Actsafe Industry Survey Analysis

2023

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Survey Summary

1,210 Survey Responses	Actsafe has a Net Promoter Score (NPS) of 39	**Psychological Safety** is in High Demand	The Highest Priority **Safety Topics** for Industry	The Big Opportunity **Safety Behaviours**

- **71%** were from the Motion industry
- **46%** were workers
- **90%+** have engaged with Actsafe previously

- NPS measures customer loyalty, satisfaction, and enthusiasm
- An NPS score of 39 is considered **GREAT**

- **3 of the top 5** courses asking to be developed were psych. safety related
- **131 of 407 workers** asked for the course, mental health at work: for workers

- Fatigue (64%)
- New Workers (50%)
- Psychological Safety (48%)
- Young Workers (40%)

- Leadership Direction & Commitment
- Management Actions (e.g. auditing safety programs)

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Respondent Demographics

Survey Demographics

Q: Indicate which industry you primarily work in?
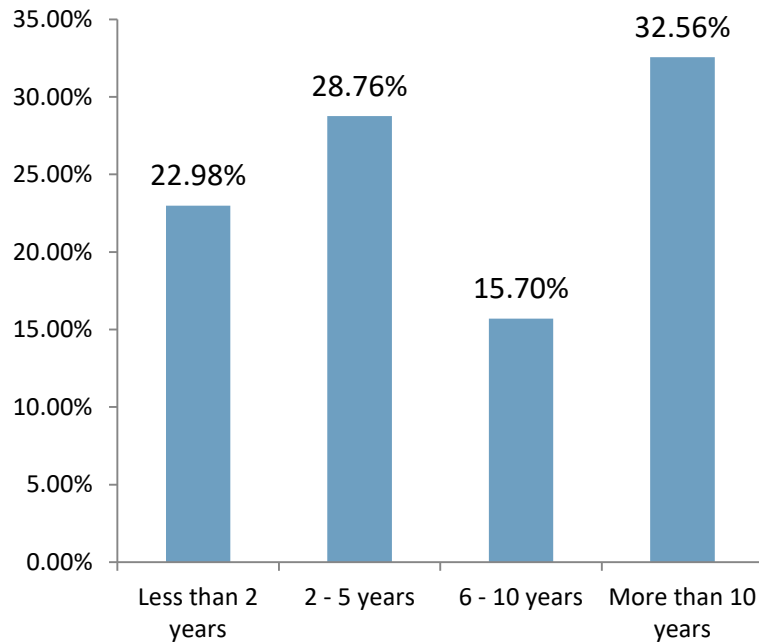
Answer Choices	Responses	
Motion Picture, Commercial, or Television Production (Major Studio)	56.36%	682
Motion Picture, Commercial, or Television Production (Independent)	14.96%	181
Performing Arts	5.95%	72
Live Performance Venue	5.54%	67
Organizing or Conducting Special Events	1.90%	23
Studio	1.49%	18
Post-production	2.56%	31
Broadcasting	0.17%	2
Photography	0.58%	7
Animation	0.41%	5
Other (please specify)	10.08%	122
	Answered	**1210**

Data / Insights

- **1,210** Responses.

- Majority of responses are from Actsafe's **4 CUs**.

- **Over 80%** of responses were from individuals working in Vancouver and the Lower Mainland, however all regions across BC had at least some feedback.

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Survey Demographics

Q: Please indicate how many years of experience you have.

Bar chart:
- Less than 2 years: 22.98%
- 2 - 5 years: 28.76%
- 6 - 10 years: 15.70%
- More than 10 years: 32.56%

Q: Which best describes your job role?

Answer Choices	Responses	
Worker	46.28%	560
Supervisor	13.39%	162
Employer	2.07%	25
Union Representative	1.16%	14
Contractor	9.09%	110
Student	3.31%	40
Semi-Retired	1.90%	23
Self-Employed	12.64%	153
Volunteer	1.16%	14
Not Currently Employed	5.29%	64
Other (please specify)	3.72%	45
Answered		**1210**

Data / Insights

- There was a strong **representation across experience levels,** from less than 2 years to more than 10 years of industry experience.

- **46%** of responses were from workers, however there were responses from all job roles.

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Survey Demographics

Q: Please indicate when you last engaged with any of Actsafe's services, resources, trainings, or other activities.

