

Implementing a Smartphone based incident coordination and control system at six Australian universities

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With kind contributions from UOW, Curtin, QUT, RMIT and Deakin



Incident Reporting, Coordination and Response

- Background – Incidents and reporting
- Challenges – organisation-wide and in the security/safety team
- SafeZone – What is it?
- Case study – UniSA
- Experience from others – UOW, Curtin, RMIT, Deakin, QUT
- Common Issues and Learning
- Outcomes and future path

Sexual Assaults Largely Unreported

(in the US) It's estimated that between one-quarter and one-fifth of college women experience sexual assault, but **fewer than half of victims ever report** it to authorities...

THE HUFFINGTON POST

September 23, 2013

In Brisbane 3 months ago

...(he) said the shock of the unprovoked attack was heightened by the fact that the trio loudly and persistently **raged at him with explicit homophobic language yet no-one came to his aid.**

He said part of the reason **he went public** with the incident was to raise awareness that such behaviour was not acceptable.

...(he) said **he had not yet reported the incident to campus security** but ...(the deputy vice-chancellor)... encouraged him to do so, defending the university's reputation as a place of tolerance.

brisbanetimes.com.au

INDEPENDENT. ALWAYS.

June 5, 2014

Background: Incidents on Campus

- 60-90% of incidents of assault go unreported
- **30% students from overseas**, challenged by:
 - **Preconceptions** about authority/officials
 - **English** as a second language
 - Reticence to **make a voice call**
 - **Unfamiliar with surroundings**
 - Not sure **who to contact**
 - Cultural and **family pressures** to maintain “face”
- Common themes: Lonely, can't communicate
- Keep the issue to themselves
- Result: disengagement, risk agoraphobia

How does this affect academic outcomes, and institutional performance?



Need: Extend Resource Performance

- Higher fees > pressure to extend services
 - More services, **longer hours – libraries, 24x7 hubs**
 - Pressure to **complete courses faster 3 years in 2**
- Lectures available via internet
 - Students **on campus for tutorials & group work**
 - **Campus usage** shifting from 9-5 to **5pm-2am**
 - **More vulnerable students** more likely to be there
- University > wants more coverage time & area
 - Simultaneously, **existing security teams being cut**



BUT: At night
we have less
staff on duty?
How does that
make sense?

Need: Lone Worker Management

Concerns for lone workers:

- Researchers work alone after-hours in high-risk laboratory environments
- Students travel on study assignments around the world, far from the reach of CCTV and fixed help points

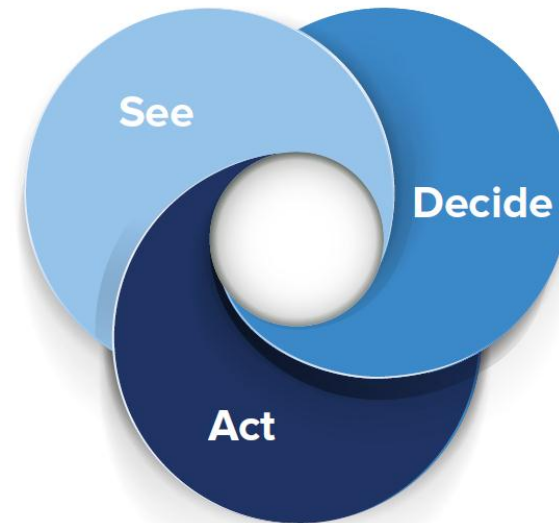


BUT: Sign-in books and “call security” are impractical for check-in

CriticalArc created SafeZone to:

- Make it **easier for students and staff** to report an incident
- Help the security team to **optimise incident response**
- Enable **management of lone-worker** presence
- Enable **cost-effective OPT-IN mass-messaging** in large incidents
- Create a platform **for Continual Service Improvement**

See. Decide. Act.
SafeZone as a Virtuous Circle



SafeZone™

SafeZone App -
Mobile alerting



SafeZone Command - In the
control room, or in the field



SafeZone Team - Share
the view of the situation
between all responders



Regions



Alerts



Check-Ins



Security Officers



SafeZone Command



Mass Notifications



Privacy!

