

# THE IMPACTS OF UNRELIABLE SAFETY DATA



# THE IMPACTS OF UNRELIABLE SAFETY DATA



**ANTHONY GIBBS**  
CEO



**ALEX FERNANDO**  
GM Strategic  
Growth



[sentis.com.au](https://www.sentis.com.au)

1300 653 042

A photograph of a man in a plaid shirt and jeans smiling as he holds a young girl in a yellow dress and a young boy in a blue shirt and jeans. They are standing in a doorway, looking out towards a bright, green outdoor area. A decorative dotted line in shades of blue and green arches from the left side of the image towards the family.

**To change the lives  
of individuals and  
organisations for the  
better, every day.**



**Why is safety  
data critical to business  
decision making?**

# AGENDA

- 1 UNDER REPORTING AND THE DRIVERS OF IT
- 2 FOCUSING ON THE RIGHT DATA FOR MAXIMUM IMPACT
- 3 USING DATA TO REDUCE RISK SERIOUS INJURY EXPOSURE
- 4 THE ROLE OF SAFETY CULTURE IN GATHERING DATA AND IMPLEMENTING CHANGE



**Why is underreporting  
an important topic to be  
talking about?**

# WHAT DO WE MISS BY FAILING TO REPORT?

- The ability to see trends and themes and address issues proactively
- The ability to learn and improve from feedback
- The ability to share lessons learned wider
- The ability fix errors when they occur
- The ability to have a safer and more reliable business



