

Speak Up App – IMFP Award submission

Media for IMFP award submission: [Speak Up Save Lives App Introductory video](#)

(1) Background

On 18 June 2019, in discussion with the then Minister for Better Regulation, the Hon Kevin Anderson, SafeWork NSW committed to building a digital solution for workers to notify SafeWork NSW about an unsafe situation in the workplace.

[Speak Up, Save Lives App, SafeWork NSW](#) was an initiative that came to fruition after a young construction worker was fatally injured at a construction site in April 2019. The construction workers' family engaged with the then Minister on how to improve workplace safety, especially for young workers on construction sites.

At the same time, SafeWork NSW was delivering initiatives to improve work health safety (WHS) outcomes for 'at risk workers'. Young workers under 25 years of age have been identified as being more at risk of serious injury or death at work. Some of the reasons young workers have been identified as more at risk is the reluctance of young people to:

- assert themselves at work
- refuse to work unsafely
- report near misses, workplace incidents or injury.

BUSINESS CASE

The need:

Imagine if you were seriously injured at work. Think about the impact on your family, your lifestyle, and your career, not to mention the added stress of paying the bills.

Or imagine if it was your workmate who had the accident, and it was a situation YOU could have prevented? How would you feel knowing you didn't speak up?

The Speak Up, Save Lives App campaign was designed to improve safety on the worksite by engaging all employees who work on a construction site of any type. The primary audience was 16 – 25-year-old males.

The campaign focussed on raising awareness of workplace risks and encouraging conversation and commitment in NSW workplaces, including conversations at work, in the media and on social media.

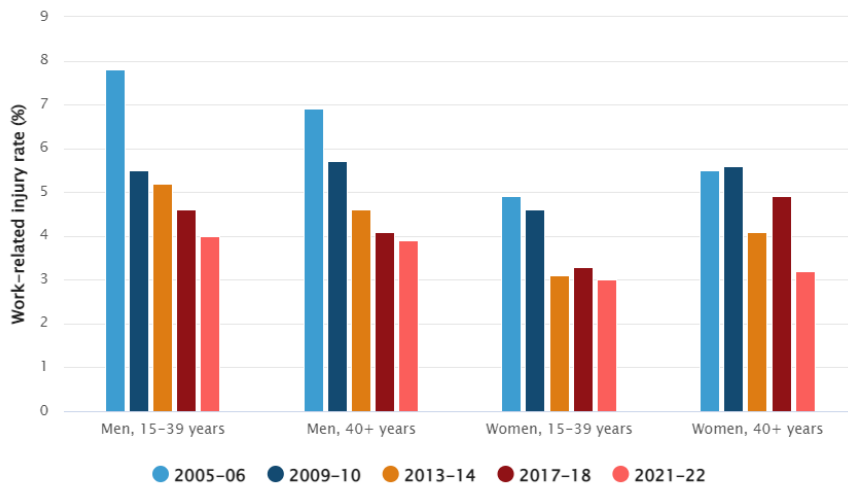
The requirement:

- To enable workers to raise a WHS concern quickly and anonymously (if desired) with [SafeWork NSW](#) when not able to raise it with the employer.
- To reduce work-related fatalities and serious injuries and illnesses.
- To remain anonymous: 28% said they wouldn't feel comfortable speaking to their boss. Fear of job loss is a strong motivator (51%), particularly in construction

- It was acknowledged that not only workers, but the community more broadly could use the product once delivered. This informed the design brief of the new product being:
 - develop an app that was simple to use (3-click process)
 - allow users to upload photos or a narrative to describe the issue they want to raise
 - importantly, allow users to remain anonymous.

Workplace Injury decline from 2005 – 2022

Graph 2 - Work-related injury rate by sex and age



Above table: Shows the significant decrease in work related injuries over the years, with the highest number of injuries being in Men aged 15 – 39 years.

The Product development

- The Speak Up product was launched in 2019 with further optimisations introduced in 2020 across iOS and Android.
- **Customer benefits:**
 - It allows for the user to submit a work health safety concern to SafeWork NSW quickly and anonymously if desired, at any time of the day or night.
 - Users can submit up to three photos in addition to a narrative about their concern, and a workplace address.
 - The product is quick and easy to use and users have the option of remaining anonymous.
 - The Speak Up product allows those who are not able to raise a WHS concern in their workplace, or where the employer is not willing to address the concern, can speak up to SafeWork NSW.
- **Business benefits:**
 - The Speak Up product has provided SafeWork NSW with data not previously easily accessible e.g. quickly identifying emerging trends and/or hotspots.

- Furthermore, when a submission is made, the information is loaded directly into the business' workflow management system so the WHS concerns can be managed in real time.