Users are not tracked until they
raise an Alert or choose to Check-In

Case Study



SafeZone

Finding a Solution - what were we looking for?



SafeZone

A solution that would address a range of gaps in our then current incident\crisis communications and provides some additional benefits to assist with general safety management.

Effectively a solution that would help improve organisational resilience and response.



Proof of concept trial

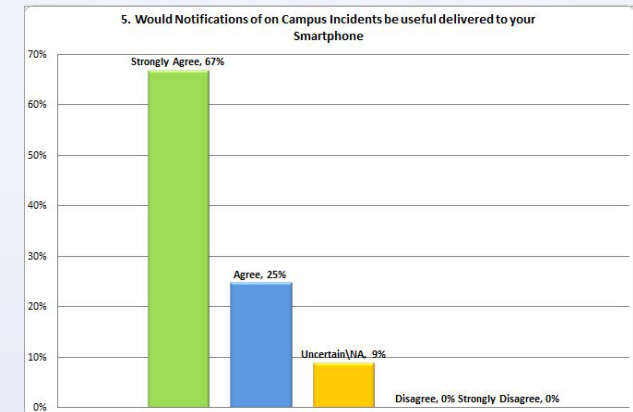
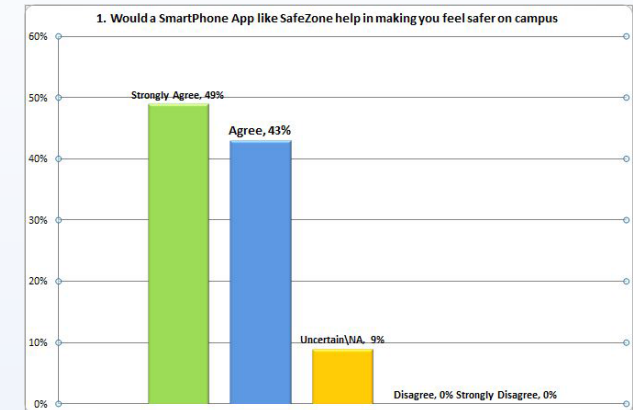
- An Operational Trial of SafeZone was conducted from 12th to 16th August 2013.
- 10 sessions were held with 71 attendees ranging across all divisions and units, and one session was held with colleagues from Adelaide and Flinders universities.
- All UniSA attendees were asked to complete a short survey to evaluate organisational fit and possible take up.



Results



- The survey canvased responses to perception of safety benefit, functionality of features and take up interest.
 - 91% of respondents agreed they would feel safer by having this App on their smartphones.
 - 97% of respondents thought the App was easy to use.
 - 96% of respondents said they would install and register the App.
 - 98% of respondents thought this App would be useful for UniSA colleagues.
- After each presentation\ demonstration there was a considerable amount of interest. Discussions & ideas flowed well with many of these ideas already on the development roadmap or items that could be added quite easily.



Business Case

- Process - Getting proposal across the line
 - Key Issues
 - Stakeholder Engagement
 - Broaden value base outside Facilities Management



Implementation

- SafeZone Launch
 - System Configuration
 - Determining the Zones
 - SOPs
 - Team Training



Promoting User Uptake

- Promotional Activities
 - What works, what doesn't
 - Student Engagement
- Downloads and Sign-Ups



SAFE ZONE

University of South Australia

University of South Australia SafeZone
SafeZone is available free for all students and staff, and operates at City East, City West, Magill and Mawson Lakes campuses.

How To Get SafeZone
STEP 1 Follow the links at www.unisa.edu.au/safezone to download the app for your phone or tablet.
STEP 2 Start SafeZone and follow the instructions to register for University of South Australia campuses. You MUST register for SafeZone to know which university you attend and where to send your requests. Be sure to register as soon as the download is complete. Privacy Laws protect your details.

