

# Driver Reviver

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## INTRODUCTION

These guidelines are provided to enhance the operation of Driver Reviver sites and to assist with the establishment of new sites.

## BACKGROUND

Driver Reviver is a community based road safety initiative, which evolved over a number of years in New South Wales, and was subsequently adopted by other states. Typically, most Driver Reviver sites are open during peak holiday periods, such as the start and finish of school holidays and long weekends. The concept is based on research that indicates driver fatigue is reduced if motorists break their journey regularly. All Driver Reviver sites provide refreshments and other items supplied by the national sponsor, Bushells Tea. Bushells Tea commenced sponsorship of Driver Reviver for the Queen's Birthday Weekend 2000. The success of Driver Reviver is attributed to the efforts of the volunteers, together with support from local organisations, the RTA, and the national sponsor Bushells Tea.

There has been considerable growth in the number of Driver Reviver sites in recent years. There is a belief that existing sites have further potential to reduce driver fatigue. In June 1998 a Working Party was established to involve the representatives of the majority of site operators and other key stakeholders in identifying the factors critical to the continued success of Driver Reviver and to revise the Driver Reviver Guidelines. The Working Party aimed to achieve commitment by all stakeholders to these guidelines.

## MISSION

Driver Reviver will be recognised and supported as a safe place for motorists to break their journey, in peak holiday periods, operated by friendly local volunteers providing light refreshments and other diversions, while making a contribution to the reduction of road crash trauma associated with driver fatigue.

## AIM

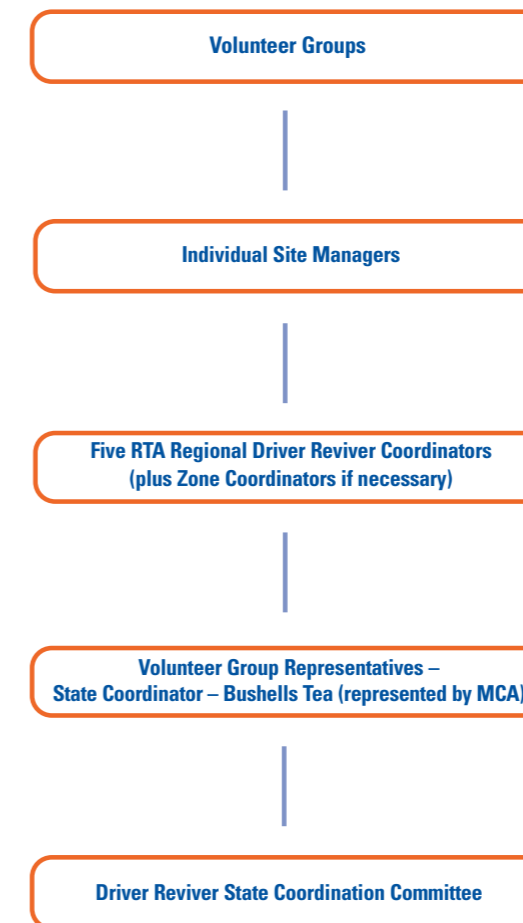
The aim of Driver Reviver is to provide safe rest areas during peak holiday periods that encourage motorists to break their long distance journeys.

## OBJECTIVES

The objectives of Driver Reviver are to:

- Assist motorists to implement forward planning of rest breaks
- Provide safe, attractive sites (free refreshments, clean facilities, social aspects etc.)
- Provide frequent and identified sites for motorists to break their journeys
- Provide a countermeasure to driver fatigue at holiday times
- Increase public recognition of driver fatigue as an important factor in road trauma
- Promote community ownership of road safety
- Increase volunteer awareness of road safety issues.

Responsibility for specific Driver Reviver sites is vested in individual Site Managers and their fellow volunteers. However, to achieve a coordinated approach and meet the objectives of Driver Reviver, the following coordinating structure has been developed.



### Driver Reviver State Coordination Committee

The Driver Reviver State Coordination Committee monitors the implementation of the Driver Reviver Guidelines and advises on strategic and policy matters at state level while acting as a focal point for stakeholder organisations. The State Coordination Committee rarely becomes involved in, and is not responsible for, operational matters.

The membership of the Driver Reviver State Coordination Committee consists of a representative from each of the following seven organisations:

- State Emergency Service
- Volunteer Rescue Association
- Lions Clubs International
- Bushells Tea (as represented by McCormac Cooper & Associates)
- NSW Police Service
- NRMA Ltd
- RTA (Corporate & Regions).

