

CASE STUDY

Integrity Health & Safety

Integrity

Health  Safety

www.integrityhs.com.au

Your Indigenous-Owned WH&S Partner



PRODUCTS

Now supplied by

winc.

- Defibrillators
- First Aid Kits and Fleet
- Cleaning and Skincare Products

AID TRAINING

by nurses/paramedics

CLINICAL SERVICES

Flu vaccinations

SOFTWARE SOLUTIONS

Risk and Compliance



About Integrity Health & Safety.

Liam Harte, a proud Dunghutti man and CEO at Integrity Health & Safety, didn't follow the traditional entrepreneurial path of spotting a gap in the market and filling it. Instead, his business journey reaches right back to his childhood, when his mother worked at a night nurse and would bring Liam along to her shifts. Those formative years spent in healthcare would serve him well as he became an intensive care paramedic with NSW Ambulance, as well as when it came time to launch Integrity Health & Safety in 2014.

Still working as a paramedic in the early days, Integrity Health & Safety built up its product offering slowly, including everything from first aid kits – for both the office and fleet vehicles – to defibrillators, lockout tags and, more recently, a janitorial range including hand hygiene, dishwashing liquid, sun-protection products and more.

But it was in 2017 that the wheels of Integrity Health & Safety's business offering began to speed up. Having spent a few years winning clients and providing both training services (CPR and first aid training as well as healthcare products), Liam says Integrity hit something of a wall. While his team was servicing government clients, sales were low.

Recognising that many Winc clients overlapped with Integrity Health & Safety's clients, Liam spotted an opportunity where a partnership would benefit both organisations greatly.

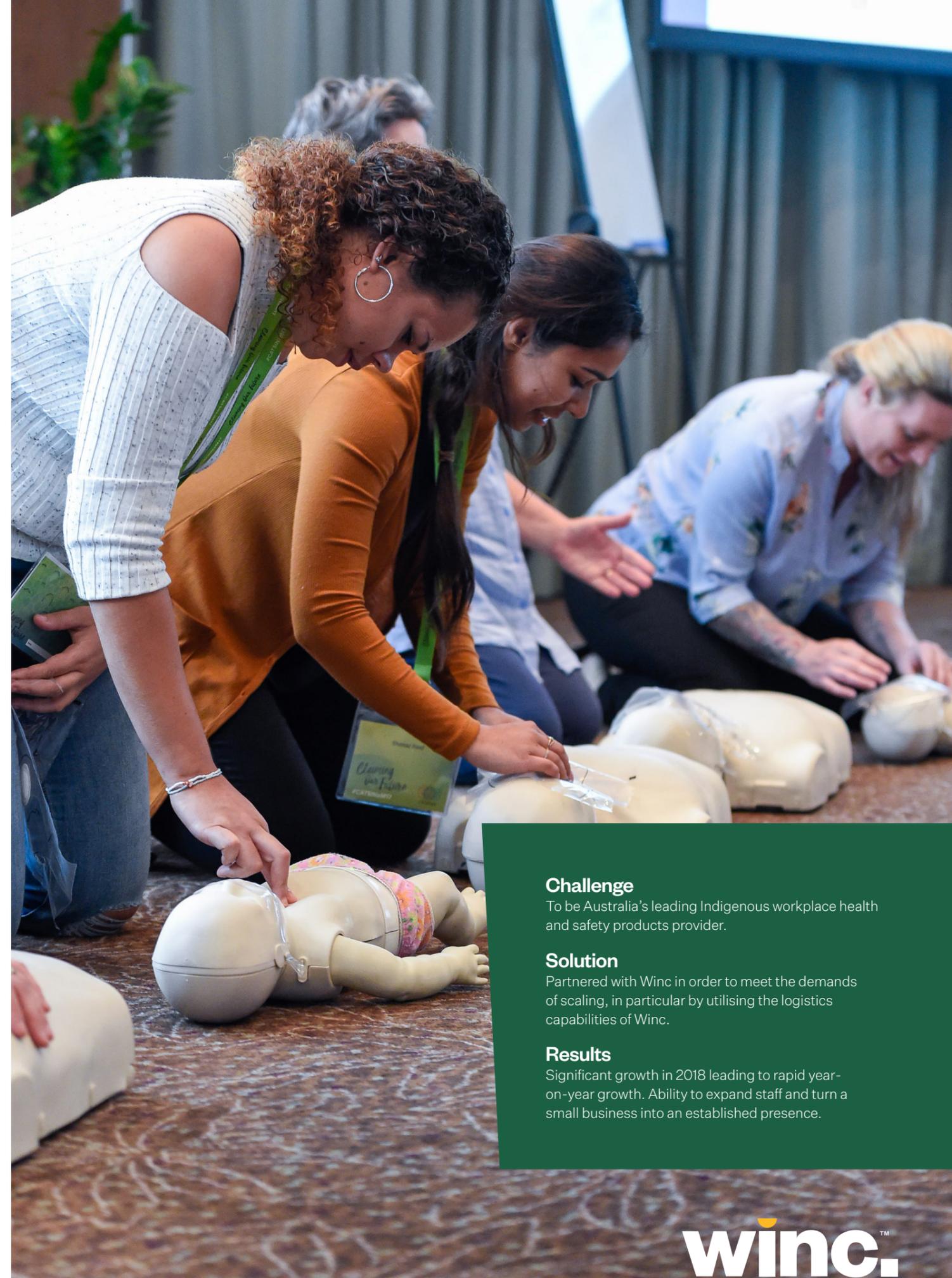
Partnering with Winc.

