

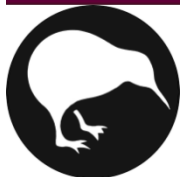
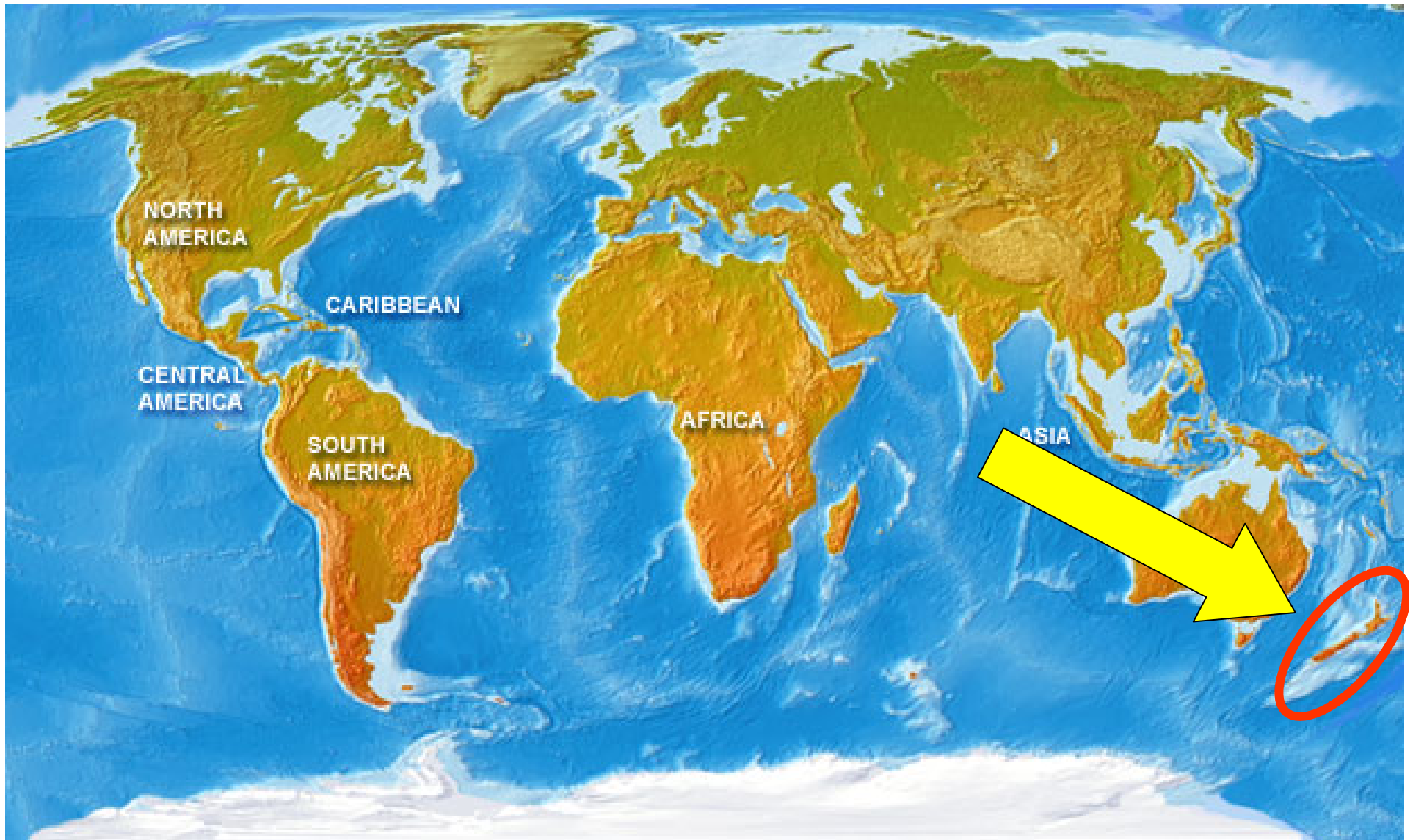


IHST Engagement Strategy

Kimberley Turner

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Presentation Overview

- Underpinning philosophy used down under
- Implementation activities
- IHST Engagement Strategy
- Alignment of what has been achieved in the Region with IHST structure
- Next steps



*Underpinning philosophy for
managing safety & risk*

The regional approach to accident prevention,
safety oversight and safety assurance