50.58%	Within the last year
41.57%	More than one year ago
7.85%	Never
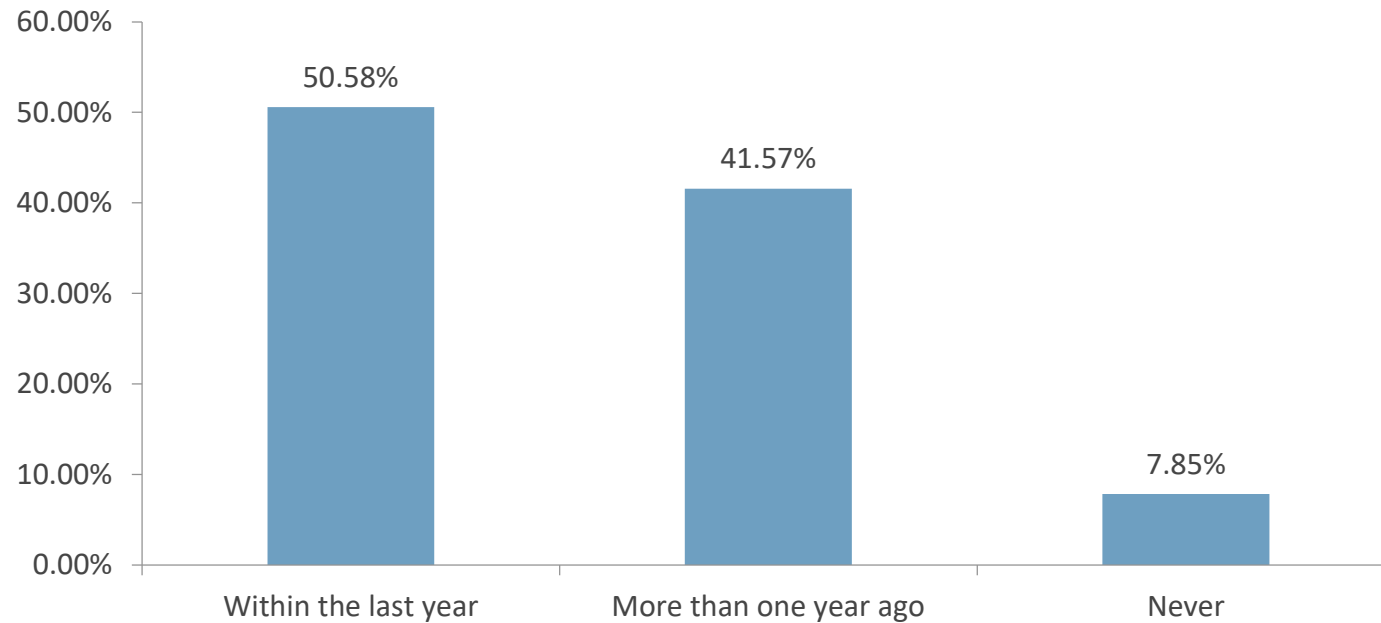
Data / Insights

- **Over 90%** of respondents have previously engaged with Actsafe.

- **Over 50%** of respondents have engaged with Actsafe within the last year.

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General Actsafe Feedback

Actsafe Strengths

Q: In your experience with Actsafe, what do you identify as its strengths?

Common Strength Topics	Common Keywords
Education & Training	Courses, Education, Training, Workshops
Access	Accessibility, Access, Availability
Safety	Safety, Knowledge, Resources
Team	Team, Staff
Communication	Website, Communication

"Education that provides baseline knowledge for safety"

"I have found that being 37 years in the industry that Actsafe has always been proactive, especially when we needed them"

"Great communication, wonderful instructors and receptionist, excellent training material and venue"

"The staff's energy and dedication to keeping up with what's happening in the industry, provincial, and federal policies and programs, trends, technology, and social issues"

"I had the MPIO training, this helped me and my peers understand safety on set and made for a better working environment"

"Excellence in understanding the reality of the jobsite"

"For young workers, a safe start into the industry"

"Actsafe's program materials and instructors are fantastic"

"Great communication, wonderful instructors and receptionist, excellent training material and venue"

Data / Insights

The **most frequently** mentioned strengths revolved around:

- Education & Training

- Access

- Safety

- The Actsafe Team

- Communication

Actsafe Opportunities

Q: In your experience with Actsafe, what are opportunities for improvement?

