

REGISTER THAT!

NOVEMBER 2018



AN UPDATE ON THE HASANZ REGISTER OF WORKPLACE HEALTH AND SAFETY PROFESSIONALS



THE HASANZ REGISTER IS OPEN FOR BUSINESS!

www.register.hasanz.org.nz

The HASANZ Register is a one-stop shop for businesses to find reliable, quality health and safety advice and services. At the heart of the Register is our HASANZ Registered quality mark – an instant identifier to businesses that they’re dealing with a verified professional with proven competence and experience. As a HASANZ Registered Professional says, the HASANZ Register gives you “visibility, credibility and verification of competence for customer confidence”.

REPORTING IN

*Vic Tyler - HASANZ
Business Manager*



The HASANZ Register has been up and running for nearly four months and it's getting better all the time. Currently, there are more than 130 HASANZ Registered Professionals are listed on the Register and 65 more applications in the pipeline.

There's a steady stream of traffic - our google analytics show around 2000 people are visiting the Register each month.

The best news is the outcome of these visits as shown by our recent survey of HASANZ Registered Professionals (HRPs) and other feedback.

It was interesting to hear that the application process to be on the HASANZ Register is seen to be robust and time-consuming but well worth it.

It's great to hear your success stories of how the HASANZ Register is generating business enquiries - we've shared some below.

SUCCESS STORIES



Listing on the HASANZ Register has resulted in four business hits in the last two months for Janette Walker, Director and Principal Consultant, Health and Safety by Design.

"They've all been good enquiries involving new clients with interesting projects," she says. "For instance, I've been asked to put a critical risk management plan in place for one organisation and another is a Foundation involved in community projects where there are a lot of moving parts and risk management needs to be carefully considered."

As well as generating new business Janette believes being listed on the HASANZ Register has other benefits. *"It gives authenticity to my qualifications."*

SUCCESS STORIES



Managing Director of Van Schaik Health & Safety Solutions, Margaret van Schaik, has had approaches from two multinational companies, directly from the HASANZ Register.

"Both wanted help with Major Hazard Facilities work," says Margaret. "What we're seeing is senior executives in organisations seeking specialist help or in-house health and safety managers who have expertise but just don't have the time to do it themselves. The HASANZ Register works well in both cases."

Please let us know how the HASANZ Register is working for you. Email your success story to register@hasanz.org.nz

SURVEY OF HRPS

In September HASANZ conducted a survey of HASANZ Registered Professionals.

KEY FINDINGS INCLUDED:

- 85% are listed as consultants and 15% as employees.
- At least a third of HASANZ Registered Professionals have had business enquiries from their listing.
- 20% of these people have secured work through the HASANZ Register.

There was a common observation that although there are “a lot of hoops to jump through” in the application process, the scrutiny is a positive thing that “ensures only the best are selected”.

The survey responses gave us a lot of useful information which we’re using to improve the application process and make the HASANZ Register an even better tool for businesses.

RECRUITING VIA THE REGISTER



The HASANZ Register can be a useful HR recruitment tool to help screen applicants for health and safety roles within organisations and to find consultants to complement your own competencies.

Head of consultancy Employ me now! Be Safe Now!, Sarah Bond, is currently applying to join the HASANZ Register. Sarah is both an experienced Human Resources and HSE professional and welcomes the arrival of the HASANZ Register.

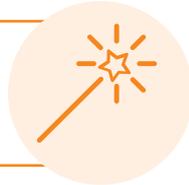
“Because health and safety is so broad, with all the different lenses people have, the HASANZ Register gives you clarity on the skills and competencies you are recruiting for,” she says.

“Often, an HR person in a company has a set budget for recruitment and training and if they’re bringing on a health and safety person, they need to have confidence in the integrity of their credentials and baseline ability. The HASANZ Register provides that,” says Sarah.

Margaret van Schaik has used the HASANZ Register when recruiting people for her own consultancy, Van Schaik Health & Safety Solutions and also recommends it to clients.

“We work with a lot of big clients and everyone is struggling to fill health and safety roles,” she says. “We always point clients towards the HASANZ Register if they want to approach people directly. They can check out their profiles and see their expertise and the industries they’ve worked in,” says Margaret. “The Register isn’t just for consultants, it also has value for people working internally in health and safety who want to demonstrate they meet the benchmark that HASANZ Registration sets.”

ENHANCEMENTS



We're measuring the performance of the HASANZ Register and continually making improvements to provide the best possible experience for users. You'll soon notice changes to the location part of the search process. As a result, businesses can better target advisers who deliver services in a specific city or centre. Another planned change will mean that advisers' contact details are higher on the screen, and will be able to be seen more readily no matter how long their long profile is. And if you're applying to list on the Register, you'll be pleased to know that we're increasing the size of the files you can upload.

REGISTER PROMOTION



HASANZ has developed a Marketing and Communications Strategy to raise awareness of the Register and boost its use over the next six months.

Coming up soon:

- Business Central roadshow
- Promotion by associate member HRINZ
- Advertising and editorial in targeted media.

Book us in for a HASANZ Register demonstration at your conference. We're also happy to tailor a presentation for smaller groups.

HASANZ REGISTER RESOURCES



Remember, there's a stash of resources to help you use and promote the HASANZ Register.

Here's our top five.

[HASANZ Register business tips](#)

(business cards available on request from HASANZ)

[Flyer "Introducing the HASANZ Register"](#)

[HASANZ Register FAQs](#)

[Flow chart of application process](#)

[10 steps to list](#)