



Refocusing Health, Safety & Return to Work Services

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Overview

- Impact of evolving safety regulation
- A decade of regulatory models & services
- New drivers & expectations
- Time to rebuild
- Developing our value proposition

Evolving Safety Regulation

- Most of the 20th century health & safety legislation was restricted to factories, shops & construction sites
- OHS Act 1983 – increased scope to all employers with regulatory regime replaced by general duties
- *OHS Act 2000 & OHS Regulations 2001* - Completed the change from prescriptive regulation to performance based regulation with requirements to consult with workers
- *WHS Act 2011 and WHS Regulation 2011* - Principles of risk management remain the same but introduced expanded duty of care, reasonably practicable, risk assessment, PCBU, shared duties, consultation between duty holders, due diligence

Consequences

On the Community

- Safety no longer about complying with prescriptive style government regulations but managing risks in consultation with workers and other PCBU's
- Increased focus on due diligence
- Greater emphasis on workplaces taking control & managing WHS risks, issues and disputes before regulatory intervention

On Regulator

- Changing role of inspectorate services – advisors not arbiters
- Need for new approaches, tools & services to help clarify what compliance looks like & build business capability
- Regulator role refocused on influencing improved health, safety and return to work behaviours / practices
- Need to build new internal capabilities, skills & communication

Managing this change...

Over the past 10 years WorkCover has developed a number of approaches to enable transition to this new paradigm

MODEL

- Workplace Improvement Framework
- Workplace Segmentation Model
- Information, Assistance, Education, Advice Framework
- Small Business Strategy
- Serious about Safe Business
- Confirmation of Advice
- OHS Division Evaluation Framework
- Stakeholder Engagement Framework
- Compliance & Enforcement Frameworks

CLARIFIED

- Graduated Approach to Compliance
- Business variations based on size, willingness, ability
- How to apply assistance services
- WCA approach to small business
- Safety management in small businesses
- Written advice in the field
- The value, merit of activities
- How to manage stakeholder relationships
- Approach to compliance activities

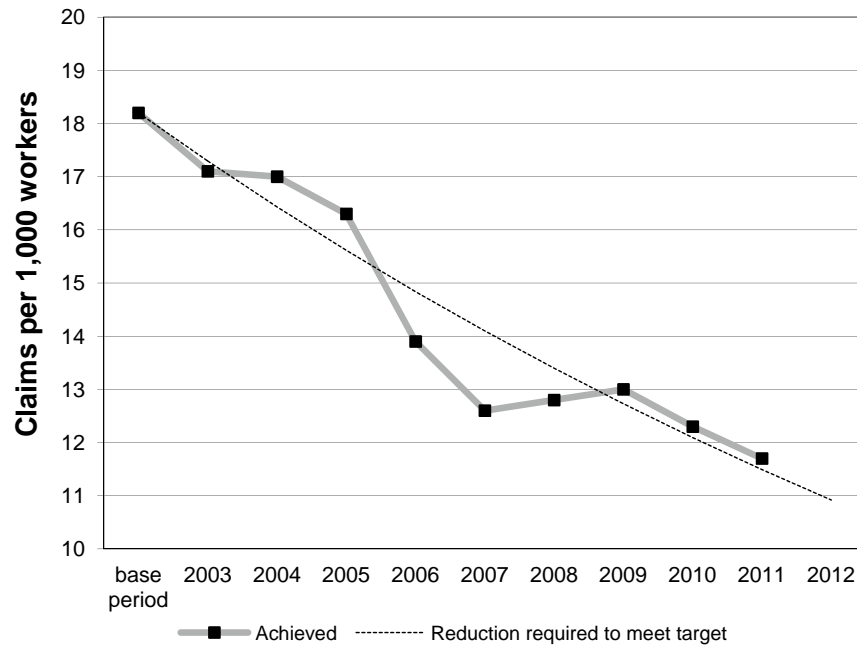
A decade of growing services

Growth in services to assist with “what compliance looks like” - Over:

