

National road safety campaign

As part of our CSI spend, a total of R4,0 million (2015: R3,6 million) was invested in the Imperial Road Safety programme during the financial year. To date, we have steered 585 000 South Africans to pledge their commitment to follow South Africa’s road safety rules.

Bongie, Buckle Up Buddy

During the year, we created a brand mascot that now forms part of every activation that relates to Imperial’s Road Safety programme. Bongie, Buckle Up Buddy – a bush baby – was launched during the Easter period which is characterised by high volumes of traffic and incident rates in South Africa.

Bongie, Buckle Up Buddy is a fun-loving character that resonates with children and is used to communicate key road safety messages. The mascot creates an active and fun method of learning that delivers a lasting and memorable experience, which helps children to connect with the road safety messages. Bongie, Buckle Up Buddy visits schools across the country and attends key Imperial Road Safety activations during busy holiday periods.

Safe Scholars

In addition to maintaining scholar patrol equipment at schools, we extended the school programme to address pedestrian safety awareness. The programme has been sanctioned by the South African Department of Basic Education and was delivered during the year to 202 schools in need of an outreach programme. A total of 45 000 reflective sashes were handed out in the programme’s foundational phase.

Between the Safe Scholars programme and the Scholar Patrol Improvement programme implemented at 720 schools, Imperial has reached around 848 200 learners since October 2012.

Car Seats for Kids campaign

In September 2015, ahead of National Transport Month, Imperial’s I-Pledge campaign together with KFM and Wheel Well, undertook the fourth Car Seats for Kids campaign. The project collected used car seats donated by the public, and restored them for redistribution to under-privileged families. The campaign also educates the broader public on the importance of securing their children correctly while driving. Since the launch of the campaign in 2012, more than 7 500 car seats have been distributed with 1 541 car seats donated in the financial year.

“Our relationship with Imperial Road Safety has grown over the past four years and solidified into a true friendship committed towards safer roads for our children. All the children we have put in car seats together have benefitted tremendously from this relationship. Thank you Imperial Road Safety for going the extra mile, again and again.”

Peggie Mars, Founder, Wheel Well

Highway Patrol programme

The Highway Patrol programme assists Road Incident Management Services (RIMS) – the concessionaires responsible for the Bakwena toll road – attend to and report on incidents along the N1N4 toll route in South Africa during the holiday seasons. We sponsored four vehicles over December 2015 and five vehicles over the Easter period, providing 24-hour route patrol services to motorists requiring fuel, tyre change and other mechanical breakdown support. The vehicles, which are manned by trained personnel, also

assist Bakwena N1N4 Toll Concessionaire with route surveillance, visible law enforcement and post-crash care.

The efforts of stakeholders such as Bakwena N1N4 Toll Concessionaire to educate motorists on optimal road safety measures, have had a positive impact. While the number of accidents on the N1N4 route rose slightly over the December 2015 and 2016 Easter periods, the accident rate on the whole was 10% less than 2014 for the same two periods. In addition, the rate of fatal incidents on the toll route remains significantly lower than other major routes in South Africa, attributable to RIMS’s commitment to ongoing improvement and upgrades to the N1 and N4 toll routes, as well as other road safety initiatives.

“For the past three years we have partnered with Imperial Road Safety to ensure safer roads for all. We are proud of the success of this campaign once again this year – where we have witnessed much stronger motorist awareness and road rule compliance.”

Charmaine van Wyk, public relations office for Bakwena

Fleetwatch Brake and Tyre Watch

As an extension of the Highway Patrol programme, we partnered with the Fleetwatch Brake and Tyre Watch initiative for the second consecutive year. The project targets commercial road users, as well as traffic officials, upskilling them with the ability to identify the risks related to the roadworthiness of trucks and empowering them to become advocates of change. In addition, the project aims to raise transport operator awareness around efficient brake

and tyre checks as part of truck maintenance. Through the project, trucks travelling along various routes across the country are pulled over and checked for the roadworthiness of their brakes, tyres, lighting and reflectors etc. Some 80% of the trucks checked during the past year were impounded, removing un-roadworthy vehicles from roads and indicating that this is a serious concern for the safety of South African road users.

Arrive Alive Content strategy

We have continued our partnership with Arrive Alive, providing the initiative with critical road safety education information for its readers. In return, Arrive Alive covers all Imperial safety events in its publications. This has enabled Imperial to gain a large audience and further its road safety awareness objectives.

“We can only commend Imperial for its Road Safety initiative that is going from strength to strength. From the emails sent to the Arrive Alive website by numerous teachers and parents, we witness how the Safe Scholars’ project is touching lives and is valued by the community. The requests for assistance from other schools is evidence of the need among South Africans to be provided with the information and skills to be safer on the roads.”

Johan Jonck, founder & editor at Arrive Alive

HEALTHCARE

Unjani Clinics network

Aligned to its business of distributing healthcare and pharmaceutical products, Logistics Africa laid the foundations of the commercially-structured Unjani Clinics project based in South Africa. This enterprise development project empowers black women professional nurses through the ownership of primary healthcare container clinics in townships and rural communities. Not only does the project facilitate job creation, but the low-cost model also provides quality affordable primary healthcare services to the employed, but medically uninsured, people in these communities.

Since 2013, Imperial has invested R24,2 million in enterprise development funding to establish 23 Unjani Clinics which have served over 141 000 patients. A total of 25 women have been empowered through the project which has increased their economic earning capacity above what they would have earned in the public or private healthcare sector. The initiative has also created employment for more than 75 additional people.

Around 84% of the South African population does not have medical insurance, placing service and quality pressures on government healthcare facilities. The Unjani Clinics network provides an alternative primary healthcare service for those able to afford some cost towards their healthcare needs. Services include wellness and baby clinics, chronic disease management, HIV/AIDS screening and education, and general healthcare education. Clinics are generally staffed with three employees, typically a professional nurse, a clinic assistant, and a security and maintenance provider.

Through Unjani Clinics NPC, established by Imperial and the custodian of the initiative, professional nurses are appointed based on a stringent set of criteria and an in-depth interview process. This ensures that the nurses we partner with uphold the work ethic of Unjani Clinics, placing patients first and complying with the agreed terms. Those selected are provided with the necessary tools and guidance to assist their success. The network is managed on a firm but fair basis, with the intention of understanding individual issues that arise and working together on agreed solutions.

The nurses and clinic assistants receive five days of classroom-based training on basic finance and business management, human resources, customer service, marketing and the Unjani Clinics operating manual. Learning is further supported through ongoing onsite mentoring and training.

Regulatory compliance is a key issue, particularly patient confidentiality, compliance with health regulations and legislation, and the responsible use of products to ensure patient safety. Compliance to a five-year enterprise development agreement is strictly monitored through operational and financial audits.

A lack of patient management systems within the clinics is challenging from an administration and control perspective. Unjani Clinics NPC is shortlisting suitable systems to