



Deliveroo submission to the Federal Joint Select Committee on Road Safety

Introduction

We welcome the opportunity to provide a submission to the Federal Inquiry to Road Safety. The issue of road safety is a critical one and every single death on our roads is one death too many. We are committed to working with all stakeholders to make our roads safer for everyone and to play our part in eliminating road crash fatalities and serious injuries with a focus on achieving Vision Zero by 2050.

Our submission highlights the measures and actions we have taken to ensure food delivery workers (riders) receive relevant information on the road rules they need to follow, how to undertake pre-vehicle checks, the kit we provide to help them be visible to other road users when performing deliveries, and the tools that are available to regularly refresh their knowledge. Importantly, we also provide free personal injury and income protection insurance and free public liability insurance to all riders, in the event that an incident occurs. Riders are at the heart of our business and their safety and wellbeing is of paramount importance to us.

We would be happy to meet with the Committee to discuss our initiatives and ways to collaborate with stakeholders to further improve safety on our roads.

Introduction to Deliveroo:

Deliveroo was founded in 2013 in London and today works with tens of thousands of restaurants and riders to provide the best food delivery experience in the world.

Deliveroo launched in Australia in November 2015 and is proud to offer flexible well-paid work to more than 10,000 self-employed food delivery workers - or riders - across Australia. We currently receive around 1900 applications a week from people who want to be riders.

Deliveroo partners with more than 13,000 of Australia's best-loved restaurants across 15 cities - Sydney, Wollongong and Newcastle in NSW; Melbourne, Geelong, Ballarat and Bendigo in Victoria; Brisbane, Gold Coast, the Sunshine Coast and Cairns in Queensland; and Perth, Adelaide, Canberra and Hobart - to bring great tasting food straight to people's front doors. Our partners range from small, independently owned restaurants and cafes, to catering businesses, franchises and larger chains.

Deliveroo for Business is Deliveroo's corporate arm and launched in Australia in 2016. It is used by companies to provide meal allowances to employees and is typically used for employees working overtime, group orders for team lunches or large catering orders. During COVID we saw many employers purchasing vouchers for employees working from home as a way to maintain team culture.



We launched Deliveroo Editions in November 2017, Australia's first delivery-only multi-brand kitchens. We have two sites in Melbourne, hosting 13 kitchens and 10 restaurant partners, providing jobs for 69 people in total, including chefs, kitchen staff and site managers. Driven by technology, Deliveroo Editions uses data to identify customer demand in underserved areas and predict what type of food is likely to be popular, thereby reducing risk for restaurants. Deliveroo is filling the cuisine gaps in local areas while investing in the future of the Australian restaurant sector.

Deliveroo's Business model

Deliveroo operates what we term the 'three sided marketplace', connecting our restaurant partners with consumers who want the convenience of ordering great food - which is delivered by food delivery riders (riders) - to their home.

Deliveroo engages the services of independent contractors to perform delivery services. Riders in Australia choose the self-employed model because this offers the flexible work they seek.

The key features of working as a self-employed Deliveroo rider are:

- (i) There is no obligation to work at a certain time or for a set number of hours, or even at all. Where riders chose to work, there is no obligation to do so personally. Riders have an unfettered right to appoint delegates at their discretion.
- (ii) Riders work with multiple companies, often working across multiple platforms and with other clients at the same time as being logged in to the Deliveroo platform (multi-apping).
- (iii) Riders have no fixed work arrangements, they pick their own times to go online and be available for delivery, for as little or as long as they like.
- (iv) Once online, riders are free to accept or reject any orders offered to them. Having accepted an order, a rider can "unassign" from it at any time.
- (v) Riders choose where they work, what vehicle they use, the routes they take to complete deliveries and what clothes and safety equipment they wear.

Riders frequently reject orders - for example, because they are currently completing an order for another platform or restaurant and the offer isn't convenient for them - and they can do so without sanction. In the past 6 month period, riders rejected 57.6% of the orders they were offered.



Flexibility is increasingly important to people as they consider what type of work they want, and we regularly hear that people ride with Deliveroo because they want to fit work around life, and not the other way around. Having the freedom to choose when you work, cancel or finish at any point, is ideally suited to people who have other commitments; for example, a student who wants to change their plans on a weekly basis depending on their coursework, or someone who wants to make some top-up income for a few weeks to save up for Christmas or a special occasion.

Deliveroo chooses to operate this model because it provides riders with the flexible work opportunities they tell us they want, and this is reflected in riders' overall satisfaction with Deliveroo. Riders tell us the flexibility to choose when and where to work and which orders to accept is important to them, and in a recent satisfaction survey scored flexibility at 87% (8.68 / 10).