**Underreporting – what  
does it look like?**



# WHAT PERCENTAGE OF YOUR SAFETY INCIDENT DATA GOES UNDERREPORTED?

a) 0-10%

b) 10-20%

c) 20-40%

d) 40% +

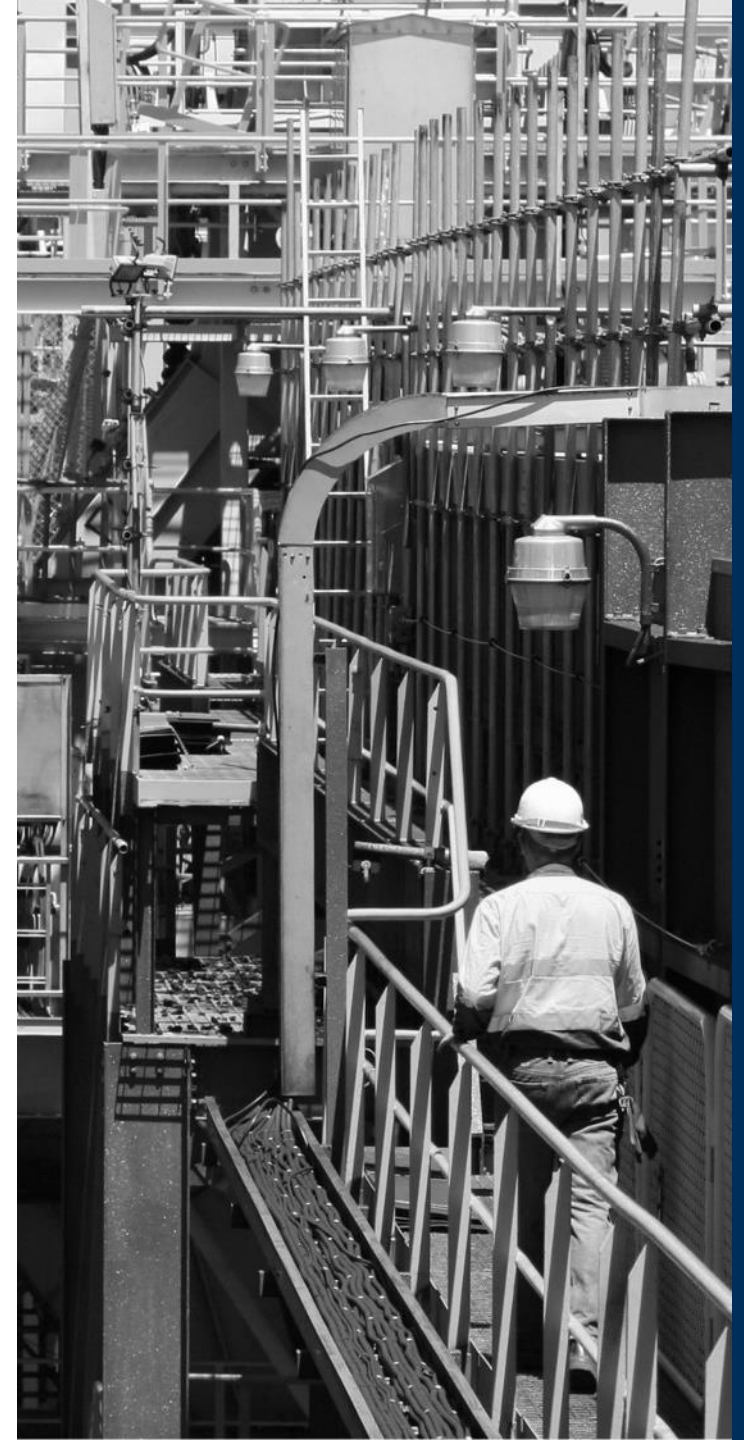
# RESEARCH SAMPLE



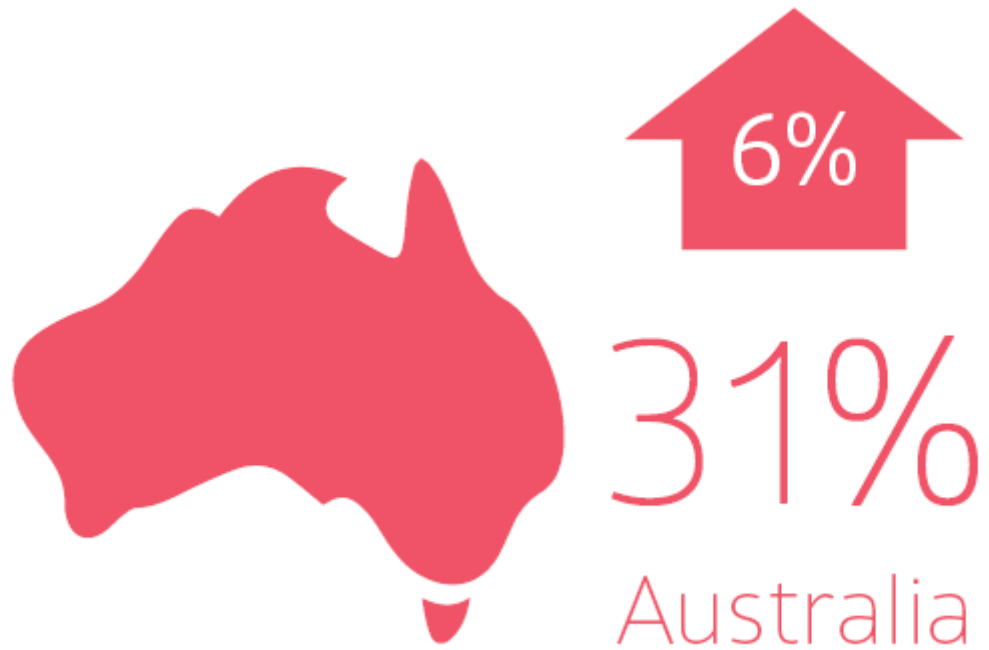
# INCIDENTS UNREPORTED



25%  
globally



# INCIDENTS UNREPORTED



# 50%

EXPERIENCED AN INCIDENT

# 30%

FAILED TO REPORT AT LEAST ONE  
INCIDENT

# 6.3

AVERAGE NUMBER OF INCIDENTS NOT  
REPORTED



# WHAT DOES THIS LOOK LIKE IN PRACTICE?



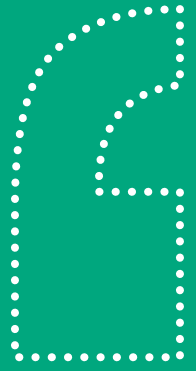
Consider an organisation with  
**3000 employees.**

**1500 (50%) employees**  
experience at least one incident over  
a 12-month period.

Of these,  
**450 (30%) employees**  
fail to report 6.3 incidents each.