Safety	Risk
Has happened	Could happen
Certainty	Chance
Event / Consequence	Impact on objectives
Size of loss (harm)	Consequence x likelihood
Reactive	Proactive
Post event	Pre event
Cause	Cause
Mitigation (removal)	Treatment (prevention)

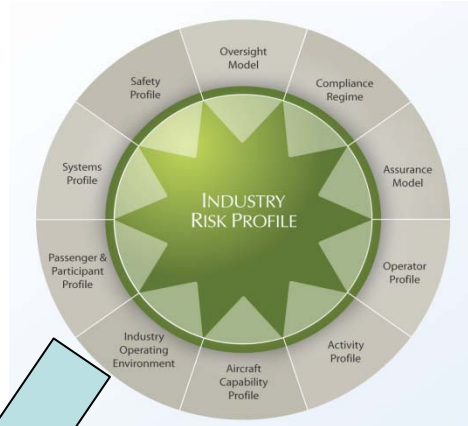


Accident Analysis
What happened?

Risk Profile
What could happen?

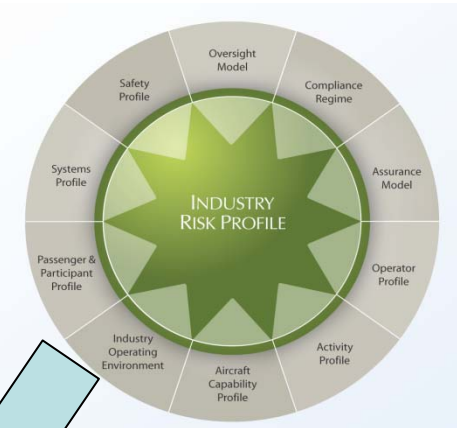
**Realistic or accurate picture of
the issues, risks, SPS, root
cause, rates**

