



Would you say something?



Would you see the hazard?

Would you go out of your way?

Would you confront your boss? Would you delay a flight?

Would you risk a friendship?

Would you take responsibility?



***A life could depend
on your answers.***

Introducing

TARGET ZERO



The Bristow Group Culture of Safety



At Bristow, safety is a core value.
It's also everyone's responsibility.
Our safety vision?

Target Zero.

Zero accidents.

Zero harm to people.

Zero harm to the environment.

Our customers expect it.

Our stockholders expect it.

Your family expects it.

And so should you.

Target Zero is more than a vision.

It's our commitment and rallying cry.

It's also our common global framework
for talking about safety at Bristow.

So let's talk ...



Target Zero is
achievable and sustainable.

Bristow has an excellent safety record.

In fact, we're one of the safest companies in helicopter operations and a leader in offshore production management safety.

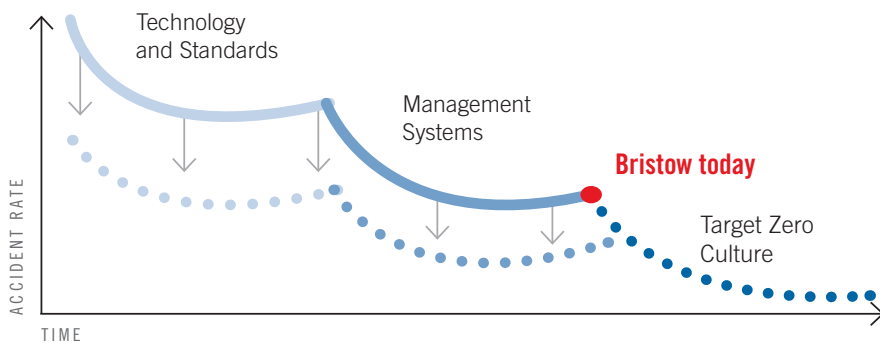
Still, we need to do better. It's important for every one of us who pilots a helicopter, works on the ground or steps on a production platform. And it's certainly important for our aviation customers who want their employees to feel genuinely safe on a Bristow aircraft.

So how do we reach Target Zero?

Safety and behavioral experts explain it will take more than the excellent safety management systems, procedures, equipment and training we have today. It will also require that we reinforce our collective and personal commitments to safety.

Do that, and we create a culture that values safety and puts safety first in everything we do.

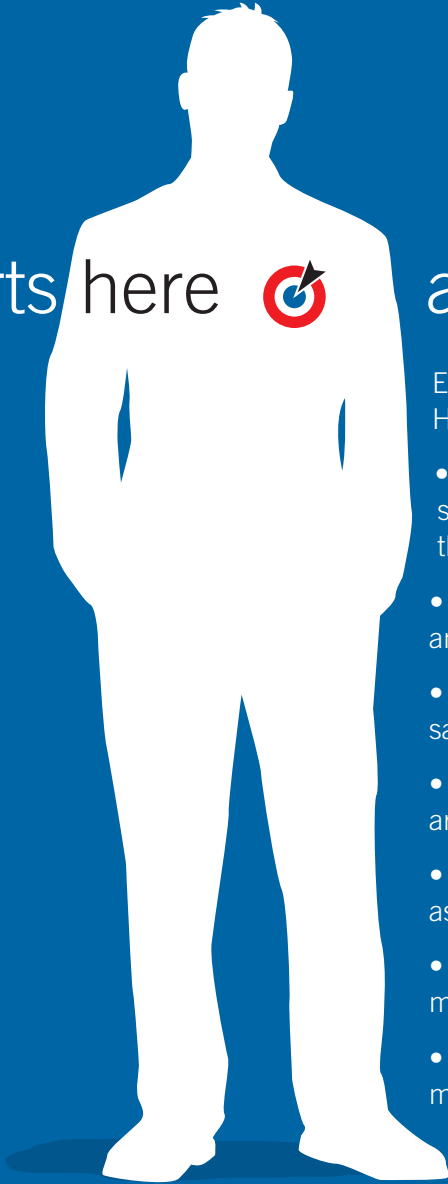
The power of combining continuous improvement and culture.