Orders are offered to riders by a dispatch algorithm. This algorithm calculates the best rider to offer a delivery to, according to the vehicle type they are using and their location relative to the restaurant. The algorithm only uses these objective functions to determine which rider is likely to be able to deliver the order in the quickest time. This ensures the food arrives hot to the customer. No performance metrics or personal characteristics (for example, how quickly a rider delivers food, how frequently they reject orders or how many hours they log in, or any other factor relevant to the individual rider) are taken into consideration by the algorithm in the allocation of orders.

Food delivery has played a significant role in helping keep restaurant doors open during the national lockdown of last year, and during the short and long lockdowns since then. At the beginning of the pandemic Deliveroo joined other industry participants, including the Restaurant and Catering Association, to advocate strongly for restaurants and cafes to be allowed to stay open for delivery and takeaway. This not only enabled riders to continue working, and for people who had lost their jobs to find a source of income, but enabled restaurants to keep operating and retain staff.

Deliveroo's safety practices:

Deliveroo puts riders at the centre of all that we do, and their safety is of paramount importance to us; we have a strong commitment towards their wellbeing. We are diligent in our compliance with our obligations under work health and safety legislation and go above and beyond to continually improve our systems and processes.

Importantly, we provide a range of measures to ensure riders are supported while working. This includes personal injury and income protection insurance free of charge, and riders participate in a comprehensive onboarding program that includes online learning modules on road safety. We are constantly looking at ways we can improve and seek feedback directly from riders on what they would like us to do.



This is a snapshot of the robust safety measures we have in place to ensure riders are informed, consulted and supported:

Onboarding learning

As part of the onboarding process at Deliveroo, all riders must complete online health and safety modules, specific to their nominated vehicle type prior to undertaking their first delivery. This includes safety videos for motorised vehicles and bicycles and road safety information relevant to their location. At the end of each learning module is a short quiz so riders can check their comprehension and understanding of the topic.

We regularly review our processes and online learning modules to ensure we have the most up to date content in place.

Kit

When someone signs up as a food delivery rider for Deliveroo they are provided with kit free of charge, which includes a reflective jacket and food courier bags with reflective panels. Riders also have the opportunity to take advantage of discounts available to them through our Rider Perks program, which includes PPE.

Insurance

Deliveroo provides every rider with free personal injury and income protection insurance, which activates as soon as a rider logs onto the app, and continues to cover them up to an hour after their last delivery. This covers riders for loss of earnings and provides compensation for dependents or family in the event of a death or permanent disability. We also provide free public liability insurance for all riders.

Rider Safety Advisory Panel

The Rider Safety Advisory Panel was established to improve safety for Deliveroo's network of more than 10,000 riders across Australia. It was Australia's first rider-run panel established by a food delivery platform. The Rider Safety Advisory Panel offers riders independent representation and enables Deliveroo to improve safety for riders across Australia by listening to their feedback and implementing changes in response.

In 2019, the two initiatives that were elected for progression by the panel were the Deliveroo Safety Hub - an online portal containing important information from various transport and road authorities to encourage safe riding practices - and printed stickers of safety messages to go on delivery bags (bikes and scooters) to encourage safe use of the road by all users.

In April 2021, Deliveroo kicked off its second Rider Safety Advisory Panel. This year, 264 riders submitted applications with ideas for safety initiatives that Deliveroo could implement. A shortlist was then voted on by Deliveroo riders nationally and from there a final ten were selected. The riders behind the top ten ideas formed the Panel for 2021. Many of these ideas informed the winter safety program (May 2021), such as training and resources for



vehicle maintenance and first aid, as well as high visibility reflective stickers which were included in safety kits distributed to riders.

The ideas for 2021 included:

- Improving compliance with Deliveroo's COVID-safe policies (e.g. contact-free pick up and delivery)
- Distributing reflective vests
- A winter safety campaign, including free vehicle accessory bundles
- Distributing personal safety alarms
- Engaging experts to provide rider first aid training and distributing first aid kits
- Curating additional information for the Rider Safety Hub, including:
 - Vehicle maintenance
 - Fatigue
 - Roadside amenities
 - Demerit points and fines

Busby partnership

In June 2021, we provided all riders across Australia with access to a free premium subscription to Busby, a free personal safety app. With Busby enabled, riders benefit from a suite of first-class safety features:

- **Ask others close by for help** - If a rider breaks down while working and needs assistance, they can use the Flare feature to ask other Busby users nearby for help.
- **Hotspot reports** - If a rider encounters a blind turn, or a pothole that they believe is a risk to safety, they can report it in the app.
- **RoadRadar** - Whenever a rider uses Busby, RoadRadar users (which includes truck and car drivers) will be warned when they are close.
- **Incident detection** - Using the sensors in their smartphone, Busby can detect road incidents or collisions.
- **Emergency contacts** - If the rider is unresponsive, the app will automatically notify their emergency contacts and Deliveroo's dedicated Rider Support team.