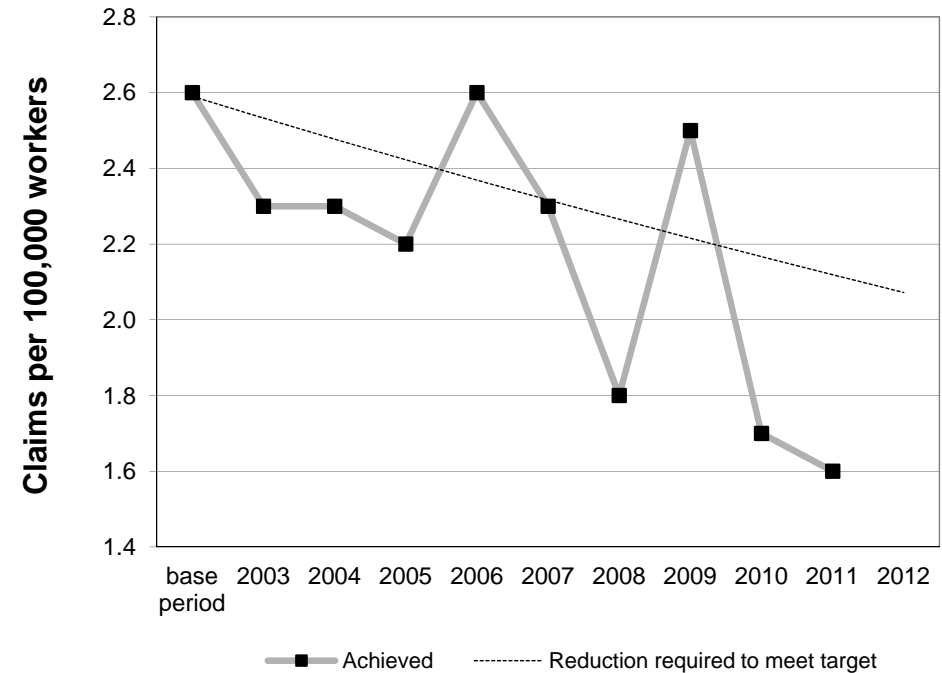
<ul style="list-style-type: none"> • 250,00 work place visits 	<ul style="list-style-type: none"> • 7,000 individuals participated in webinars
<ul style="list-style-type: none"> • 800 publications, fact sheets, guidance materials 	<ul style="list-style-type: none"> • Partnerships/alliances with associations, organisations, employers, third party providers
<ul style="list-style-type: none"> • 4,400 individual advisory visits since 2005 	<ul style="list-style-type: none"> • Community grants – assistance and research programs
<ul style="list-style-type: none"> • 2,500 public workshops, seminars, field days, public events 	<ul style="list-style-type: none"> • Return to work vocational & assistance programs
<ul style="list-style-type: none"> • 8,200 financial rebates 	<ul style="list-style-type: none"> • Safety Awards
<ul style="list-style-type: none"> • 600 participants in mentor programs 	<ul style="list-style-type: none"> • OHS National Strategy and Prevention Programs

