

# SafeWork NSW

'Safety Starts With You Campaign'

Qualitative research: year 3 Concept testing report.

November, 2018



## **AGENDA.**

Background, objectives and research design

Radio scripts evaluation: blue collar

Print executions evaluation: blue collar

Radio scripts evaluation: white collar

Print executions evaluation: white collar

# **BACKGROUND, OBJECTIVES AND RESEARCH DESIGN.**

## BACKGROUND AND OBJECTIVES.

BANJO is now entering its third year working in partnership with SafeWork NSW developing messaging in relation to the 'Safety Starts With You' campaign. Following the campaign strategy and the Du Pont Bradley Curve, the objective has evolved, in year 3 it is now grounded in ensuring workers are looking out for others / their workmates.

Post peer review process, SafeWork NSW have indicated a desire to test concepts to ensure messaging was not directing responsibility towards the employer rather than taking a holistic view of work safety responsibility.

BANJO embarked on qualitatively testing year 3 radio scripts as well as print headlines with our key target audiences of workers and employers across both blue and white collar industries in NSW.

These scripts were developed to crack through our overarching insight, the insight that most people continue to take unnecessary risks in their workplaces even though they know there is danger, often justifying risks taken based on completing tasks quickly and easily, but they all have responsibility and should look out for the safety of others.

## SAMPLE.

Group	Spec	Date / time	Location
1	White collar managers & employers	Wednesday 7 <sup>th</sup> Nov 5.30-7.30pm	BANJO, 47 Ridge Street, North Sydney, NSW, 2060
2	Blue collar managers & employers	Wednesday 7 <sup>th</sup> Nov 7.45-9.45pm	BANJO, 47 Ridge Street, North Sydney, NSW, 2060
3	White collar workers	Thursday 8 <sup>th</sup> Nov 5.30-7.30pm	BANJO, 47 Ridge Street, North Sydney, NSW, 2060
4	Blue collar workers	Thursday 8 <sup>th</sup> Nov 7.45-9.45pm	BANJO, 47 Ridge Street, North Sydney, NSW, 2060

We used the following definitions to categorise our groups\*

### White collar

- Managers, professionals, finance and insurance services
- Community works, sales workers

### Blue collar

- Labourers, machinery operators and drivers
- Technicians, trade workers

## RESEARCH DESIGN.

Four mini groups of approximately six participants were recruited to the below specifications. The two hour sessions included qualitative exploration of our creative executions in order to guide optimisation of year 3 radio and print headlines.

The group environment allowed us to garner rich feedback from our key target audiences of workers and managers / employers across respective collar types. This has allowed us to unearth key opportunities for use to develop and refine our messaging that will lead to messaging that will resonate strongly and ultimately deliver behaviour change with our key audiences.

**Introduction and  
warm up.**

**Response to radio  
concepts.**

**Response to print  
executions.**

**Identify way  
forward.**

**Summary of key  
learnings.**



**RADIO SCRIPTS:  
BLUE COLLAR.**

## STIMULUS ROTATION.

We showed our radio scripts in the following sequence in order to avoid order bias across groups.

### Blue collar managers

**Option 3:**  
A cough that never goes  
away.

**Option 2:**  
Church eulogy.

**Option 1:**  
Safety harness.

### Blue collar workers

**Option 1:**  
Safety Harness.

**Option 3:**  
A cough that never goes  
away.

**Option 2:**  
Church eulogy.



# OPTION 1: SAFETY HRANESS.

## KEY TAKEOUTS: MANAGERS

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- Down to earth conversational tone feels realistic and a highly relatable scenario to many.
- Mateship works well and speaks to worksite truth.
- OHS reporting highly relatable with paper work inclusion.
- Does achieve message out through on looking after each other on the worksite and shared responsibility we want to achieve.
- However, message falls down as appears conversation is between manager and a subordinate vs. a peer-to-peer safety intervention.
- As a result, lacks credibility and impact.

**“It’s a light blokey relationship that you can relate to, but with the paperwork sounds like it’s coming from a manager”.**

## KEY TAKEOUTS: WORKERS

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- Every day language resonates strongly, relaxed blokey feel reflects worksite culture.
- Lands avoidance of shortcuts in the workplace and encouraging conversations.
- However, the conversation is interpreted as a manager talking to a subordinate, blue collar workers can traditionally switch off in reality to such directional advice.
- Consequence anchored in paper work feels cold hearted to workers, this is not a consequence that impacts them but rather one that impacts their management.

**“There’s not enough impact with paper work, it should be about the personal consequences which affect us”.**

## SCRIPT

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SFX:

Ambient noise of a construction site. We’re up high and can hear the wind whistling a bit.

