

Safety Promotion & Engagement Strategy 2023-2025

Purpose

The OTSI Safety Promotion and Engagement Strategy 2023-2025:

- outlines the broad principles to guide our strategic engagement
- aims to ensure that our interactions with individuals and organisations are consistently respectful, person-centred and contribute towards our organisational objectives
- provides an overview of ways we will engage with our stakeholders over the three years.

Who we are and what we do

OTSI is the independent transport safety investigator for NSW. We are led by the Chief Investigator who is appointed by the Governor of NSW on the recommendation of the Minister for Transport.

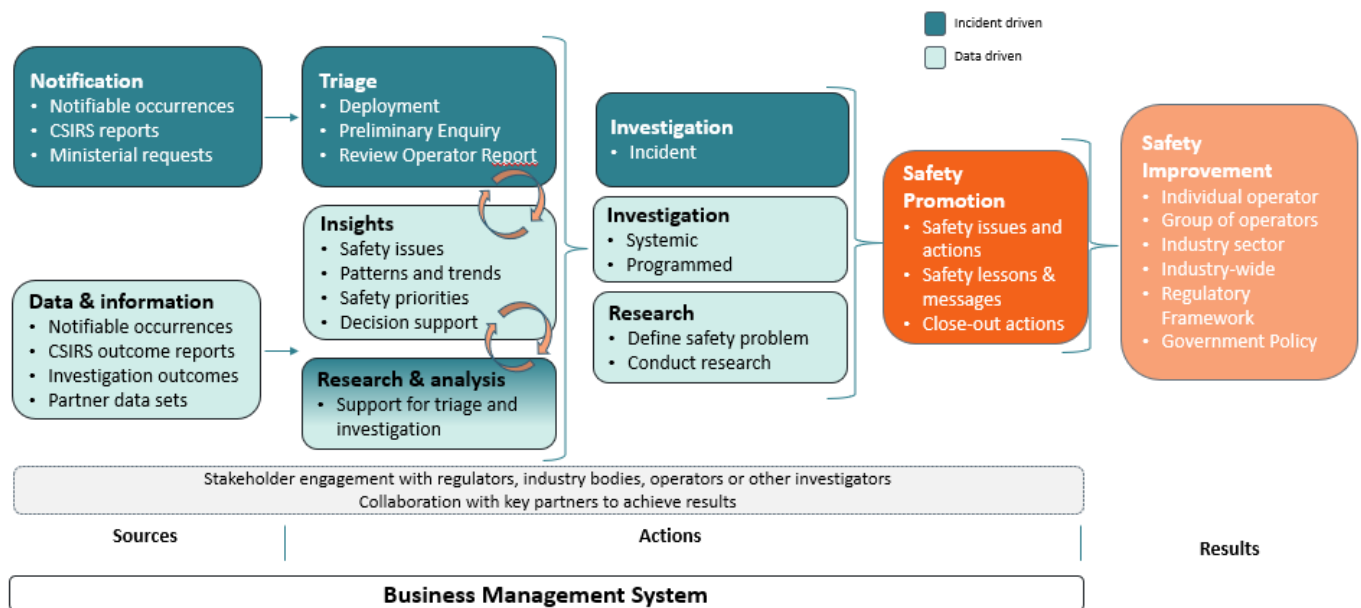
OTSI conducts investigations, undertakes data analysis and research, and engages with stakeholders to share insights on transport related risks to support safety improvements.

Our role is to improve safety and enhance public confidence in the safety of the NSW transport network through:

- independent investigation of transport incidents and accidents
- identifying system-wide safety issues and their contributing factors
- managing a Confidential Safety Information Reporting Scheme for transport employees
- sharing safety lessons and making recommendations or highlighting actions that transport operators, regulators and other stakeholders can take to improve the safety of bus, ferry and rail passenger and rail freight services.

In early 2022, OTSI adopted a revised business operating model to ensure we are effectively positioned to maximise our impact in improving the safety of NSW transport and meet the needs of the government, the transport sector and the community.

OTSI Business Operating Model



With the introduction of the revised business operating model, we have:

- Expanded our capability to undertake transport safety investigations into incidents involving rail (heavy rail, metro and light rail), bus and ferry passenger and rail freight services
- Strengthened our systems approach to investigations and analysis
- Developed a proactive data-driven workstream for investigations
- Increased our communication with stakeholders and broadened our engagement activities to enhance the sharing of safety lessons and better support industry and government to achieve safety improvement.

Strategic context & objectives

This strategy aligns with the OTSI Strategic Plan 2022-2025 and specifically delivers on pillar five: 'Stronger industry reputation and stakeholder relationships'.