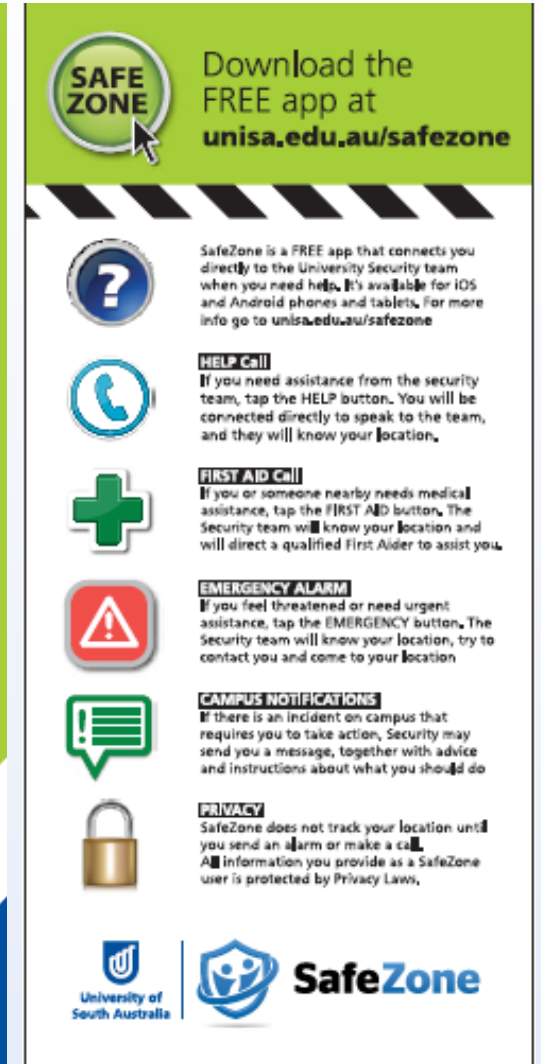
SafeZone Boundaries
A menu option in the app will show you the SafeZone boundaries set by your security team for your campuses. Once you are registered for the university's SafeZone, if you make a call or send an alarm from within this area, it will be received by the university's Security Team. They will know your location and act on your request. SafeZone will operate at any location, however if you request help outside the SafeZone boundaries, you will be offered a 000 call to your state emergency services call centre.

Questions & Feedback
All feedback is welcomed. Go to safezoneapp.com to give us your feedback, where you will also find answers to Frequently Asked Questions (FAQ)

SPREAD THE WORD
Tell your friends about SafeZone. Find us on facebook at: facebook.com/safezoneapp

IMPORTANT TIP!
Always ensure you have Wi-Fi enabled to send your location most accurately

FM Assist
Brought to you by UnISA Security | Facilities | Operations



SAFE ZONE

Download the FREE app at unisa.edu.au/safezone

? HELP Call
SafeZone is a FREE app that connects you directly to the University Security team when you need help. It's available for iOS and Android phones and tablets. For more info go to unisa.edu.au/safezone
If you need assistance from the security team, tap the HELP button. You will be connected directly to speak to the team, and they will know your location.

+ FIRST AID Call
If you or someone nearby needs medical assistance, tap the FIRST AID button. The Security team will know your location and will direct a qualified First Aider to assist you.

! EMERGENCY ALARM
If you feel threatened or need urgent assistance, tap the EMERGENCY button. The Security team will know your location, try to contact you and come to your location

! CAMPUS NOTIFICATIONS
If there is an incident on campus that requires you to take action, Security may send you a message, together with advice and instructions about what you should do

