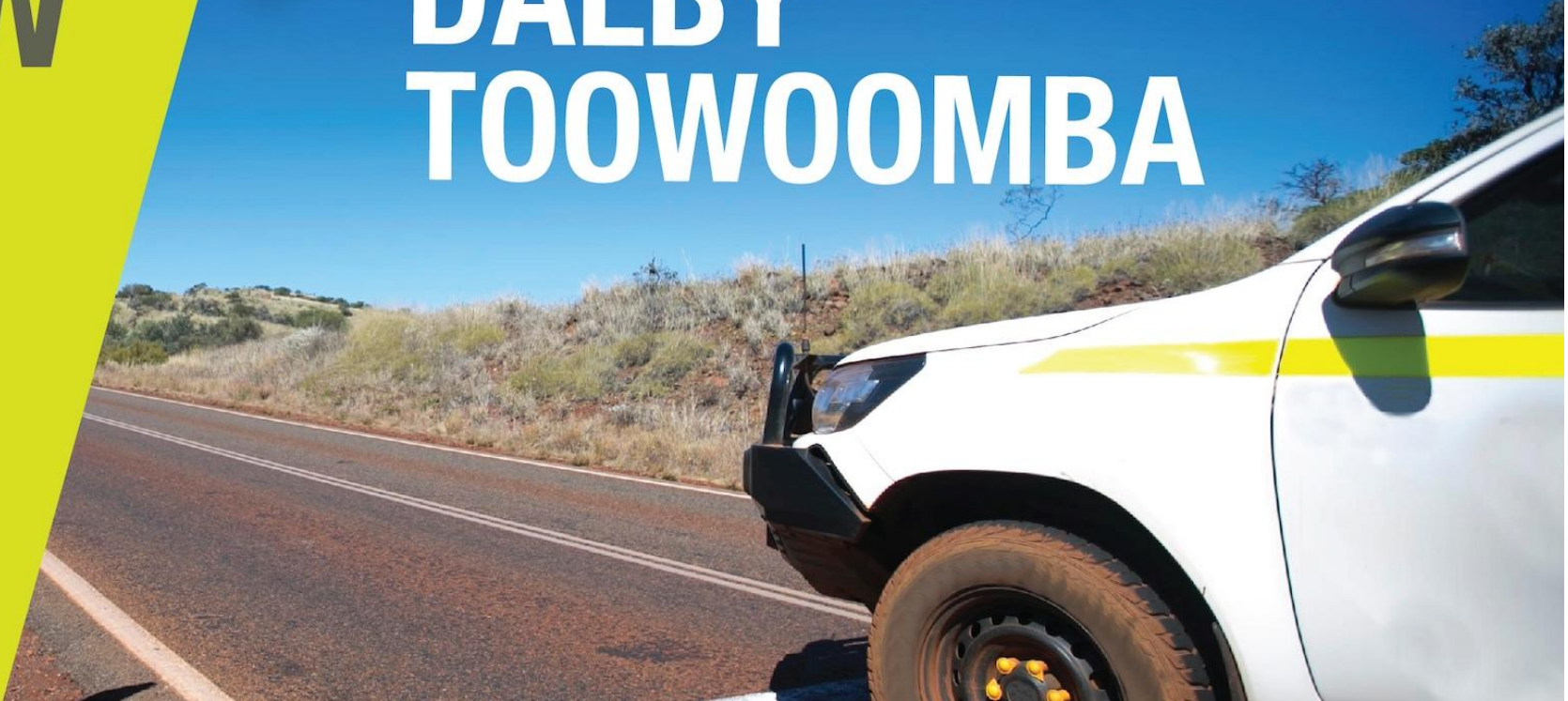




**SAFER TOGETHER
REGIONAL
ROADSHOW
25-29 AUGUST**



**ROMA
CHINCHILLA
DALBY
TOOWOOMBA**





Common
IVMS
Specification

Safer Together

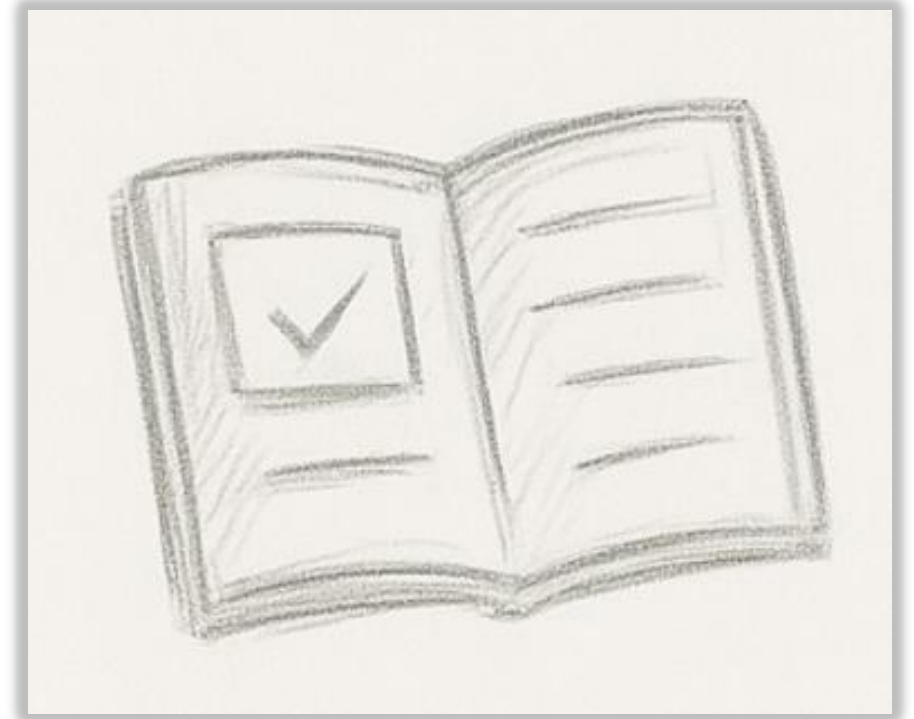
Driving Together

How IVMS Drives Safety and Team Culture

What do we hope to get out of this session?



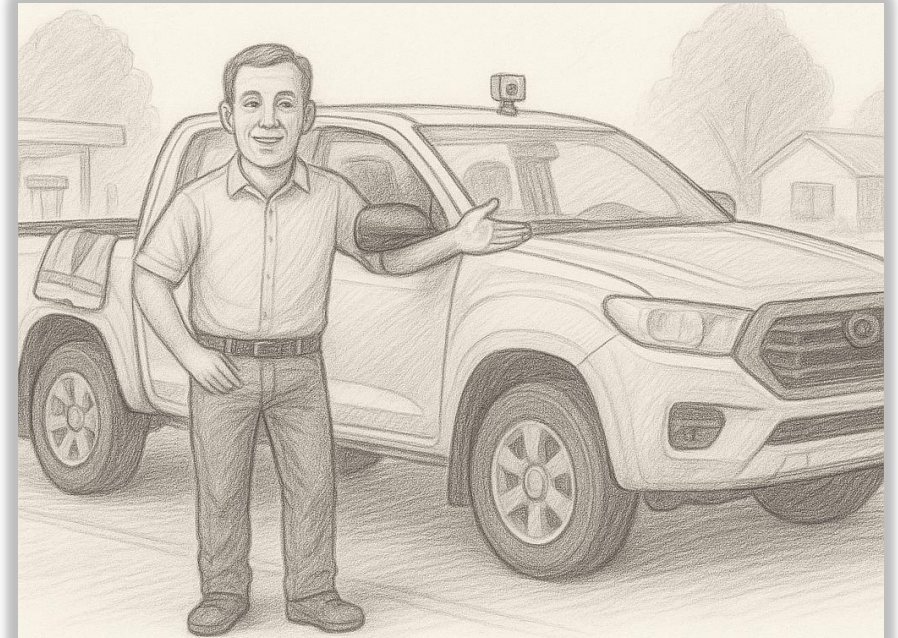
- Your experiences, questions, and ideas on how to improve trust, coaching, and safety culture
- A shared picture of where our industry stands on IVMS and fatigue monitoring
- Real examples of what's working — and what isn't
- A shared understanding of new requirements and timelines



Perception vs Reality



Who's a better than average driver?