10 year results

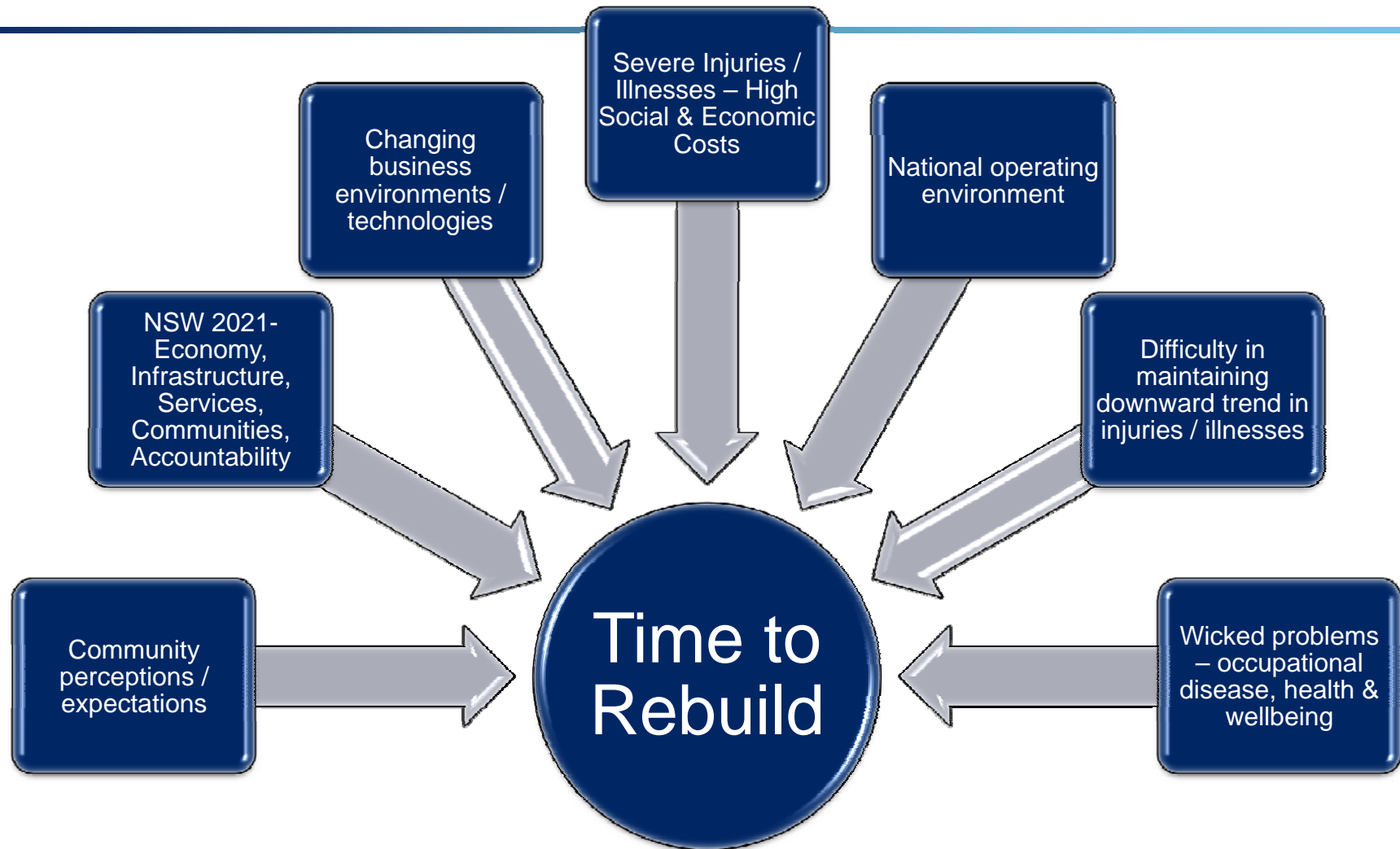
Reduction in Workplace Injuries > 40% by 2012 (from 2001/02 baseline)