Opportunity Topics	Description
Expanded Reach	Expansion to Okanagan, Thompson, Vancouver Island
Job Board & Work Opportunities	Promote industry jobs via job board
Class Offerings	Create more course topics and more offerings, as they usually fill up
Promotion & Awareness	Promote, advertise, and market Actsafe more to create more awareness
New & young Workers	Create more content for new workers, young workers, and new to country

"Visibility – I work in places that are beyond the Lower Mainland and more people need to know Actsafe is out there"

"Standardized training for new people coming into the entertainment industry"

"Department specific training"

"Improve the reach to independent and emerging companies, as well as new workers"

"Have a greater number of courses offered, more frequently"

"Notify individuals when certificates will expire"

"Offer more specialized training"

"I think more people need to know how Actsafe programs can serve them (more awareness)"

"I honestly feel that Actsafe is good and currently offers top notch education in safety for on the job that benefits both employees and employers, what I would like to see is broader advertising to the general public. I found Actsafe by accident and was thrilled to be able to take part in their courses, Actsafe is awesome."

Data / Insights

The **most frequently** mentioned opportunities for improvement include:

- Expanding service reach

- Promoting industry jobs

- Expanding class offerings

- Increasing Actsafe awareness

- Focused resources and services for new and young workers

Net Promoter Score

Q: How likely are you to recommend Actsafe to a colleague or industry member seeking safety information?

8.6/10

Industry	Responses
Motion Picture	**8.4**
Performing Arts	**8.8**
Live Performance Venue	**8.8**
Organizing or Conducting Special Events	**9.4**

Job Role	Avg. Rating
Student	9.4
Union Rep	9.1
Other	8.9
Volunteer	8.7
Worker	8.6
Self-employed	8.6
Employer	8.4
Contractor	8.4
Semi-Retired	8.3
Supervisor	8.2
Not Employed	8.1

Data / Insights

- NPS: 48% Promoters – 9% Detractors = **39.**

- 39 falls into the "**Great**" category for NPS scores.

- **Students**, **union representatives**, **volunteers**, **workers**, and **self-employed** are the most likely job roles to recommend Actsafe.

- **Organizing Special Events** was the industry most likely to recommend Actsafe.

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Industry Satisfaction

Q: How would you rate Actsafe's programs?

8.2/10

Industry	Responses
Motion Picture	**8.1**
Performing Arts	**7.9**
Live Performance Venue	**8.1**
Organizing or Conducting Special Events	**8.4**

Job Role	Avg. Rating
Student	8.8
Volunteer	8.5
Other	8.4
Union Rep	8.3
Worker	8.3
Self-Employed	8.0
Semi-Retired	8.0
Contractor	7.9
Not Employed	7.8
Supervisor	7.6
Employer	7.4

Data / Insights

- Actsafe strives to continuously be above **8/10** for this satisfaction rating.

- **Students**, **volunteers**, **union representatives**, and **workers** were the jobs most satisfied with Actsafe's programs.

- **Organizing Special Events** was the industry most satisfied with Actsafe's programs.

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Safety Questions

2023 Course Participation

Q: In the next 12 months, which courses or workshops do you plan on participating in?

Course	%
Occupational first aid – level 1	21%
Firearm safety – level 1	14%
Anti-bullying and harassment	14%
Motion picture general safety awareness	13%
Aerial and scissor lift	13%
Fall protection	12%
Firearm protection	12%
Forklift	11%
Motion picture industry orientation and exam	8%
Arts and entertainment workplace inspections	8%
Motion picture safety for supervisors	8%
COVID-10 safety procedures	8%
Arts and entertainment workplace incident investigation	7%

Course	%
Hazard identification	7%
Joint health and safety committee fundamentals	6%
Performing arts safety awareness	6%
Transportation of dangerous goods	5%
Workplace inspections	5%
Telehandler	5%
Workplace hazardous materials information system 2015	5%
Live performance electrical certification (LPEC)	4%
Reel green climate and sustainable production course	4%
Skid steer	4%
Performing arts safety for supervisors	3%
Propane heater safety	3%
None	29%

Data / Insights

- **71%** of respondents indicated they would be taking at least one Actsafe course in the next 12 months.

- **OFA**, **Firearm Safety**, and **Anti-Bullying and Harassment** were the top courses industry is looking to attend in 2023.

