

2024



# HEAVY VEHICLE ROLLOVER AWARENESS PROGRAM

## FINAL REPORT

HVSI#624





**FREE**

# HEAVY VEHICLE ROLLOVER AWARENESS PROGRAM

## Program Features:

- ✓ 12 generic learning modules
- ✓ Rollover Toolbox
- ✓ Industry case studies
- ✓ Quiz function



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[www.hvrap.au](http://www.hvrap.au)



HEAVY VEHICLE ROLLOVER AWARENESS PROGRAM



**HVRAP**

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## INTRODUCTION

This report outlines the successful implementation and impact of the Heavy Vehicle Rollover Awareness Program (HVRAP), demonstrating the effective use of Heavy Vehicle Safety Initiative (HVSF) funding to enhance heavy vehicle safety within the industry.

The HVRAP was developed by the Livestock, Bulk and Rural Carriers Association (LBRCA) in collaboration with the heavy vehicle transport industry.

## PROJECT DESCRIPTION

The HVRAP is an innovative initiative developed to assist to reduce the incidence of heavy vehicle rollovers. This free, comprehensive online education and awareness program is designed to be applicable to all parties in the Chain of Responsibility (COR) for a heavy vehicle.

The program aims to enhance road safety by providing valuable, reputable online learning resources that contribute to safer drivers, safer vehicles, and safer road use.

The HVRAP comprises two core learning modules:

### **Module One: Generic Content for All Sectors of the Heavy Vehicle Industry**

This module covers essential topics relevant to all sectors within the heavy vehicle industry, including:

- **Heavy Vehicle National Law (HVNL) and the COR Regulatory Framework:** Understanding the legal responsibilities and obligations of all parties in the COR.
- **Factors Contributing to Heavy Vehicle Rollovers:** Identifying where and when rollovers occur, and the role of driver distraction and inattention.
- **Forces Contributing to Heavy Vehicle Rollovers:** Exploring the impact of centrifugal force and other physical forces on vehicle stability.
- **Vehicle and Trailer Design:** Understanding the design features that influence rollover risk.
- **Electronic Braking Systems (EBS) and Roll Stability Technology:** Learning about advanced braking and stability technologies that can prevent rollovers.

- **Trip Planning (Freight Task):** Planning for trips by understanding products and loads and ensuring safe and compliant loading practices.
- **Loading for Compliance, Safety, and Stability:** Best practices for load restraint to maintain vehicle stability.
- **Seasonal and Geographical Issues:** Recognizing how different seasons and geographical conditions affect rollover risk.

## Module Two: Specific Rollover Awareness Content

This module focuses on rollover awareness for specific types of freight, including:

- **Transportation of Grain**
- **Transportation of Hay and Fodder**
- **Transportation of Cotton**

Each module includes video explanations of the topics, interactive check learning functions, and a final quiz to assess understanding and retention of the material.

The screenshot shows the HVRAP website home page. At the top, a blue navigation bar contains the text "HVRAP WEBSITE | HOME PAGE". Below this, the website header features the HVRAP logo on the left and a navigation menu with links for "HOME", "GET STARTED", "ALL COURSES", "TOOLBOX", "SIGN UP", and "LOG IN" on the right. The main content area has a light beige background. On the left, the title "HEAVY VEHICLE ROLLOVER AWARENESS PROGRAM" is displayed in large blue letters. Below the title is a paragraph: "A Heavy Vehicle Rollover Awareness Program aimed at reducing heavy vehicle rollovers and crashes and preventing the loss of life or serious injury in the Australian road freight industry." This is followed by a smaller paragraph: "Developed by the Livestock, Bulk and Rural Carriers Association (LBRC), HVRAP is your one-stop-heavy-vehicle-rollover shop to access tools and resources and learn from the real-life experiences of professional drivers at your own pace, in your own time, and on your terms. HVRAP empowers industry to create a culture of safety, and a culture of safety is a culture of success." On the right side of the main content area is a circular graphic with a blue truck icon in the center, surrounded by the text "HEAVY VEHICLE ROLLOVER AWARENESS PROGRAM" and the HVRAP logo below it. At the bottom of the page, there is a row of five icons with corresponding text: a play button icon for "WATCH THE ROLLOVER VIDEOS", an eye icon for "READ THE KEY POINTS FOR EACH VIDEO", a question mark icon for "COMPLETE THE QUIZ AND SHARE YOUR", a wrench icon for "ACCESS TOOLBOX RESOURCES", and a person icon for "CREATE A CULTURE OF SAFETY IN YOUR".

