



**BRPM**  
*We do what we say!*



**RBR**  
ROYAL BAFOKENG  
RESOURCES

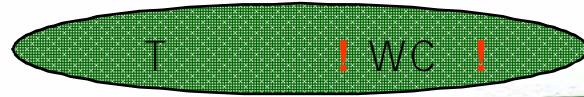
# Tlhokomela!

**Safety is Everyone's Business**

BRPM

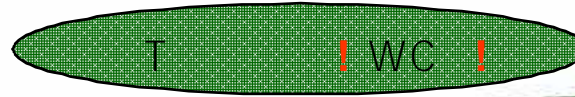


# Sponsors

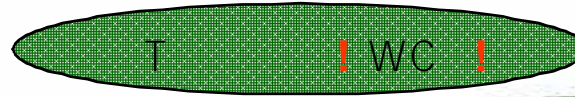


Aiel Tech

# Background

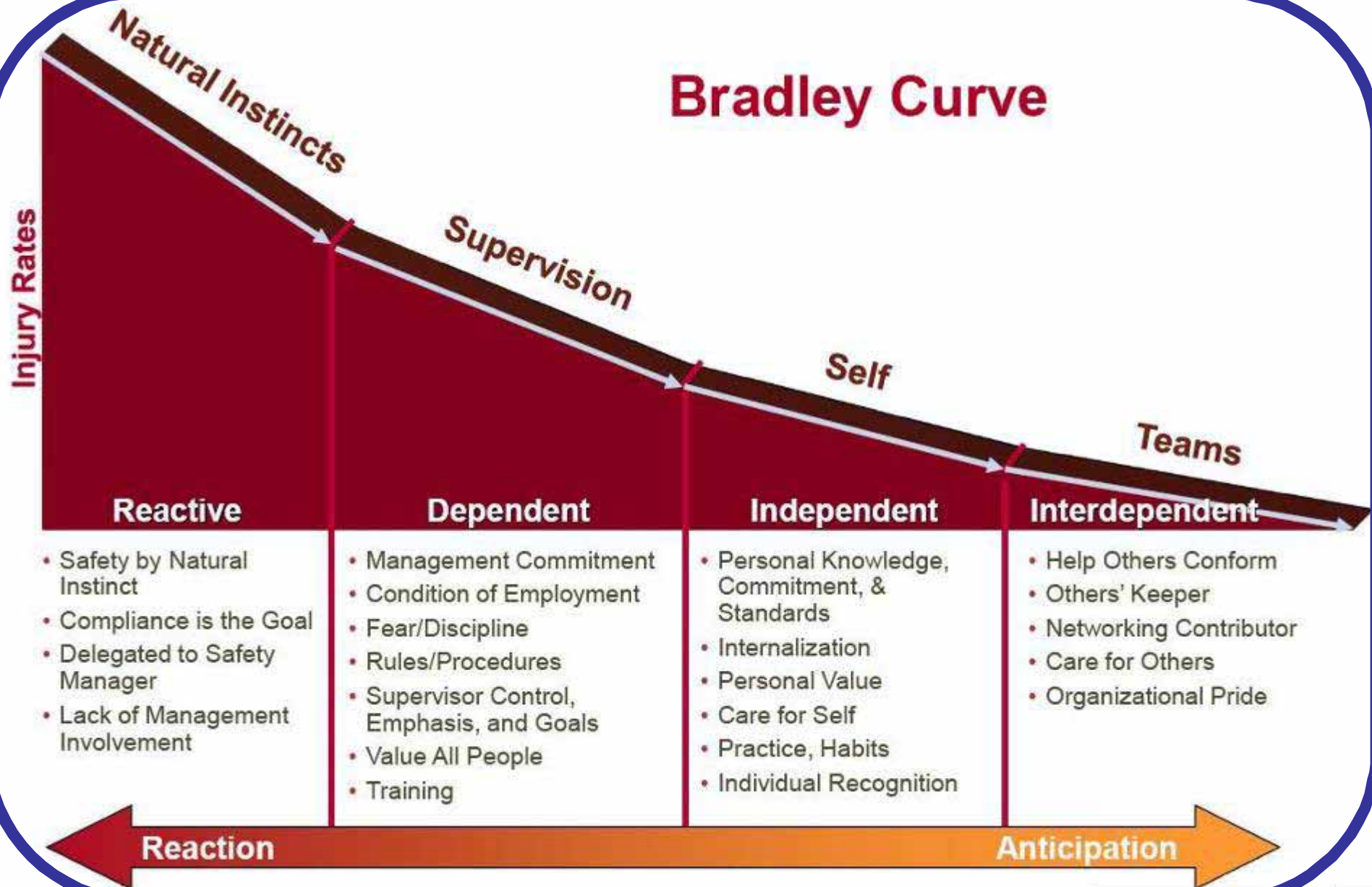


- In 2007 high number of fatalities and serious injuries in Anglo Platinum
- Part of BRPM's Functional Improvement Plan
  - Innovative and effective ways to reach employees, their families and the surrounding community.
  - Get input and idea's from Non-Safety Departments
    - Based on the adage "You can't see the wood for the trees!"
- The driving principle - *Safety must be a holistic lifestyle and not just an "On-the-Job" effort.*



- Model's like the Bradley Curve
  - Depicts how modifying behaviour alters safety patterns
    - From behaving out of Instinct to behaving as a team
    - From having to enforce safety to a state of personal accountability and care for others
  - Focuses on Proactive not Reactive methods
  - Placing a higher value on the employee than on the process
- Is Holistic and not only Work-based
  - It must be a way of life at work and home
  - Families, friends and communities also form part of the drive
  - Improving Morale

# Bradley Curve



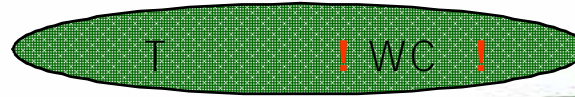