Dave:

**Steve...is your harness attached?**

Steve:

**Nah, it’s too much of a hassle. Relax, I’ll be careful.**

VO:

**It can be awkward to talk about, but your workmate’s safety is just as important as your own.**

Dave:

**Mate, think of the paperwork I’d have to do if you fell through one of those skylights. Do us a favour and hook your harness on properly.**

Steve:

**(laughing) OK, fair enough.**

VO:

**Safework NSW can help you start a conversation about safety. Because no matter what you do, safety starts with you. For tools and tips, visit [safetystartswithyou.nsw.gov.au](https://safetystartswithyou.nsw.gov.au)**

## OPTION 2: CHURCH EULOGY.

### KEY TAKEOUTS: MANAGERS

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- Shock and awe grabs attention but feels unrelatable due to the severity of the consequences involved.
- Raises awareness of dangers on site but fails to drive ground swell on conversational message due to message tinged with emotion.
- Managers / employers can interpret the ad as failed management, thus portraying them in a poor light.

**“I think positive mateship where you can see the positive outcome of a conversation would work better than putting fear into people”.**

### KEY TAKEOUTS: WORKERS

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- Achieves initial shock value which garners strong attention.
- Extreme consequences although possible do not feel relatable, can be easily dismissed.
- Injection of emotion and negative consequences clouds key takeout of shared safety responsibility and conversations starters.

**“Disliked that it was so extreme, make it every day relatable safety issues”.**

### SCRIPT

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SFX:

Ambient noise of a construction site. We're up high and can hear the wind whistling a bit.

Dave:

**Steve...is your harness attached?**

Steve:

**Nah, it's too much of a hassle. Relax, I'll be careful.**

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**Mate, think of the paperwork I'd have to do if you fell through one of those skylights. Do us a favour and hook your harness on properly.**

Steve:

**(laughing) OK, fair enough.**

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## OPTION 3: A COUGH THAT NEVER GOES AWAY.

### KEY TAKEOUTS: MANAGERS

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- Ties into manager belief that blue collar workers relate better to peer safety instruction vs. hearing it from their manager / employer.
- Down to earth mateship feel relatable and delivers a compelling message.
- There is a desire to include a female skew to ensure gender equality.
- Call to action to visit website works well as the conversation feels real and motivating to search for conversational content on website.

**“I can see this working, they bristle up when I tell them to do something. They take it on board when they give each other advice”.**

### KEY TAKEOUTS: WORKERS

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- Hard hitting opening grabs attention well.
- Message elements including time in hospital, impact on family and job loss drives relevancy.
- Concise message grabs attention and lands key KPI of workers not cutting corners.
- Mateship nails culture of camaraderie on site vs. being told what to do by manager / owner.
- Lands shared responsibility message through demonstrating positive consequences.
- This provides a feeling of empowerment to change safety culture through proactivity.

**“This is more believable and straight to the point”.**

### SCRIPT

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VO:

**A cough that never goes away? That's a bit uncomfortable. It's a bit uncomfortable spending months in hospital. Lost your job? Can't support your family? That's a bit uncomfortable too.**

SFX:

Sound of a workshop with stone cutting / grinding.

Steve:

**Mate, put on a dust mask when you cut stone.**

Dave:

**Nah... it's a bit uncomfortable.**

VO:

**Your workmate's safety is just as important as your own. Don't let them cut corners.**

Steve:

**Put it on, mate. It's just not worth the risk.**

VO:

**SafeWork NSW can help you start a conversation about safety. Because no matter what you do, safety starts with you. For tools and tips, visit [safetystartswithyou.nsw.gov.au](https://safetystartswithyou.nsw.gov.au)**

# RADIO SCRIPT RECCOMENDATION.

## OPTION 3: A COUGH THAT NEVER GOES AWAY.

### REASONS TO PROGRESS

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- Ties in strongly to worksite culture where workers relate to safety mateship and peer-to-peer interaction.
- Key consequences resonate strongly across audiences.
- Leaves audiences with a feeling of empowerment which can potentially lead to thoughts of proactive safety conversations.

### KEY BUILDS

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- Potential to adjust tonal set up to reflect a less authoritative message, can sound too political in nature.
- Replacement with colloquial tone which has potential to dial up relevancy and drive deliver greater message resonance as a result.
- Potential to shorten message to create better engagement for blue collar workers.
- Inclusion of gender diversity within workplace should be considered.