## PROJECT OBJECTIVES

The HVRAP aims to:

- **Reduce Rollover Incidents:** Achieve a measurable reduction in the number of heavy vehicle rollovers.
- **Increase Awareness:** Enhance awareness of rollover risks and prevention strategies among all parties in the COR.
- **Improve Safety Practices:** Foster a culture of safety within the heavy vehicle transport industry through continuous education and training.

## KEY ACTIVITIES AND MILESTONES

1. **Development of Educational Materials:** Created comprehensive training modules and online resources.
2. **Awareness Campaign:** Launched a media campaign including social media, radio, and print advertisements to raise awareness.
3. **Partnerships:** Collaborated with industry to amplify the program's reach.

## TARGET AUDIENCE

The HVRAP is designed for all parties involved in the COR for heavy vehicles, including:

- **Heavy Vehicle Drivers:** Ensuring drivers are well-informed about rollover risks and prevention strategies.
- **Transport Companies:** Providing resources to support driver training and safety initiatives.
- **Loaders and Packers:** Educating those responsible for loading and securing freight.
- **Schedulers and Planners:** Ensuring trip planning considers rollover risks and safety measures.
- **Industry Stakeholders:** Engaging with industry bodies, safety organizations, and government agencies to promote the program.

## RESULTS AND IMPACT

Operators and fleets have embraced the HVRAP as an integral part of their training and professional development programs. 1319 users have accessed HVRAP, with 92% completing the program successfully.

LBRCA undertook a project evaluation post-launch to determine the effectiveness of the HVRAP. Participants included a mixture of owner/operators (13), small-medium business owners (5) and large businesses who manager more than 11 trucks (2).

The key outcomes of this survey indicated:

- **Increased Knowledge:** Post-training surveys indicated a 95% increase in participants' knowledge about heavy vehicle rollover prevention.
- **Behavioural Change:** 75% of survey participants reported adopting new safety practices because of the program.

HVRAP reached a broad spectrum of the industry with 112,108 Facebook users reached, resulting in 1,233 link clicks.

Industry has adopted the HVRAP including the Livestock and Rural Transporters Association of Victoria who have included HVRAP as a training requirement for their new Higher Productivity Livestock Vehicle Pre-Approved Permit Scheme.

“GREAT WORK ON HVRAP. THE PROGRAM IS FANTASTIC. WE WILL BE REQUIRING THAT ALL OUR DRIVERS AND SUB-CONTRACTORS COMPLETE THE PROGRAM AS PART OF THEIR EMPLOYMENT/CONTRACTUAL REQUIREMENTS.”  
– GRAEME HOARE, MARTINS STOCK HAULAGE

Further, transport businesses have adopted the HVRAP into their employee and sub-contractor induction and staff training protocols including Martins Stock Haulage and IOR Petroleum.

Several logging industry operators are using the program for all new employees and intend to use it as a refresher program for individuals who have attended previous face to face rollover awareness training. These include ANC Forestry, Gippsland Logging, Merretts Logging Penola and Boss Logging.

# MARKETING AND PROMOTION

LBRCA has extensively advertised the HVRAP program amongst the LBRCA membership and through print, radio and social media as well as at industry events.

Media Company	Article Link
Big Rigs	<a href="http://bigrigs.com.au">New awareness program aims to reduce truck rollovers and crashes (bigrigs.com.au)</a>
Power Torque	<a href="#">Official Launch of the Heavy Vehicle Rollover Awareness Program - Power Torque</a>
Trade Trucks	<a href="http://tradetrucks.com.au">Heavy Vehicle Rollover Awareness Program stops rigs from rolling (tradetrucks.com.au)</a>
Prime Mover	<a href="https://primemovermag.com.au/staying-upright/">https://primemovermag.com.au/staying-upright/</a>
Owner Driver	<a href="#">Stay upright with the Heavy Vehicle Rollover Awareness Program - OwnerDriver</a>
Aust. Truck Radio	<a href="#">New awareness program aims to reduce truck rollovers and crashes - Australian Truck Radio</a>
Truckin' Life	A4 Full Page flyer in December 2024 issue of Truckin' Life
On the Road Radio	150 x 30 second radio advertisements across the month of September 2024