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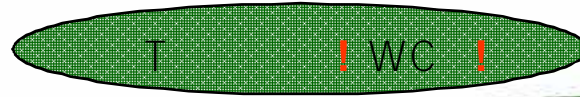
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# The Project Phase

June – December 2008

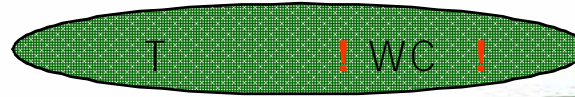
# Wrong Principles



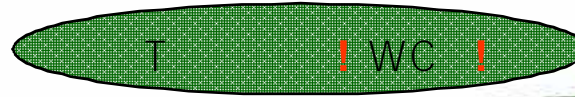
- The wrong way to change attitudes and behaviour!



# Project Name

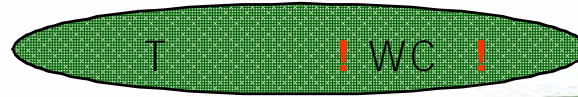


- The name “Tlhokomela” was chosen, which means “We Care!” in Setswana.
  - It embodies the Objectives of the Project
  - It indicates our desire to be more a caring Mine
  - It identifies with the local Setswana speaking Communities



- To deploy a media system in Taxis that would
  - Carry safety messages from the mine
  - Reinforce the mine based initiatives
- Targeting
  - A captive audience
  - Families and friends of the employees

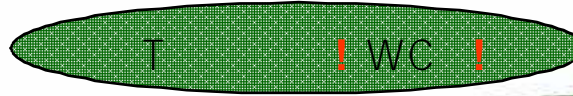
# Objectives



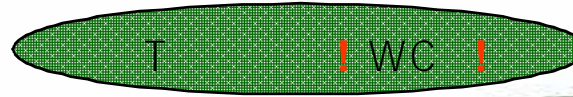
- To improve the Safety Standards at BRPM
- Reduce Safety Violations/Incidents at BRPM
- To improve the safety of the employee's at home
- To increase the Safety Awareness of the communities we live in.



# The Solution



- Final Solution (Aiel Tech cc)
  - A Media device capable of running loops at timed intervals
  - Flat panel screen
  - A Data Card System that can be swapped out as needed
  - Secured/Tamper-proof equipment
  - Owner/Driver Road Safety Agreement
  - Service and Support