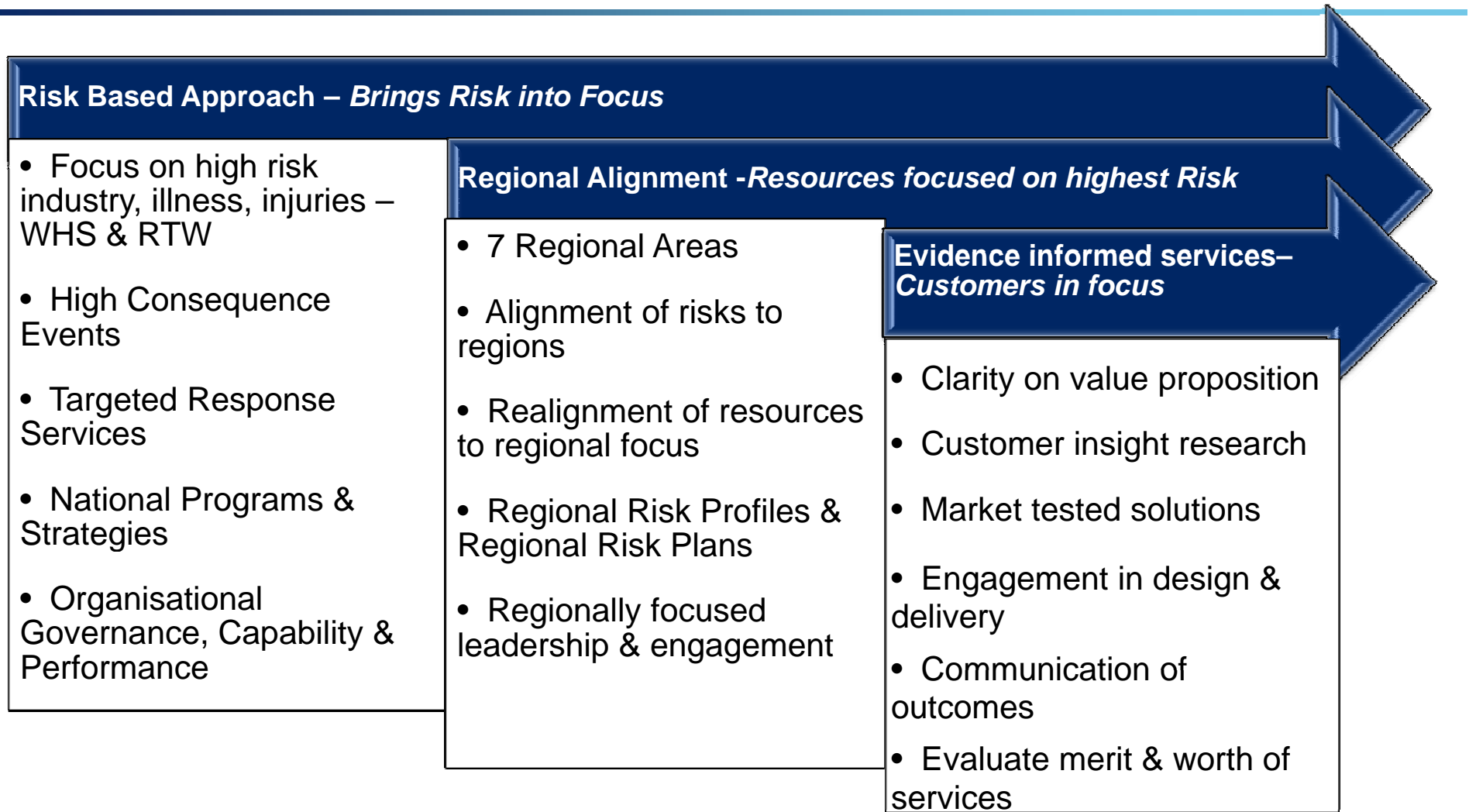
Reduction in Workplace Fatalities > 20% by 2012 (2001/02 baseline)



Continuing downward trend will be more difficult to maintain



The Strategic Operating Model



FOCUS  **INDUSTRY**



Demolition



Road freight
transport



Wooden
component
manufacturing



Sheep and
beef cattle
farming



Plant
nurseries and
grape growing



Road and
bridge
construction



House
construction



Plastic
product
manufacturing



Landscaping
services



Concrete
Construction
services



REGIONS



The image shows the cover of a report. At the top left are the NSW Government and WorkCover logos. Below them is a photograph of a sunset over a body of water with a tree silhouette. The title 'Work health and safety regional profile – Illawarra / South East' is centered, with the year '2011' below it. At the bottom left, it says 'DRAFT – FOR CONSULTATION'. At the bottom right is the 'WORK HOME SAFE SAFE' logo.

Customer Insight so far....

Customer Experience Study

- Identify the customer promise, wants & values that are relevant under the Corporate Plan

