

Ideal Customer Profile

This document describes the organisations most likely to buy ReFresh. Use it to identify good introductions and prioritise your efforts.

- 1 The short version
- 2 Best-fit industries
- 3 Company characteristics
- 4 Signals of a good fit
- 5 Probably not a fit



1 The short version



The ideal ReFresh customer is a company with 100+ employees that takes compliance seriously.

Think ASX-listed companies, government, healthcare, construction, mining, manufacturing, logistics, utilities, and professional services.

They operate in Australia, UK, or Canada (or internationally) and have formal HR and WHS functions.

| Minimum size | Geography Approach |
|----------------|--------------------------------------|
| 100+ employees | Australia, UK, Canada, International |

2 Best-fit industries

Strong fits (industries with compliance obligations):

- Government
- Healthcare
- Aged care
- Education
- Construction
- Mining & resources
- Manufacturing
- Utilities
- Logistics & transport
- Professional services
- Financial services
- Insurance

Also good:

- Tech companies (especially those scaling rapidly or with compliance-conscious leadership)
- ASX-listed companies (board and governance focus)
- Any company operating across multiple jurisdictions (AU, UK, Canada)

3 Company characteristics

Look for organisations that:

- ✓ Have 100+ employees (more is better, enterprise deals are the sweet spot)
- ✓ Have a dedicated HR and/or WHS function
- ✓ Take compliance seriously (regulated industries, listed companies, government)
- ✓ Have board-level visibility into risk and governance
- ✓ Are currently managing psychosocial risk with spreadsheets, fragmented tools, or nothing at all
- ✓ Operate in jurisdictions with psychosocial WHS obligations (AU, UK, Canada, EU)

4 Signals of a good fit

These aren't requirements, but they often indicate a strong prospect:

- ✓ Recently had a psychosocial incident or workers comp claim
- ✓ Been through a SafeWork audit or regulator inquiry
- ✓ Board or executive asking questions about psychosocial risk
- ✓ New WHS legislation affecting their industry or region
- ✓ Growing rapidly and need to formalise processes
- ✓ Acquired another company and need to consolidate compliance
- ✓ New HR or WHS leader wanting to make an impact

5 Probably not a fit

- ✗ Fewer than 100 employees
- ✗ No dedicated HR or WHS function
- ✗ Don't see psychosocial risk as a priority ("we don't have that problem")
- ✗ Sole traders or very small businesses
- ✗ Companies that don't care about compliance or governance