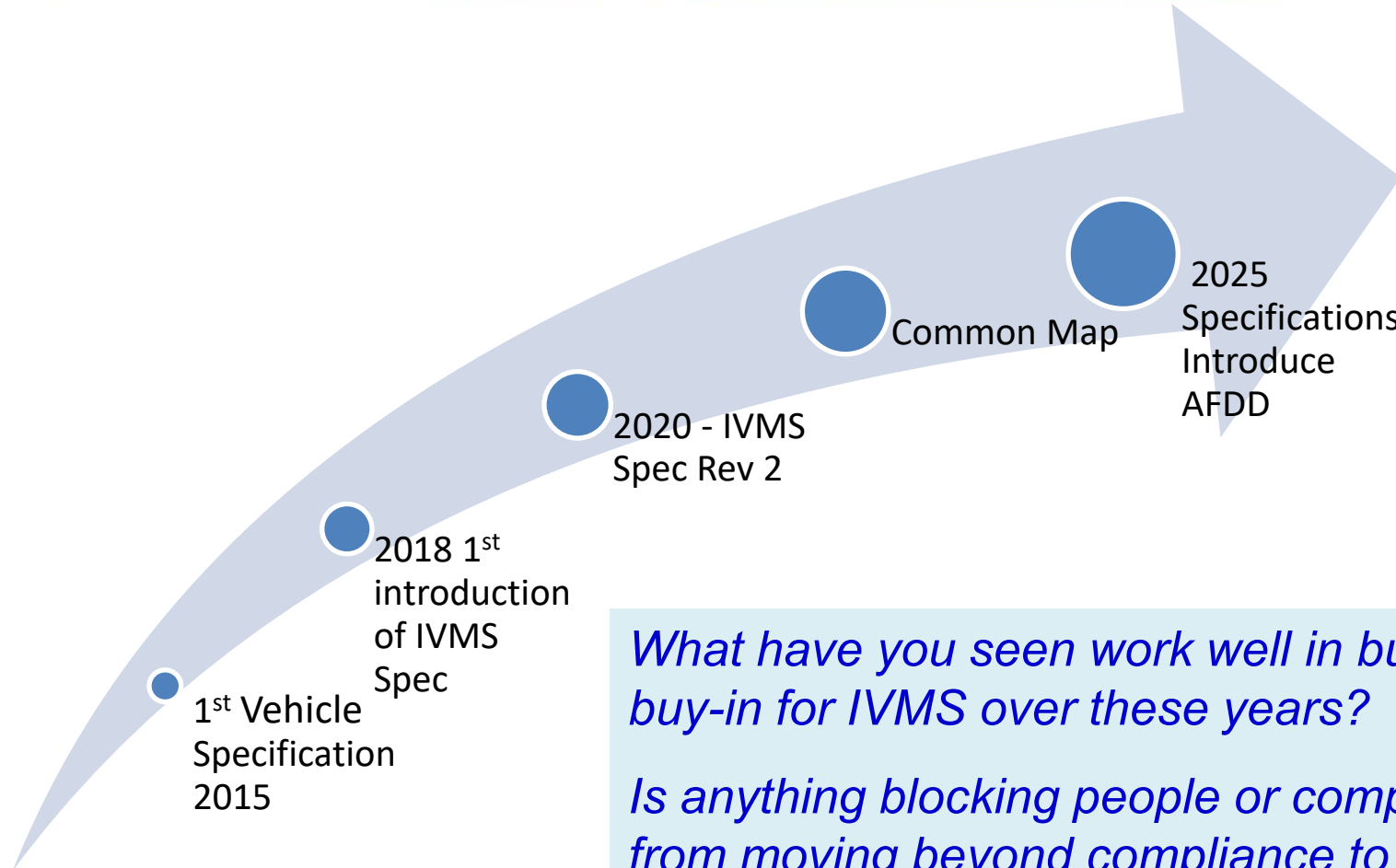
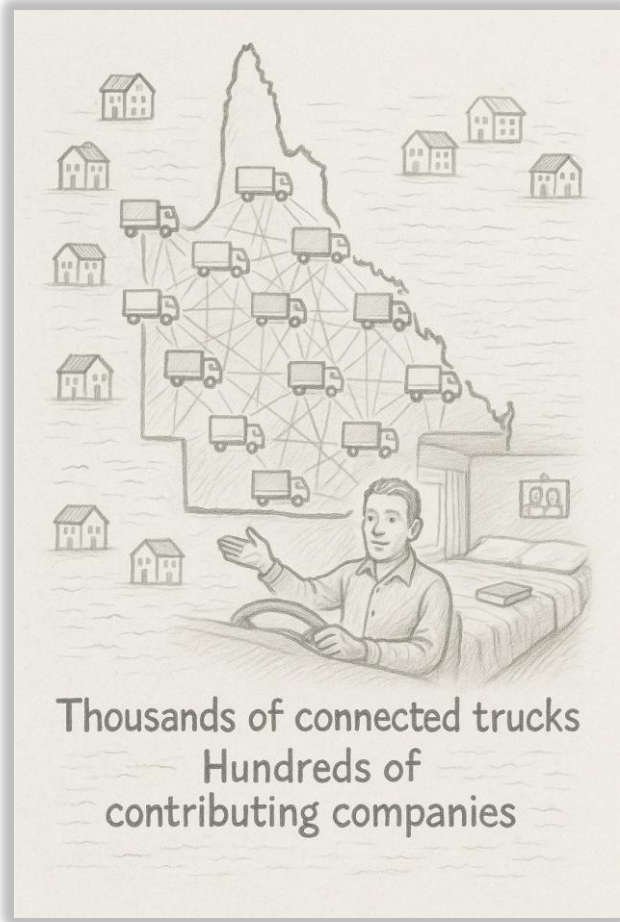