## • Scope

### ● Information Focus

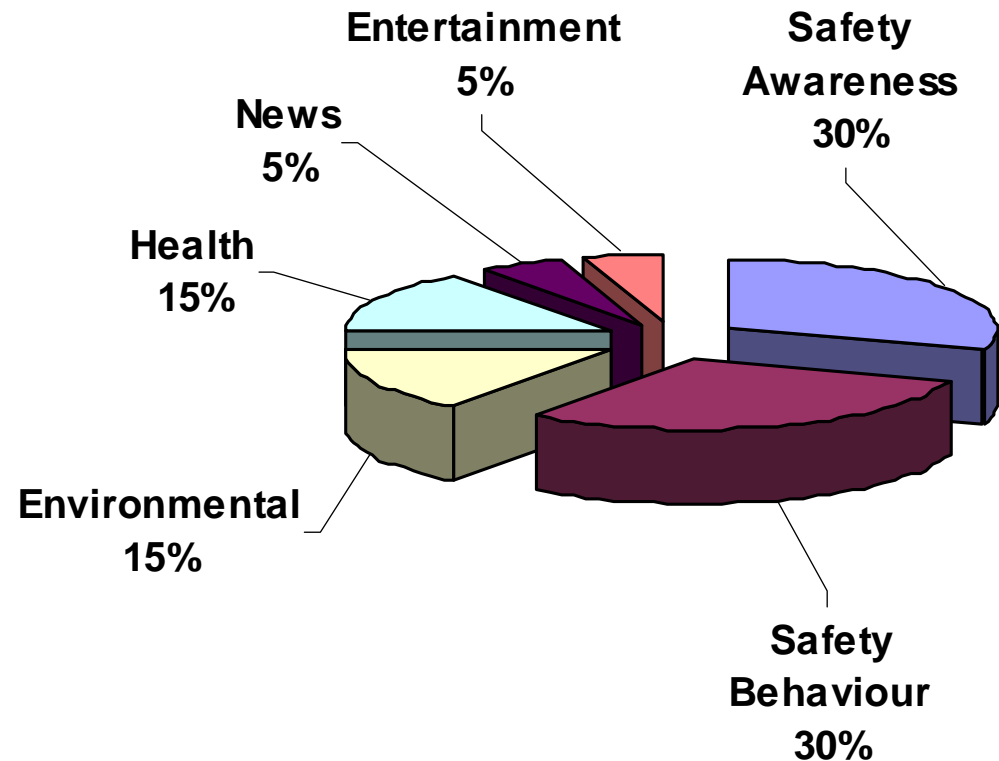
- Safety Awareness
- Safety Behaviour
- Health
- Environmental
- Entertainment
- News

### ● Audience

- Employees outside work hours
- Families of employees
- Our Communities
- Employees at work

### ● Vehicles

- Mini-bus Taxi's
- Mine Vehicles





**BRPM**

*We do what we say!*

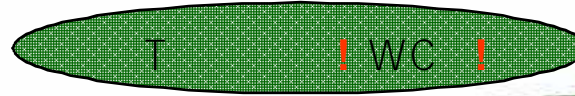


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# The Operational Phase

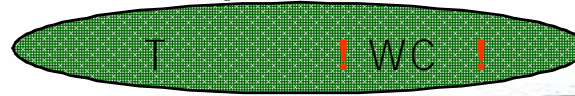
January 2009 - Current

# Operational Rollout



- After approval was obtained in Jan 2009
  - Expanded the program to 10 Taxi's and included the 50 Seater Mine Bus
  - Service Agreement with Aiel Tech was concluded
  - Institute a Monthly update of material

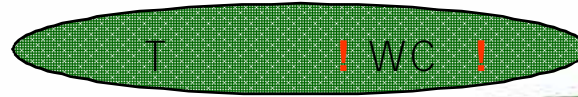
# Monthly Activities



- Mine Activities – BRPM
- Supplier Activities – Aiel Tech
- Taxi Activities

BRPM

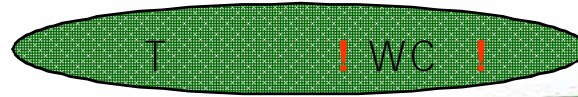
# Mine Activities - BRPM



- Information and material supplied Primarily by the SHE Department but all our Departments contribute.
- Examples of Topics covered:
  - Fatal Risk awareness
  - Requests to the community to be on the look out for stolen explosives
  - TB, HIV/AIDS and Swine Flu alerts
  - Road safety
  - Christmas Messages
  - Community sports days
  - The Mines Health and Safety Act
  - Local Schools that have received assistance from the Mine

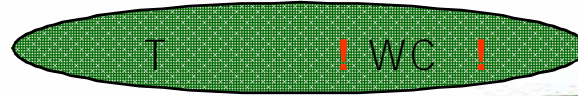
- Promoting the Program
  - Awareness of the program
  - That the taxis are roadworthy
  - Encourage the Depts to make use of the system
  - Link it into the various safety initiatives on the Mine.





