



Brake & Tyre Watch

CAMPAIGN

BRAKE & TYRE WATCH

Reporting 2019 – CSIR

PROJECT DETAILS

Project Name: **Brake & Tyre Watch**
Name of Organiser: FleetWatch Magazine
Project Operating for 15 years
Started in 2005
Trained approx. 4424 Traffic Officials
Inspected 764 vehicles (69% failure rate)

Project Contact Details

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PROJECT BACKGROUND

The project is designed primarily to empower traffic officials with more specialised knowledge so as to empower them to do their jobs better and intervene more frequently in taking unroadworthy trucks off the roads. It is also designed to raise transport operators’ awareness around the subject of efficient braking and tyre checks linked to preventative maintenance on trucks including all safety critical items such as lighting, reflectives, etc. We have been staging this project nationwide since Nov 2005 and to date, have trained over 4 424 traffic officials around the country.

Training

The training is conducted over two days – the first day being theoretical, class-room training with lectures given by our expert partners such as Wabco, Bridgestone and the second day being practical training where trucks are randomly taken off the road and inspected at a test centre. This training has proved to be vitally important for it is very difficult to stop a truck in a roadblock and ascertain whether or not the brakes are functional. On tyres, however, faults are pointed out to the traffic officials by the experts. On top of this, new braking systems are being introduced onto the new trucks coming onto the market and it is our intention to offer on-going and continuous training to our traffic officials to help them better conduct their tasks out on the road. This training is given free of charge to the Traffic Officials in the interest of road safety. The second day focuses on the state of tyres on the trucks operating on the roads as well as aspects such as the quality of brake maintenance while also determining braking efficiency. It starts off with a practical check with a “decent” truck and trailer supplied by a manufacturer partner for each event. Having a different truck manufacturer on board for each event has brought the entire industry from an OEM perspective into the project. The modus operandi on the practical day is to randomly select trucks from the road and put them through a Brake Roller Test so as to ascertain the state of brakes and braking systems on each vehicle. The vehicles also checked in the pit for under-carriage faults.

Brake & Tyre Watch Event

The rationale behind all this is that all too often accidents are blamed on two things, either 'the brakes failed' or 'the tyre burst'. *FleetWatch* contends that brakes only fail if you fail to put your foot on the brake pedal – or alternatively when the operator has failed to maintain the brakes.

It is a sad fact that many operators – due to the pressures to deliver – are skipping their scheduled maintenance intervals and this is a worrying trend which is having dire consequences. We want to try avoid these consequences escalating even further by highlighting actual cases of what we find. Brakes, even though they are a hidden component, together with tyres - are the most critical safety items on a vehicle and need to be maintained to the highest standards.

Consolidation of event

Just to consolidate,

- (1) On the first day, training is conducted in a class-room scenario with our experts from our partner companies giving lectures on various safety critical components on trucks – and how they work – and on aspects of brake maintenance, braking efficiency and tyres. We also elevate their role into a higher position than merely being 'speed-cops'.
- (2) For the practical day, we have +/- 80 Traffic Officials from the previous day's training helping us pull trucks from the highway into the test premises at a selected Testing Centre. Our experts then help the officers check all but the obvious – including a trailer expert whose knowledge of trailer faults is legendary.
- (3) Brake & Tyre Watch has been running for 15 years
- (4) Brake & Tyre Watch falls under the categories education, training, community upliftment and road safety.

BRAKE & TYRE WATCH EVENT DETAILS FOR 2019

LOCATIONS AND DATES

Event	Date	Location
Brake & Tyre Watch One	March 2019	Donkerhoek
Brake & Tyre Watch Two	May 2019	Namibia
Brake & Tyre Watch Three	August 2019	Harrismith
Brake & Tyre Watch Four	February 2020	Nelspruit

RESULTS

Event	Total Vehicles Inspected	Failed	Percentage failed	Amount Delegates Trained
March 2019	8	7	88%	42
May 2019	7	5	71%	87
August 2019	7	6	86%	75
February 2020				
Total	22	18	82%	204

BENEFICIARIES SUPPORTED AND TRAINED BY THE PROJECT

	African	White	Indian	Coloured	Chinese
Disabled Male	1	0	0	0	0
Disabled Female	0	1	0	0	0
Youth - Male	45	12	12	5	0
Youth - Female	20	2	7	2	0
Adults - Male	39	10	19	6	0
Adults - Female	21	1	1	0	0
Total	126	26	39	13	0

EXPOSURE ANNUALLY

Exposure	Value
<i>FleetWatch</i> Editorial coverage – FleetWatch Quarterly Print	Feb 2019 – 12 pgs R65 600.00 May 2019 – 7 pgs R44 600.00 August 2019 – 6 pgs R41 500.00 February 2020 – 6 pgs To be published March 2020 Value – R 41 000.00 Total: R 192 700.00
<i>FleetWatch</i> Editorial coverage – FleetWatch e-Magazine Digital	Total all 4 events as above: R57 500.00
<i>FleetWatch</i> Social Media Coverage on the day <i>Posted to FleetWatch Facebook, Twitter and Instagram</i>	R10 000.00
Placement of Brake & Tyre Watch campaign page containing partner logo in the TruckWatch Annual Print and e-Magazine	R11500.00
<i>FleetWatch</i> Campaign promotional advertising in <i>FleetWatch</i> newsletter, website, social media, e-Magazine and Quarterly Print	R14100.00 *based on impressions divided by partners
Reflective vests with logo on the back	R1500.00
2 x Free e-Magazine full page adverts	R29 000.00
Total marketing exposure for CSIR	R 316 300.00

Other added value provided to CSIR

**Below is additional to the above exposure*

- Exclusive braking company to Brake & Tyre Watch
- Catering (including breakfast, coffee and tea, lunch and refreshments) for the two days for all events
- Partner’s dinner on the 2nd night including drinks
- Press releases issued to all media approached after the event
- General media coverage via national press (TV, Radio and Print).
- Positive relationship building with Metro Police, SAPS and other officials.
- Capturing the high ground within the trucking industry in that participating companies are seen to be community spirited in the interests of road safety for all.

FINANCIAL CONTRIBUTION

Funds received from CSIR

Event	Amount
Brake & Tyre Watch One	R 25000.00
Brake & Tyre Watch Two	R 25000.00
Brake & Tyre Watch Three	R 25000.00
Brake & Tyre Watch Four	R 25000.00
Total Funds received	R 100 000.00

Please see attached documents for Editorial Exposure