This is my seat. That's my patch.
And for today, that's my world.

How does IVMS data join these two?



10 Years of Industry Commitment

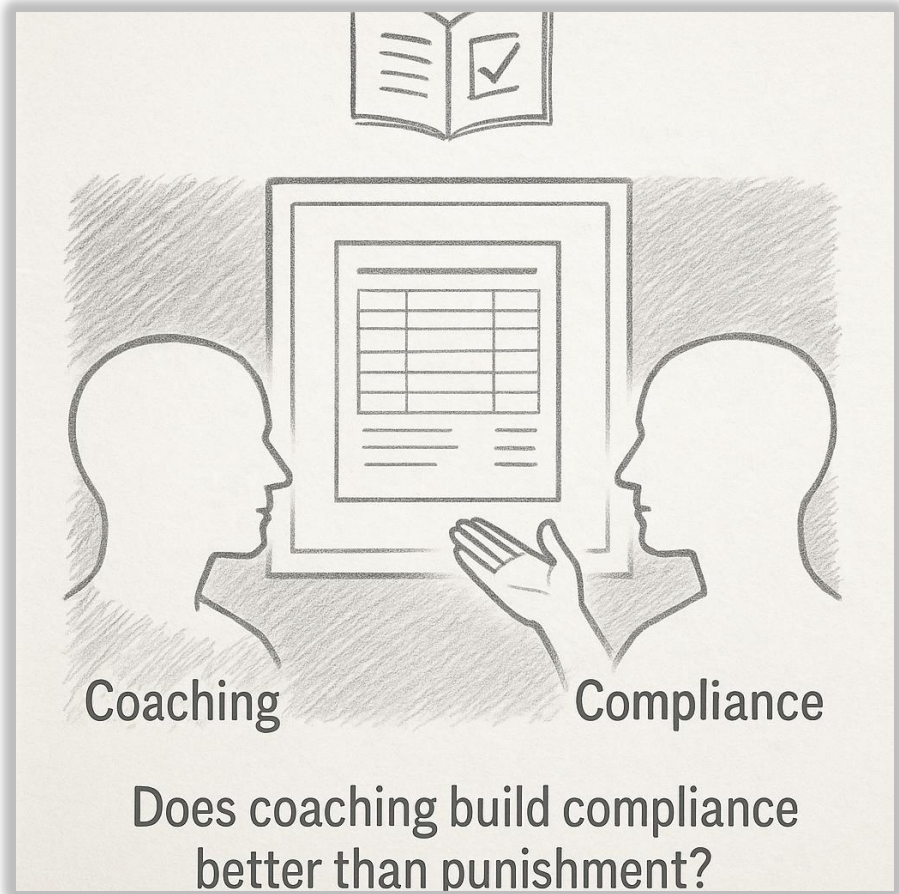


What have you seen work well in building buy-in for IVMS over these years?

Is anything blocking people or companies from moving beyond compliance to culture?



Building Culture - what works?