Active Deliveroo riders (ie have completed orders in the three weeks prior) are able to register for the free subscription and download the app to their phone.

Vehicles

As independent contractors, food delivery workers are required to provide their tools of trade, including a mobile phone and mode of transport. The Deliveroo supplier agreement stipulates that their vehicle must meet the roadworthy requirements of the state where they work. To assist riders in understanding how to care for their vehicles, we have run a bicycle workshop with Reid in Sydney and a car workshop with Verified Auto in Brisbane. We'll look to do similar sessions in the future, COVID permitting.



In addition, we produced a series of pre-ride check vehicle videos, featuring Deliveroo riders. We believe the peer to peer videos resonate strongly with riders.

Travel times

The contract we have with riders explicitly states they are free to conduct their deliveries using any route they decide is safe and efficient. We do not set target delivery times for riders, and we do not, and never will, encourage riders to be unsafe on the roads. The dispatch algorithm provides the best route for the vehicle type nominated by the rider, and updates in real time depending on traffic and weather conditions. Further, a buffer of additional time is built into the estimated range. Reports that delivery travel times are 'targets' are manifestly incorrect.

Engagement with riders

Deliveroo has a rider engagement team dedicated to working with riders to discuss safety issues and respond to any concerns. The rider engagement team sends regular communications via email, SMS and in-app notifications.

Further, we regularly communicate road safety information to riders using a range of channels, including through our online [Rider Safety Information Hub](#), which contains important information about all the road jurisdictions across the country.

Following feedback from riders earlier this year, we have translated the top 5 visited pages on the Safety Hub into Hindi, Spanish and Portuguese, and we have developed state specific training videos on local road safety rules.

2021 Winter Rider Safety Campaign

Recognising that seasonality impacts road safety, we launched the Winter Rider Safety Campaign - which ran from May to June this year - to enhance the regular safety measures in place. The primary purpose was to ensure Deliveroo riders feel confident and safe while completing deliveries during the winter months, and encouraging riders to prioritise safety at all times. The campaign included weekly themed communications, safety kit bundles, safety videos, educational events and a new podcast series *Safety Matters* specifically dedicated to discussing issues around rider safety.

The educational events program was run in collaboration with, and facilitated by, Deliveroo partners including bespoke first aid sessions with the Australian Red Cross to protect pedestrians, road safety with the Transport Accident Commission, and vehicle maintenance with Reid Bicycles, and Verified Autoshop.

The rider safety videos feature riders talking about their safety tips for other riders, with specific tips relating to different vehicle types, also including information from expert road authorities. The written communications to riders featured topics such as vehicle



maintenance, road rules and being safe and seen. The safety kit bundles included blindspot mirrors, reflective stickers, reflective armbands, and phone mounts.

The campaign delivered a number of measurable outcomes, including:

- Rider satisfaction with safety increased by 9 percentage points during the campaign
- 33% increase in Rider Safety Hub visits on the Rider Website during the campaign compared to previous period
- 27% increase in page views on the Rider Website
- 45% open rate average across all campaign emails
- Over 2,000 kit bundles were available for riders and more than three quarters (77%) of riders provided positive feedback on the kit they received from a survey of around 80 riders.

In the past six months 1,330 riders have scored Deliveroo an average of 84% for safety and 81% for kit. While this is an encouraging result, we will continue to strive to do more to improve the safety of riders and road users.

National Food Delivery Platform Safety Principles

Deliveroo is proud to be a co-signatory to the National Food Delivery Platform Safety Principles. Developed in consultation with peak industry body Australian Industry Group (Ai Group) and food delivery platforms, the new Principles outline the high standards of practice that food delivery platforms have committed to implement, to ensure the ongoing safety of food delivery workers.

Alongside other food delivery platforms DoorDash, Menulog and Uber Eats, we collectively commit to raising the standards for food delivery safety in Australia by implementing these Principles. The Principles focus on training and information, delivery equipment and personal protective equipment (PPE), support, standards and policies, consultation, and incident reporting and investigation. For more detail and the full set of Principles see [here](#).

The industry has played an active role in the work being done across state governments to enhance protections for delivery people, and to ensure that platforms are prioritising the safety of delivery people and consumers, to keep local communities safe.

