

# Brunswick Safety Management

**IBEX Conference**

**Dave Selig**

**Director – Environmental Health and Safety**

September 2010





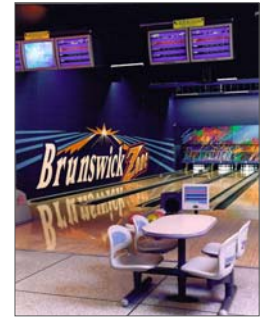
**Hatteras**



**BOSTON WHALER**



**MERCURY**



*Sea Ray*

**BRUNSWICK**  
GENUINE INGENUITY



**MERIDIAN**  
YACHTS



**VALIANT**  
RIGID INFLATABLE BOATS



**LOWE**  
BOATS

AUTHENTIC  
EST. 1885  
**BRUNSWICK**  
MADE  
IN AMERICA



**BAYLINER**



**DIVERSIFIED MARINE PRODUCTS**  
**Land Sea**  
**KELLOGG MARINE SUPPLY**



**LUND**



*LifeFitness*

# Safety Performance Metrics

Incident Rates	2006		2007		2008	
	Recordable Rate	Lost Time Rate	Recordable Rate	Lost Time Rate	Recordable Rate	Lost Time Rate
Boat Manufacturing (NAICS Code 336612)	9.2	2.1	9.1	2.2	7.7	1.9
Ship Building and Repair (NAICS Code 336611)	10.7	3.3	8.7	2.8	8.5	2.9
US Manufacturing	6.0	1.3	5.6	1.3	5.0	1.2
US Private Industry	4.4	1.3	4.2	1.2	3.9	1.1

Recordable Incident Rate = (# of Recordable Incidents Occurring During Identified Time Period \* 200,000) / (Labor Hours Occurring During Identified Time Period)

Lost Time Incident Rate = (# of Lost-Time Incidents Occurring During Identified Time Period \* 200,000) / (Labor Hours Occurring During Identified Time Period)