**Recommendations,
implementation activities, risk
reduction, accident reduction**



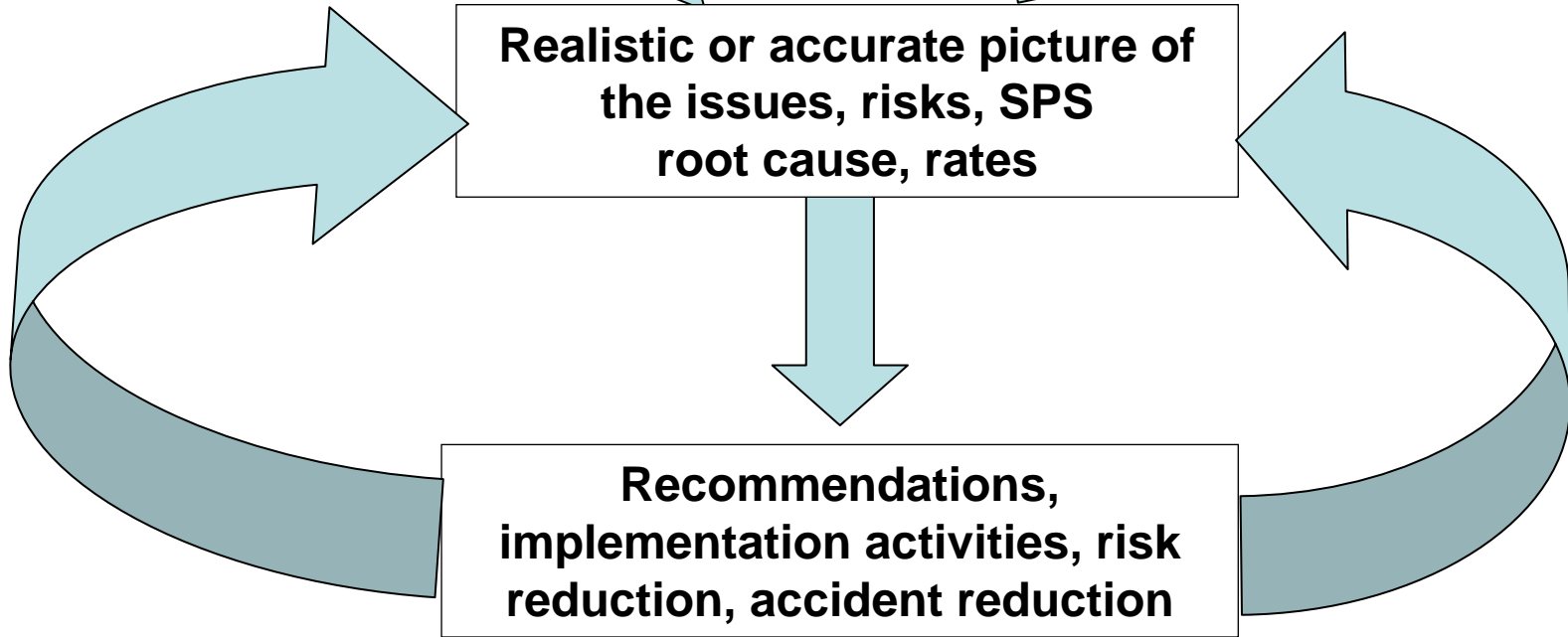
