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**THE APP BOOSTING ON-SITE SAFETY AND PRODUCTIVITY**

*“Changing risky behaviour on site is one of the leading ways to reduce risk and improve safety”*

Almost everybody has a smartphone in their pocket these days, and without technology, many businesses simply couldn’t survive. So it’s astonishing that, in 2020, the construction and infrastructure industry’s IT budget averaged just 1.68% of its total yearly revenue – the lowest spend of [all the sectors assessed](https://www2.deloitte.com/content/dam/insights/us/articles/6300_CIO-insider-tech-finance/DI_CIO-Insider_Tech-Finance-Budgets.pdf).

But what would it be worth to have a simple, easy-to-use piece of tech in your pocket that can be taken from job to job, site to site, that offers productivity gains, risk mitigation and safety compliance?

Major players in the construction space, including John Holland and Acciona, are already reporting these results thanks to their use of [3DSafety:](https://www.3dsafety.com.au/) a sophisticated yet simple-to-use application that does all of the above and more.

By digitising every aspect of operations, from either a project or business-as-usual perspective, 3DSafety takes the time and guesswork out of safety and governance while increasing productivity.

“When people take it up, they can’t speak highly enough of it,” says Simon Morrow, 3DSafety’s Director. “When a contractor uses it then goes onto a new project without it, they wonder, ‘Why aren’t you using 3D Safety?’”

This is no fly-by-night tech company. The company’s founders have “blue-collar DNA”, with more than three decades in compliance management, workplace health and safety, and industry-specific safety training. “We’ve got boots on the ground,” says Simon. “We’ve been selling safety equipment for 25 years. This technology is now an additional component to the way we address the issues of safety and productivity on site.”

So exactly how does the 3DSafety application address these issues?

Ultimately, by improving governance and changing behaviours – which is already a critical conversation currently being had at executive and board level within various industries.

“Changing risky behaviour on site is one of the leading ways to reduce risk and improve safety,” explains Simon Morrow. “Traditionally, safety reporting is reactive; it looks at the end result, such as how many near misses, how many injuries, rather than the cause and the drivers behind it. That’s why we say behaviour’s so important; behaviour is the driver.”

With 3DSafety, logging almost every aspect of people, plant and process information becomes simple. In fact, there’s almost no detail that *can’t* be logged, and the info can be easily accessed at any time, providing transparency around compliance and governance.

The results speak for themselves: more than 25,000 workers using the 3D Safety application saved NorthConnex millions, with an ROI of an astonishing 860%. “The investment in 3D Safety was recouped many times over within the first 12 months of the project,” said the project’s safety director.

With the 3DSafety application, businesses are able to:

* remove repetitive processes, making it is easier for teams to get their job done.
* store and analyse data in one place, thereby using resources more efficiently.
* free up operations to be out in the field or onsite observing and influencing behaviour, and to log information in real time as it’s captured directly from the site.
* align systems of work, integrating reporting platforms seamlessly into existing systems of work.
* demonstrate good governance with simple, consistent reporting of teams’ compliance in the field.

“We put the power into the hands of your frontline staff to help change behaviour, thus improving process and making it easier to deliver better outcomes. The more incidents that get reported, the more aware people are, the better your culture is and the safer it is.”

To speak with 3DSafety director Simon, or for case studies showing the incredible results that have already been achieved thanks to the 3DSafety application, contact Amanda Kuhn (amanda@missymischief.com).

**3dsafety.com.au**