Bristow technology and standards, and our management systems, will still be continuously improved, but building a “culture of safety” is also required to achieve Target Zero.

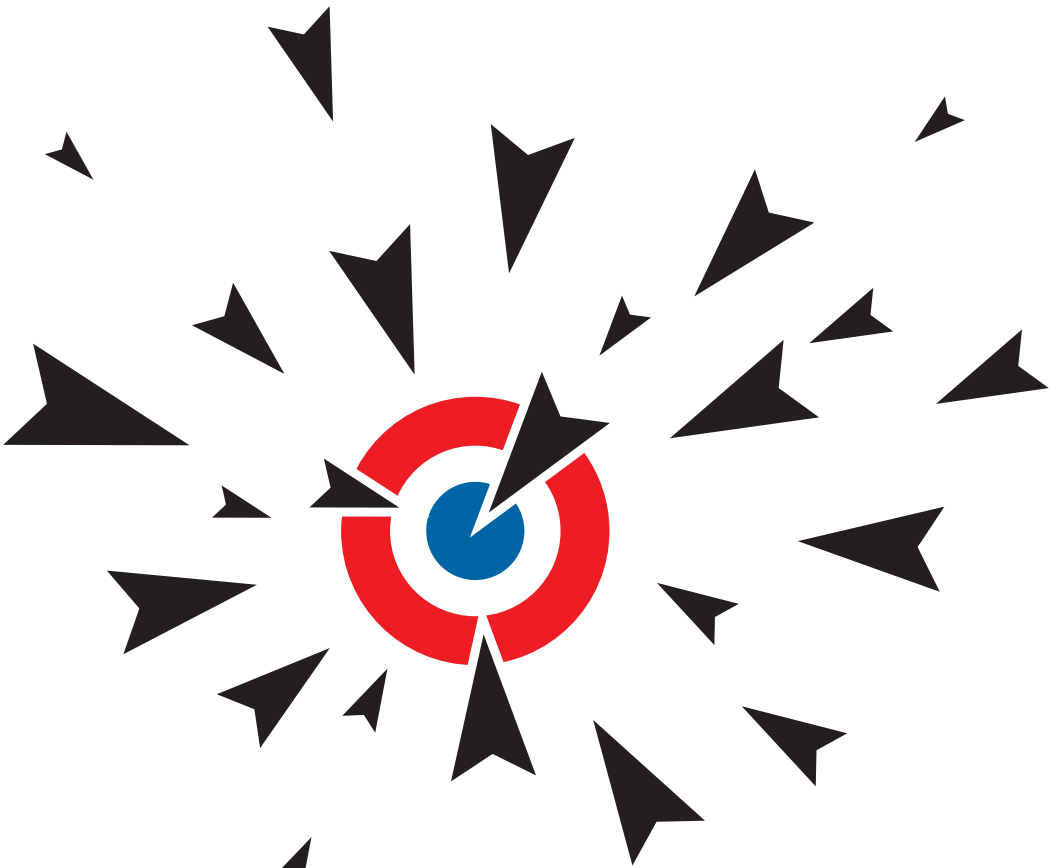
Our ‘culture of safety’

starts here  and never stops.



Every culture has a belief system.
Here is ours:

- Safety includes flight safety, ground safety, personal health and protection of the environment.
- Safety is a core value, in both business and personal activities.
- Our safety culture is as important as our safety management system.
- We believe that all accidents and incidents are preventable.
- We believe we must reduce risks as low as reasonably practical.
- We believe we must actively manage change.
- We will strengthen our business by making safety excellence an integral part of all our activities.
- All levels of line management are accountable for our safety performance, starting with our chief executive officer.
- We believe that to be a good leader you must be a good safety leader.
- We believe everyone can be a safety leader.



We share a common target.

Beliefs will only take us so far.