**2835** UNREPORTED  
INCIDENTS A YEAR





**Why does  
underreporting occur?**

# WHAT DO YOU THINK IS THE BIGGEST DRIVER OF UNDERREPORTING IN YOUR ORGANISATION?

a) Underappreciation / lack of follow through by management

b) Fear / lack of trust

c) Difficult processes

d) Other – stick your thoughts in the Q&A box

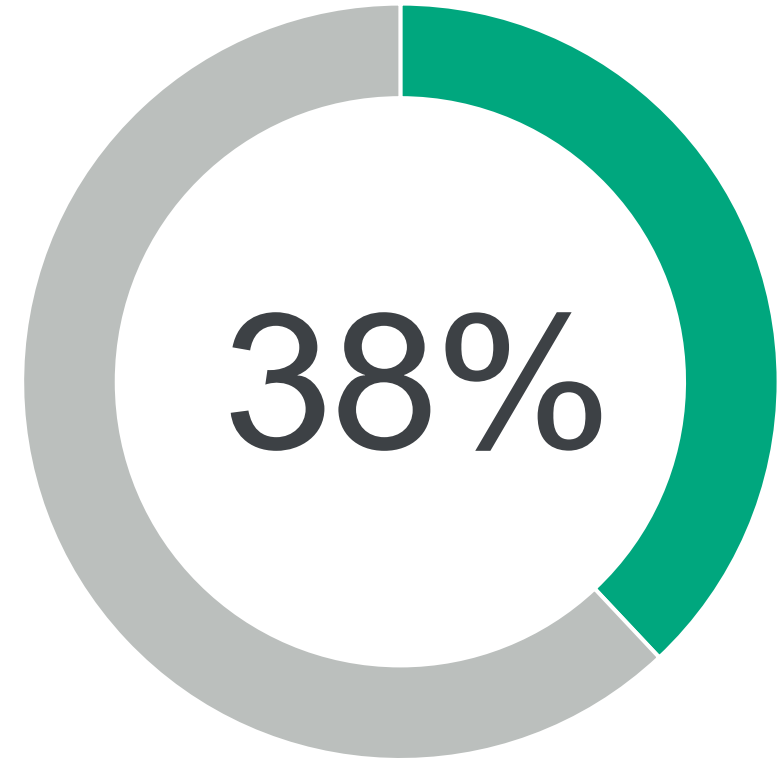


# DRIVER 1: UNDERAPPRECIATION

69

*I took care of the  
problem myself*

31

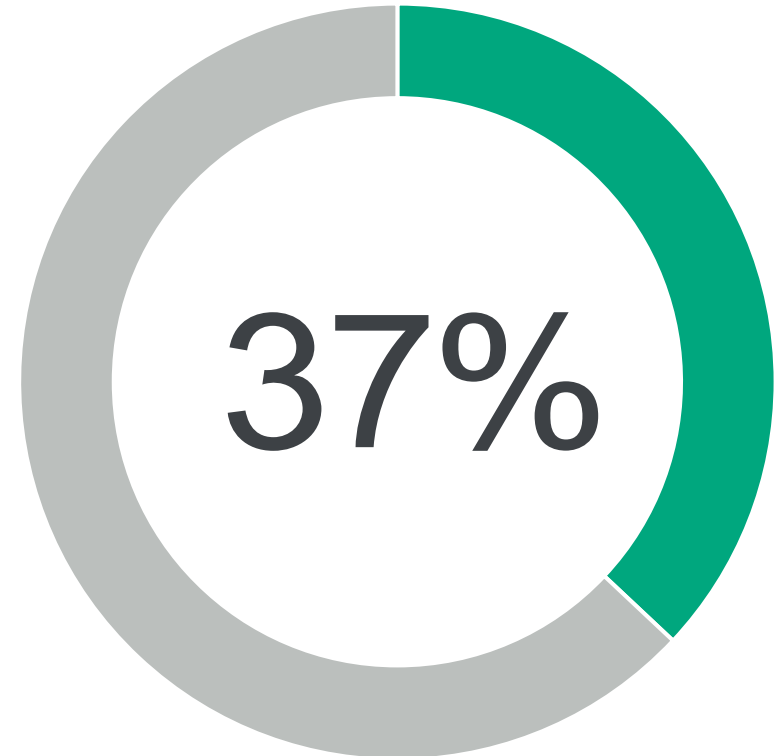


## DRIVER 2: FEAR

69

*Putting stuff into [the reporting system] can be like putting your head in a noose*

