

20 February 2019

Victorian State Government
Department of Economic Development, Jobs, Transport and Resources
Inquiry into the Victorian on-demand workforce
Attention: Natalie James

Via: ondemandinquiry@ecodev.vic.gov.au

AGF Submission to Inquiry into the Victorian on-demand workforce

Dear Ms James

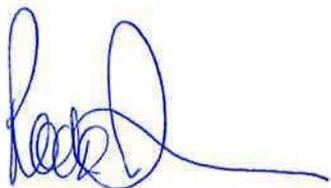
The Amy Gillett Foundation (AGF) welcomes the opportunity to provide a response to this Review into the Victorian on-demand workforce. The AGF is a national organisation with a mission to reduce the incidence of serious injury and death of cyclists in Australia. We draw on evidence and international best practice, and collaborate with governments, business and the community to create a safe environment for cyclists, while maintaining an efficient road network for all road users.

We draw your attention to a recent safety review conducted by the AGF for one of Australia's leading food delivery services, Deliveroo. The review focused on safety in practices in on-boarding processes and associated systems including payment and communications. While the gig-economy raises new and complex issues, Deliveroo is an example of a commercial operator that is proactive in improving safety for the people delivering by bicycle.

The review of the practices at Deliveroo was subject to scientific peer-review and presented at the 2018 Australasian Road Safety Conference in Sydney. We have attached a copy of the extended abstract for your consideration as part of our submission.

We welcome engagement on issues related to bicycle rider safety and encourage you to contact us if additional information is required. Please do not hesitate to contact me if you have any questions or require any additional information.

Yours sincerely



Phoebe Dunn
Chief Executive Officer
Amy Gillett Foundation

Workplace cyclist safety: a review of safety practices at Deliveroo

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Abstract

Food delivery by bicycle is a growing service industry that has increased the number of bicycle couriers nationally. In 2017, the Amy Gillett Foundation undertook a review of the safety practices of one of Australia's leading food delivery services, Deliveroo. The review included initial contact (e.g. online approach, telephone and online screening), onboarding procedures (e.g. documentation, training, equipment) and broad systems (e.g. payment model, communications). While Deliveroo is to be commended for its existing safety measures and proactiveness in seeking to further improve its safe cycling practices, however, the review included 39 recommendations for action to improve safety of Deliveroo cyclists.

Background

Deliveroo do recognise the importance of safety for the people who ride bicycles as part of their food delivery services. Deliveroo does have cycling safety procedures, requirements and minimum standards designed to support rider safety. However, much of this originates from the UK, and does not relate to the Australian environment. The Amy Gillett Foundation was engaged to review of Deliveroo's onboarding practices for new riders in relation to safety.

Method

The review included three stages: 1) an audit of Deliveroo's existing cycling safety documentation, products and procedures (fact finding meetings and discussions), 2) Review of Deliveroo's existing cycling safety documentation, products and procedures (desktop analysis) including: induction phone call, onboarding presentations, online training, pre-ride check, Deliveroo kit (e.g. food delivery box, uniform, emergency lights etc). 3) On-road assessment of Deliveroo cycling confidence testing conducted in partnership with Wheel Women.

Results

From the three stages of the review, 39 recommendations were made in two key areas: onboard training materials and rider focused content. Onboarding training materials need to be revised for the Australian context with information including up to date information on cycling rules and state-specific road laws. Rider focused content needs to be improved to optimising rider-partner behaviours making them safer and better prepared to respond to the inevitable varying conditions they will experience. The recommendations cover the entire process of onboarding a rider at Deliveroo and is summarised in Table 1. Other issues were identified but outside of scope. For example: assessment of food delivery box including weight (i.e. by occupational therapist or ergonomist), regular feedback from riders, mechanisms to update riders on any changes to road rules and payment structure (i.e. per delivery piece payment) that may lead to riders taking unnecessary risks to maximise deliveries and payment.

Table 1. Summary of recommendations to Deliveroo re onboarding and cyclist safety

Onboarding stage	Recommendation
Online content	<ul style="list-style-type: none"> • Australian context – reproduce videos to include Australian roads and paths, OH&S • Create separate videos to illustrate specific road rules, specifically targeting: <ul style="list-style-type: none"> ○ Bike lights ○ Priority to pedestrians on footpaths ○ Mobile phone use ○ Helmet use • Jurisdiction specific module for specific (different) road rules • Reporting protocols if involved/witness a crash • Develop a Cycling Safety Policy • Mandatory police check
On-bike rider assessment	<ul style="list-style-type: none"> • Demonstrate Deliveroo’s duty of care • Assessors to have cycling safety knowledge, awareness of road rules, road confidence • Potential riders to wear a delivery box backpack during assessment • Rider safety in the rain, at night, tramlines
Onboarding presentation	<ul style="list-style-type: none"> • Consistent content nationally • Images to include key safety features: helmet, bike light, bell • More detail about personal safety (e.g. obey road rules, ride predictably, safe riding around car doors etc) • Clarity about exclusion in some jurisdictions (e.g. city tunnels)
Equipment	<ul style="list-style-type: none"> • Additional reflective strips on the shoulder straps • Reflective strips to increase biomotion visibility of riders

Conclusions

Deliveroo is to be commended for their approach to safety and for seeking advice to improve their onboarding safety focus. However, recommended action is needed to improve consistency and increase the safety of bicycle delivery partners.