**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. 

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

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.
For apprentices, the click-through rate was 14.9% for message 1, 31.3% for message 2, 19.0% for message 3, and 5.6% for message 4. For employers, the click-through rate was 19.4% for message 1, 24.6% for message 2, 19.6% for message 3, and 16.2% for message 4. For both apprentices and employers, each message had a click-through rate higher than the global benchmark for the government sector. 

Apprentice retention rates were 82.9% in the control group, and 83.6% in the treatment group. This was from a custer randomised controlled trial, with apprentice retention measured at three months after the first message. n=1,788.