(2) The 2023 Campaign

The Speak Up App 2023 Campaign ran following previous campaigns which introduced the app and its features. This campaign focussed on reaching younger male construction workers. Through a targeted through the line approach the campaign was able drive relevant reach and frequency to this audience.

Key channels included: Out of Home, [Radio](#), Social media, [Digital Display](#), eDM, Website.

Campaign tagline:

'Keep you and your workmates safe / Report hazards anonymously/Through the Speak Up Save Lives app/Stand up anonymously to speak up'

Supporting proof points:

- [Use the Speak Up app to help save lives](#)
- Anonymously share your workplace health and safety concerns.
- It's a safe space to create a safe workplace
- Know how to identify a health and safety risk and speak up about an unsafe issue.

Call to action:

- For more info, visit safework.nsw.gov.au
- Download the Speak Up Save Lives app.

Target group:

- NSW construction workers, males 16–25-year-old
- Aboriginal communities (account for 5.5% of construction industry).

(3) The Results

Paid Media campaign

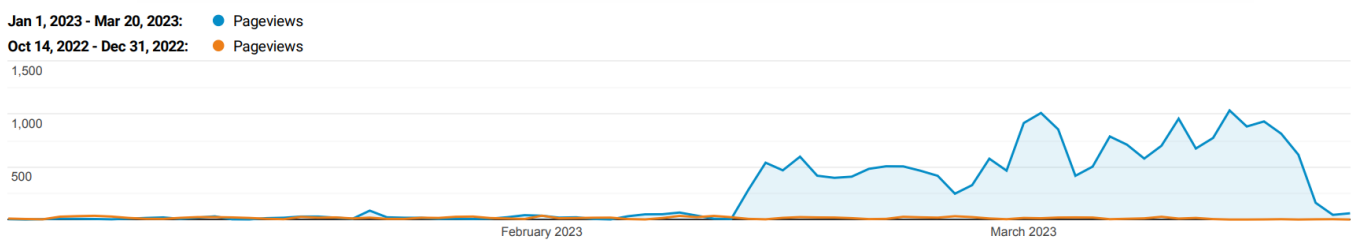
Overall, this campaign outperformed our goals. The campaign exceeded benchmark in all digital channels and had significant reach through radio and outdoor mediums.

- **Out of home activity (OOH)** – consisted of VMO Digital petrol pump screens and [entry panels](#) featuring the 7 sec animation. Our advert was featured on 125 Metro sites and 71 Regional sites. The OOH activity delivered an audience reach of 407,938.
- **Radio** – Radio activity included Metro, Regional and CALD/Aboriginal. The 30 second radio ad reached the metro audience of approximately 533,100, with an average frequency of 5.14 times.
- **SEM** – the top performing search keywords were, 'NSW SafeWork', SafeWork and SafeWork NSW, exceeding the planned clicks by 223%.
- **Social** – Facebook and Instagram targeted 16 – 25 yr old males in NSW and further segmented by Metro and Regional. The Meta ads appeared over 3 million times achieving a 261% increase in planned delivery. The social campaign also generated over 6,000 clicks with a CTR of 0.19% exceeding the industry benchmark of 0.05%.

- **Nine Native digital direct** – delivered over 2 million impressions with copy 3 ‘Keeping your workplace safe’ appearing more frequently. The Nine digital activity achieved a 0.19% click through rate which exceeded the industry benchmark of 0.05%.
- **CRM eNewsletters** - this campaign has been promoted in the March Edition of the Consumer eNewsletter along with 5 other articles. The eNewsletter had a 43% open rate which was slightly below par and had a click rate of 1.9% generating an additional 651 downloads of the Speak Up Save Lives App.

Speak Up App: Website activity comparison:

- Mid-February 2023 - March 2023 (In market) vs Mid -Oct 2022 – Dec 2022 (no campaign In market).



- Pageviews have increased by 1,387% (21,413 VS 1,440).
- New users (people to the site) have increased by 4,614% (13,766 vs 292).
- Total of 1,594 events, an average daily increase of 1,300% when campaign was in market.

Speak Up App downloads and submissions

- There have been 9,542 downloads of the app on iOS or Android devices.
- App downloads have increased by 418% when the Speak Up App campaign was in market, compared to pre-campaign.
- To date there has been 42,000 Request for Service (RFS) since the date Speak Up App launched to 21/03/2023. This represents 1/3 of all matters submitted to SafeWork NSW during this period.
- 43% of all Speak Up App submissions result in an Inspector response.
- The Construction Industry represents 36.5% of all submissions (Consumer and Business Services 26.2%)

FINISH