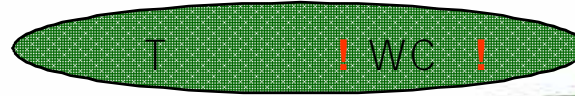
- Monthly interaction with the Mine
  - Filming events
  - Doing mock-ups of material provided by the mine
  - Editing the media onto the disks
  - Programming the loops
  - Providing support for the Taxi's where there's equipment issues

# Taxi Activities



- Code Of Conduct
  - Roadworthy
    - Once a month
  - Behaviour
    - Road Safety as per the Laws of SA
    - Courteous and defensive driving
    - Punctual for their monthly check-up and update

# The Cost of Safety...



- Adding costs to overheads must be justifiable by creating larger returns.
- Safety seldom adds anything to the returns, it's money spent without tangible return.
- Until...

BRPM

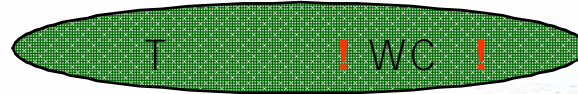
# The Cost of Safety...

T | WC |



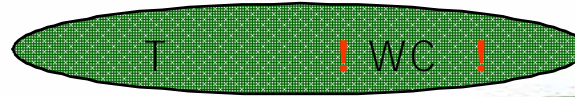
**We have an unwanted Event!**

# The Cost of Safety...



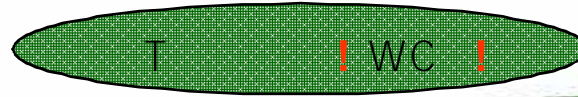
- An unwanted event means that production capabilities are reduced or worse still, completely halted
- Reduced or halted production still has overheads like labour, utilities and support. **BUT NO REVENUE!**
- Add to this the cost of replacing equipment, repairs, retraining and re-establishing the strike
- Above all the cost to people, families and self – there is no price on life and limb!
- *The Cost of Safety is only measured when it's not there!*

# Cost & Scalability



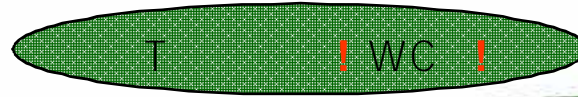
- **System is fully customisable and thus the Costs will vary depending on:**
  - Audience
    - Taxi's only
    - Mine Vehicles Only
    - Hybrid of both
  - Timing of the Loops.
  - Number of inserts
  - Length of Loop
  - Frequency of Repeats
  - Quality of Entertainment – copyrights etc

# Costs



- BRPM's model costs 92 cents per view!
- The Model we use gives us
  - 10 Taxi's
  - 7hrs per taxi per day
  - 14 commuters per trip
  - 3 trips per hour
- This cost excludes value from our Mine vehicles

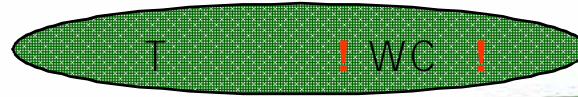
# The Vehicle



- So what does this system look like?

BRPM

# The Vehicle



**Inside the cab,  
a view of the  
Screens**

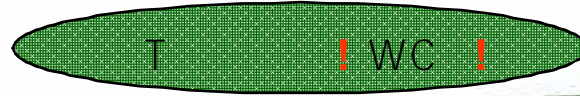
# The Vehicle

T ! WC !



**Decals on the  
outside**

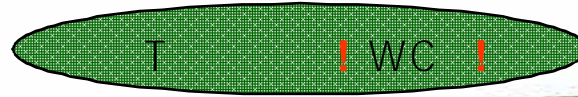
# The Vehicle



**Our Taxi's!**

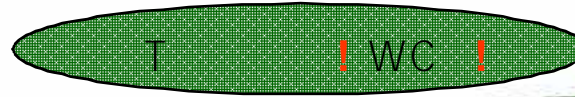


# The View From Inside!



Lights, Camera, Action!

BRPM

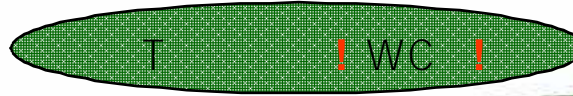


- **Expand the program**

- Focus the topic's and draw in the audience with a serialised approach – “Episodes”
- Run competitions to increase the commuters participation
- Introduce this to other Mines, Industries & Government
  - Improve taxi behaviour
  - Improve taxi relations with other road users

- **“If your Vision doesn't scare you, it isn't Big enough!”**

Angus Buchan



- **BRPM**
  - Mike Davies 083 272 4589
  - Aldert McCarthy 083 455 2246
- **Aiel Tech cc**
  - Daniel van Heerden 084 528 4290

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**Thokomela! We Care!**

**Questions?**

