

# CASE STUDY University of South Australia



The University of South Australia (UniSA) is a well-respected, globally focused and locally engaged university with 32,000 students and staff. However, with six campuses dispersed across a distance of 800km, supporting round-the-clock security in a rapidly changing campus-use culture posed significant challenges.

UniSA's decision to augment its security systems was driven by a range of issues:

- ┆ The need for a solution that would address a range of identified gaps in incident/crisis communications
- ┆ Expanding facilities, 24/7 study hubs and the changing delivery of courses meant more students on campus day and night, requiring extra security cover
- ┆ The prospect of a high capital cost to install more fixed help points to extend security coverage across its diverse operating environment
- ┆ As on many campuses, it was likely incidents would go unreported particularly among overseas students due to unfamiliar surroundings, cultural reticence, uncertainty and language barriers
- ┆ The need for a more reliable and cost-effective mass notification system than SMS messaging
- ┆ The ability to monitor performance against KPIs and build a continuous improvement culture.

## SafeZone solution

Early in 2014 UniSA implemented SafeZone, a cloud-based software service comprising a smartphone app for students and mobile command and control



## SafeZone

[SafeZoneApp.com](https://www.safezoneapp.com)

*“Our students and staff now have a Help Point in their pocket and our security team has control room functionality on their belts.”*

**DOMINIC MARAFIOTI**  
Campus Facilities Manager  
University of South Australia

capabilities for the security team. Prior to implementation, UniSA conducted an extensive stakeholder consultation involving more than 70 staff members and students, where 97% of users found the app easy to use.

Launched less than six weeks from gaining approval, SafeZone equipped UniSA security officers with real-time situation awareness and coordination capabilities without any need to invest in a centralised control room. Students and staff downloaded the SafeZone app to their smartphone enabling them to send an alert for first aid, help or an emergency quickly and easily while on any UniSA campus.

On-duty security officers and campus coordinators on all campuses carry the SafeZone responders' app on a ruggedized iPhone, to notify them of any alert and enable a well-coordinated response to achieve the best outcome. Consequently, it is now easier for the security team to optimise campus coverage for out-of-hours users and to cost effectively communicate with large populations, while undertaking reporting and continuous service improvement.

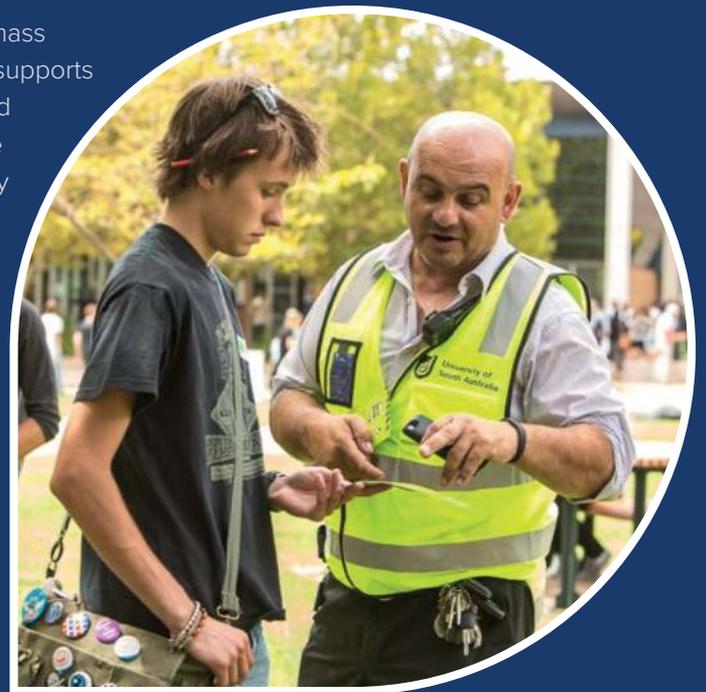
## Benefits and outcomes

With no need for expensive fixed help points, centralised control room or SMS messaging, significant savings have been made in capital and operational costs. The SafeZone initiative delivered multiple benefits to the UniSA, including:

- ┆ Offering better protection and safety for 32,000 students and staff
- ┆ Enhanced equity and educational opportunity for vulnerable students and those with disabilities
- ┆ Improved reputation through a strong commitment to student and staff safety
- ┆ Fast, zero-cost mass messaging that supports collaboration and a more cohesive cross-disciplinary approach to incident management across all campus estates

Recent SafeZone enhancements since launch have accrued extra benefits, including:

- ┆ More effective, more efficient response teams with better coverage of six very disparate campuses from inner-city to urban and outback environments
- ┆ Safer environments for lone workers, with no more need for outdated check-in practices
- ┆ Practical, provable, reportable compliance with regulated OH&S practices



CriticalArc is a leading technology innovator, designing, and developing the distributed command and control solution, SafeZone, which is revolutionizing the way organizations manage safety and security operations.

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