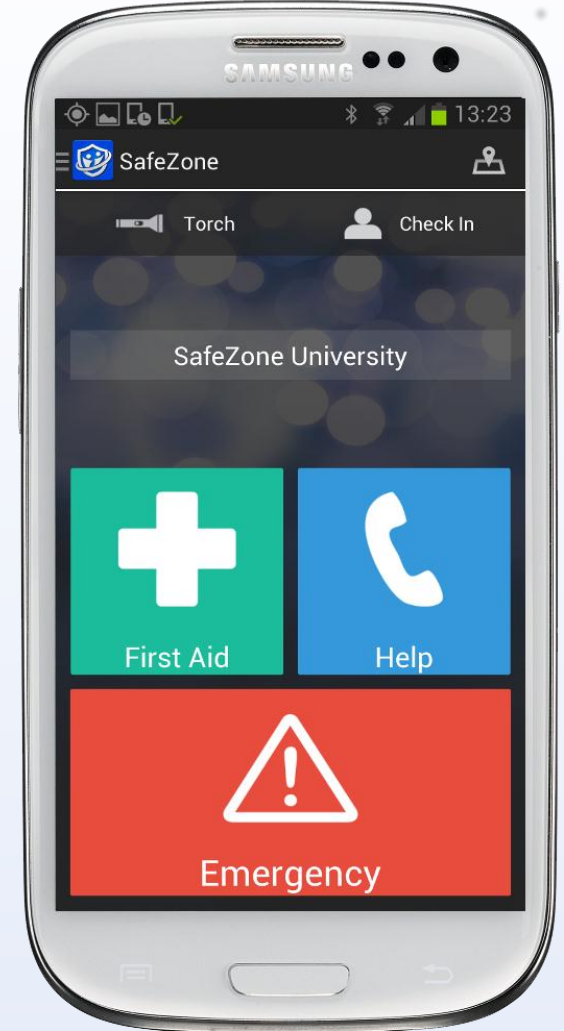
🔒 PRIVACY
SafeZone does not track your location until you send an alarm or make a call. All information you provide as a SafeZone user is protected by Privacy Laws.

