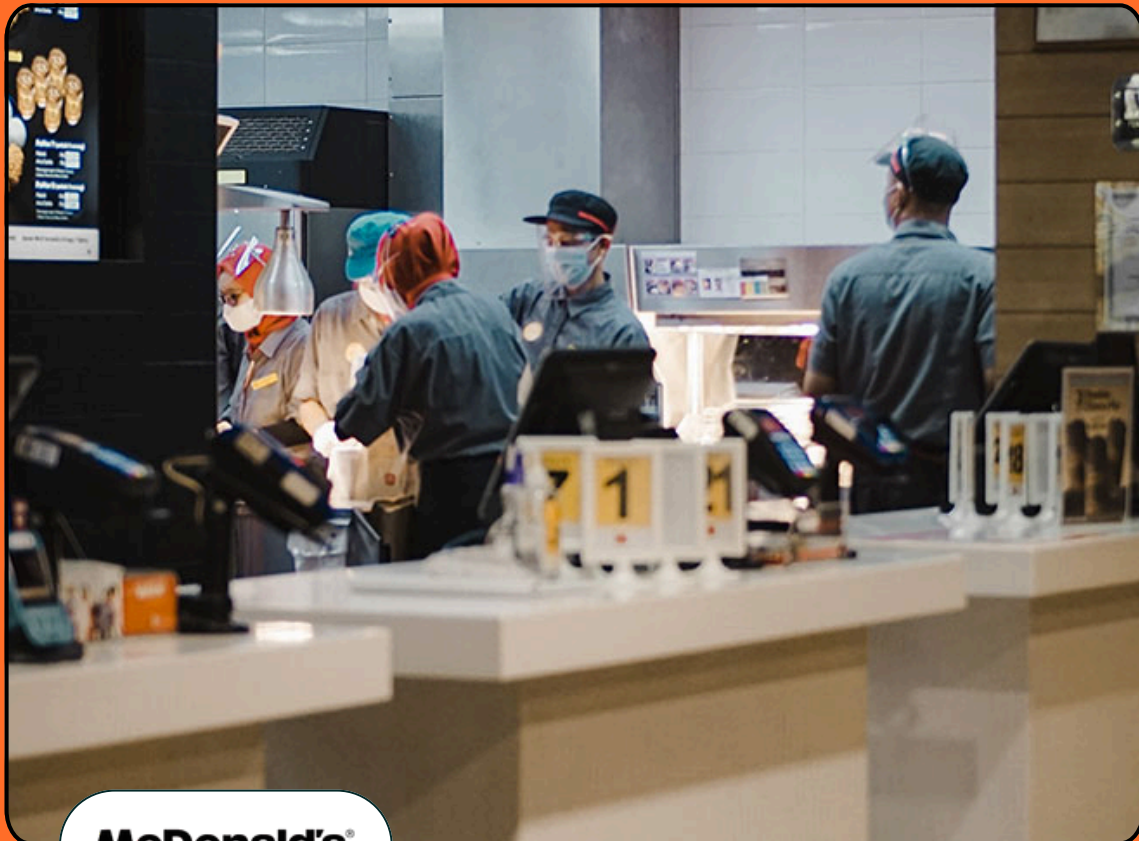


CASE STUDY

# MCDONALDS

How McDonald's Australia achieved a 500% increase in employee engagement with Donesafe



**McDonald's®**

## Solution

HSI Donesafe

## Industry

Food & Beverage

## Size

970+ Restaurants  
100,000+ Employees

## Location

Australia

**McDonald's®**

## 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.

## The 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 hazard, we didn't immediately know if the problem was isolated to that particular store or network-wide."



Adrian Ditcher  
National Workplace Safety Manager

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.

# The Solution

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 high-street restaurant staff, fingertip 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 Gone were the outdated paper-based safety logs.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 categorise safety incidents when they happened.

Key features of the Donesafe solution include:

- ✓ Modern EHS System:  
Employees can quickly log and categorize safety incidents in real time, ensuring accurate, up-to-date information across the organisation.
- ✓ Multimedia Integration:  
Photos, CCTV footage, and videos can be added directly to records, enabling immediate, visual communication of incidents.
- ✓ Customisable Workflows:  
Safety automations can be configured instantly, including tailored form layouts, colors, and wording, to suit specific site requirements.
- ✓ Collaborative Design:  
McDonald's leveraged a trial phase to gather staff feedback, ensuring the system met the needs of everyone on the team.

With the new system, McDonald's could instantly configure safety automations and workflows, right down to the colors and words on a form

“We listened and put changes in place for a seamless system that worked for everyone. HSI was very flexible in terms of what our needs were and nothing seemed to be a problem,”



Yvonne Argent,  
National Workplace Safety Consultant

# The 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.

95%

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

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

500%

Employee engagement in safety is up 500% company-wide

"Safety is now a lot more visible across the business and we get a lot more daily interactions with licensees. Employees are opening up more, they're talking, they're asking for assistance, support and advice."



Adrian Ditcher  
National Workplace Safety Manager



"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

## About HSI Donesafe

Our simple-to-use software is built to make your EHS program successful. HSI Donesafe is the only software that provides complete Health, Safety, Injury, Environmental, Quality, Risk, and Compliance Management in one integrated cloud-based platform.

Simple for workers. Simple for admins. Simple for you.

HSI Donesafe is a division of HSI, a global single-source partner for EHSQ, ESG, training, compliance and professional development solutions. We support thousands of organisations across the globe, ranging from mid to enterprise private companies, listed companies, NFPs and councils. Nearly half of the top 100 ASX listed companies and many Fortune 500 companies rely on our software to keep their people safe.