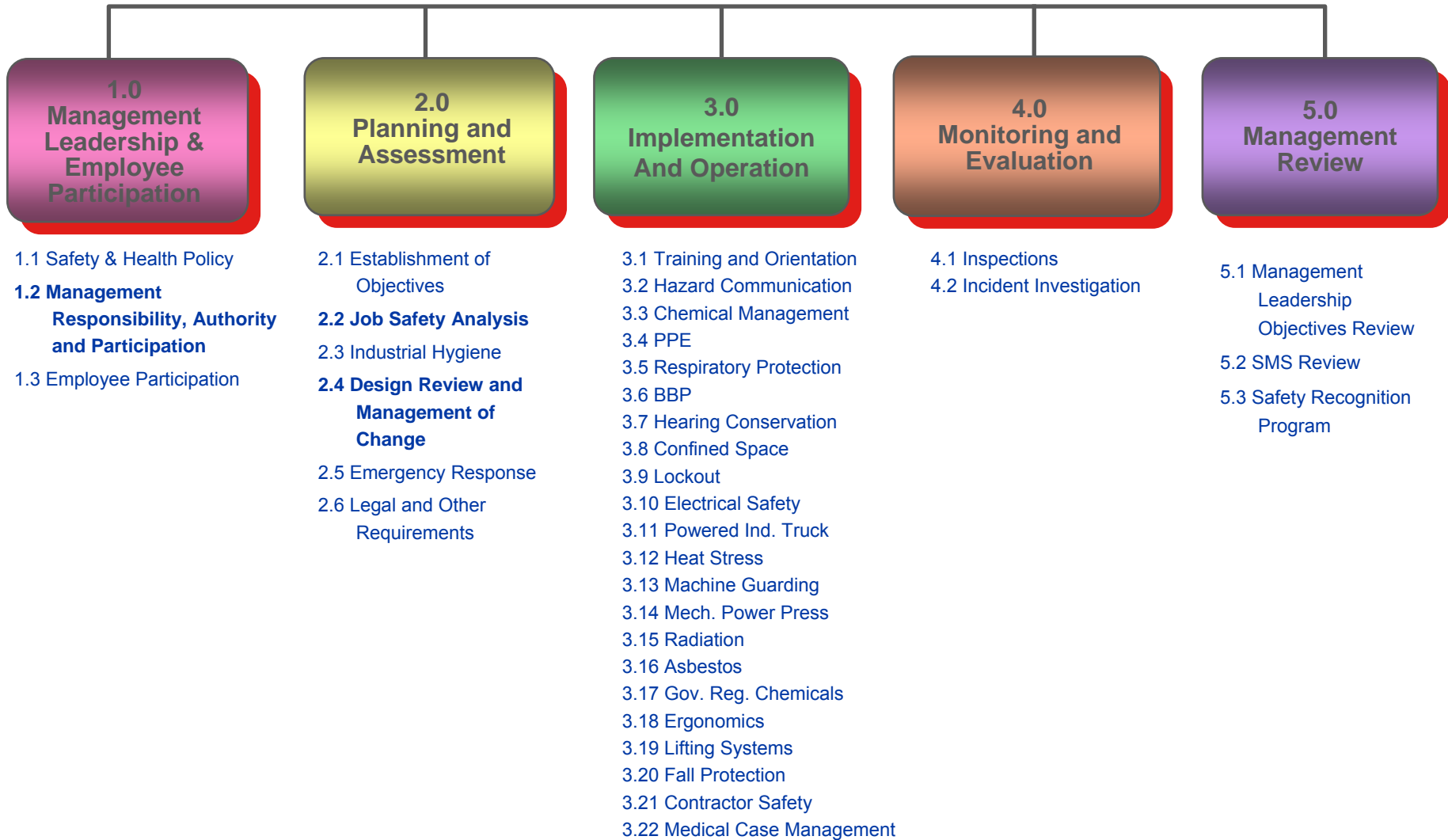
# Brunswick Safety Management Program

- Safety Policy:
  - Belief that every incident/injury is preventable
  - Starts at the top
  - Accountability for preventing incidents, from top level manager down to production employees
- Brunswick Safety Performance Indicators
  - Lagging metrics
    - Primary: Lost Time Incident Rate, Recordable Incident Rate, Workers Compensation Costs per Employee
    - Secondary: Lost Workday Rate, Restricted Workday Rate, Brunswick Safety Score
  - Leading metric
    - Brunswick Safety Management System Implementation Scores

# Brunswick Safety Management System

- SMS Purpose:
  - Establish health/safety management standard that identifies criteria for Brunswick operations world-wide
  - Ultimately correlate lagging safety performance metrics (incident/injury rates, workers compensation costs) with SMS scores, and drive safety performance
- Brunswick SMS format
  - SMS format designed to correlate with globally recognized management system standards such as ISO 9000 series, OSHAS 18001, ISO 14000, etc.), and in particular the ANSI Z10 Standard (Occupational Safety and Health Management Systems)

# Brunswick SMS Elements



**Modeled after ANSI Safety Management System Standard**

# Brunswick Safety Management System

- Concepts:
  - Written Programs
  - Assigned Coordinator (Champion) Responsibility
    - Understand program requirements
    - Accountable for program implementation/operation
    - Distribution of Coordinator responsibility
  - Training
    - Content
    - Frequency
    - Documentation
  - Verification of Training
  - Best Practices / Internal Policies
  - Regulatory Requirements
  - Program Review

# Brunswick Safety Management System

- Target
  - Facility overall SMS implementation level of 90
  - SMS element implementation level of 90 for all elements
- Weighting of elements based on importance in preventing incidents and injuries
- Weighting within each individual element
  - 20% Organization/Documentation
  - 30% Training/Implementation
  - 50% Verification

# Brunswick Safety Management System

- Management Leadership / responsibility, Authority and Participation (Element 1.2):
  - Element 1.2 represents 9.1% of overall SMS Score
  - Senior Manager Activities
    - Special Presentation to entire facility addressing safety and health topics at least annually
    - Meetings with staff to address safety and health topics (monthly)
    - Participation in facility formal safety and health inspections (weekly)
  - Managers reporting to Senior Manager
    - Participation in formal safety and health inspections of area of responsibility (weekly)
  - Participation of Senior Manager / Operations Management in Safety and Health Committee Meetings
  - Identification of Safety and Health Coordinator
    - Reports to Senior Manger or one level below
    - Qualified and knowledgeable of SMS, governmental regulations, ergonomics
    - Involved in budgeting process

# Safety Performance Metrics

Brunswick Boat Group Incident Rates	2006		2007		2008		2009		2010 (end of Q2)	
	Recordable Rate	Lost Time Rate	Recordable Rate	Lost Time Rate	Recordable Rate	Lost Time Rate	Recordable Rate	Lost Time Rate	Recordable Rate	Lost Time Rate
Brunswick Boat Group	5.38	1.17	4.97	0.98	3.52	0.66	1.84	0.53	2.11	0.59
Boat Manufacturing (NAICS Code 336612)	9.2	2.1	9.1	2.2	7.7	1.9	NA	NA	NA	NA
US Manufacturing	6.0	1.3	5.6	1.3	5.0	1.2	NA	NA	NA	NA
US Private Industry	4.4	1.3	4.2	1.2	3.9	1.1	NA	NA	NA	NA

Brunswick Boat Group WC Cost Info	2001	2006	2007	2008	2009
# WC Claims	3%	Base	-0.4%	-41.2%	-87.7%
Total WC Cost (\$)	-24.8%	Base	-5.8%	-21.9%	-82.6%
# Claims / 100 Employees	67.7%	Base	4.2%	-14.8%	-52.8%
WC Cost / Employee (\$)	22.5%	Base	-1.4%	13.2%	-32.9%