The State Coordination Committee acts on behalf of all stakeholders, including those Driver Reviver sites and volunteers not represented on the State Coordination Committee.

### State Coordinator

The State Coordinator is an RTA employee who assists in facilitating the achievement of the objectives of Driver Reviver, and is the catalyst for effective communication between all elements of the coordinating structure. The specific duties of the State Coordinator include:

- Acting for and on behalf of the Driver Reviver State Coordination Committee, to ensure that the Guidelines and recommendations of the Committee are communicated
- Maintaining links with participating organisations at state level
- Coordinating the process of consideration of new sites through the State Coordination Committee, including notification of final approval
- Advocating consistent implementation of safety policies across NSW
- Identifying ineffective sites in consultation with stakeholders and preparing subsequent recommendations to the Driver Reviver State Coordination Committee
- Addressing routine (state level) operational matters - based on recommendations by the Driver Reviver State Coordination Committee
- Determining matters on which members of the Driver Reviver State Coordination Committee ought to be consulted prior to decisions/actions occurring
- Encouraging a consistent approach to the operation/promotion of sites
- Liaising with volunteer organisations operating Driver Reviver sites
- Maintaining an accurate database for the purpose of effective communication and monitoring performance
- Contributing to driver fatigue marketing initiatives, relating to Driver Reviver, at state level

- Behaving in a consultative manner and demonstrating appropriate sensitivity to the needs and expectations of volunteers, the major sponsor, and the RTA
- Managing complaints in the context of the Guidelines and encouraging resolution at the local/regional level, other than matters of statewide significance
- Ensuring that insurances as listed under Safety Standards (on page 9 of this document) are provided to cover all volunteers undertaking all operations within the Driver Reviver sites.

### Volunteer Group Representatives

The role of the Volunteer Group Representative is to:

- Represent their group's site managers at Driver Reviver State Coordination Committee meetings
- Liaise with the State Coordinator and McCormac Cooper & Associates representing the major sponsor, Bushells Tea, about pertinent issues affecting the efficiency of Driver Reviver
- Consult with their respective volunteer members to identify ways and means of improving the safety and efficiency of Driver Reviver sites for future presentation to the Driver Reviver State Coordination Committee
- Provide support to the Driver Reviver State Coordinator in regard to disseminating information and/or decisions reached by the Driver Reviver State Coordination Committee to their volunteer members
- Ensure that adequate insurance cover is in place for all activities undertaken by volunteers at their respective Driver Reviver sites.

### Major Sponsor – Bushells Tea

Bushells Tea's generous sponsorship provides free refreshments and other products to Driver Reviver sites. Bushells Tea commissioned McCormac Cooper & Associates (MCA) to manage all aspects of Bushells Tea's involvement in Driver Reviver. MCA is responsible for providing products directly to volunteer groups prior to each Driver Reviver operation. In its role, MCA has responsibility to:

- Provide a representative to the Driver Reviver State Coordination Committee
- Liaise with the State Coordinator and the Volunteer Group Representatives about pertinent issues affecting the efficiency of Driver Reviver
- Liaise with individual volunteer groups ensuring their product needs are fulfilled
- Distribute Bushells Tea products and ancillary materials to individual volunteer groups
- Initiate, produce and distribute a Driver Reviver newsletter incorporating matters of interest to the NSW operation and its supporters.

**RTA Regional Driver Reviver Coordinators**

There are five RTA Regional Driver Reviver Coordinators whose role is to liaise with Driver Reviver Site Managers within their Regions. Their responsibilities include:

- Facilitating communication and coordination between Site Managers
- Encouraging Site Managers to open at times which target driver fatigue
- Ongoing evaluation of existing sites in order to encourage continuous improvement
- Involving Site Managers and other stakeholders within the Region, in the consultation process when proposals for new sites are received. When proposals are received the State Coordinator should be forwarded a copy simultaneously. The RTA Driver Reviver Coordinator is to liaise with the State Coordinator in regard to an assessment of the proposal. Local Traffic Committee advice can be sought once consideration is given by the Driver Reviver State Coordination Committee
- Arranging and/or providing RTA resources, if requested by a Site Manager, to support the operation of individual sites in a manner consistent with the Guidelines and Site Operation Manual in regard to road safety and traffic management issues
- Ensuring that each new site is provided with initial road safety and traffic management information, signs etc. This should also occur when there are changes in the site environment. (In each situation a report shall be forwarded to the State Coordinator. Should subsequent action be required, consultation between the RTA, Volunteer Group Representative and the volunteer group will be undertaken.)

