

IPLOCA 2023

SPIECAPAG NEW HEALTH AND SAFETY AWARD SUBMISSION

FUSE Campaign



CHALLENGE

SOLUTION

**MANAGING
BUSINESS
GROWTH, WHILE
MAINTAINING A
STRONG SAFETY
CULTURE**



Bespoke annual campaign strategy divided into quarterly focuses



Engagement across projects, offices. Management and workers



Targeted activities and events.

Competitive challenges and rewards

Customised marketing and branding.

Alignment with lifting equipment inspection system (RGBY)



Planning

Business wide workshop to vote on topics and activities

Topics and activities to be relatable across all business disciplines



Topics Selected

Fitness, Exclusion Zones, Mental Health, Driving

The topics were further developed by management. Budgets assigned.

Activities developed to align with HSE KPI's

Activities included; Brisbane marathon, mental health first aid training, online quizzes, lunch time walks,



IMPLEMENTATION

Marketing

Develop campaign dossier

Procure merchandise



Launch

Campaign launch in March 2022.

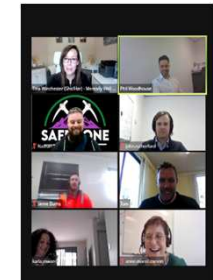


Roll Out

New campaign rolled out quarterly

Quarterly winners announced

New activities launched



ACHIEVEMENTS

REDUCED INCIDENT FREQUENCY AND IMPROVED OHS COMPLIANCE

TRIFR dropped to 0, while manhours doubled.

NEW RELATIONSHIPS FORMED AND EXISTING ONES STRENGTHENED

Employees were encouraged to interact with other employees through training sessions, group activities (rock climbing, marathons etc) and lunchtime walks

INCREASED AWARENESS OF RISKS

The targeted campaigns were relevant to all employees, thus increasing their knowledge and understanding of control measures.

FRIENDLY COMPETITION

The competitive element introduced as an additional motivator to partake in the program

PROMOTED BUSINESS KPI'S

The campaign activities supported the business OHS KPI requirements including; Hazard reporting, SLAM's, Leadership walkthroughs etc