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2023 Course Development

Q: In 2023, which new courses do you want Actsafe to develop?
(The top 20 of 41 course options are shown)

Course	%
Mental health at work: for Workers	31%
Environmental safety	30%
Mental health first aid	28%
Mental health at work: for Managers, Supervisors and Union Leaders	24%
Emergency preparedness: for employers	21%
Mental health first aid for supervisors	21%
Bullying & harassment prevention for supervisors	19%
How to implement the National Standard of Canada for Psychological Health and Safety in the Workplace	18%
Occupational first aid level 3	18%
Noise exposure	16%

Course	%
FoodSafe	16%
Respiratory protection	14%
Traffic control person (TCP)	14%
Hours of service: for workers (National Safety Code)	13%
Location safety	13%
Occupational first aid level 3 recertification	12%
Advanced fall protection	12%
None	12%
Hours of service: for supervisors/employers	12%
Fire extinguisher safety	11%

Data / Insights

- **3 of the top 5** courses asking to be developed were mental health related.

- **131 of 407 workers** (32%) asked to develop the course, mental health at work: for workers (ranked 1st among workers)

- **124 of 407 workers** (30%) asked to develop the course, mental health first aid (ranked 2nd among workers)

Safety Mindset

Q: Which of the following statements do you agree with?
(Total 26 statements)

Top 5 Statements	%
You believe that safety should never be compromised to improve production	74%
You feel it is important to encourage others to use safe practices	71%
Workplace health and safety is improving in your industry?	70%
I am aware of my safety responsibilities	62%
Taking in to account your training, equipment, and work procedures, you consider your job to be safe	62%

Bottom 5 Statements	%
When safety concerns are shared or reported, you receive feedback	29%
New workers are provided with an adequate occupational health and safety orientation	28%
Workers are provided with adequate safety supervision	27%
My workplace has over 20 workers and has a Joint Occupational Health & Safety Committee (JOHSC)	25%
My workplace has an effective Safety Management System (SMS)	24%

Industry	MP	PA	LE	SE
Top Statements	Safety should never be compromised to improve production	Safety should never be compromised to improve production	It is important to encourage others to use safe practices	Workplace health and safety is improving in your industry
Bottom Statements	My workplace has an effective Safety Management System (SMS)	My workplace has over 20 workers and has a Joint Occupational Health & Safety Committee (JOHSC)	My workplace has an effective Safety Management System (SMS)	Multiple at 0%

Data / Insights

There is an opportunity to further support industry with:

- Implementing effective **Safety Management Systems**

- Implementing **Joint Occupational Health and Safety Committees**

- New worker safety **orientation**

- Incorporating safety into the **pre-production** planning process

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2023 Focus Areas

Risk-Based Initiative

Q: Which of the following are high priority safety topics that Actsafe should build campaigns, education, training, resources, or services for?

Top 10 Safety Topics	%
Fatigue	64%
New Workers	50%
Psychological safety	48%
Young Workers	40%
Slips, trips, and falls	26%
Supervisors	24%
Employers	22%
Sprains and strains	20%
Independent Contractors and Small Sized Enterprises	20%
Equity Deserving Communities	18%

Industry	Top 3 Safety Topics
MP	• Fatigue • New Workers • Psychological Safety
PA	• Psychological Safety • Fatigue • New Workers
LE	• Young Workers • Fatigue • New Workers
SE	• Fatigue • New Workers • Psychological Safety

Data / Insights

40% or more of respondents mentioned the following safety topics:

- Fatigue
- New Workers
- Psychological Safety
- Young Workers

Psychological Safety Initiative

Q: Which of the following psychosocial statements do you agree with?
(Total of 13 Psychosocial Factors listed)

| Lowest Ranked Workplace Psychosocial Factors	%	Example Guarding Minds @ Work Recommended Tactics
Psychological Protection "I work in an environment with adequate psychological protection, employees are free from bullying, harassment, stigma and discrimination"	32%	• Creating effective psychological safety policy
Involvement and Influence "I work in an environment with positive involvement and influence, employees are included in discussions and have input into decisions that impact their respective jobs"	32%	• Increase involvement of employees in decisions that impact their work
Workload Management I work in an environment where there is positive workload management, employees feel supported to complete their assigned tasks and responsibilities successfully.	32%	• Consider whether workplace culture increases or decreases workload stress
Psychological and Social Support "I work in an environment with positive psychological and social support, all employees feel a sense of belonging and contribution"	29%	• Provide effective support for employees with personal or health issues
Psychological Competencies and Demands "I work in an environment where psychological competencies and demands are not a health risk, employees are continually supported to meet the psychological demands of their position"	22%	• Review organizational policies and processes from a trauma-informed lens

Data / Insights

- Psychological factors are based on the Guarding Minds at Work research that provides **evidence based actions** for psychological health and safety.