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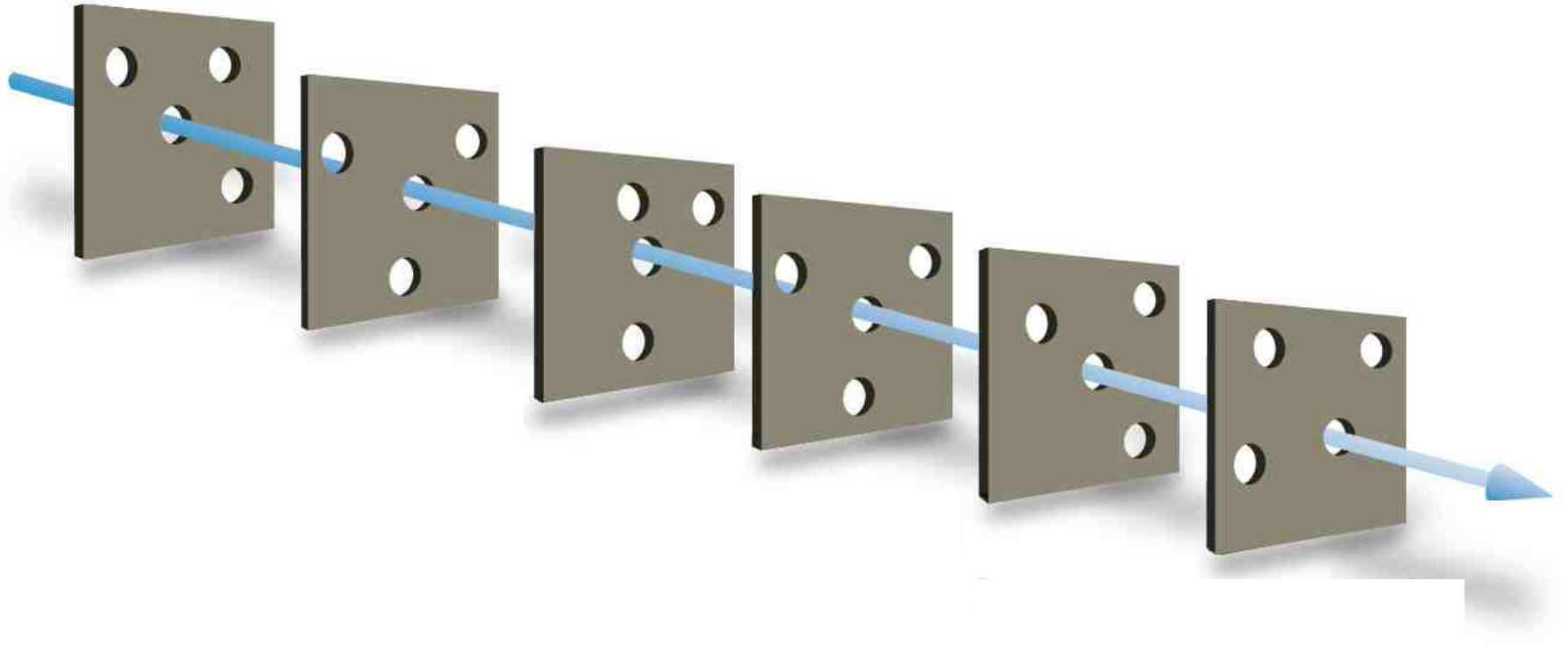
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