And when Liam gets something in his sights, he's determined to see it through. Since he already understood Winc's expansive presence in the market, Liam says the transition from competitor to supplier was seamless. He was also particularly impressed by Winc's determination to partner with and develop a breadth of Indigenous businesses.

Having already partnered with a number of other Indigenous businesses by the time Integrity Health & Safety became a supplier, Winc had the channels in place to easily adopt another small business into its supply chain. That meant Integrity Health & Safety clients could use the company's training services and then purchase Integrity Health & Safety products through their pre-existing Winc contract.

Most importantly for Liam, partnering with Winc enabled Integrity Health & Safety to scale without enduring the common challenges faced by many startups in a similar position. It meant Integrity Health & Safety could have a single point of delivery rather than multiple delivery sites for national clients. What's more, Winc purchased orders in bulk to hold for its customers. Those bulk sales made life much easier for Integrity Health & Safety which had previously had to manage the instability and time challenges of individual sales.

Finally, Liam loves the reliability of working with a market leader. Not only does it enable Integrity Health & Safety to reach a much wider audience than would be possible for a small team alone to access, but there is also the financial reliability. Liam knows exactly how his billing cycle will run, which means he is always paid at a set point for delivery and can build his business around that reliability – because he knows how much money the business has coming in for the next month.



Challenge

To be Australia's leading Indigenous workplace health and safety products provider.

Solution

Partnered with Winc in order to meet the demands of scaling, in particular by utilising the logistics capabilities of Winc.

Results

Significant growth in 2018 leading to rapid year-on-year growth. Ability to expand staff and turn a small business into an established presence.

Using Winc's market knowledge to expand the Integrity Health & Safety range.

After joining forces with Winc in 2017, the Integrity Health & Safety range grew little by little in the initial months until a booming 2018. But it was Winc's market knowledge that Liam was most keen to tap into in the early days.

Liam appreciates that he was able to sit down with the Winc team and discuss the potential of a much larger product range in the near future. Winc had the industry knowledge to recognise where the 'next big thing in health' would be, which led to the creation of Integrity Health & Safety's expansive hand cleansers and janitorial goods offering.

In addition to spotting opportunities, Liam says he speaks with clients regularly to gauge their needs and future requirements. And by partnering with Winc, he has the capacity to turn those needs into new products in a much shorter amount of time than he was able to previously do. In his own words, Liam is excited that "there is a partnership in identifying opportunities and building the capacities for them".

This relationship reached new heights when Winc/Integrity Health & Safety won the largest defibrillator retail rollout in Australia this year when Woolworths selected them to supply these life-saving devices to over 1,000 supermarkets nationally.

Future prospects for Integrity Health & Safety

When looking at the next few years, Liam believes there is room for the Winc/Integrity Health & Safety partnership to blossom even further. In particular, he is interested in sharing learnings from both parties.

On Integrity Health & Safety's side, Liam wants to continue growing and expanding his range. Having recently relocated operations to Australia's first Aboriginal Indigenous Business Hub (based in the inner Sydney suburb of Redfern), Liam now employs three full-time and three part-time staff members. He is also looking to introduce new services to the business, with technology a key market.

And for Winc, Liam is invested in working behind the scenes to help them reach optimum efficiency in their partnerships with Indigenous businesses. He believes that an ongoing work-in-progress relationship is essential, as there are always areas to improve and ensure best practice for all Indigenous suppliers.

Like all good partnerships, there is an ideal balance between Liam's business needs and Winc's operations. Both parties believe there is a strong future for Integrity Health & Safety, and Winc will be there along the way to help drive expansion and new initiatives.