33

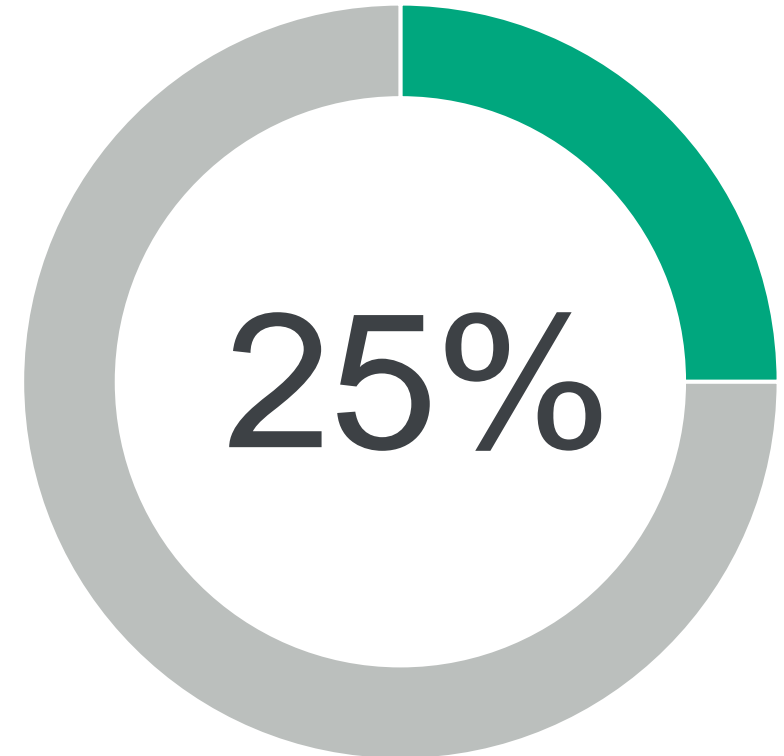


## DRIVER 3: PROCESS

69

*If you've ever gone to an ICAM, you'll think twice about reporting next time*

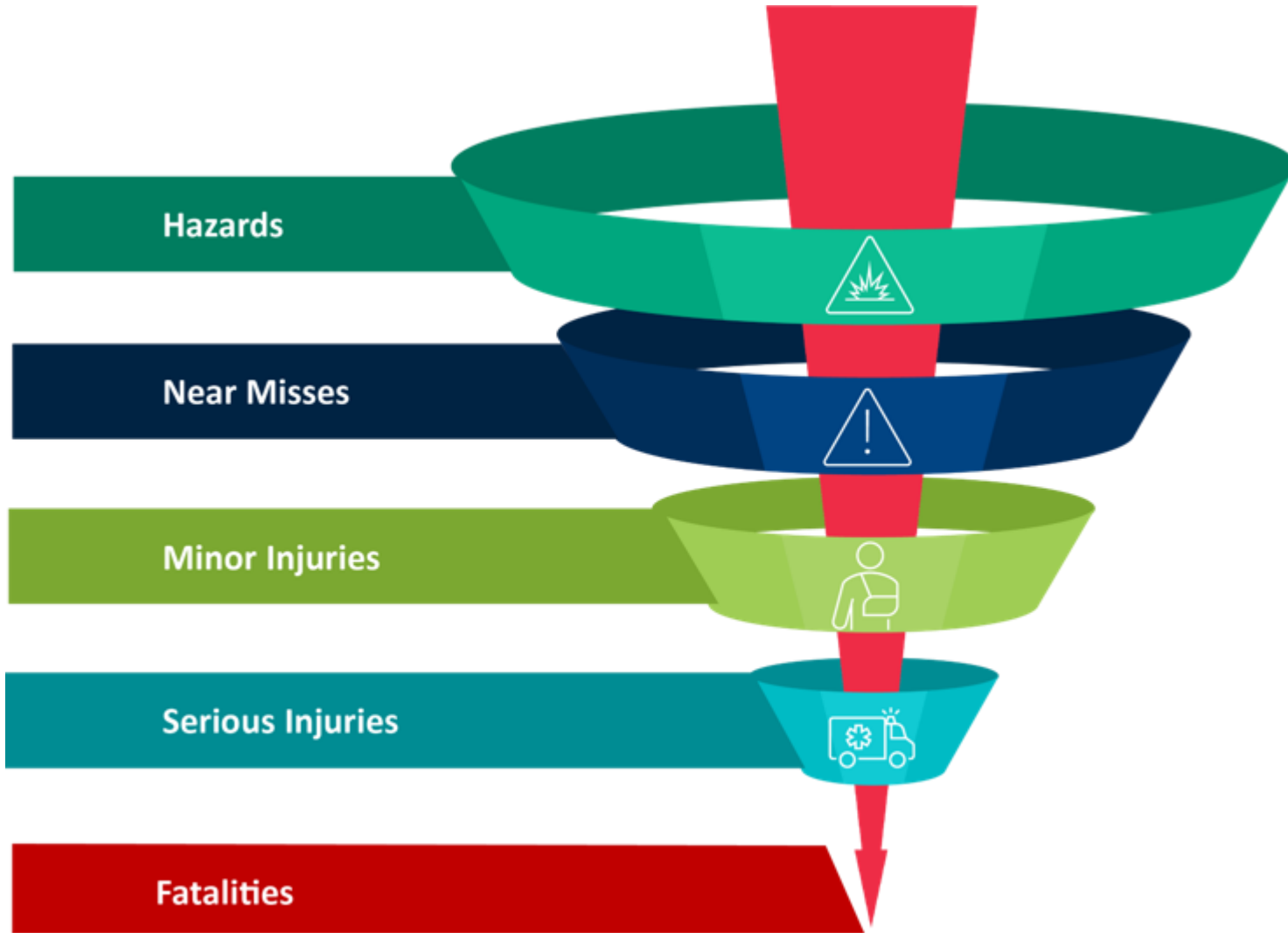
33





# What are the implications for Serious Injury and Fatality Prevention?

# UNDERSTANDING SIF POTENTIAL



# USE YOUR INJURY AND NEAR MISS DATA TO BETTER UNDERSTAND SIF POTENTIAL

A and B examples both represent same outcome but very different severity potential:

A

**Employee fractures foot** when they climb out of a truck cab, miss the bottom step, and slip 30cm to the ground. Their foot rolled off a small rock.

B