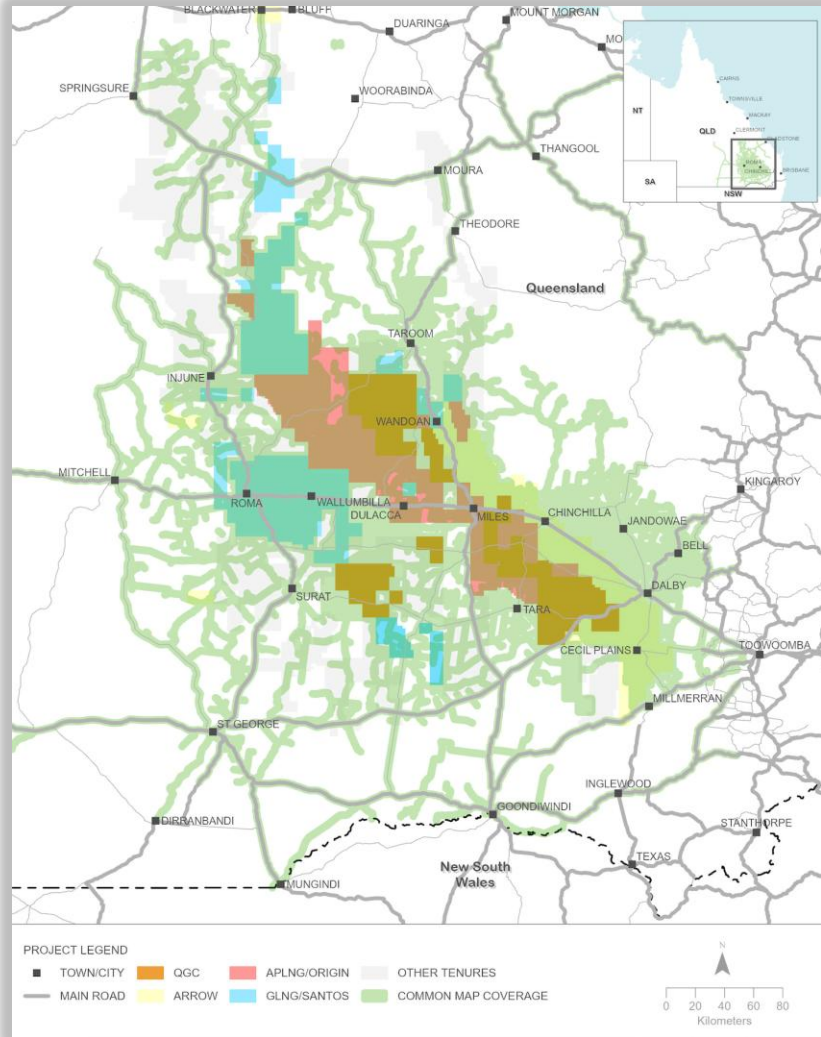


What do you think?

- Can anyone give an example of where they are doing really well with IVMS data?*
- Are there any examples of what really doesn't work well?*



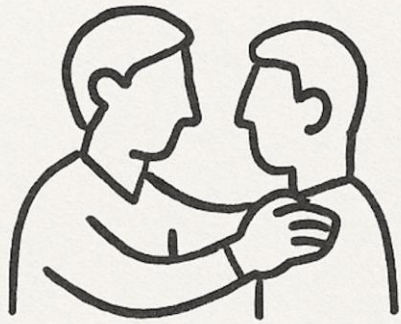
Our Industry Map – Let's Use It Together



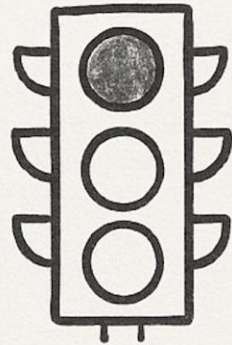
- *How's the map working for you?*
- *Is there anything that could make it better?*



What's Working – Best IVMS Use Strategies



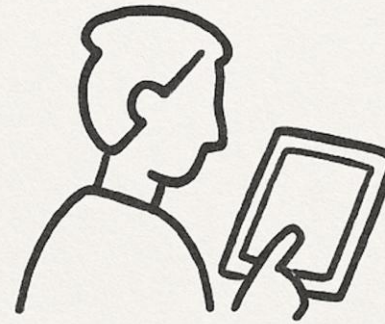
Coaching
over
punishment



Cat 1/2/3
event
thresholds



Pre-speed
alerts



Driver
access to
data



Recognition
for top
performers

- Does anyone have an example of where IVMS has affected trust — either positively or negatively?*