- **Top Ranked Workplace Psychosocial Factor (58%)**: Civility and Respect - "I work in an environment with civility and respect, all stakeholders are considerate and fair in their interactions with each other".

- For Psychological Safety, the industry would most like to see **workshops** (58%), **courses** (40%), **coaching** (37%), **webinars** (34%), and **educational resources** (33%) created.

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New Worker Initiative

Q: Which of the following statements do you agree with?

"**As a new worker**"….
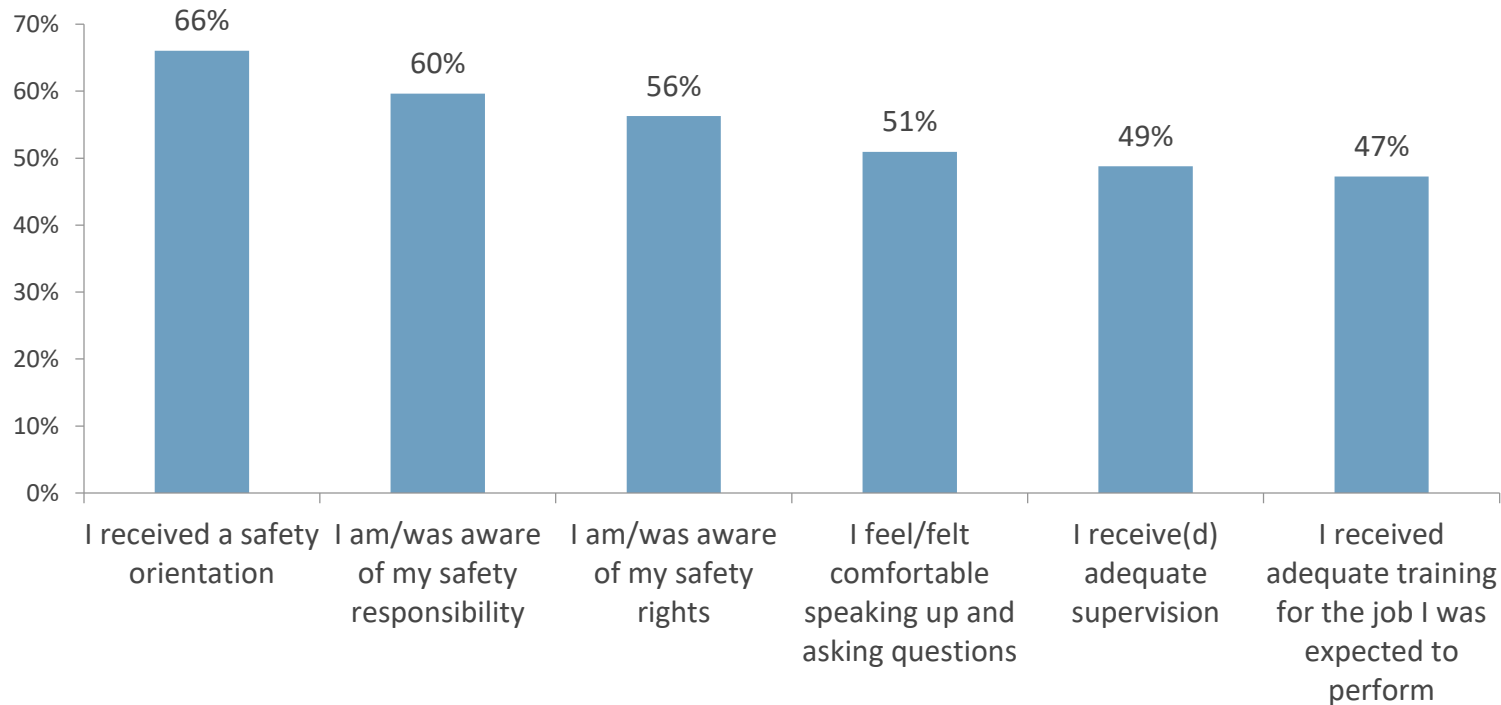
Data / Insights

- There is an opportunity to support industry with **all aspects of new worker activities** discussed in the survey, but most notably training, supervision, and safety rights.