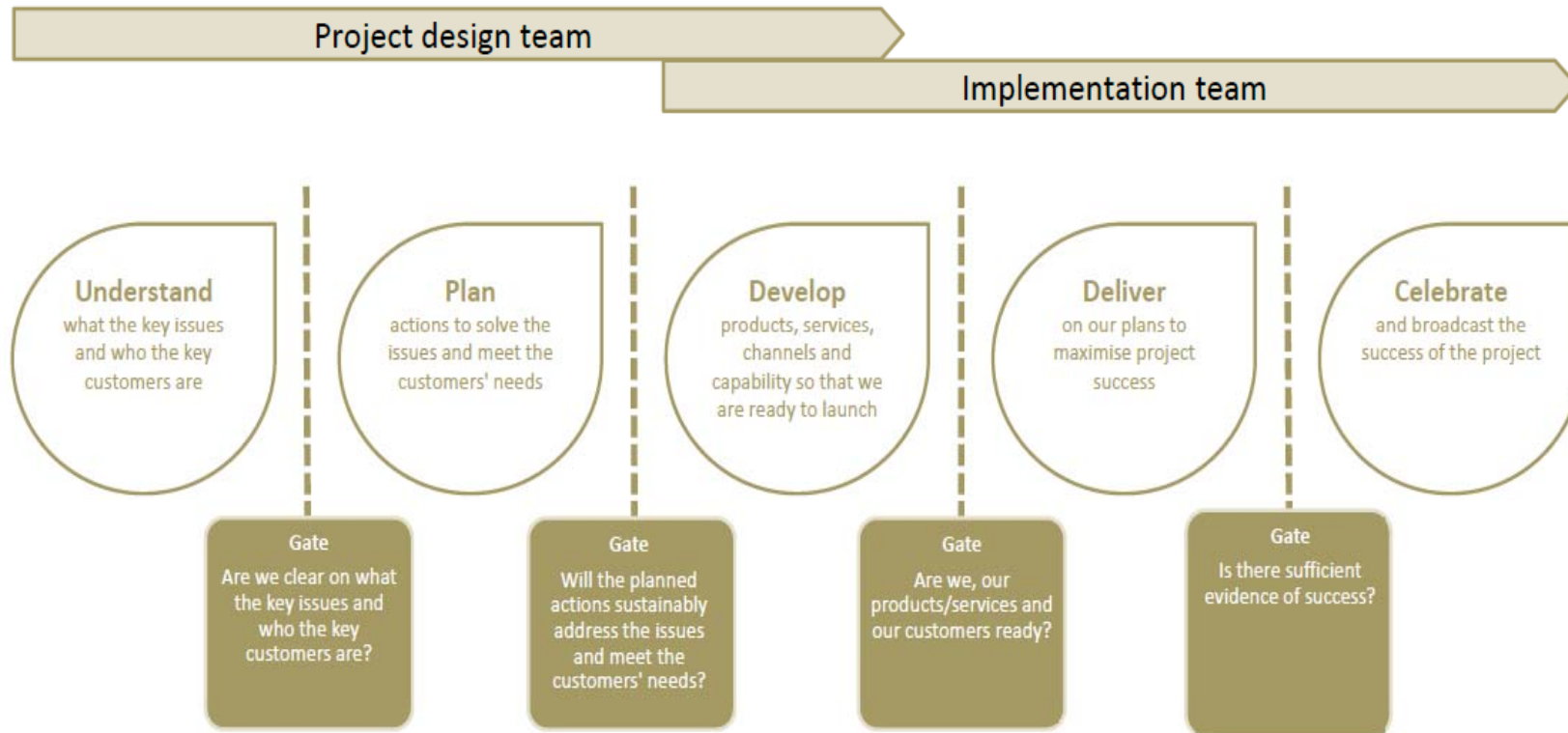
3 Year Evaluation Framework

- Perception research in relation to front line interactions
- Impact of services on workplace behaviours
- Program Evaluations – Bullying Strategy, Safety Rebate Program, Investigations Close the Loop Initiative

Integrations in Programs - Focus on Industry 10/5/5

- Customer Insight Research in progress
 - Sheep & Beef Farming
 - Road Freight Transport
 - Wooden Component Manufacturing
- Engagement with community / industry representatives
- Validation Visits in the field

Stage Gate Model – Integration into Risk Programs



Pass through the gate to move to the next stage

Delivering our value proposition... Challenges ahead

- Continuous rebuilding and refocusing approaches
- Clients or customers or both? [*Getting Serious on Client Services – IPAA Paper Nov 2011*]
- Guiding principle: the value proposition should focus on customer needs, not on product or service features. [*M. Isi Eromosele CEO Oseme Group LLC, April 2011*]
- Which alternative conveys value to customers? [*Anderson, J,C, Customer Value Propositions in Business Markets – HBR 03/06*]
- Not just fairy tales
 - Delivering on our promise
 - Persuasive value propositions are able to be demonstrated
 - Evaluate, improve, celebrate, communicate

Safety, Return to Work and Support Division

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