To hit Target Zero, we must agree to take aim together:

- We will demonstrate our commitment to Target Zero.
- We will promote active participation of all employees in the safety process through the use of regular and frequent safety meetings, safety teams, behavior-based safety programs and other inclusive activities.
- We will have clear metrics for leading and training safety, with clear accountability.
- We will have integrity in our safety communications and promote a just culture that recognizes the importance of open reporting and continuous learning and improvement.
- We will openly consult and involve staff, customers, suppliers, regulators and others in the process.
- We will apply principles of behavioral-based safety and human factors in everything we do.
- We will provide the necessary training and development to build and maintain both safety and safety leadership skills.
- We will recognize and reward successful safety performance and behavior.

Momentum is on our side.

Safety
Management
System



Flight Training Standards



Maintenance
Standards



Health and Usage
Monitoring System



Helicopter Operations
Monitoring Program



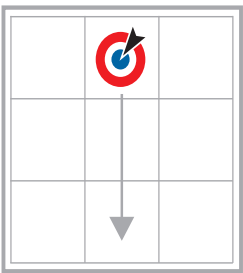
Behavior-based Safety

Safety is improving at Bristow. Years of hard work by teams with great ideas and consistent follow-through have built a strong safety foundation.

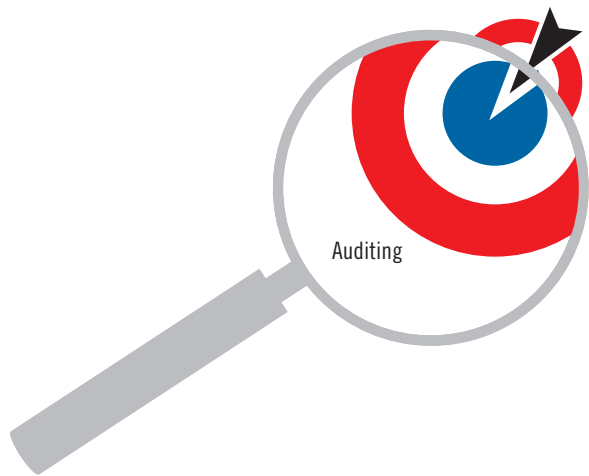
Global Standardization



Risk Management



Auditing



Regular Safety Meetings