University of South Australia | **SafeZone**



Common Issues

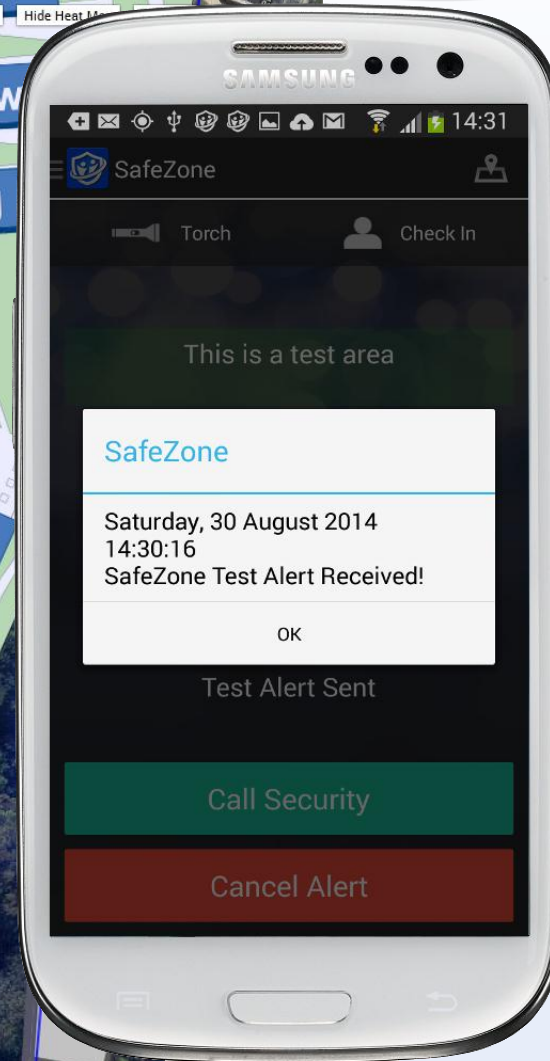
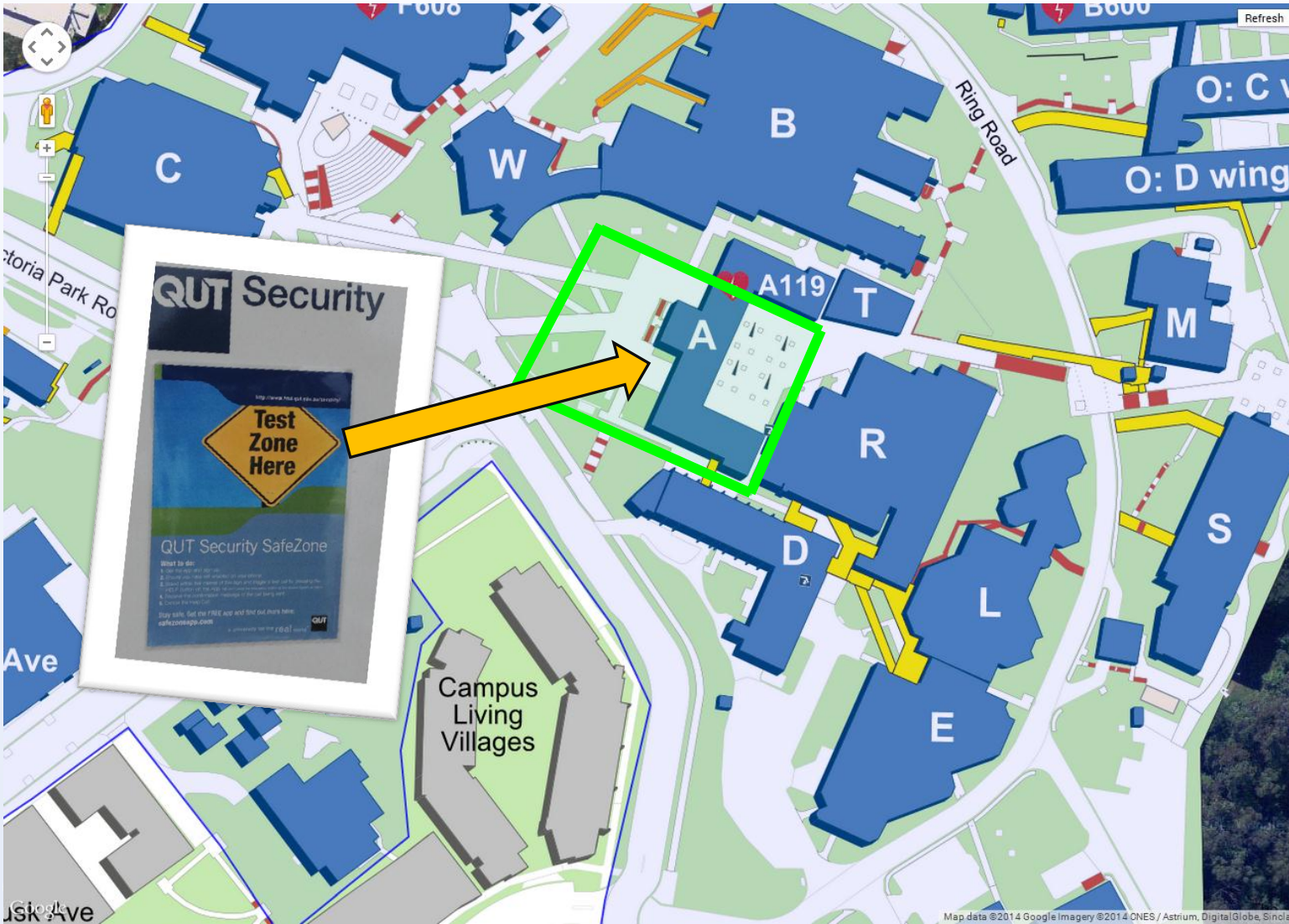
1. Getting students and staff to **download** SafeZone
2. Getting them to **sign up** after they've downloaded
-
3. If after signing up, you had these buttons on your phone, what would you do?
4. That's right... **PRESS ONE!**



DIY SafeZone Test Areas (QUT)



SafeZone



Signing Up Users

% Brochures that convert to Signups:

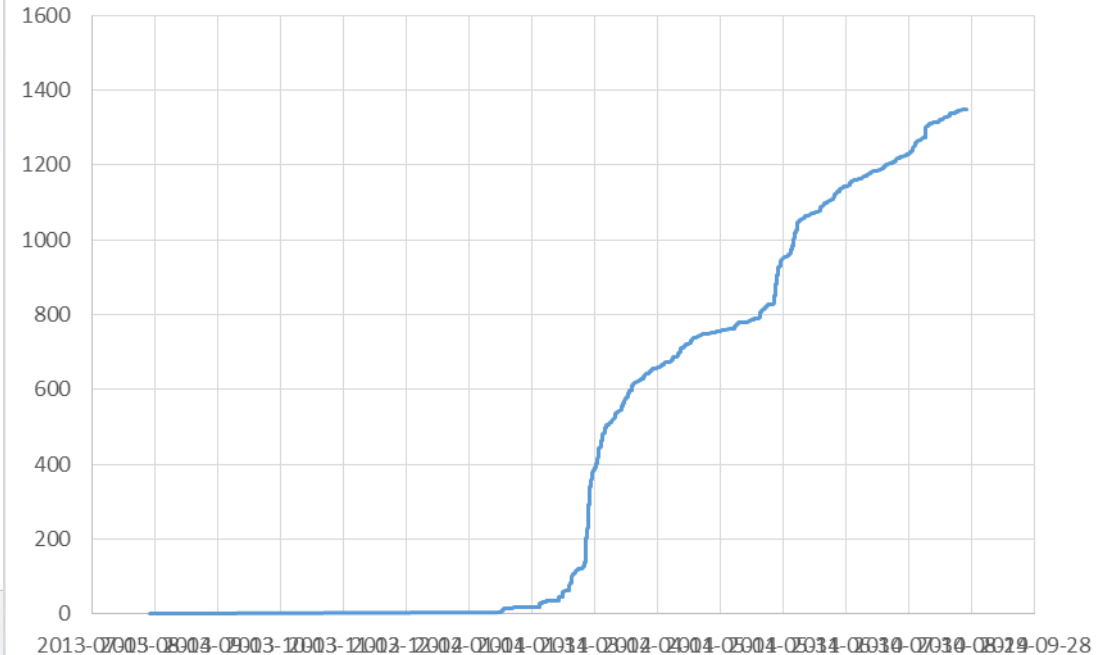
- 2-3% - Passive Brochures at a booth
- 15% - Chat + Brochure + Demo
- 90% - Download/SignUp/Alert = prize

Then by other means:

- Pre-load registrations (Privacy!!)
- Natural word-of-mouth 5-20/day
- Poster saturation, Staff group talks
- Experience incident!



Number of sign-ups at RMIT - 6 months from March 2014



SafeZone
curtin.edu.au/safezone

SECURITY AT CURTIN

In a Life Threatening Emergency
Dial 0000 (internal phones)
000 from a mobile phone

For Assistance or Enquiries
Please Call 9266 4444
Web: security.curtin.edu.au

Counselling Services 9266 7850
Web: counselling.curtin.edu.au

WA Police: 131 444
Crime Stoppers: 1800 333 000

SAFER COMMUNITY RESPONSE

THE AIM
To provide a safe and secure environment for the Curtin community by working together with staff and students.

HOW YOU CAN ASSIST
Reporting incidents
Behaviours of concern

WHAT YOU CAN DO
• threat of self-harm
• threat of assault
• alleged sexual violence
• mental health issues
• on the UWA