**Employee fractures foot** when backed over by a forklift truck. The forklift operator backed up without looking, and the backup alarm was not functioning.

# WHAT PERCENTAGE OF YOUR SERIOUS INJURY OR FATALITY POTENTIAL INCIDENTS GO UNDER THE RADAR?

a) None

b) 10 - 25%

c) 25 to 45%

d) 45%+

# (IN)EFFECTIVE GOVERNANCE OVER SIF

45%

of serious incidents fly  
under the radar\*

29%

of incidents attract  
unnecessary effort\*

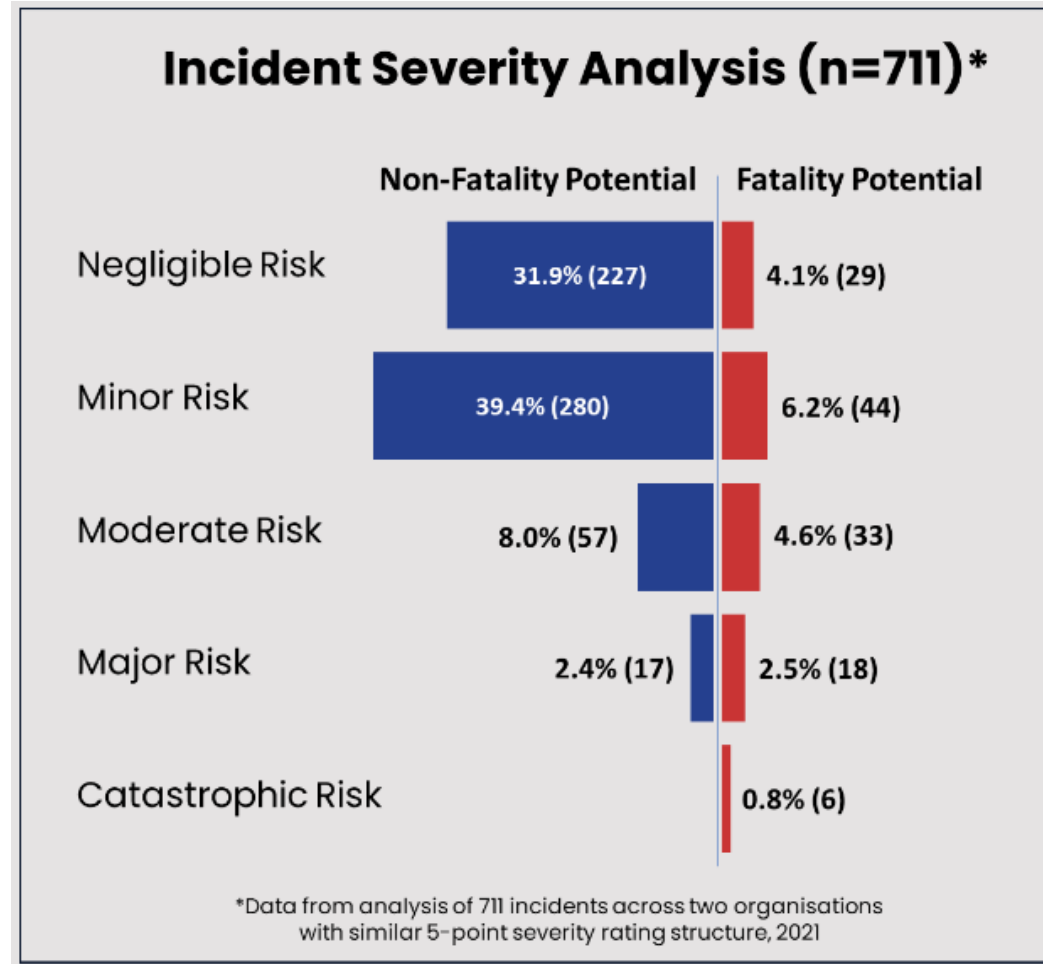
\*Incident Analytics<sup>®</sup> analysis of 2000+ incidents and near misses across multiple industry sectors 2019-21.