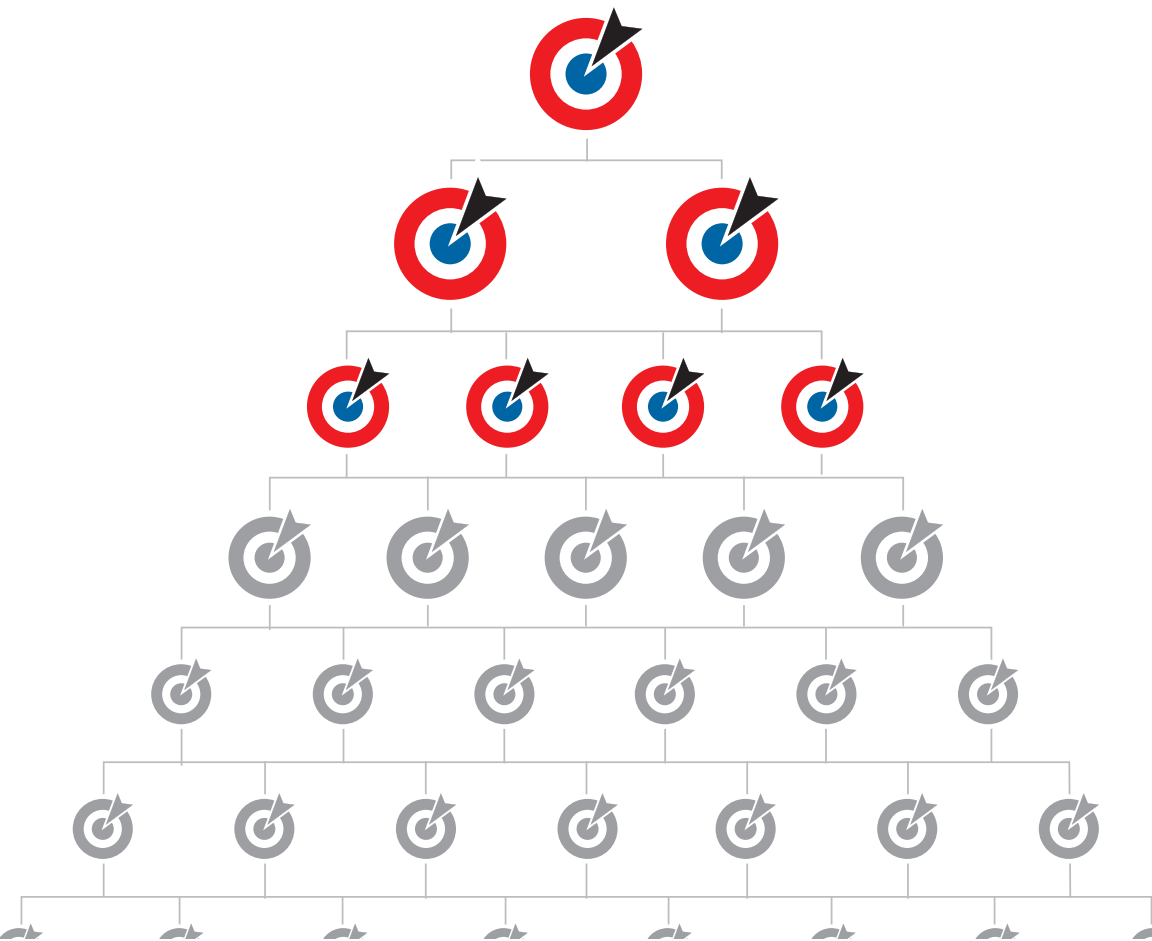
Safety Reporting & Investigation



Human Factors Training



Just like you, senior leaders



are committed.

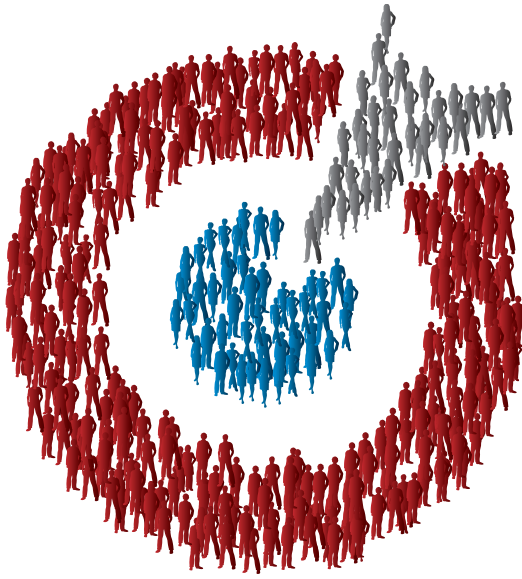
Corporate reality: Safety success requires a strong commitment by senior leaders.

Bristow senior leaders are committed to Target Zero.

They will lead by example and provide the resources for safety and ensure that commercial pressures do not undermine safety.

They will hold line management and employees accountable for safety performance and practices, and will recognize good safety performance.

However. . .



Target Zero depends on all of us.

To achieve Target Zero, we all need to be safety leaders – every day.

Here's what you can do:

- Be responsible for your own safety and the safety of your fellow workers.
- Take responsibility and accountability for your own behavior.
- Take every opportunity to participate in safety improvements.
- Raise your own safety awareness as well as the safety awareness of others.
- Challenge unsafe acts and conditions.
- Help ensure that everyone on your team is aware of the potential hazards and our safe system of work before any work is started.

So will you speak up for Target Zero?

Will you put safety first in everything you do?

Good. Because lots of people depend on you.

Target Zero starts with you . . .

Zero accidents.

Zero harm to people.

Zero harm to the environment.

. . . it starts today, and never stops.







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