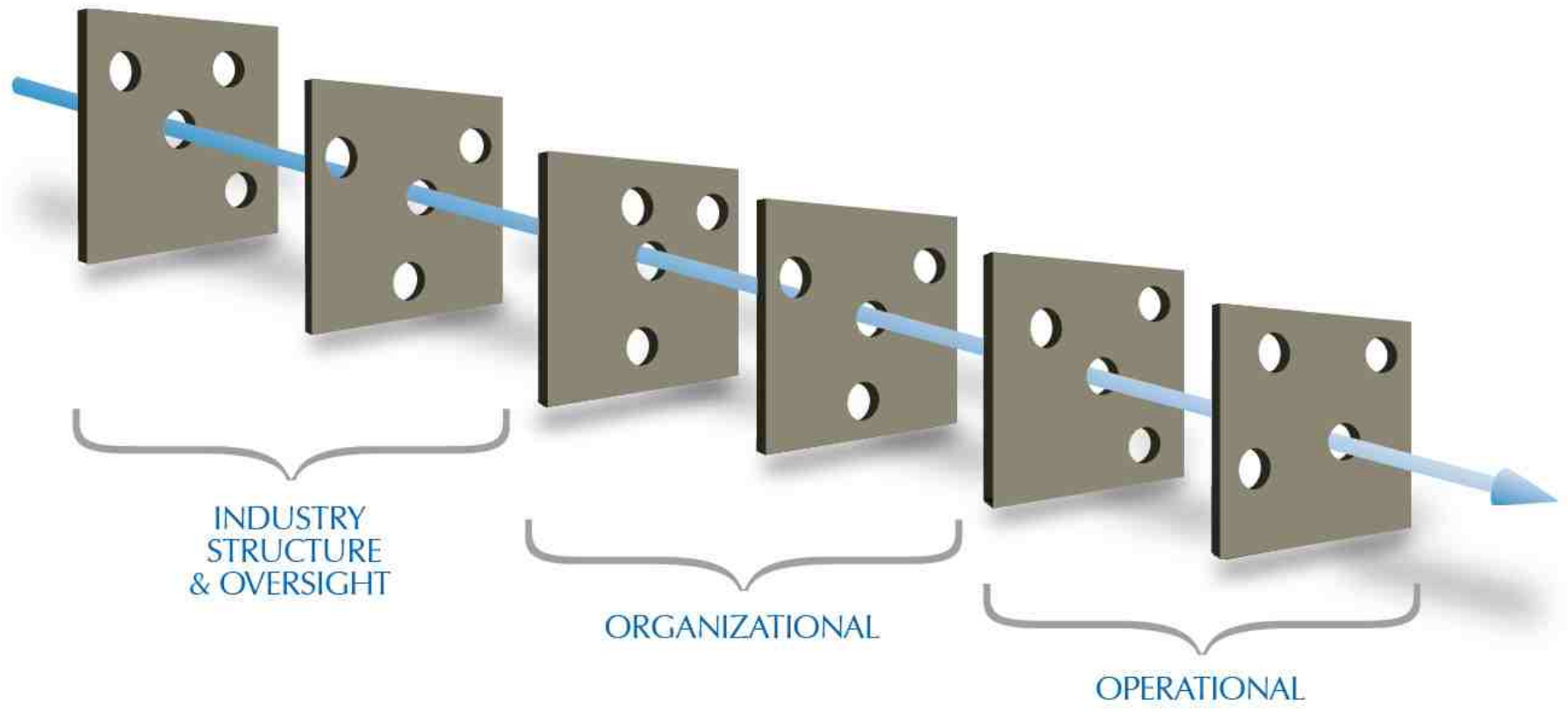
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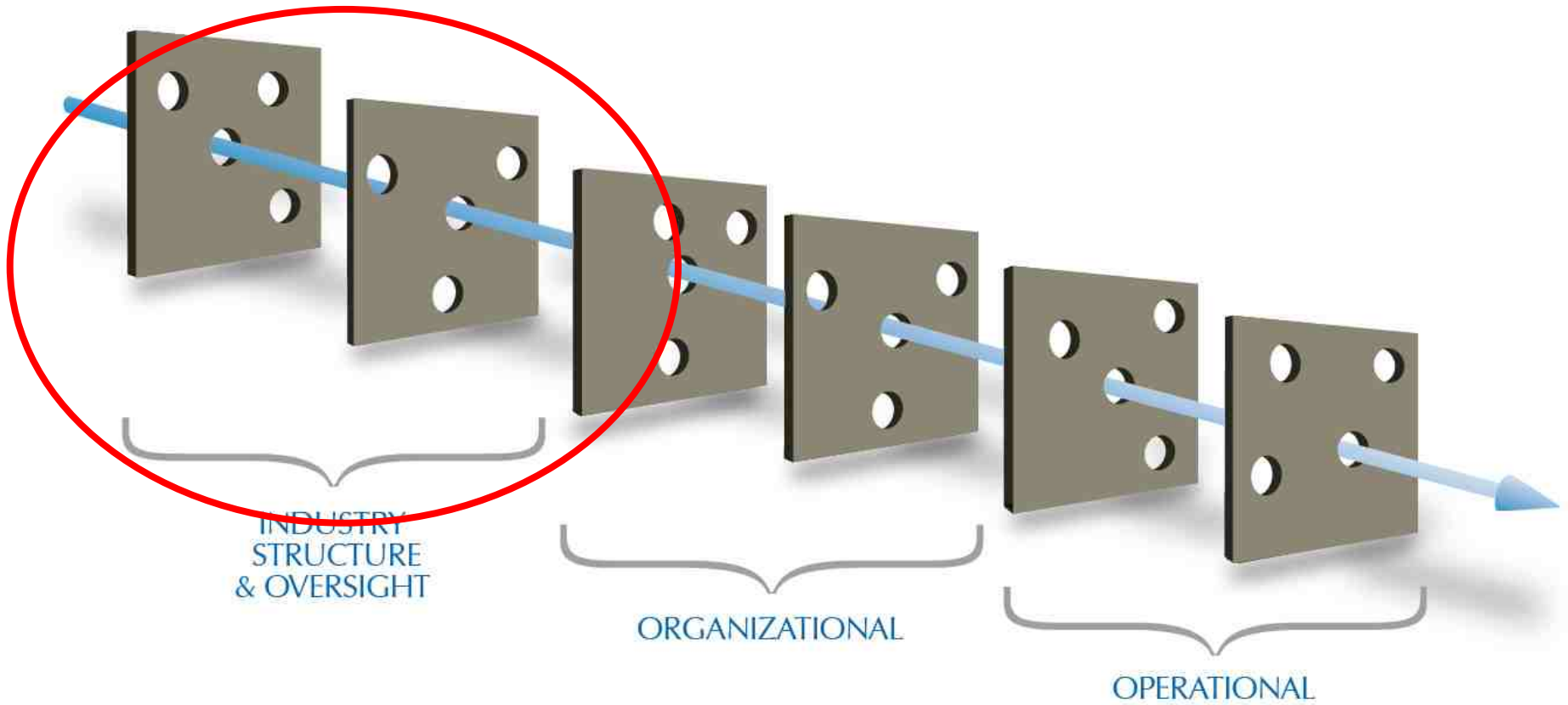