Incidents reviewed for corporate risk rating accuracy:

- 45% of incidents with serious or fatal potential were listed in lower corporate risk categories
- 29% of incidents appearing in major corporate risk categories had NO serious or fatal potential



# (IN)EFFECTIVE GOVERNANCE OVER SIF





# **Culture and Serious Injury and Fatality Prevention...**

# THE BIGGEST OPPORTUNITIES

Top five opportunity areas identified across sites operating at *Counterproductive* and *Public Compliance* levels of safety culture maturity.

Safety Culture Dimension	Opportunity Frequency (% of Sites)
Quality of safety procedures*	56%
Management safety commitment*	51%
Internal context*	48%
Willingness to report incidents and errors	40%
Employee safety performance*	37%

\*Denotes dimensions that have a strong correlation with safety culture maturity (Pearson Correlation  $\geq 0.70$ )

# LESSONS FROM SITES DOING WELL

Top five strength areas identified across sites operating at *Private Compliance* and *Mateship* levels of safety culture maturity.

Safety Culture Dimension	Strength Frequency (% of Sites)
Safety mission and vision*	60%
Management safety commitment*	60%
Within-team safety communication	50%
Safety responsibility*	50%
Team support for safety	40%

\*Denotes dimensions that have a strong correlation with safety culture maturity (Pearson Correlation  $\geq 0.70$ )

# META INCIDENT ANALYSIS - CASE STUDY

## Our meta-analysis of incidents:

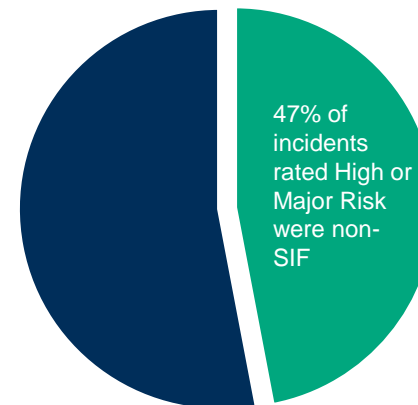
- **685 incidents** and near miss events Jan 2020 to early Mar 2022 were reviewed for risk potential.
- **114 incidents** (16.5%) were considered potential Serious Injury & Fatality (SIF) events and were then subject to detailed analysis.
- **1000+ hazards** were explored for weak signals to eventual incidents.
- 50% of SIF incidents involved Motor Vehicle usage.