- For the New Worker initiative, the industry would most like to see **workshops** (64%), **courses** (50%), **coaching** (41%), **practical resources** (33%), and **program assessment services** (33%) created.

Behavioural Insights Initiative

Q: Which of the following categories can positively impact workplace safety behaviours the most?
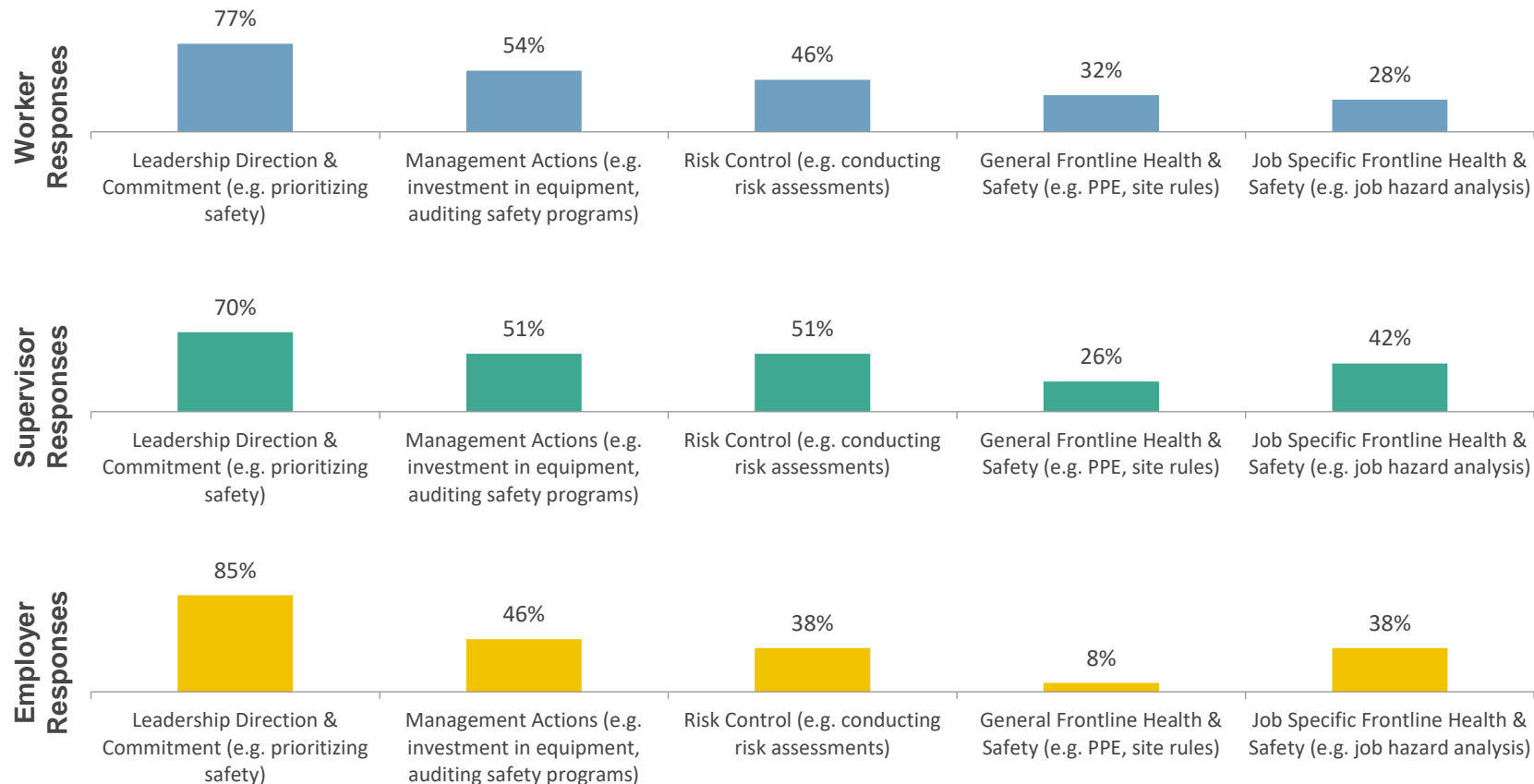
Data / Insights

- The 5 categories within this question are main drivers of critical health and safety behaviours, according to several peer reviewed research articles – **Example A & B**.

- Understanding the gaps in safety behaviours allows Actsafe to understand where to **support with interventions**.

- The largest behavioural opportunity is with **leadership direction & commitment**.