



SAFELY on SITE

SYSTEM OVERVIEW

A comprehensive on-site injury prevention and workforce wellness system — purpose-built for New Zealand workplaces.

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1 Executive Summary

SAFELY on SITE (S.O.S.) is a complete on-site injury prevention and workforce wellness system developed by **Safely on SITE Ltd**, based in Whangārei, Northland. It combines hands-on therapeutic intervention with proprietary digital tracking and analytics to reduce workplace injuries before they happen.

The system is operated by **Clint Edmonds**, a practitioner with **26+ years of experience** in traditional Māori healing (Rongoā Māori) and musculoskeletal therapy, bringing a unique, culturally grounded approach to injury prevention.

26+

YEARS PRACTITIONER
EXPERIENCE

5

INTEGRATED SYSTEM
COMPONENTS

100%

NZ-DEVELOPED
& OPERATED

The Problem

New Zealand's workplace injury costs continue to escalate — the cost of active ACC work injury claims reached **\$1.26 billion** in 2024. ACC accepted **169,259** new work-related claims in 2025, with 271,100 still being actively managed. Work-related injuries account for around 10% of all new ACC claims but 21% of recovery costs, and the most common workplace injury affects the lower back (16%). Current approaches are predominantly reactive — treating injuries after they occur.

The Solution

S.O.S. shifts the model from **reactive treatment** to **proactive prevention**. Practitioners go directly to the worksite, assess and treat workers during their shift, and generate data-driven reports that identify emerging patterns before they become injury claims.

2 System Components

The S.O.S. system comprises five integrated components that work together as a complete service delivery and management platform.

COMPONENT 1 — ON-SITE THERAPEUTIC PROGRAMME

The core service: qualified practitioners travel to client worksites to deliver hands-on injury prevention sessions to individual workers. Each session includes a structured wellbeing assessment, physical examination, targeted treatment, and personalised recommendations — all completed within 25 minutes per worker.

COMPONENT 2 — S.A.F.E.L.Y. TRACKER (DIGITAL PLATFORM)

A proprietary web application that captures session data in real time, tracks workforce wellness trends over time, and generates employer reports. Includes multi-role access control, interactive body-region mapping, wellbeing scoring, and automated analytics.

COMPONENT 3 — REPORTING & ANALYTICS ENGINE

Automatically generates per-client visual reports including wellness trend lines, body-region frequency analysis, severity tracking, wellbeing radar profiles, and workforce attitude monitoring. Reports provide employers with evidence of ROI and identify emerging risk areas across their workforce.

COMPONENT 4 — CLIENT & WORKFORCE MANAGEMENT

Integrated pipeline management for business enquiries, lead conversion, client onboarding, employee registration, and payment tracking. Includes automated enquiry capture from the public website and integrated billing.

COMPONENT 5 — PUBLIC-FACING WEBSITE & COLLATERAL

Professional website (**safelyonsite.co.nz**) with online booking, contact forms, and educational content.

Supported by a complete document suite including pitch deck, proposal/contract templates, consent forms, and assessment materials.

3 Service Delivery Model

S.O.S. delivers injury prevention directly at the worksite — eliminating the need for workers to leave site, take time off, or visit a clinic.

How a Session Works

- 1 Arrival & Setup** — Practitioner arrives at the client's worksite with portable equipment. No special room required.
- 2 Worker Check-In** — Worker's vitals are recorded: fatigue level, hours since break, and a 5-dimension wellbeing assessment (mental stress, energy, sleep quality, job satisfaction, work attitude).
- 3 Physical Assessment** — Interactive body-region examination identifies areas of pain, tension, or numbness. Severity and type are recorded for each affected area.
- 4 Targeted Treatment** — Hands-on intervention drawing on 26+ years of musculoskeletal and Rongoā Māori expertise. Treatment is targeted to the specific findings.
- 5 Notes & Recommendations** — Practitioner records session observations, treatment provided, and personalised recommendations (stretches, rest, referral if needed).
- 6 Data Capture** — All session data is recorded digitally in the S.A.F.E.L.Y. Tracker app in real time, building the worker's longitudinal profile.

Session Duration

Up to **25 minutes** per worker, including assessment, treatment, and data entry.

Service Tiers

Half Day — morning or afternoon block
Full Day — full shift coverage
Contract — ongoing weekly engagement

Target Industries

The system is designed for physically demanding industries where musculoskeletal injuries are most prevalent:

Construction

Manufacturing

Agriculture & Forestry

Transport & Logistics

Trades Services

Fishing & Aquaculture

Mining & Quarrying

Warehousing

4 Digital Platform Overview

The S.A.F.E.L.Y. Tracker is a cloud-based web application accessible from any device. It serves as the data backbone of the entire system.

Core Capabilities

CAPABILITY	DESCRIPTION
Session Recording	Structured 4-section digital form capturing vitals, wellbeing, body-region findings, and clinical notes in real time
Wellbeing Assessment	5-dimension worker self-assessment (stress, energy, sleep, satisfaction, attitude) with colour-coded scoring
Body Region Mapping	Interactive anatomical map for recording affected areas with severity grading and issue classification
Workforce Analytics	

	Automated chart generation: trend lines, radar profiles, frequency analysis, severity tracking, attitude distribution
Employer Reporting	Per-client visual reports demonstrating service outcomes and identifying emerging risk patterns
Client Management	Full CRM for business clients including employee registration, staff assignment, and contact management
Payment Tracking	Invoice and payment management with status tracking and integrated billing
Lead Pipeline	Automated capture of website enquiries and business registrations with conversion tracking
Role-Based Access	Three-tier permission system (Admin, Staff, Client) controlling data visibility and feature access
Audit Trail	Comprehensive activity logging for accountability and data integrity

Data Points Captured Per Session

Worker Wellbeing

- Fatigue rating (1–10)
- Hours since last break
- Mental stress level
- Energy level
- Sleep quality
- Job satisfaction
- Work attitude

Physical Assessment

- Body regions affected
- Issue type (pain / tension / numbness)
- Severity grading (low / moderate / high)
- Region-specific notes
- Treatment provided
- Practitioner recommendations
- Post-session self-assessment

5 Reporting & Outcome Tracking

The analytics engine transforms session data into actionable employer intelligence — a key differentiator from standard workplace wellness services.

