



# McDonald's Australia increases employee safety engagement and participation by 500% with HSI Safety Management System

## Company Overview

McDonald's is one of the world's most recognizable brands, serving 75 burgers every second. In Australia, the fast-food giant employs more than 100,000 team members across more than 970 restaurants, where employee safety is embedded into the company's culture.

## Challenge

"If you have time to lean, you have time to clean," goes the famous McDonald's training mantra. But, in an environment where every second counts, that doesn't leave a lot of time for workplace safety reporting.

Therein lies the challenge for McDonald's. While their previous safety management system, a paper-based system, was meeting standards, it simply took too long for workers to interact with and slowed down the flow of important information. "We knew there was a whole swathe of information that we weren't seeing quickly enough. It was a big issue for the business because when we saw a potential

### Solution

HSI EHS Platform

### Industry

Food & Beverage

### Size

970+ restaurants  
across Australia with  
100,000+ employees

### Location

Sydney, Australia

hazard, we didn't immediately know if the problem was isolated to that particular store or network-wide," said Adrian Ditcher, National Workplace Safety Manager at McDonald's Australia. Because the system required manual administration, the simple process of locating a year's-old claim or report amounted to "a huge time drain," said Yvonne Argent, National Workplace Safety Consultant.

## Why It Matters

Safety culture is soaring, with a 95% employee acceptance rate

McDonald's reputation as an innovator is reflected in its commitment to workplace safety

Employee engagement in safety is up 500% company-wide



## Solutions

The McDonald's team needed a more efficient system, one that encouraged employees to engage and participate in the safety process. "The goal was to make the lives of our workers and managers in the restaurants a lot simpler," said Argent.

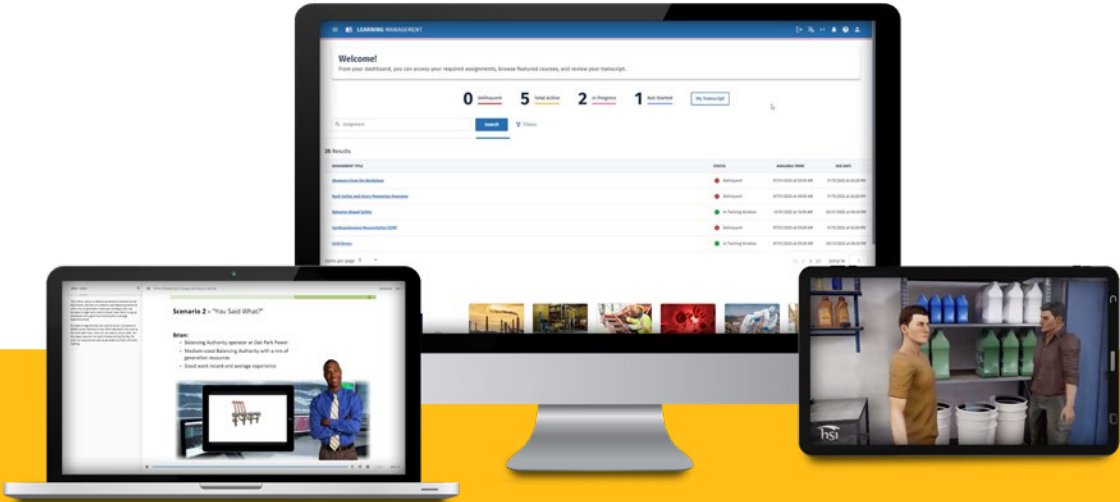
With the help of HSI, McDonald's replaced its manual system with a fully automated reporting platform, giving the entirety of its diverse workforce, from executives to brick-and-mortar restaurant staff, finger-tip access to critical workplace safety information. Gone were the outdated paper-based safety logs. In their place, a modern EHS system, where employees could easily log and categorize safety incidents when they happened. Because the system required a tremendous amount of employee participation, McDonald's and HSI used a trial phase to gather as much feedback from staff as they could. "We listened and put changes in place for a seamless system that worked for everyone," Argent said. With the new system, McDonald's could instantly configure safety automations and workflows, right down to the colors and words on a form. "HSI was very flexible in terms of what our needs were and nothing seemed to be a problem," said Argent.

# Results

Fast forward more than a year, McDonald's had rolled its HSI solution out Australia-wide. Across the company, safety participation amongst restaurant workers, management, and the executive team has increased by 500%.

Paper-based reporting was limited and ineffective. As one example of improvement, McDonald's had installed a new grill in their locations. Employees at any given location were getting burned, but McDonald's didn't realize the extent of the safety issue until they could see the data aggregated across all locations. New safety measures and training were implemented as a result of this eye-opening data, and the burns have all but gone away.

The HSI platform includes the ability to upload photos, CCTV footage, and videos to records, which provides the business and managers with all the relevant information required for the issue at hand – instantly. "Safety is now a lot more visible across the business and we get a lot more daily interactions with licensees," said Ditcher. "Employees are opening up more, they're talking, they're asking for assistance, support and advice."



*"From a cultural perspective across all levels of senior management through corporate and in the restaurants, HSI has started to change the culture of safety in McDonald's restaurants."*

*Yvonne Argent, National Workplace Safety Consultant.*