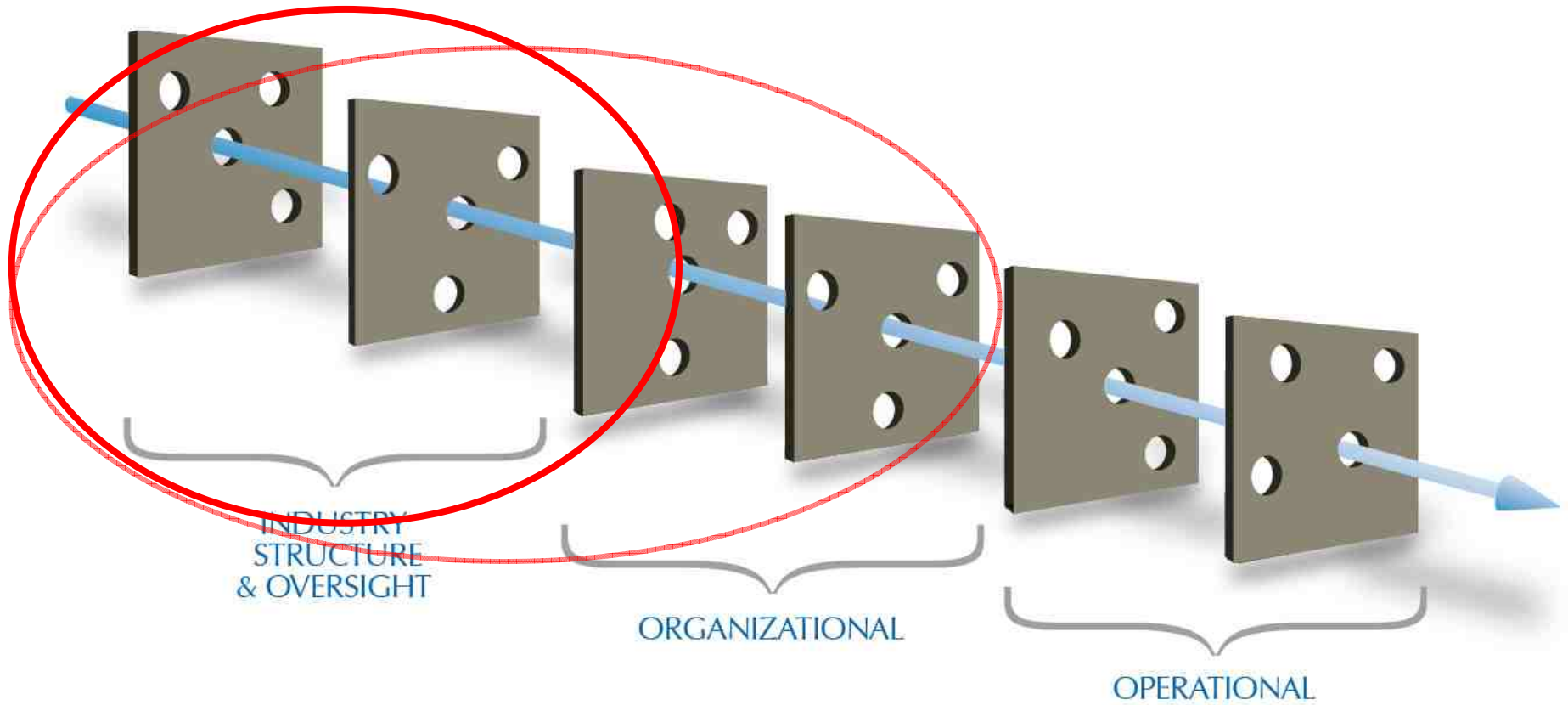
ADAPTED FROM REASON ACCIDENT CAUSATIONAL MODEL



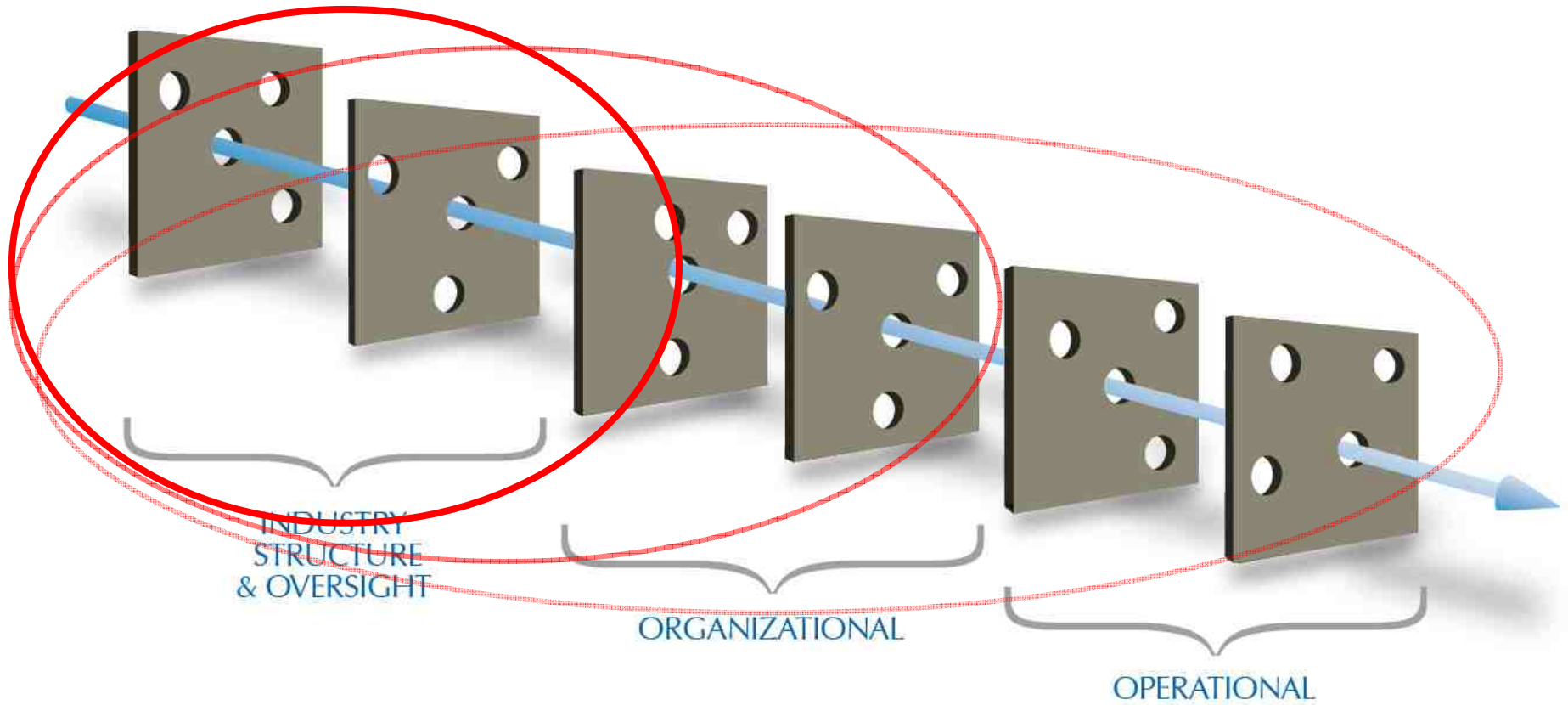
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ADAPTED FROM REASON ACCIDENT CAUSATIONAL MODEL