### SCRIPT

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VO:

**A cough that never goes away? That's a bit uncomfortable. It's a bit uncomfortable spending months in hospital. Lost your job? Can't support your family? That's a bit uncomfortable too.**

SFX:

Sound of a workshop with stone cutting / grinding.

Steve:

**Mate, put on a dust mask when you cut stone.**

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**Nah... it's a bit uncomfortable.**

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**PRINT EXECUTIONS:  
BLUE COLLAR.**



# PRINT EXECUTION – MANAGERS.

## KEY TAKEOUTS

- Universal message lets people create their own narrative.
- It's an approachable thought that has the potential to socialise the issue across work place hierarchy, creates a shared responsibility.
- Connects well with managers / employers as they believe worksite safety advice is spread best through peer-to-peer networks vs. hierarchical advice.
- Using 'workmates' brings to life a shared sense of safety responsibility in their minds.

**“Mate, it’s the nanny safety culture we need to crack, workmates means everyone is responsible not just the managers giving the guys advice”**

**“Workmate is language we would use on site already, everyone is your workmate it doesn’t matter who you are”**

**“Whether you’re a worker or an employer it’s a good line, nobody is exempt”**



# PRINT EXECUTION – MANAGERS.

## KEY TAKEOUTS

- Perceived to be a managerial message rather than a democratised message that can reach all audiences.
- Managers / employers believe workers will switch off to safety advice from them and so both executions risk workers avoiding ownership of safety
- While there can be a perception messages shine managers in a poor light having to be told to look after their worker's safety.

**“This reads as if you’re inferring there’s a workplace hierarchy or it’s a corporate person educating people in a company”**

**\*NOTE: QUALITATIVE SAMPLE N=6**



# PRINT EXECUTION – WORKERS.

## KEY TAKEOUTS

- Concise message that results in clarity and serves to empower employees to become more proactive in their responsibility for others.
- Message drives workers to strike up safety conversations and the sharing of safety knowledge with peers on site.
- Insight that safety starts with the individual worker resonates particularly well with trade workers as it connects with thoughts of duty of care on site.
- The reality is dangerous surroundings is a daily workplace hazard for them, they are on the frontline with their employer / manager not looking over their shoulder.
- The term ‘workmates’ is colloquial in nature, a term of endearment for blue collar workers and ties in strongly to the mateship culture that exists on site.

**“It’s concise, not too wordy and you get it straight away”**

**\*NOTE: QUALITATIVE SAMPLE N=6**



# PRINT EXECUTION – WORKERS.

## KEY TAKEOUTS

- Received poorly as message perceived to be highly directional and interpreted as a managerial intervention.
- Aligns to key barrier workers and managers advise as being a key driver of safety avoidance on site.
- Blue collar workers switch off due to the length of the headline. Message cut through is impacted as a result.

**“You have to think about one, it’s not clear and you don’t get it straight away by looking at it”**



# LEAD PRINT EXECUTION RECCOMENDATION.



# IMAGERY: ALL AUDIENCES.

## FEEDBACK

- Does land safety hazard as imminent danger is apparent.
- Key worker in centre ground too model like. Include rough tradie individual as key figure, more relatable and realistic to blue collar workers.
- Arm reaching out looks like business shirt that looks managerial like that workers reject quickly. Should reflect trade apparel to make more realistic.
- Minute details of trade activity picked up on, audience pointed out water like beads from cutting action.
- Female in background of image seems too unrealistic despite purpose of message.
- There is a laundry list of PPE props we could potentially leverage within the image.
- Given professionalism of tradies we need to ensure finer details such as materials are on point, work actions, cutting materials etc.

**“Mate, that looks like a manager giving him that mask”**

**“This bloke in the picture looks like a model, you wouldn’t find him on site”**





# **RADIO SCRIPTS: WHITE COLLAR.**

## STIMULUS ROTATION.

We showed our radio scripts in the following sequence in order to avoid order bias across groups.

### White collar managers

**Option 3:**  
Can't feed yourself.

**Option 2:**  
Church eulogy.

**Option 1:**  
If you're gonna change a  
lightbulb.

### White collar workers

**Option 1:**  
If you're gonna change a  
lightbulb.

**Option 3:**  
Can't feed yourself.

**Option 2:**  
Church eulogy.

# OPTION 1: IF YOU'RE GONNA CHANGE A LIGHTBULB.

## KEY TAKEOUTS: MANAGERS

- Paper work consequences felt to portray audience as cold / lacking in compassion.
- Positive outcome of conversation well received and serves to educate.
- The word 'awkward' jarred with most, people do not feel that this conversation is an issue within the workplace.
- The inclusion of a paperwork consequence feels like the onus of safety is on the manager vs. shared responsibility across the workforce.