Using Social Media

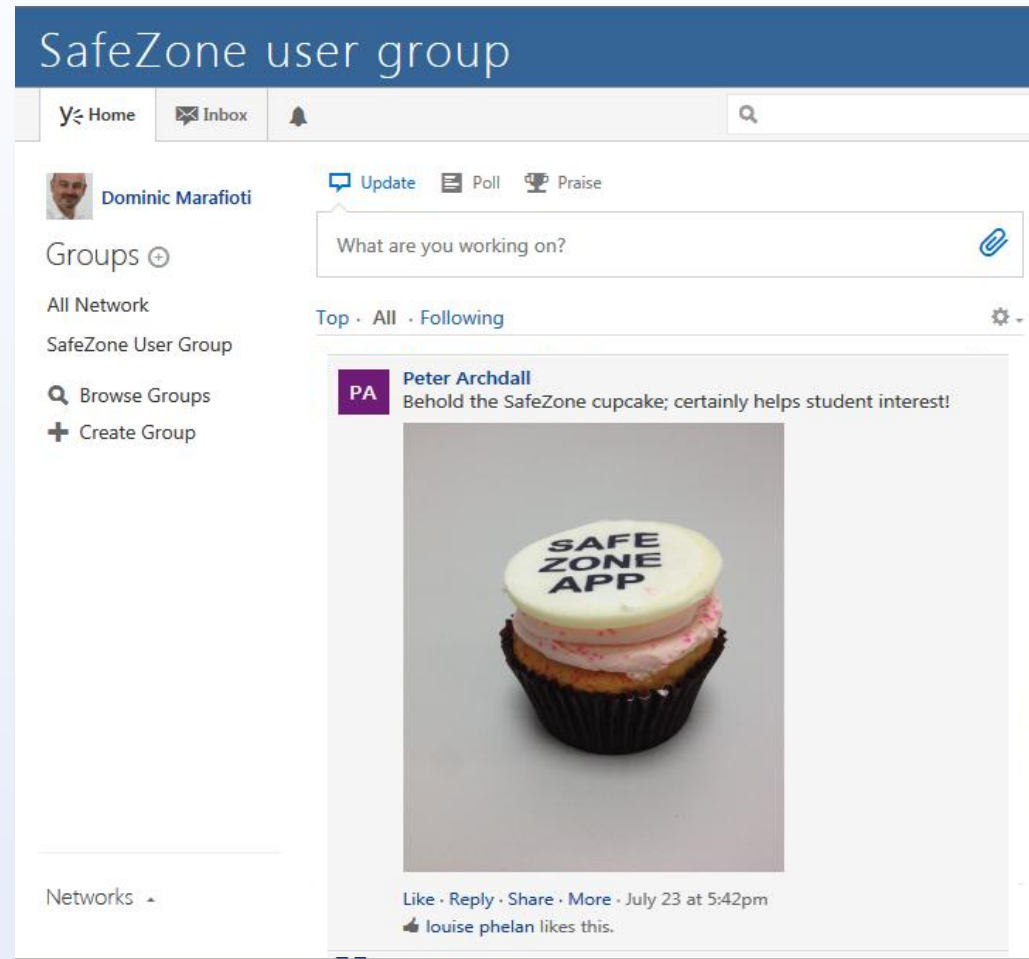
Engage on Facebook

- Students Union/Association
- Clubs & Societies
- Halls/Residences
- Staff Unions

The image displays a collage of social media content. At the top, the Facebook page for the Deakin University Student Association (DUSA) is shown, featuring a navigation bar with the name, search, and user profile, and a sidebar with links to 'DUSA E-News' and 'Twitter'. Below this, the RMIT University Facebook page is visible, showing a post about a GIS event and a post about SafeZone security. A mobile phone is held in the center, displaying emergency services (Police, Fire, Ambulance) and a red warning icon. To the right, a large yellow poster for 'THE AMAZING RACE' is featured, with text including 'DUSA + DEAKIN SPORT & RECREATION + SAFEZONE PRESENTS', 'FREE EVENT', 'FREE FOOD', 'PRIZES', 'REGISTRATION - 3.30PM | RACE 4PM - 5PM', '+ 5pm FREE DINNER @ Deakin Central', 'Wed 16th July', and 'GIVE AWAYS: IPAD, Myki Pass, Parking Permit'. The poster also includes the DUSA logo and registration information.

Sharing the Learnings

- SafeZone user group established on Yammer



The screenshot shows the 'SafeZone user group' page on Yammer. At the top, there's a navigation bar with 'Home', 'Inbox', and a search icon. Below this, a user profile for 'Dominic Marafioti' is visible. The main content area features a text input field with the placeholder 'What are you working on?'. Below the input field, there are tabs for 'Top', 'All', and 'Following'. A post by 'Peter Archdall' is displayed, featuring a cupcake with 'SAFE ZONE APP' written on it. The post text reads: 'Behold the SafeZone cupcake; certainly helps student interest!'. Below the cupcake image, there are interaction options: 'Like · Reply · Share · More · July 23 at 5:42pm'. A notification indicates 'louise phelan likes this.'.

be the first to know

Download the FREE app from unisa.edu.au/safezone

SAFE ZONE

University of South Australia SafeZone

studying late?

Download the FREE app from unisa.edu.au/safezone

SAFE ZONE

University of South Australia SafeZone

have you got yours?