Case Study: Rotorcraft



- Operate under exemption
- Self Administration Arrangements
- Industry based SMS
 - Subscribe to concepts (policy)
 - ORPs (safety risk management)
 - Industry monitoring (safety assurance)
 - Communications (safety promotion)
- Cultural change
- Assurance that risk and incident profile is being managed effectively

Implementation Activities

2002 – 2009





Australia Implementation

- 2001-2002 SMS introduction and roll out
- 2003-2004 Focus on accountable executive
- 2005 Introduction of risk based surveillance and intervention
- 2006-2007 Targeted industry safety actions
 - EMS & Law Enforcement (NVGs)
 - Power industry (wire strike)
 - Agriculture (operational risk management)
 - Fire fighting (aviation contract management)
- 2008 Industry risk profiling (IRP)
- 2009 Alignment of safety analysis and IRP
- 2009 Small operators – industry sector SMS



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New Zealand Implementation

- 1990 Overhaul of Civil Aviation Act
- 1995-2002 Overhaul of Civil Aviation Rules
- 2000 Industry/Regulatory collaboration on accident and safety analysis
- 2002 Risk based surveillance
- 2003-2006 targeted industry safety campaigns
 - Chief pilots leadership and focus
 - Helicopter performance
 - Small operators blitz
 - Aircare program (pilot decision making, risk mgt)
 - Voluntary documented standards
- 2006-2007 Industry introduction & adoption of SMS





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Engagement Strategy

IHST Involvement



Background to Engagement

- IHST Regional meeting 2007
- Industry sector analysis had been undertaken
- ATSB/CAANZ conducts analysis
- Accuracy in data collected - hours flown
- AS/NZS 4360:1995 & 2004 ISO31000/2009
- Very risk aware
- Formal & targeted “joint” risk processes



Keys to Successful Engagement



- Acknowledge what is already in place
- Educate on IHST
- Invoke national pride to participate
- Adaptation of IHST models used worldwide
- Acknowledge similarities and differences
- Link industry involvement to current effort



Engagement Strategy

1. Stakeholder net identification & assessment
2. Engage the who's who
3. Develop IHST value proposition
4. Risk plan to overcome:
 - Skepticism
 - Industry politics
 - Territorial wars & exclusivity
 - Competition with existing initiatives
5. Broker involvement – national pride
6. Socialised marketing campaign



Strategy		
Stakeholder ID	Yes	Not yet commenced
Engage Who's Who	Yes	Partial
IHST Value Proposition	Partial	Partial
Risk Plan	Yes	Not yet commenced
Broker Involvement	Yes	Partial
Socialised marketing	Planning	Yes

Question & Answer Session

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