**"I think there re more severe things than having to do paperwork if someone has an accident in work".**

## KEY TAKEOUTS: WORKERS

- Mate like conversation feels relatable and carries the overall premise of the conversation well.
- Successfully creates awareness of avoiding shortcuts in the office space.
- However, casual tone of conversation can jar and potentially dilutes the overall seriousness theme of the message.

**"A genuine conversation that people can relate to, although I don't think most people in an office would be changing light bulbs".**

## SCRIPT

SFX:

Ambient noise of an office, with phones ringing and keyboards chattering.

Dave:

**Steve...if you're gonna change a lightbulb, get a ladder, don't stand on your chair...**

Steve:

**Nah, relax, I'll be careful.**

VO:

**It can be awkward to talk about, but your workmate's safety is just as important as your own.**

Dave:

**Mate, think of the paperwork I'd have to do if you fell off that chair and broke your neck. Do us both a favour and go get the ladder.**

Steve:

**(laughing) OK, fair enough.**

VO:

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## OPTION 2: CHURCH EULOGY.

### KEY TAKEOUTS: MANAGERS

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- Completely unrelatable and feels too extreme with the thought of such consequences comical to some.
- Can be interpreted as trade like due to the dire consequences of the incident.
- Interpreted as manager being negligent and so feels like the onus is on management to address safety in the workplace rather than a shared responsibility.
- Strong level of emotion clouds clear message take out for most.

**“I thought it was too hard hitting, speech didn’t make sense. Was he the best friend or the manager?”.**

### KEY TAKEOUTS: WORKERS

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- As per manager exploration, workers cannot relate to seriousness of consequences portrayed.
- Message is lost in emotional tone and so overarching larger thought fails to resonate.

**“I really can’t see people listening to this, it’s just ridiculous”.**

**“Nobody would ever think of this happening in an office environment, what are the chances of that happening?”**

### SCRIPT

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SFX:

**In a church.**

Dave:

**Steve was a great friend. My best mate at the office. I saw him standing on his chair, trying to change a lightbulb...he should have been using a ladder...**

VO:

**Imagine giving this speech, because you saw a safety risk at work and didn’t say anything.**

Dave:

**He fell off and hit his head on the edge of a desk. Why didn’t I stop him?? (sobbing)**

VO:

**Your workmate’s safety is just as important as your own. SafeWork NSW can help you start a conversation about safety. Because no matter what you do, safety starts with you. For tools and tips, visit [safetystartswithyou.nsw.gov.au](https://safetystartswithyou.nsw.gov.au)**

## OPTION 3: CAN'T FEED YOURSELF.

### KEY TAKEOUTS: MANAGERS

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- Demonstrating peer-to-peer ownership of safety works well and drives idea of shared responsibility.
- Hard hitting opening can feel too heavy and jars with most people in relation to white collar perceptions of workplace danger.
- Concise down to earth language connects well as it reflects mateship in the workplace.
- The word 'hassle' feels too relaxed and lacks seriousness. While tone can jar with managers due to informal nature.

**"The political tone at the start of the ad is a bit much".**

**"I think the word 'hassle' dilutes the message, I can't take it serious at all".**

**"Hassle sounds a lot more trade like to me"**

### KEY TAKEOUTS: WORKERS

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- The word 'hassle' connects well with workers as they perceive office safety measures to be cumbersome and a waste of time.
- Mate like conversation captures worker language and feels relatable. It also nails avoidance and nails avoidance of cutting corners.
- Dark consequences delivered through authoritarian tone feels over-egged. Feels like an insurance ad for personal injury cover.
- Consequences of safety incident extreme for some and unrealistic.

**"I can picture myself having that conversation in work, feels real".**

### SCRIPT

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VO:

**Can't feed yourself? That's a bit of a hassle. It's a bit of a hassle not being able to walk, or dress yourself. Lost your job? Can't support your family? That's a bit of a hassle too.**

SFX:

**Sound of an office with computer keyboards and phones.**

Steve:

**Mate, get a ladder to change that lightbulb, don't stand on your chair, you'll break your neck.**

Dave:

**Nah...it's a bit of a hassle.**

VO:

**Your workmate's safety is just as important as your own.**

Steve:

**Do it safely mate, it's just not worth the risk.**

VO:

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# RADIO SCRIPT RECCOMENDATION.



## OPTION 3: CAN'T FEED YOURSELF.

### REASONS TO PROGRESS

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- Again, mateship vibe drives ownership of safety.
- Message delivery concise and lands message quickly.
- Relaxed attitude towards safety nails office worker sentiment towards safety (waste of time to them / cumbersome activity) and reframes as a something they should take a proactive interest in.