Our goal was to develop a framework which complements existing industry and government policies, and ensures that delivery people have the freedom to work safely and on-demand in the growing food delivery market.

Each platform has pledged to adopt and implement these standards, while continuing to raise the bar through their own individual initiatives, technology and research. Importantly, we will hold ourselves accountable to these standards, with a review facilitated by Ai Group, taking place annually.

Our comments below relate specifically to the Terms of Reference for this inquiry.



Addressing the Terms of Reference:

(a) measures to support the Australian Parliament's ongoing resolve to eliminate road crash fatal and serious injuries with a focus on ways to achieving Vision Zero by 2050;

Deliveroo supports the Government's aim of eliminating fatal road crashes and serious injuries on our roads by 2050. Every single death on our roads is one too many and we're committed to working with relevant stakeholders to put appropriate measures in place to reduce deaths and serious injuries on our roads.

At Deliveroo, we take the safety of our riders extremely seriously and we have robust measures in place to ensure they are aware of their obligations as road users. However, while road accidents and fatalities continue to occur we believe there will always be more the Government can do to help educate and raise awareness among all road users. For example:

- 1) Data: it is important to distinguish key areas of focus for eliminating fatal crashes through in depth analysis of recent road traffic accidents. This information should be made available to the Federal Government as data is key to understanding areas of focus to improve road safety.
- 2) Educate: it is important to develop appropriate programs to educate road users. Road users generally fall into two categories: a) commuters who use the road to get to and from their place of work, residence, school and similar, b) those for whom the road is their workplace, such as logistics and transport workers, food delivery workers and couriers. Regular education campaigns to help raise awareness among all road users would help, in our view, remind people to take care and remain alert for other road users.
- 3) Infrastructure: investment in road infrastructure to keep road users safe is critical. Cycle lanes, traffic lights, roundabouts and more, should continue to be considered and implemented as part of planning activities

(b) the effectiveness of existing road safety programs across Australia: opportunities to improve them and encourage broader take-up of effective approaches;

The launch of the [National Food Delivery Platform Safety Principles](#) is a strong example of an industry taking responsibility to do its utmost to prevent road fatalities and serious injuries.

The signatories - Deliveroo, DoorDash, MenuLog and UberEats - in collaboration with Ai Group, established the Food Delivery Platform National Safety Principles as a strong, public commitment to promoting the safety of everyone who uses food delivery platforms in



Australia. This reflects the work health and safety (WHS) duties that apply across Australia to protect workers and other persons from harm by requiring duty holders to eliminate or minimise risk however they operate their business.

The Principles seek to address safety for all who use food delivery platforms to access work, whether they are driving a car or riding a bicycle, e-Bike, scooter or motorbike. Every food delivery platform is different, and these principles are intended to promote a dynamic and competitive industry that puts safety first. The Principles are intended to give effect to how safety duties can be met by food delivery platforms in respect of food delivery platform workers and other persons.

The signatories are committed to continuous improvement and implementing initiatives that reduce the risks associated with online food delivery platform work and to provide protection when incidents occur.

All signatories are committed to working to continuously improve the safety of the industry, so far as is reasonably practicable, by ensuring they have their own processes in place that meet the standards set out in these principles in respect of: training and information; delivery equipment and personal protective equipment (PPE); support, standards and policies; consultation; and incident reporting and investigation.

The Principles were launched in July 2021 and the first assessment period is after the first 12 months, therefore at this moment in time it is not possible to qualify the success of the program to date.

Further, Hungry Panda has confirmed they will become a co-signatory, as of 25 August 2021.

(e) opportunities to reduce road trauma in the workplace, working with Work Health and Safety agencies and employers across Australia; including a focus on heavy vehicles and the gig economy.

Following the terrible food delivery worker fatalities last year, Deliveroo was a supportive and willing participant in the NSW SafeWork Joint Taskforce and contributor to all aspects of the program.

The program involved a number of tranches including: the [Industry Action Plan](#), providing feedback on the yet to be released WHS Guidelines and joining the various forums to contribute our insights and perspectives.

We commend the NSW Government for driving the Task Force program and for the pragmatic and collaborative approach taken. We believe this is a strong benchmark that all state and territory governments could follow.



Conclusion:

There is no doubt that the issues of road safety are complex and require the input of experts, industry and Government to build solutions. We are committed to working together with stakeholders to achieve this. Any consideration of initiatives must be thoughtful, balanced and well planned and extend beyond the role of the food delivery platforms to areas such as traffic management, road infrastructure and community awareness.