



## 2004 ThinkSafe evaluation

In order to evaluate the success of the 2004 campaign WorkSafe commissioned Patterson Market Research (PMR) to conduct a survey with key personnel within small to medium size businesses across WA.

The research aimed to assess whether the campaign successfully motivated decision motivators to take action to manage workplace hazards, and to ascertain whether there has been a change in attitude to the knowledge, perceptions and attitudes of small to medium businesses towards occupational safety and health in general.

A random sample of 400 across Western Australia was surveyed. In measuring the second objective, in particular, PMR compared the 2004 survey results to the 2001 and 2002 results as collected by NFO Donovan Research.

Following is an overview of the top line findings:

- 30% of respondents who had seen a TV ad about workplace safety (N=237) correctly identified (without prompting) the 2004 ThinkSafe TV ad. 64% of all respondents remembered seeing the 2004 ad on TV when prompted with a description of the advertisement, compared to 85% in the 2002 survey.
- 9% of respondents indicated they had recently heard a radio advertisement about workplace safety. Of these 38 respondents a quarter (24%) correctly described one of the 2004 ThinkSafe radio ads.
- Of those respondents who recalled either the TV advertisement or a radio advertisement from the 2004 ThinkSafe campaign (N=274), 18% perceived they had learnt something new from the advertisements. 35% of respondents who had learnt something new from the 2004 campaign specified they learnt to be more careful / vigilant / aware.
- The most common messages of the TV ad mentioned by respondents were be aware / alert / on the lookout for hazards (26%), keep tidy / maintain at all times before going home (22%), fix / correct / report problems (19%) and hazards are always there / they don't take days off (16%). These messages reflected the theme of the TV ad.
- 65% of respondents who saw the TV ad indicated it was relevant. 13% said it was "very relevant", while a quarter (25%) perceived it was "quite relevant" and 27% specified it was "somewhat relevant".



- 10% of respondents who recalled the TV ad indicated seeing the ad would make people want to find out more about safety in the workplace "a lot". A further 43% indicated it would make people want to find out "a little" more about safety in the workplace. 61% of respondents who indicated seeing the TV ad would make people want to find out more mentioned that they would contact WorkSafe and a further 8% specified they would ring the 1800 hotline/number.
- 47% of respondents in the 2004 survey were aware of the 1800 Hazard line telephone service. This result is consistent with the 2002 survey.
- The majority (98%) of respondents were aware of WorkSafe.
- 93% of respondents agreed that the primary focus of WorkSafe should be to provide information and advice. 81% of respondents agreed that WorkSafe has a role in promoting safety in the community outside of the work environment. 91% of respondents agreed that WorkSafe has an important role in our community. 65% of respondents disagreed that the primary role of WorkSafe should be prosecuting breaches of safety standards.
- 55% of respondents "know about relevant parts" and 9% "know a lot" about OSH legislation. 4% of respondents reported they did not know anything at all about OSH and a further 32% indicated they "know it exists" but "don't know any details".
- There was high awareness of OSH requirements, with only 9% of respondents indicating they did not know their responsibilities under OSH.
- 74% of respondents indicated to protect safety of workers is why it is important to comply with OSH laws.
- 86% of respondents perceived that OSH laws have resulted in improvement in safety and health in WA workplaces. 44% indicated "quite a lot of improvement" and 42% indicated in "some improvement".
- There was a significant increase in the proportion who agreed to some extent that OSH legislation requirements are easy to implement (up to 61% from 56% in 2002).
- 80% of respondents hold OSH meetings, with 49% holding them at least once a year, 31% conducting them as required.
- There was a statistically significant decrease in the proportion of businesses who never have a safety inspection or audit (down from 36% in 2002 to 21% in 2004).



- 49% of respondents perceived it was everyone's responsibility to reduce risks or hazards in their workplace. Two thirds (66%) felt it was everyone's responsibility to report incidents/accidents and 22% perceived it was everyone's responsibility to ensure reported hazards are fixed.

Two thirds (66%) of respondents indicated that it was easy for them to access information about workplace safety and health. The Internet was by far the most common source of information, mentioned by 68% of respondents. This proportion was significantly larger than in previous surveys (24% in 2001 and 46% in 2002). 19% of respondents indicated they would contact WorkSafe for information.