most to reduce risk and fuel emissions by introducing sustainable travel and journey routing choices, such as encouraging cycling, walking and public transport use as alternatives to driving, using environmentally-friendly fuels and vehicles, and/or reducing transportation needs.

Brake has a strong safety and sustainability ethos and is keen to promote and encourage this among other organisations. While fleets face a huge environmental challenge, we believe they are also well placed to reduce both distances driven and the huge environmental impact of road travel worldwide. Judges will be looking for entries that meet this challenge through a range of initiatives, rather than just one of those listed above.

**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 individual that has gone above and beyond the call of duty in their commitment to road safety, not just within their organisation but also the wider community. Individuals cannot enter this Award themselves,

but can nominate another individual within their organisation, or an individual in the wider industry, using the entry form.

Judges are looking for detailed background information about the nominated individual, 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.

### 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 due to the volume of entries.**

**General points.** Write your entry as though your product/service/initiative is new to the judges reading it, even if you have entered the awards in previous years. Use plain English and avoid jargon – those judging the entries need to understand exactly what it is you are doing.

**For the initiative, product or service award categories you must provide the following:**

Information required	Guidance	Word count
General organisation background	Please provide some general background on your organisation and its activities. This information will be sent to the judges along with the specific category they are judging.	Max 300 words
Describe the initiative, product or service	Be specific about what is included in the initiative or service, or what the product is and be clear about why it is needed. Provide detail about what issue(s) you identified that needed addressing and how your initiative, product or service meets those.	Max 300 words
If this is further development, how is it different or an improvement on what you have done previously?  <b>OR</b>  If it is new, how is what you are doing innovative, new or different for your organisation and/or industry?	You must demonstrate how the initiative, service or product has changed and why these improvements were made. This is particularly important if you have entered the same award category in a previous year.  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	Max 100 words  Max 100 words

	latest research or thinking (please provide references for any research quoted).	
Tell us about your organisation's wider commitment to road safety. How does this initiative/product fit in with your wider policies/procedures and activities?	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.	Max 200 words
Tangible results	<p>Demonstrate how effective the initiative, product or service has been. You should include data that shows 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.</p> <p>Judges want you to demonstrate the tangible results obtained over a specific time period and evidence of how you are monitoring and evaluating your product, service or initiative. If the initiative is so new that you do not have tangible results yet, please provide evidence of testing, on-going monitoring and evaluation and any preliminary results.</p>	Max 300 words
A high-resolution logo	Please attach a high res JPEG logo for your organisation when you submit your award entry. This should be attached as a separate file.	

### Road Risk Manager of the Year Award

Information required	Guidance	Word count
General organisation background	Please provide some general background on your organisation and its activities. This information will be sent to the judges along with the specific category they are judging.	Max 300 words
What initiatives has this individual been involved in at their organisation that aim to reduce road risk?	Describe the initiatives the individual has developed/been a driving force behind, and the wider context of those initiatives within the	Max 300 words

	organisation.	
What results have those initiatives produced?	Demonstrate how effective the individual has been. You should include data that shows 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.	Max 200 words
How has this individual demonstrated a commitment to road safety and been a driving force behind the above initiatives and results?	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.	Max 200 words
A head and shoulders photo	Please attach a high-resolution JPEG photo of the individual when you submit your entry. Please include the name of the individual in the file name and attach as a separate file.	

### Outstanding Commitment Award

Information required	Guidance	Word count
Individual role and commitment	<p>Explain how this individual has demonstrated a sustained commitment to road safety over a number of years, and how they have been a driving force behind road safety initiatives within their role/organisation and/or externally.</p> <p>Be clear about how they have gone above and beyond the requirements of their role(s) to have a lasting impact on road safety.</p>	Max 600 words
A head and shoulders photo	Please attach a high-resolution JPEG photo of the individual when you submit your entry. Please include the name of the individual in the file name and attach as a separate file.	

### 6. Additional information

You may submit additional supporting information of up to two sides of A4 for each award you enter. 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, or photographs and short video content (no longer than two minutes).

This information must clearly indicate your organisation name and the award entry for which the additional information supports. If the same supporting information applies across all categories entered, then only two sides should be provided.

Unfortunately, any information over and above two sides of A4 cannot be considered due to volume of entries.

### **7. Submitting your entry**

Please submit your award entries via email to [info@brake.org.nz](mailto:info@brake.org.nz). The deadline for submissions is Friday 29 June. Please ensure your submission includes the following:

- Completed entry forms for each award you would like to be considered for
- Any supporting information you would like to be considered as part of your entry
- Your company logo - JPEG
- A relevant photo to accompany your entry – JPEG.

We will acknowledge receipt of all entries within two working days of receiving them. If you do not receive such confirmation, please call us on +64 (0)21 407953 to confirm we have received the information.

/ends