2025-0

back
book at
opened
in car...
e
urface, a
h to very se
g the
en
again -
road
ing the

27.5.80



The Impact from Good Data and Video



- We can only see and analyse this because of the IVMS and camera
- It shows that the leading car was travelling at a safe speed and did an excellent piece of defensive driving – even the braking of the vehicle was within IVMS limits
- The truck behind was too close, had to swerve, and could have hit an oncoming road train
- The evidence and data coming in this way creates a real impact on the watcher that will certainly reinforce the value of the 2-second rule
- We are starting to get many pieces of impactful learning like this from IVMS and cameras



Local Story: Performance



Two drivers in QGC have managed to drive the equivalent of the whole 24,000 km of Australia's coastline – one of them 4 times and the other 7 times - **without a single IVMS event being recorded!**

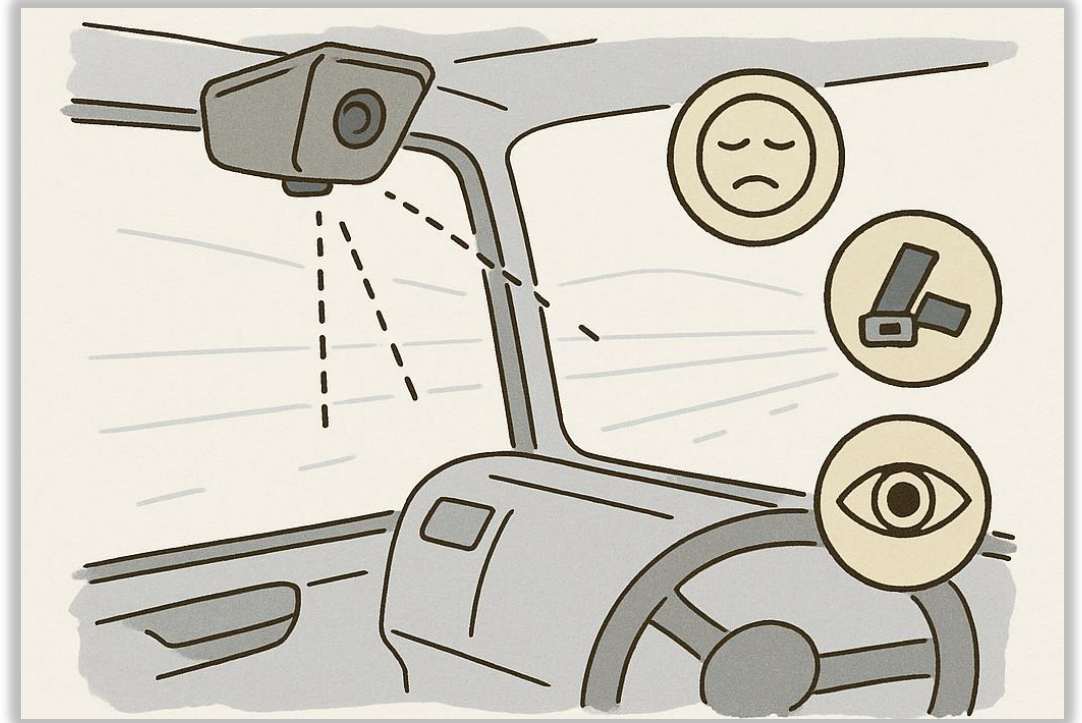
- *What is your experience out here in Roma / Chinchilla / Dalby / Toowoomba?*



Fatigue and Distraction Cameras Are Here



- Mandatory by Dec 2025 (heavy vehicles)
- Detects belt misuse, drowsiness, distraction
- Follow up on events is thoughtful and often impactful – typically microsleep, drowsiness and distractions
- Privacy issues – myth busters (privacy, false events, intrusion into the space)



- . *What do you think might hinder the AFDD rollout?*
- . *What might make it work well?*