## Conference and Events

LBRCA was invited to present HVRAP at Trucking Australia held on the Sunshine Coast on 29 March 2023, the Transport Industry Conference held in Devonport on 16 August 2023 and the Livestock Transporters Association of Tasmania 2024 Annual Conference.

Our industry Subject Matter Expert for the program, Alan Pincott, showcased HVRAP to 250 industry participants at the LBRCA Annual Conference in Wagga Wagga in February 2024.

HVRAP PRESENTATION: TASMANIA 2024



## Social Media

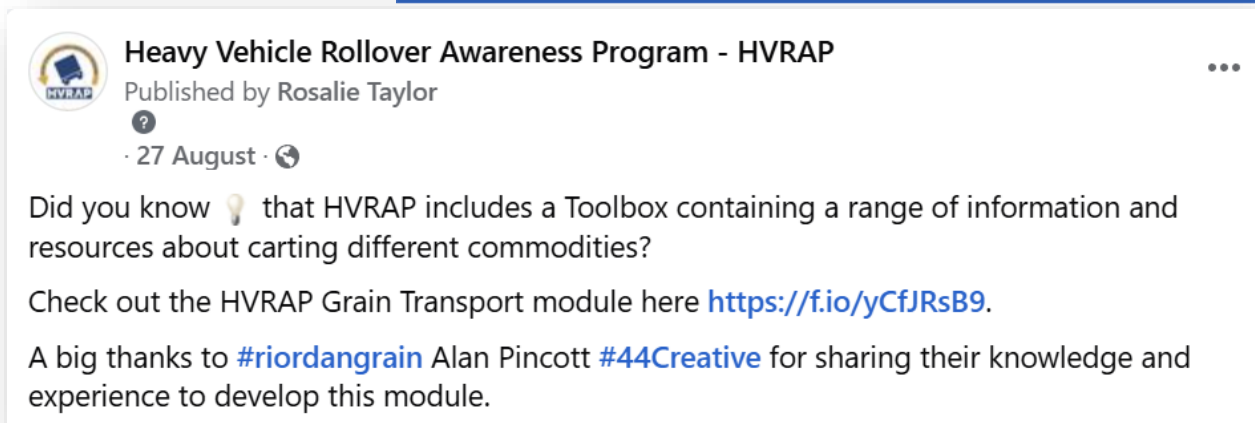
A dedicated Facebook page was created to provide a platform to share information relating to heavy vehicle rollovers and encourage industry to access program.

The page has 258 followers. A social media campaign was launched between 16 August 2024 – 16 September 2024. This campaign reached 112,108 Facebook users, resulting in 1,233 link clicks to [www.hvrp.au](http://www.hvrp.au).

### HVRAP FACEBOOK PAGE



### HVRAP FACEBOOK POST





Livestock Bulk Carriers Nsw

26 May · 🌐



LBRCA's Heavy Vehicle Rollover Awareness Program (HVRAP) is in the final stages of development and is on track for release in July 2024. 🙌

HVRAP is the result of a two-year collaboration with [Alan Pincott](#), the public face of our program, our heavy vehicle rollover expert and just an all-round terrific bloke. 🧑

Alan commenced his career as a HV mechanic before becoming a driver, instructor and HV licence tester, then spent 18 years with VicRoads as a HV inspector. He has been an independent consultant to industry since 2016.

Read about the work LBRCA and Alan are doing to support our industry and members here 📌



PRIMEMOVERMAG.COM.AU

### Staying Upright - Prime Mover Magazine

Alan Pincott is the public face of the innovative industry program HVRAP – the Heavy Vehicle ...