Download the FREE app from unisa.edu.au/safezone

SAFE ZONE

University of South Australia SafeZone

feeling safe?

Download the FREE app from unisa.edu.au/safezone

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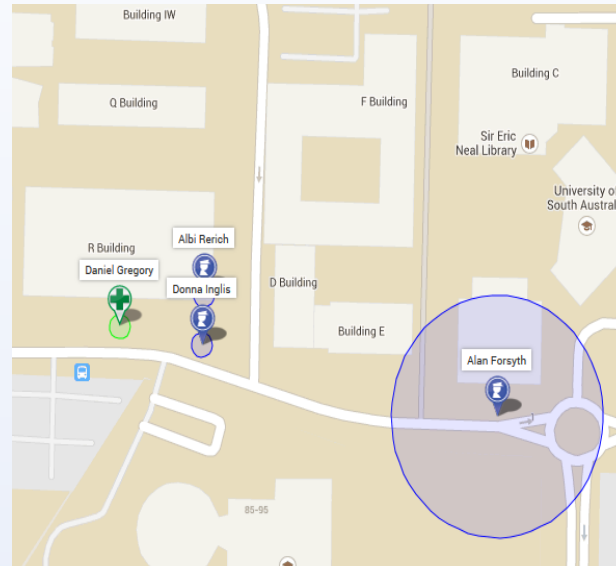
University of South Australia **SafeZone**

In Operation

First Aid (July 2014)

A Student became unwell and called for assistance.

Working in a computer pool @ 8:45pm a student felt unwell and went outside for some fresh air. He was quickly overcome by severe nausea and activated a SafeZone First Aid alert. The security team called him, and could see his location on the Command screen. He could barely talk, the team responded to the location and rendered assistance.



Adaptive Use (July 2014)

A Student suffering from bouts of vision loss contacted a disability advisor about how they could get support.

After a had a discussion with security officer we identified that it was possible via the Accessibility feature on his iPhone for him to operate SafeZone. This provided the student with enough confidence to continue to attend sessions on Campus.

In Operation #2



SERVICE EQUITY
UoNS Residences (Pilot in 2013)

A blind student became disoriented in a building.

He set off a SafeZone Alert. The security team called him, found out the problem and described his location near a stair well over the phone (they could see it on the Command screen). The student thanked them and said he would be fine to find his own way, given that information!



AGGRESSION in a LECTURE RMIT,
Melbourne CBD (July 2014)

A student became very aggressive in the middle of a crowded lecture theatre.

Several students set off Alerts. Security arrived very quickly and defused the situation. Student word-of-mouth spread quickly after the incident resulting in a spike in SafeZone sign-ups.

In Operation #3



62 second Response
Curtin Bentley (2013)

An RA in an on-campus residential hall is alerted to suspicious activity outside the window of a female student's room.

They raise a Help alert. The control room calls the RA and dispatches one of the field officers to the scene, where he arrives 62 seconds after the alarm was first raised.



ROAD RAGE
UOW (during Pilot in 2012)

In week 3 an international student, driving a new car bought by his mother, becomes the target of road rage by a car-load of youths on campus.

He raises an alert while driving, security team realising he's in a car, call him. They direct him to a nearby car-park where they meet him in a security vehicle. The others leave the scene.

Outcomes

- **Wellbeing of vulnerable people**
- **Enhanced reputation**
- **Pro-actively support Equity & Diversity**
- **Minimising Risk**
- **Supporting HSE – especially Lone Workers**
- **Safer Student Residences**
- **Continuous Service Improvement**
- **Better Organizational Resilience**
- **Saving money** – eliminate fixed help points, control room functions, SMS costs



With thanks to...



Dominic Marafioti
Campus Facilities Manager



David Anderson
Manager, Security



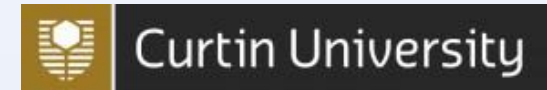
Louise Phelan
Crime Prevention Coordinator



Fergus Ross
Security Manager



Rick Lloyd
Manager - Security



Sean Daly
Security Supervisor



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