

How Post Haste Transformed Forklift Safety Across a National Network

THE CHALLENGE

Post Haste Group operates 24 hours a day, six days a week, across approximately 19 sites for Post Haste alone – with forklifts running on every one of them. With multiple forklifts operating overnight, the company couldn't rely on supervision to keep operators safe. And while external certification was a requirement, it identified opportunities on forklift operator behavior.

When incidents happened, retraining was inconsistent. When new operators were hired, there was no way to confirm competency before they went out on the floor. Ilyas Ali, Health and Safety Advisor at Post Haste Group, needed a framework that was measurable, scalable, and genuinely embedded in how people worked.

ABOUT Post Haste

Freightways is one of New Zealand's leading freight and logistics groups, operating as the umbrella organisation for a portfolio of well-known delivery and logistics brands, including New Zealand Couriers, Post Haste, Parceline, and others. Post Haste Group (PHG), New Zealand Couriers (NZC), and Parceline (PCL) collectively represent the workforce development arm within this broader Freightways network. Across its nationwide operations, primarily within PHG, NZC, and PCL, manage hundreds of forklift operators working across multiple distribution sites, supporting continuous freight sorting, loading, and transport operations around the clock.

THE SOLUTION

Post Haste built a simulator-led competency program around Forklift Simulator, designed not for certification – external trainers handle that – but for something more targeted: capturing and confirming operator behavior against Freightways' own SOPs.

Exercises are replicated to match conditions on actual PHG and NZC sites – long forks, TCPs, maxi units, loading operations, and mixed pedestrian and forklift zones. A competency baseline of 80% is set as the minimum requirement.

Anyone below that threshold enters a structured monitoring and retraining cycle, with recorded sessions and weekly catch-ups, until they reach the required level.

For post-incident cases, the same framework applies. New operators must pass the simulator before going to external certification. **The whole process is framed, explicitly, as coaching – not discipline.**

In less than a year, Freightways has put several hundred operators through the programme and purchased a second simulator for the South Island.

"It's not about taking somebody through a disciplinary process. It's about giving them the education so that they can learn from it. The main goal is that we provide a safe zone for everyone to train and feel comfortable in."

- Iliyas Ali, Forklift Training Facilitator - Post Haste Careers / Freightways

ILIYAS' TESTIMONIAL

"Anyone can go out and get certified using a forklift operator in a generic training scheme. For us, it's understanding what we have in our business. Going through the simulator exercises specifically designed for our site, then proving competency to the 80% level - that's our standard."

We've taken a few hundred people through it in the short span of almost a year and we've purchased a second simulator for our South Island division - the same process we've built up here in the North Island will now be uniform across all our brands and branches."



At a Post Haste training center

THE RESULTS

Month-on-month forklift incident data across Freightways brands between 2024 and 2025 shows a significant downward trend. Post Haste recorded a spike in January 2025, then brought incidents down to near-zero by March.

Around 30 operators have now scored above 92% competency in the simulator – creating a group of advocates who have driven engagement and a culture of healthy competition. One operator who initially scored 74% refused to accept it, returned for further attempts, and scored 96%.

Perhaps most significantly, forklift operators now proactively stop and address safety breaches on site – behaviour that previously went unchecked on the night shift. The simulator has helped build a culture where people keep each other safe.

CONCLUSIONS

Freightway's show what's possible when a simulator program is built around behavior rather than certification. By combining site-specific scenarios, a clear competency threshold, and a structured coaching framework, Iliyas has created a system that is scalable, measurable, and genuinely part of how the business operates.

In Iliyas's own words: **"The major benefit is that we've been able to reduce forklift incidents because we're able to provide education through a 'see for yourself' scenario within the simulator."**



Behavior-based Coaching

The simulator makes individual mistakes visible and correctable



Safety Culture at Scale

A uniform, standardised process rolled out across a national network



Measurable Incident Reduction

Month-on-month data shows a significant downward trend across brands