



# The workplace experience of hospitality apprentices

- The fast food, restaurants and cafes sector sees disproportionately high levels of non-compliance with workplace laws.
- Hospitality apprentices are often young workers and can be more vulnerable to workplace exploitation. This can discourage them from completing their apprenticeship.
- A lack of knowledge about workplace rights and obligations may contribute to poor workplace experiences.

We partnered with the Fair Work Ombudsman to address this challenge. We designed simple, timely education messages and tested the impact. Our messages were:



Sent via text or email from a trusted source, the Fair Work Ombudsman



Designed to portray compliance as a moral norm that leads to long-term returns



Delivered at the start of the apprenticeship to give apprentices and their employers the confidence to start a conversation about their workplace rights and obligations



Designed using behavioural techniques—like personalisation, reminders, reciprocity and calls to action—to make them more impactful

## What we found:



1 in 5 apprentices and employers followed our links to find more information, **almost 5 times higher** than global benchmarks for the government sector, allowing the FWO to educate typically hard-to-reach cohorts.

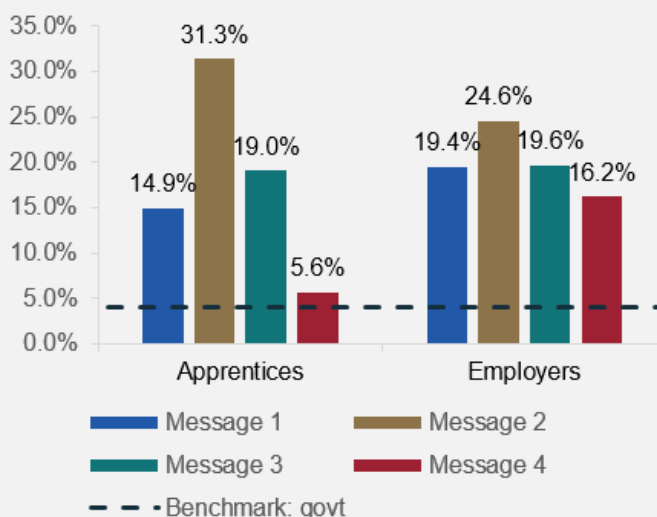


We did not find evidence of a short-term impact on apprentice retention rates.



Due to the significant impact of COVID-19 on the hospitality industry, we ceased the trial early significantly reducing our sample size and meaning we were unable to conduct a post-trial survey.

Message click-through rates



Apprentice retention rates



(Cluster randomised controlled trial, apprentice retention three months after first message, n=1,788)