Fatigue and Distraction Cameras Are Here - 2



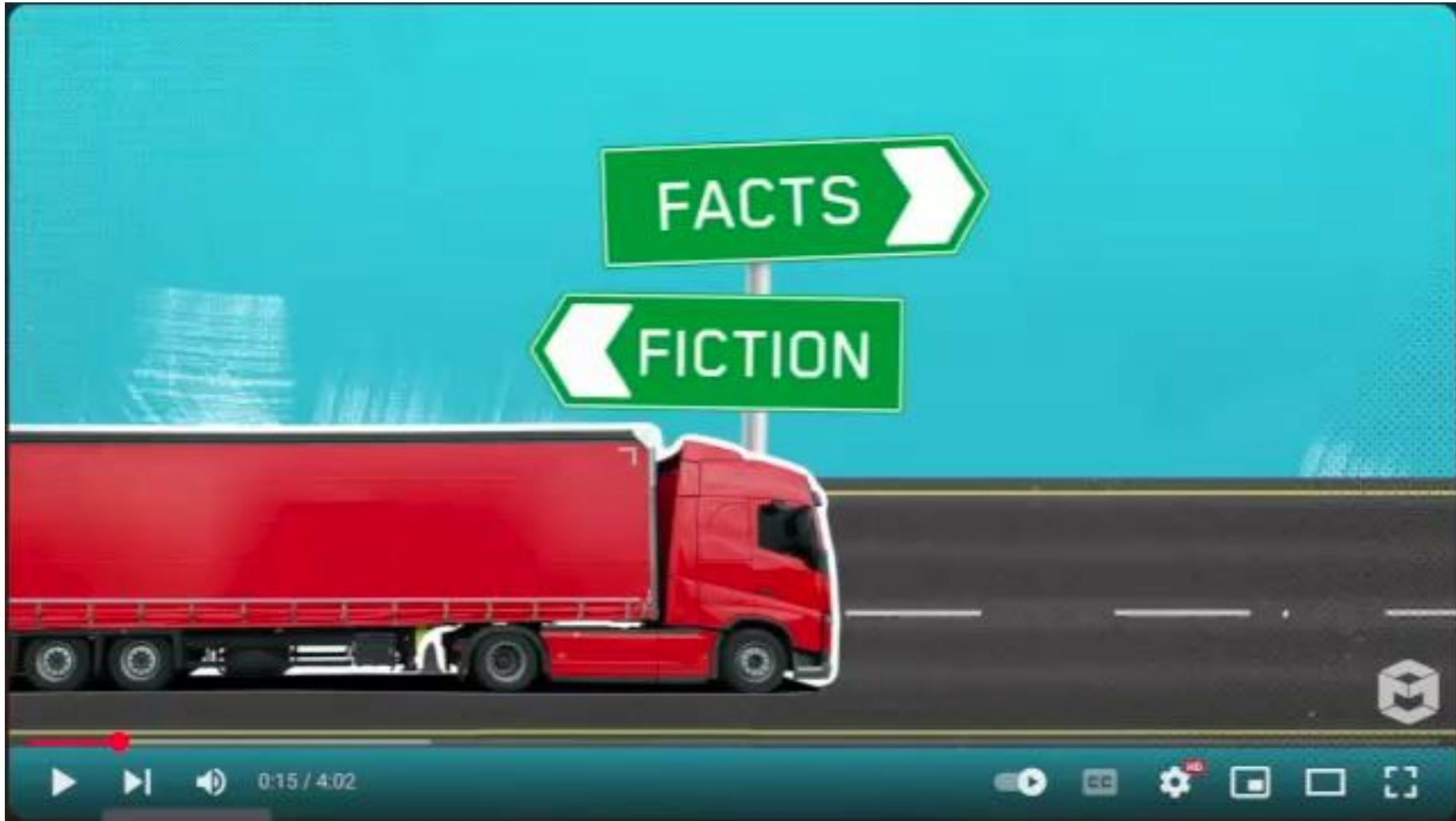
One Member Company's Global Overview of AFDD Implementation and Follow -up

AFDD - Fitting the technology is just a start of the journey

	Vehicles Fitted with AFDD	Miles Travelled	Distracted Event Count	Valid Distracted Event Count	Distraction False Positive	Distracted Actioned	Fatigue Event Count	Valid Fatigue Event Count	Fatigue False Positive	Fatigues Actioned
Asia	616	800367	42908	0	0	0%	1791	0	0	0%
Middle East & North Africa	412	2456252	17424	182	2071	1%	3129	48	351	2%
Europe & Other Africa	106	153162	5256	0	0	0%	517	0	0	0%
Americas	348	441841	9465	1	1	0%	6435	20	0	0%
North America Land	319	2086045	726	50	68	8%	245	11	4	5%



Myth Busters



- *What is your favourite myth?*



FATIGUE CAMERAS: MYTH VS. FACT

MYTH


They're just there to spy on drivers

They're record everything, all the time


They'll get me in trouble for every little mistake


They replace human

FACT

They're designed to detect drowsiness and distraction. 