Report Types Generated

REPORT	WHAT IT SHOWS
Wellbeing Trend Lines	How fatigue, stress, energy, sleep, and satisfaction change over time across the workforce
Wellbeing Radar Profile	Average scores across all wellbeing dimensions — instantly shows where the workforce is strong vs. struggling
Body Region Frequency	Which body areas are most commonly affected — identifies chronic problem areas across the crew
Severity Distribution	Breakdown of low/moderate/high severity findings with per-region detail
Attitude Distribution	Workforce morale tracking from very positive to very negative over time
Session Timeline	Chronological view of all sessions per client with status and key metrics

EMPLOYER VALUE — These reports provide the evidence base for demonstrating injury prevention outcomes: declining injury frequency, improving wellbeing scores, and early identification of risk factors before they become claims. This data can support ACC levy reduction applications and injury prevention programme evaluations.

6 Why SAFELY on SITE

S.O.S. directly addresses the challenges employers face with workplace injuries and rising ACC costs.

How S.O.S. Protects Your Business

EARLY INTERVENTION

Workers are assessed and treated during their shift — before minor issues become injury claims. The system captures early warning signs (rising fatigue, recurring tension patterns, declining wellbeing scores) that predict future injuries.

DATA-DRIVEN PREVENTION

Longitudinal tracking across multiple sessions identifies patterns that one-off clinic visits miss. Employers receive reports showing which areas of their workforce are most at risk, enabling targeted intervention.

ZERO DISRUPTION

On-site delivery means zero lost work time for treatment. Workers are treated during their shift and return immediately. No travel, no waiting rooms, no missed hours.

CULTURAL ACCESSIBILITY

Rongoā Māori foundations make the service culturally resonant for Māori workers — a demographic overrepresented in high-risk industries and workplace injury statistics. The approach removes barriers that prevent some workers from seeking help.

The Cost of Doing Nothing

\$1.26B

COST OF ACTIVE WORK
INJURY CLAIMS (2024)

169,259

NEW WORK-RELATED
CLAIMS (2025)

16%

OF WORK INJURIES AFFECT
THE LOWER BACK

Sources: ACC work injury statistics (acc.co.nz/newsroom/media-resources/work-injury-statistics) and ACC, Injuries in New Zealand. Figures are national ACC data, not outcomes attributable to the S.O.S. programme.

Impact

A back injury to a 30–39 year old worker costs ACC an average of **\$6,315** in recovery and involves around **125 days** of time off work. That \$6,315 is ACC's spend — the employer's own cost sits on top of it, in covering the role for those days. Five industries account for 40% of all workplace claim costs: manufacturing, construction, agriculture, forestry and fishing — the exact industries S.O.S. targets.

The Levy Lever

An employer's ACC Work levy is not fixed. Under ACC's **Experience Rating** programme it moves with their claims history — **up to a 50% discount** for a good record, or **up to a 100% loading** for a poor one. ACC rates it on three things: weekly compensation days (days off), claims costing more than **\$750**, and fatal claims.

Those first two are a direct description of what the S.O.S. programme exists to prevent. This is what lets the service be sold as a safety spend that shows up on a levy invoice, rather than a discretionary wellbeing perk — and it is the most durable commercial argument in the offer. Ratings apply once a business has paid three Work levy invoices, and are assessed over a three-year window weighted to the most recent years.

Source: ACC, Your work levy and experience rating (acc.co.nz). Any worked example must use the client's own ACC invoice and classification unit rate.

7 Practitioner & Company

Clint Edmonds — Founder & Lead Practitioner

- 26+ years in Rongoā Māori healing & musculoskeletal therapy
- ACC-registered treatment provider
- Specialises in on-site injury prevention for physical industries
- Based in Whangārei, Northland — servicing the wider region
- Developed the S.O.S. methodology and digital platform

Safely on SITE Ltd

- New Zealand registered company
- Trademark filed: **SAFELY on SITE** (IPONZ, 2026)
- Operates under Te Aō Oranga (the overarching healing practice)
- Website: safelyonsite.co.nz
- Contact: clint@safelyonsite.co.nz / 022 122 8563

8 Scalability & Growth

The system is designed to scale beyond a single practitioner.

MULTI-PRACTITIONER READY

The S.A.F.E.L.Y. Tracker supports team management with role-based access, staff assignment per client, and centralised reporting. Additional practitioners can be onboarded and assigned to clients while maintaining data integrity and audit trails.

REGIONAL EXPANSION

Currently operating in Northland with infrastructure ready for expansion to other regions. The digital platform is cloud-based and location-independent.

EMPLOYER SELF-SERVICE

Client-role access allows employers to view their own workforce reports, track session history, and monitor wellness trends — creating ongoing engagement without practitioner involvement.

Ready to protect your team?

Book a trial session and see the difference for yourself.

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