## **LBRCA Launches Heavy Vehicle Rollover Awareness Program (HVRAP) to Enhance Safety in the Australian Road Freight Industry**

**A free of charge program, developed by industry for industry.**

[15 August 2024] The Livestock, Bulk and Rural Carriers Association (LBRCA) is proud to announce the official launch of the Heavy Vehicle Rollover Awareness Program (HVRAP), a groundbreaking initiative aimed at reducing heavy vehicle rollovers and crashes and preventing the loss of life or serious injury in the Australian road freight industry.

HVRAP is a comprehensive program developed by LBRCA to provide the industry with the necessary tools and resources to foster a culture of safety.

Funded by the National Heavy Vehicle Regulator's (NHVR) Heavy Vehicle Safety Initiative (HVSI) and supported by the Australian Government, the program allows individuals to learn from the real-life experiences of professional drivers at their own pace, in their own time, and on their own terms.

Key features of the Heavy Vehicle Rollover Awareness Program include:

### **Learning Modules:**

- Understanding Heavy Vehicle Rollovers
- Understanding the Forces
- The Contributing Factors
- Tackling the Issue

Additionally, load-specific modules such as grain, cotton, and fertiliser are included, addressing the unique challenges associated with various cargo types.

### **Learning Videos:**

Each module is accompanied by informative learning videos, providing a dynamic and engaging educational experience for participants.

### **HVRAP Toolbox:**

The program's website houses the HVRAP Toolbox, a comprehensive resource centre containing links, tools, and other valuable information to support individuals and organisations in their commitment to safety.

HVRAP empowers the road freight industry to create a culture of safety, recognising that a culture of safety is synonymous with success. By providing accessible and flexible learning opportunities, LBRCA aims to significantly reduce the incidence of heavy vehicle rollovers and crashes, enhancing the overall safety of Australia's road freight network.

LBRCA Chief Operating Officer Bec Coleman commented, "The Heavy Vehicle Rollover Awareness Program is a testament to our commitment to the safety and well-being of our industry professionals.

"We believe that by equipping individuals with the knowledge and tools to prevent rollovers, we can create a safer working environment and save lives."

Alan Pincott from Australian Trucking Safety Services & Solutions said, "An enormous amount of support and participation from the industry has gone into developing the program. It makes us all proud that their efforts have gone into a program that is available to everybody and is free to all users.

NHVR CEO Sal Petrocchio OAM said, "Through the HVSI, the NHVR is able to invest in crucial projects like HVRAP, that deliver tangible improvements to heavy vehicle safety.

"This innovative initiative will support drivers by providing them with the resources they need to make informed decisions on the road about their safety.

"I'm pleased to see LBRCA paving the way for a safer future on our roads with this exciting new program."

To enrol in the Heavy Vehicle Rollover Awareness Program and take the first step towards a safer road freight industry, visit [www.hvrap.au](http://www.hvrap.au).

**Contact:**

**Bec Coleman**

**Chief Operating Officer**

**Livestock, Bulk and Rural Carriers Association**

**e: [bec.coleman@lbrca.org.au](mailto:bec.coleman@lbrca.org.au)**

**ph: 0432 336 718**

# New awareness program aims to reduce truck rollovers and crashes



STAFF WRITER

August 16, 2024, 2:33 pm



Each module is accompanied by informative learning videos. Image: LBRCA

The Livestock, Bulk and Rural Carriers Association (LBRCA) has launched the [Heavy Vehicle Rollover Awareness Program \(HVRAP\)](#), a groundbreaking initiative aimed at reducing heavy vehicle rollovers and crashes and preventing the loss of life or serious injury in the Australian road freight industry.

# Heavy Vehicle Rollover Awareness Program stops rigs from rolling



TIANE GAVILLUCCI

September 25, 2024, 9:03 am



Images: HVRAP, Scott Dawson and Lynley Miners

Every time we get behind the wheel, we hope to come home to our loved ones, safe and well.

So, when a spate of heavy vehicle rollovers occurred a few years ago, it triggered concern – not only for the truck drivers, but for other road users as well.