Each RTA Regional Driver Reviver Coordinator has the option of identifying clusters of Driver Reviver sites and referring to these as zones. The RTA Regional Driver Reviver Coordinator may also negotiate the appointment of volunteers or RTA personnel in each zone to undertake the role of Zone Coordinator. The Zone Coordinator assists and reports to the RTA Regional Driver Reviver Coordinator by facilitating communications between sites within their zone and adjacent areas.

**Volunteer Site Manager**

The Site Manager will generally oversee and coordinate the activities at their site, in line with the Driver Reviver Guidelines and the Driver Reviver Site Operation Manual. In particular, it is recommended that attention be given to:

- The safety of volunteers, motorists and others at the site in accordance with the Driver Reviver Guidelines and Driver Reviver Site Operation Manual
- Regular contact with the RTA Regional Driver Reviver Coordinator/Zone Coordinator
- Ensuring volunteers have sufficient knowledge and information for their role
- The volunteers on site becoming aware of their insurance coverage
- Advising the RTA Regional Driver Reviver Coordinators of any road safety and traffic management site issues
- Ensuring the presentation of Bushells Tea as the major sponsor through promotional signage on site
- Maintaining the quality of Bushells Tea products throughout all weather conditions
- Providing MCA with sponsor's site reports and product orders on forms provided within the dates requested. (Orders must be placed a minimum of six weeks before any operating period.)
- Referring any matters concerning Bushells Tea sponsorship, including surplus stock, promptly to MCA.

**Volunteers**

It is suggested that volunteers assist the Site Manager with the overall operation of the Driver Reviver site by familiarising themselves with the following components:

- Become aware of the information contained in the current Driver Reviver Guidelines and the Driver Reviver Site Operation Manual
- Assist with the safety of fellow volunteers, motorists and others at the site in accordance with the current Driver Reviver Guidelines and Driver Reviver Site Operation Manual
- Obtain sufficient knowledge and information about the volunteer role in the Driver Reviver operation from Site Managers including the layout of the site and the use of all resources associated with the site
- Contribute to the team at the site, in a friendly manner
- Know the location of, and have access to, a basic first aid kit.
- Become aware of your insurance coverage and its requirements when on site
- Advise the Site Manager or representative of any risk or safety issues
- Assist with the presentation of Bushells Tea as the major sponsor through promotional signage on site
- Maintain the quality of Bushells Tea products throughout all weather conditions
- Refer any matters concerning Bushells Tea sponsorship, including surplus stock, promptly to Site Manager.

**New Site Proposals**

The proposer of a new site should present well-developed reasons for establishing a site, while addressing each of the following 'essential' and 'desirable' criteria. In addition, the proposer needs to provide evidence of their capacity to staff and manage the site, before consideration is given by the Driver Reviver State Coordination Committee to determine if a proposed site will be accredited.

The site proposer must address the following criteria:

**ESSENTIAL CRITERIA****Road Safety Benefit**

- Based on local information, driver fatigue statistics and research
- Location of the proposed site relative to existing Driver Reviver sites.

**Safety at Sites for Operators and the General Public**

- Obtain advice from the road management authority about safe turning movements on entry/exit, based on average daily traffic, holiday traffic volumes etc. - safe access and egress at the site as well as sight distances for vehicles
- Off-road parking within the site that separates vehicles, pedestrians and food service areas
- Identification of the site, (for example, the site can be seen from the road)
- Endorsement by the relevant road management authority
- Outline of amenities such as the provision of power/toilets/lighting/rubbish disposal and removal/shelter (for example, shadecloth, tent, building, disabled access)
- Supply by volunteer organisations of documentation to the effect that they will have the required insurances in place.

**DESIRABLE CRITERIA**

- Driver Reviver sites will not affect significantly nearby food/beverage outlets
- Location of any nearby designated Rest Area taken into account
- Activities and/or facilities which will encourage people to remain at the site for at least fifteen minutes
- Support from adjacent Driver Reviver sites for the establishment and effective operation of the proposed site, determined by the RTA Regional Driver Reviver Coordinator
- Evidence of sufficient volunteers to maintain a minimum staffing of three volunteers per shift
- Seating for visitors to encourage longer breaks
- Good site security for individuals and Driver Reviver site resources
- Understanding of driver fatigue issues affecting long distance drivers.

The RTA will provide advance signposting once an application meets all approvals.

An aim of Driver Reviver is to achieve consistent and predictable opening times for each Driver Reviver site during peak holiday periods. However, individual sites may be subject to a variety of factors regarding opening hours. Given the diversity of situations across New South Wales, the following principles should be applied to decisions about opening times.