## What we learnt:

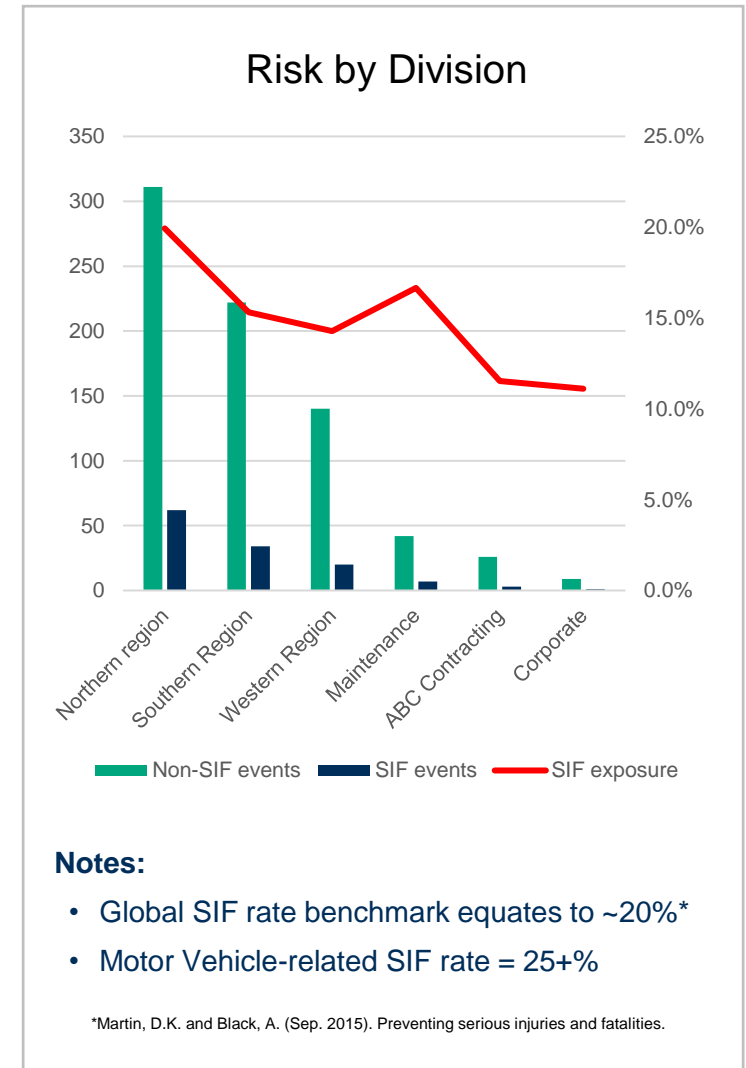
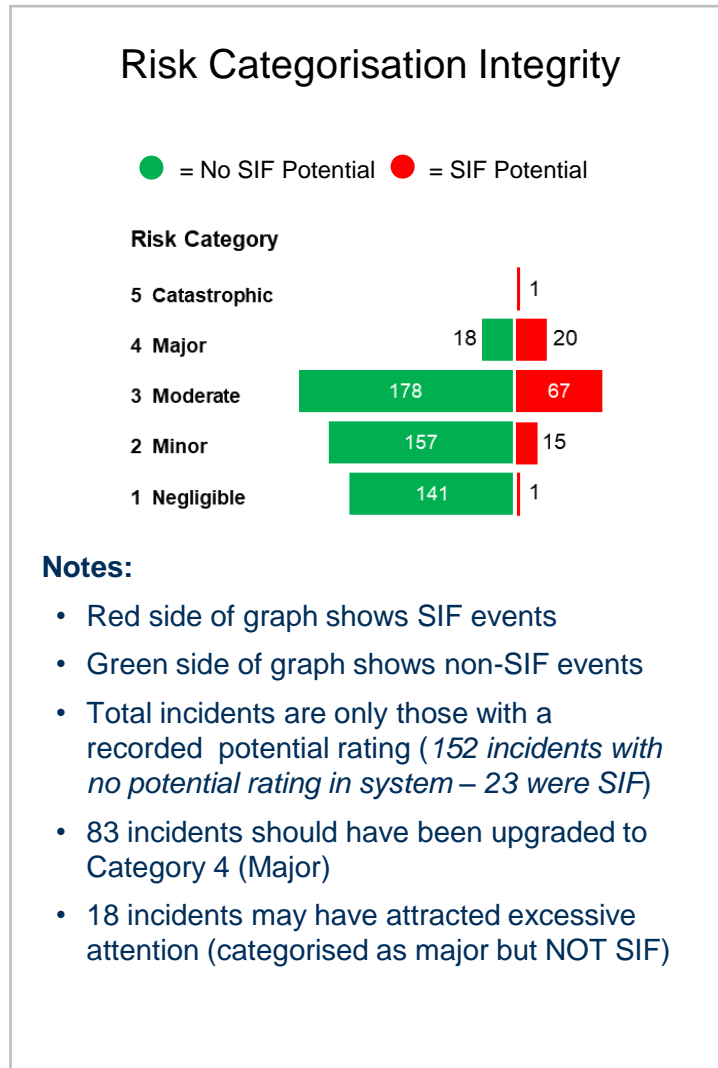
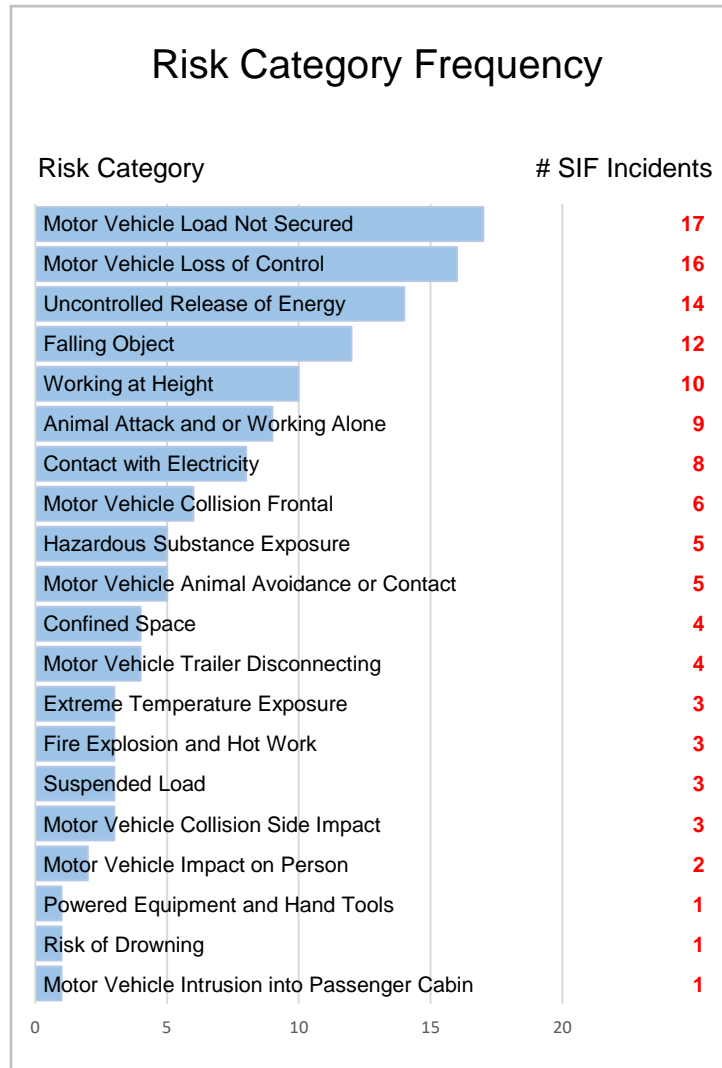
- 1.0% reduction in work hours year on year
- **7.5% reduction** in recordable incidents ('vehicle incident' and 'injury' event categories) year on year
- **7% increase in near misses reported** year on year (note 32% of SIF incidents were categorised as 'near miss')
- **34.2% reduction in SIF incident frequency** year on year