### KEY BUILDS

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- Opening tone should be less authoritative and more conversational in nature to create relatability. This potentially opens up approachability of the message.
- Consider inclusion of optimised scenarios which create relatability and drives greater message takeout.
- Although 'hassle' works well for employees it can isolate managers who feel the word is too casual and for some does not reflect their management style.

### SCRIPT

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VO:

**Can't feed yourself? That's a bit of a hassle. It's a bit of a hassle not being able to walk, or dress yourself. Lost your job? Can't support your family? That's a bit of a hassle too.**

SFX:

**Sound of an office with computer keyboards and phones.**

Steve:

**Mate, get a ladder to change that lightbulb, don't stand on your chair, you'll break your neck.**

Dave:

**Nah...it's a bit of a hassle.**

VO:

**Your workmate's safety is just as important as your own.**

Steve:

**Do it safely mate, it's just not worth the risk.**

VO:

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# OPTION 1: IF YOU'RE GONNA CHANGE A LIGHTBULB.

## REASONS TO PROGRESS

- Down to earth office mateship strikes a cord and feels highly relatable.
- Drives workers to be more considerate of other's safety and to speak out when required.

## KEY BUILDS

- Potential to dial up seriousness of tone without losing feeling of relatable office mateship integral to success of script.
- Removal of the word 'paperwork' will eliminate impression script is targeted at management vs. landing message regardless of position held.
- People don't believe this is an awkward conversation to have within the workplace. Consider for further creative development in order to create relatable conversation that can better land message.

## SCRIPT

SFX:

Ambient noise of an office, with phones ringing and keyboards chattering.

Dave:

**Steve...if you're gonna change a lightbulb, get a ladder, don't stand on your chair...**

Steve:

**Nah, relax, I'll be careful.**

VO:

**It can be awkward to talk about, but your workmate's safety is just as important as your own.**

Dave:

**Mate, think of the paperwork I'd have to do if you fell off that chair and broke your neck. Do us both a favour and go get the ladder.**

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**PRINT EXECUTIONS:  
WHITE COLLAR.**

# PRINT EXECUTION – MANAGERS.

## KEY TAKEOUTS

- Delivers cut through in relation to shared responsibility regardless of title.
- The word 'workmates' received well, appeals to everyone and treats everyone as an equal.
- Feels caring to managers with a belief the word delivers positive emotion to those they manage.
- Achieves cut through on avoidance safety shortcuts as places onus on the individual to take ownership of the issue.

**“To me this reads that everybody in the workplace has a part to play when it comes to safety”**

**“It gives me a positive impression that safety is a dual responsibility”**



# PRINT EXECUTION – MANAGERS.

## KEY TAKEOUTS

- Wording of ‘workers’ and ‘employees’ can come across as recessive, particularly within larger company settings.
- Believe that both executions are directed solely at managers and goes against belief safety should be thought of as a collective effort.

“Portrays a hierarchy and distances people”

“Not everyone will relate to this word”

“It’s a very targeted message, everybody should be treated the same when it comes to safety and the responsibility of safety”



# PRINT EXECUTION – EMPLOYEES.

## KEY TAKEOUTS

- Concise message delivers clear call to action. It sparks up thoughts of taking on the responsibility of safety and the safety of others around them.
- Similar to our blue collar audience there is a sense that this could empower workers.
- Zero title hierarchy connects well and ties into shared responsibility belief which workers welcome warmly.

**“It’s short and sharp, you get the idea straight away”**





# PRINT EXECUTION – EMPLOYEES.

## KEY TAKEOUTS

- Can feel like a message from a manager, authoritarian in nature and can be easily rejected as a result.
- For some it can be interpreted as judgemental and a negative message, assumes that they lack care and attention for others.

**“I feel like they are already blaming you and passing on the responsibility of other’s safety to you ”**



**LEAD PRINT EXECUTION RECCOMENDATION.**

# IMAGERY: ALL AUDIENCES.

## FEDDBACK

- Perception that risk is being transferred to fellow worker rather than removing risk altogether from scenario.
- Image doesn't look overly helpful, message of starting conversations lost as it's solely action based.
- Boxes not taken seriously, most people do not undertake this action in the workplace.
- Creative consultation required on best way forward on what is aesthetically achievable with limited relatable scenarios.
- Some hypothesised scenarios that could potentially work include
  - broken toasters, loose desktop computer cables, surface water in kitchens etc.

**"I don't think I would ever do this in work, you need to put in hazards that are common"**



**THANK YOU.**