They only save short clips when triggered 

Data is used to coach, not automatically punish 

They're a tool, not a decision-maker 


They're just there to spy on drivers

They make driving more stressfull

They're always inaccurate

They make driving more stressful


Managers will see what I'm doing

They're tested to reduce false alerts 

They're help drivers feel safer

They're tested to reduce false alerts

Most systems don't share video of drivers

Most systems don't share video of drivers 

- *What is your favourite myth?*



Industry Conversation – Future Vision



- “Where do we stand? Are we ahead of the curve, or falling behind?”
- We’re exploring anonymous dashboards that show trends without naming names. This allows safe benchmarking and early detection of issues.
- If we get this right, we turn fragmented data into shared insight

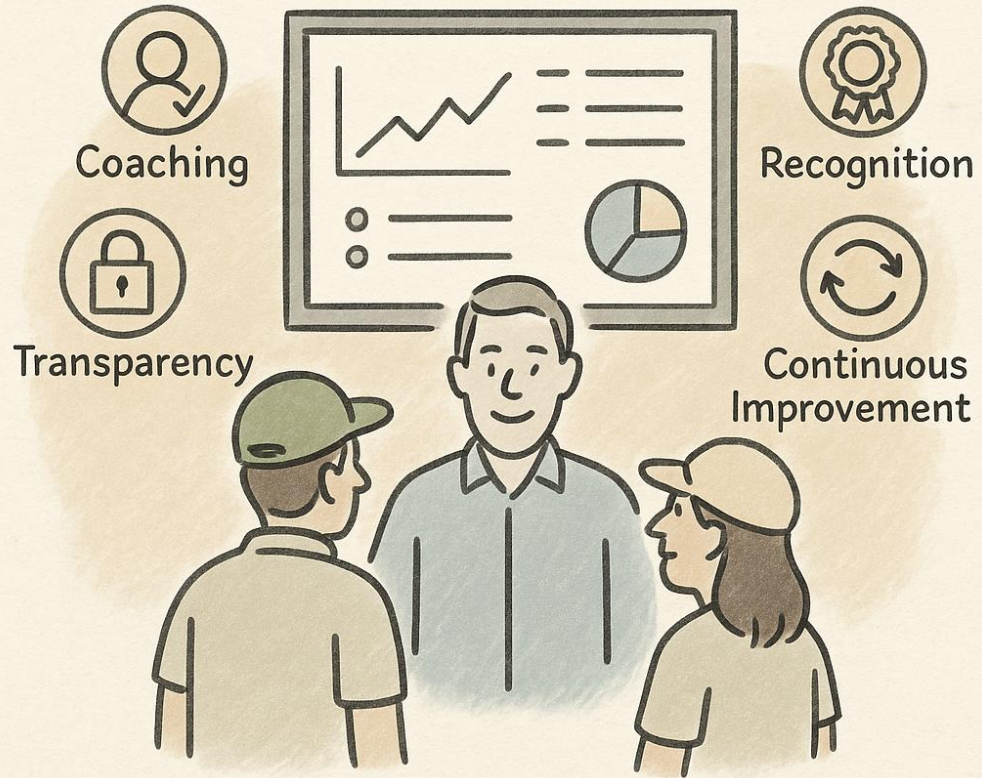
- *How realistic does this approach sound?*
- *What might you get out of it?*



How does IVMS help Leadership in Road Safety?



Great IVMS Leadership



- *How do you see your leaders using IVMS to help road safety?*
- *How often are you seeing it?*



- *What might stop us getting ahead evenly?*
- *If you could choose one thing to help, what would it be?*
- *What would you like to see happen as a result of today?*

IN SUMMARY – AND THE ROAD AHEAD

- IVMS is already delivering results
- Fatigue cameras are here – time to act
- Shared map = shared standard
- IVMS maturity is uneven – let's close the gap
- We can lead safety culture beyond our industry