**Principles**

- Focus on highway zones – opening times should be negotiated within each zone in line with the objectives listed earlier. Consider the opening times of adjacent sites
- Consider arrival times of motorists departing the major cities
- Consider the possible impact on local businesses
- Decisions on operating hours should consider a combination of research/crash statistics and local knowledge (RTA, Police, volunteers, etc.)
- Core opening hours should not be promoted in a manner which might convey the message that fatigue only occurs in those hours
- Start and finish of school holiday periods and long weekends will remain the focus - however, holiday periods in other states may be relevant to sites in reasonable proximity to state borders. Special seasonal travel should be considered.

**Audits**

The safety of volunteers and visitors is paramount at Driver Reviver sites. Checking Driver Reviver sites in respect of site safety occurs prior to the establishment of a site and will be an ongoing process. The relevant road management authority (Council or RTA) may conduct road safety audits at random. A road safety audit is a mandatory element in the process of approving a new Driver Reviver site.

An audit of existing Driver Reviver facilities may be undertaken to ensure the Driver Reviver site is not contributing to a road safety or traffic management problem. In this respect the RTA will develop a road safety audit checklist. The RTA will undertake to conduct road safety audits of all Driver Reviver sites.

**Site Safety**

Public safety checks as outlined in the Driver Reviver Site Operation Manual should be conducted before and during each operational period, by the Site Manager. The potential orientation needs of volunteers should be addressed during each public safety check. Site Managers are required to document any adverse activities, which could affect public safety or road safety. Adverse road safety matters should be reported to the RTA Regional Driver Reviver Coordinator as soon as possible. As each site differs in composition, the public safety check should be tailored to accommodate specific site safety needs.

**Insurance**

Volunteer Group Representatives must obtain and have written confirmation that their organisation has the following insurance coverage in place:

- Public liability insurance
- Material damage insurance covering the property of the organisation against fire and extraneous perils, burglary, theft, etc.
- Workers compensation insurance or equivalent personal accident insurance coverage for volunteers
- Third party property insurance for any motor vehicle used in conjunction with Driver Reviver .

Evaluation of each site regarding performance, viability and the continuing need for the site, is a prerequisite for the continued success of Driver Reviver. Evaluation of individual sites contributes to the effectiveness of Driver Reviver as a whole. These perceptions influence sponsor support and the contributions of stakeholder organisations.

**Consultation**

The road management authority will progressively conduct an initial road safety audit, which is relevant to Driver Reviver sites. Subsequent road safety and traffic management evaluations may be arranged as necessary, in consultation with each of the volunteer organisations and Site Managers. Each evaluation must take into account the needs and expectations of the volunteers who manage and staff the sites. Public safety and road safety matters will receive priority consideration. The tone of evaluation reports should be constructive and encouraging. The underlying theme is 'continuous improvement'.

Therefore, process evaluation is important and requires attention in accordance with the Driver Reviver Site Operation Manual. Volunteer satisfaction and the extent of external support from local businesses, may also be considered.

The marketing of Driver Reviver includes the following elements:

- Public awareness of Driver Reviver should be reinforced
- Directional signage should be consistent in style
- Sponsorship recognition will be incorporated in statewide Driver Reviver promotional material as well as on-site signage, where appropriate
- Local sponsorships should be encouraged - provided these do not compete or conflict with the major sponsor
- Whenever appropriate, consistency with Queensland and Victorian promotional material should be pursued through the State Coordinator
- The State Coordinator should disseminate information about driver fatigue campaigns and issues in a timely manner to the volunteer organisations, RTA Regional Driver Reviver Coordinators and the representatives of the major sponsor, McCormac Cooper & Associates
- Volunteers and other stakeholders need to be alert for opportunities to reinforce the importance of pre-planning by motorists to take regular breaks when driving on trips of more than two hours
- Volunteers should be encouraged to contribute to the ongoing consideration of marketing issues regarding Driver Reviver
- Volunteers should be encouraged to use other indicators in addition to traffic volume when making decisions about hours of site operation for their site, such as operating times of adjacent sites and fatigue crash statistics or travelling times from major centres
- Volunteers and other stakeholders should be encouraged to share observations about perceived trends in traffic movements and vehicle/passenger composition with RTA Regional Driver Reviver Coordinators
- RTA Regional Driver Reviver Coordinators should ensure that local media is notified of the approach of a Driver Reviver operation conveying information about the sites involved and their opening times across the zone
- Volunteer site managers should be encouraged to contact their local media.