## CHALLENGES AND LESSONS LEARNED

- **Engagement:** Initially, engaging drivers to undertake filming proved challenging. Adjusting the schedule to accommodate their availability improved participation.
- **Resource Allocation:** Ensuring sufficient resources for filming in rural areas required careful planning and adjustment to align to harvest periods.
- **Natural Disasters:** During the project period, we experienced two major natural disasters including floods and bushfires. These impacted the delivery of the project as roads and access was blocked, preventing filming.
- **COVID-19:** The lockdowns associated with the COVID-19 pandemic was a major impact to the project delivery. On two occasions, filming was postponed due to stakeholders contracting the virus. Isolation and close contact rules caused further challenges with filming activities.
- **Greater Collaboration with NHVR:** LBRCA identified that NHVR Subject Matter Experts needed to be involved in design and content development much earlier in the project.

## FUTURE RECOMMENDATIONS

- **Continuous Marketing:** Implement ongoing marketing to continue to promote HVRAP and encourage ongoing use of program.
- **Toolbox Talks:** Develop a series of Toolbox Talks to support operators deliver safety information within a workplace environment, using content from the program.
- **Enhanced Collaboration:** Strengthen partnerships with more industry stakeholders to broaden the program's impact and encourage adoption.
- **Data Collection:** Improve data collection methods to better track the long-term impact of the program.
- **Develop more industry specific modules:** Industry want specific modules on industry sectors, including concrete, livestock, earthmoving as well as waste and recycling.



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## Industry News

# Manage Your Rollover Plan With HVRAP



11 hours ago



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HVRAP is a comprehensive program developed by LBRCA to provide the industry with the necessary tools and resources to foster a culture of safety.

Funded by the National Heavy Vehicle Regulator's (NHVR) Heavy Vehicle Safety Initiative (HVSII) and supported by the federal government, the program allows individuals to learn from the real-life experiences of professional drivers at their own pace, in their own time, and on their own terms.

## HVRAP CONTRIBUTORS

The HVRAP was strongly supported by industry. LBRCA acknowledge the following contributors:

<b>Bec Coleman</b>	LBRCA
<b>Alan Pincott</b>	Australian Transport Safety Systems and Solutions
<b>Mitchell Hodge</b>	Hodge Media
<b>Roxanne Tulk</b>	44 Creative
<b>Wade Lewis</b>	Agrigrowers Logistics
<b>Stephen McDonald</b>	McDonald Brothers Transport
<b>Jarrad Crimeen</b>	Gibson Logistics
<b>Peter Harbridge</b>	Gibson Logistics
<b>Garry White</b>	Gibson Logistics
<b>Jim Riordan</b>	Riordan Grain
<b>Joe Strawford</b>	Riordan Grain
<b>Michelle Kerr</b>	Riordan Grain
<b>Cory Kennedy</b>	Kennedy Trailers
<b>Kelvin Baxter</b>	Kelvin Baxter Transport
<b>Ricki Batten</b>	Kelvin Baxter Transport
<b>Brian Smith</b>	Brian Smith Timber Transport
<b>Chris Betts</b>	Betts Transport
<b>Tim Leary</b>	ANC Forestry
<b>Peter Shields</b>	Journalist
<b>Matt Van Dam</b>	Boss Logging
<b>Shane Pendergast</b>	Air Brake System
<b>Peter Rouse</b>	National Heavy Vehicle Regulator
<b>Jennifer Rotili</b>	National Heavy Vehicle Regulator

## 1.1 Understanding our industry and safety duties

Australian freight vehicles move an estimated 215 million tonne-kilometres (tkm) of freight across Australia's road network each year, with articulated high-centre-of-gravity heavy vehicles carrying the bulk of this freight. Much of the products, such as stone, sand and gravel, timber and live animals are transported on varying roads with vehicles that have a high-centre-of-gravity.

This video discusses responsibility in the chain and how the actions of others can influence the safety of your transport activities.

 Watch the video and then check your learning.



## HVRAP COMPLETION CERTIFICATE



### Certificate of Completion

THIS CERTIFICATE IS AWARDED TO

*Name Here*

For successful completion of the  
Heavy Vehicle Rollover Awareness Program

COMPLETED: August 28th 2024





**FREE**

# HEAVY VEHICLE ROLLOVER AWARENESS PROGRAM

## Program Features:

- ✓ 12 generic learning modules
- ✓ Rollover Toolbox
- ✓ Industry case studies
- ✓ Quiz function



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**DEVELOPED BY INDUSTRY, FOR INDUSTRY**