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Jerome Carslake
Director of the National Road Safety Partnership Program (NRSPP)
Monash University Accident Research Centre
Room G24, Building 70, Ground Floor
21 Alliance Lane
Clayton Campus

8th February, 2020

Dear Jerome,

RE: Construction Logistics and Community Safety – Australia (CLOCS-A)
Memorandum of Understanding confirmation as a supporting partner

I am pleased to confirm that 3M Australia – Transportation Safety Division (TSD) is committed to join the CLOCS-A Memorandum of Understanding (MoU) as a supporting partner in 2021.

3M has been committed to improving roads safety for over 80 years and has partnered with roads safety organisation globally including our recent commitments to the UN Road Safety Trust fund and iRap partnership. In Australia we have created an annual roads safety award with the Australasian College of Road Safety which is now in its tenth year and worked with organisations such as NRSPP and the SARAH Group for National Road Safety week to build awareness of road safety activities.

3M would like to extend our commitment to the CLOCS-A program through support of the Steering Group and providing technical and road safety expertise with our core technologies in Retro-reflective materials and pavement marking.

Specifically, we believe we could provide support of the following technical groups within the partnership:

Vehicle Safety: 3M has been a global driver in improving the safety of vehicles through greater visibility, especially at night, with our range of retroreflective conspicuity products. Our focus locally has been to build awareness of the road safety improvements through the use of these products and engaging with local organisations such as the ATA, VTA and HVIA to drive this messaging. We have also engaged with government regulators and have recently made representation to the Federal Joint Select Committee on Road Safety to adopt the ECE104 regulations that is currently in ADR13 as ‘optional’ and has been adopted in many other countries worldwide. 3M has access to a wide range of research on this subject and case studies in global best practices.

Communications Engagement and Advocacy: 3M is engaged with a broad range of stakeholders in Road Safety and has a long history of using science to improve lives. The premise of our business is that 'We help bring families home safely' and is embedded with how we innovate with our technologies to improve road safety outcomes.

3M TSD's core business of high performing road signage for permanent and roadwork conditions gives us access to broad range of customers across the road industry including government and private enterprise. We continually advocate to improve standards and utilise the latest technologies in road safety infrastructure and engage with the industry to build an understanding of our product benefits.

I am certain that 3M can provide constructive input into this partnership through our local and global resources.

In line with the MoU 3M enters into this agreement in good faith and will actively participate in CLOCS-A activities. I will be the primary contact for the program and look forward to engaging with the steering group in the future.

Kind Regards,

A handwritten signature in black ink, appearing to read 'Andrew King', with a stylized flourish underneath.

Andrew King
Division Manager, ANZ Region
3M Transportation Safety Division
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