



**ShopCare**  
Charitable Trust

# Injury prevention design pilot

An invitation for your organisation

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# A challenge worth addressing

Across Aotearoa's retail sector and its supply chain, workers continue to experience unacceptably high rates of injury. These incidents carry real costs for businesses – disrupted operations, staff absenteeism, re-hiring costs and other expenses.

For employees, beyond the pain, discomfort and health consequences from the injury, there is loss of income, potentially insecure work, stress on family members and impacts on mental wellbeing.

In New Zealand, injury costs are an increasing concern. In 2024, the retail sector alone recorded:

- 14,273 new ACC claims due to injuries, costing around \$27 million.
- Average of 35 days off work related to these claims.
- Over a third of these injuries involved the spine and shoulder.

While many organisations are doing their best to meet compliance and provide a safe working environment, injury rates remain high, often due to a lack of internal resources, expertise or budget.

A pilot programme opportunity with ShopCare could transform your injury rates.

We're inviting a small number of organisations to partner with us to create lasting change – through a practical, people-led process that delivers real results.

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# First, about us...

ShopCare is an independent, sector-led charitable trust funded by ACC. Our goal is simple: to transform health, safety and wellbeing outcomes for workers across the retail, manufacturing, wholesale and transport sectors in Aotearoa.

We do this by:

- Providing free evidence-based resources
- Delivering specialist training, workshops, and events
- Collaborating with industry to develop interventions
- Providing access to new research, data and insights

As a charitable trust funded by ACC, we focus on reducing injuries that lead to claims and often result in time off work. To achieve this, we work with companies to identify where injuries are happening, understand their causes, and collaborate with management and workers to find cost-effective and practical solutions.

This pilot has been developed based on what we've learned across multiple workstreams, case studies and engagements. It's a proven approach that delivers both measurable business outcomes and powerful cultural change.

There is no charge, thanks to our funding from ACC.

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# The opportunity

This pilot is about creating ripple effects across the sector – by showing what’s possible when businesses work in collaboration with a practical, people-led process.

Participating companies will help improve their injury rates, set new standards, and offer an example roadmap for others to follow and make improvements in their organisation.

Running a pilot program with ShopCare allows your company to tackle workplace injuries without adding pressure to your internal health and safety teams.

You will walk away with:

- Credible insights you can apply across your business
- Learnings that benefit your customers, stakeholders, and teams
- A positive, public-facing story about safety leadership

ShopCare provides expert consultants, technology, and a co-design process that identifies injury risks and develops practical, tailored solutions – **all at no charge for your business**. This frees up your internal resources while ensuring a professional, evidence-based approach to improving worker wellbeing.

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# What is involved – your commitment

This pilot is designed to be collaborative and focused. We will provide an agreement outlining the expectations and commitments which will need to be jointly signed. These include:

- Your agreement to work in collaboration – be open to learnings and support the co-design and implementation of improvements.
- A commitment from leadership to allow workers to wear the technology, undertake a survey and attend workshops and interviews if required.
- Management availability to participate in meetings, as well as a co-design workshop with workers (attendance is critical).
- Access to ACC injury data from the company, both to understand problem areas and measure the effect of any changes made.
- Assignment of a project sponsor who will be our main liaison, manage the designated workers and provide ACC injury data and employee headcount to us.
- Your agreement to the public sharing of outcomes and learnings, once reviewed and approved by you. We will publish a case study around findings and recommendations to share the valuable outcomes of the work to others in the sector. We will work in partnership to ensure you are comfortable with any content shared in the case study.

**Time commitment:** approx. 8 weeks, including leadership engagement, meetings, two workshops, plus evaluation check-ins over the following year.

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# How the pilot works

We use a structured but flexible approach that's been developed and tested with industry.

## 1. Discovery (3 weeks)

We work with you and your team to review injury trends, identify patterns, and understand the current environment.

- Leadership meeting: agreement signed, project sponsor assigned, ACC data and employee headcount provided (1-1.5 hours)
- Worker meeting: introduction and Q&A session (1 hour)
- Survey link and briefing pack provided to workers
- Technology fitting session with workers (1/2 - 1 day)
- Workshop with workers (1/2 day)

## 2. Define (3 weeks)

We bring findings back to you in plain English – highlighting key themes, risk points, and improvement opportunities.

- Analysis: ShopCare complies and reviews the survey data, interview data, workshop feedback, ACC injury data and technology monitoring outcomes.
- Leadership meeting: presentation of findings and recommendations, agree priorities (up to 2 hours)

## 3. Develop and co-design (2 weeks)

We facilitate a focused workshop series with workers and leaders to develop practical, ready-to-implement solutions.

- Workshop with leadership and workers: potential solutions from findings identified, qualitative findings presented (min 2 hours)
- Leadership meeting: presentation of final report and recommendations (1.5 hours)

## 4. Case study developed and regular evaluation

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# What your business will gain

Participating in this pilot is an investment in your people, your culture, and your company's reputation. Here's what's on offer:

- ✓ **Injury risk reduction**  
A targeted, evidence-based process designed to reduce injury incidence and severity without adding pressure to your internal resources.
- ✓ **Stronger safety culture**  
Engaged kaimahi/workers, increased reporting, and practical solutions driven by those on the frontline.
- ✓ **Internal business impact**  
Improved productivity, fewer disruptions, lower ACC claim costs, and better retention.
- ✓ **Brand visibility and leadership positioning**  
Participants will be featured in a ShopCare case study and shared across our marketing channels. This is a chance to show customers, stakeholders, and staff that you take safety seriously – and are investing in people. We may also make a submission to the Safeguard Workplace Health & Safety Awards.
- ✓ **Credible, independent support**  
ShopCare brings expertise, professionalism and evidence-based practical guidance, with support for your team along the way.

The value of the ShopCare pilot programme is approximately \$50k. This includes expert consultants, use of specialist data analytics technology, practical recommendations and case study delivery.

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# Keen to progress?

If you're committed to building a safer workplace and want to contribute to a more positive future for our sector, we would love to work with you.

It's a valuable opportunity and will give your leadership team confidence that worker risk is being addressed – at no external cost to your business.

## Next steps:

- To register your interest, email [Selena@shopcare.org.nz](mailto:Selena@shopcare.org.nz)
- We will set up a call to discuss the area of opportunity or a specific area you want to improve within your business.
- We assess the requirements and match your needs against our criteria – our ACC funding covers pilot programmes with a select number of non-AEP providers.
- We'll advise if the pilot is approved and set up a meeting to get things started.

Contact us today to express your interest.

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# Working together, for a brighter future.

Join our community and access free resources.  
[shopcare.org.nz](https://shopcare.org.nz)