This strategy is designed to enhance engagement with key stakeholders and achieve greater safety message amplification while maintaining OTSI's status as an independent authority. In its implementation, it will focus on areas of greatest safety risk and opportunities to deliver maximum impact with limited resources.

The key objectives underpinning this strategy are to:

- Raise awareness of OTSI's role and increase transparency around its activities within the transport sector and more broadly in the wider community.
- Increase the quality and quantity of insights shared with stakeholders, and enhance their targeting
- Drive greater engagement with key stakeholders to support the uptake of safety actions
- Enhance OTSI's reputation as a primary source of valuable transport safety insights.

OTSI's safety promotion and engagement activities are detailed in individual modal plans for bus, ferry and rail which are developed each year.

Our engagement principles

In engaging stakeholders, the approach OTSI takes will be underpinned by the following principles, which are widely accepted by engagement advocates as representing best practice. OTSI aims to be:

- **Purposeful**
We define our engagement objectives, choose the appropriate engagement approach for the situation and engage relevant stakeholders, with a clear understanding of what we want to achieve.
- **Inclusive**
We engage with a wide range of stakeholders who are affected by or interested in our work, and make it easy for them to participate.
- **Timely and responsive**
Taking into account legislative and operational considerations, we engage with stakeholders in a timely manner and provide feedback that closes the loop.
- **Transparent and accountable**
We are open and honest about what, when and how we conduct our role, and explain the recommendations we have made. Our reports and recommendations, and information about our functions, and our governance are public information.
- **Respectful**
We acknowledge and respect the expertise, perspectives and needs of our stakeholders, and are open to new views and methods.

Stakeholders

We interact with a range of stakeholders through our work. They include:

- transport operators (bus, rail and ferry)
- manufacturers and suppliers
- transport safety investigation agencies in Australia and overseas – we have a Collaboration Agreement with the Australian Transport Safety Bureau (ATSB) and Chief Investigator Transport Safety in Victoria¹
- safety regulators
- unions
- industry and employer representatives
- peak bodies
- federal and state/territory level government departments and agencies – we have a Memorandum of Understanding with Transport for NSW²
- emergency services
- academia
- media
- the public.

How we engage

Different types of engagement are appropriate for different stakeholders and situations. Our approach is based on the globally recognised International Association of Public Participation (iap2) spectrum for engagement. The iap2 spectrum is shown below along with examples of the methods OTSI may use to engage.

Inform	Consult	Involve	Collaborate	Empower
We will provide balanced and objective information to support stakeholders to understand issues, opportunities and solutions.	We will seek feedback from stakeholders, listen to concerns and aspirations and inform you of the outcome of your feedback.	We will work directly with stakeholders to ensure their needs are understood and considered, and provide feedback on the outcome of your contribution.	We will partner with stakeholders, looking to them of advice in making decisions and the identifying preferred solutions.	We will engage with stakeholders to build networks, create opportunities and empower them to lead the development of initiatives.
What this looks like				
<ul style="list-style-type: none"> • Quarterly newsletter (OnBoard) • Email updates • Website • Social media - LinkedIn • Webinars • Presentations at events 	<ul style="list-style-type: none"> • Directly involved parties input to investigation reports and Safety Alerts and Advisories • Surveys • Webinars 	<ul style="list-style-type: none"> • Meetings and forums with government, regulators, peak bodies and individual organisations 	<ul style="list-style-type: none"> • Collaboration Agreement (ATSB & CITS) • MoU (TfNSW) • Cross-agency working groups 	<ul style="list-style-type: none"> • Provision of data on safety trends • Shared safety improvement projects with peak bodies

¹ Collaboration Agreement – ATSB/OTSI/CITS: <https://www.atsb.gov.au/sites/default/files/media/5779436/rail-collaboration-agreement-2020.pdf>

² MoU – TfNSW/OTSI: <https://www.transport.nsw.gov.au/news-and-events/reports-and-publications/mou-agency-cooperation-tfnsw-and-otsi>

Monitoring our progress

We evaluate our performance with a view to continually improving what we do and how we do it. We monitor our progress through reviews of our activities as they evolve. We will analyse:

- stakeholder feedback via online surveys, webinars and social media
- feedback from one-on-one interactions with stakeholders
- biennial stakeholder satisfaction survey (to be introduced in 2023-24)
- sentiment reflected in any media coverage.

More information on OTSI's work and stakeholders is available at www.otsi.nsw.gov.au.

For further information or to provide feedback on this strategy or any other aspect of OTSI's work, please email us at engagement@otsi.nsw.gov.au