Risk matrix approach to internal rating of severity potential underplays the real risk, which means many incidents fly under the radar



On the flip side, several incidents may have been over-emphasised or attracted unwarranted attention and/or investigation depth

# META INCIDENT ANALYSIS - CASE STUDY CONT'D



# WHAT DOES IT LOOK LIKE TO MAKE USE OF YOUR SAFETY DATA

- 1 Discriminate and increase reliability of high severity high consequence potential from low severity low consequence incidents
- 2 Clarity on risk profile of activities that have highest SIF exposure
- 3 Strengthening of critical control management in the field
- 4 Improvement of risk assessments, plant and equipment design and better engage during pre-starts
- 5 Re-design high risk work that was succumb to auto-pilot

# WHERE ARE THE OPPORTUNITIES?

- 1 Ensure we have set up the conditions to support reporting and insightful analysis of the data gathered
- 2 Leaders should seek to understand why/how underreporting is occurring in your organisation. Respond positively to reports of safety incidents/near misses
- 3 Ensure there is effective governance, reliable data and metrics for SIF exposure. Differentiate between SIF and non-SIF.
- 4 Understand your risk profile and know your critical controls for high-risk activities
- 5 Adopt advanced incident analytics to enhance corporate learning



DISCOVER MORE

# Meta Incident Analysis



Would you like more information on Senticis' Meta Incident Analysis?



Express your interest

DISCOVER MORE

## Safety Climate Survey (Critical Risk)



Would you like more information on Sentis' Safety Climate Survey (Critical Risk)?



Express your interest

# Q&A

Over to you



# Get in touch



[sentis.com.au](https://www.sentis.com.au)

1300 653 042

