



ShoutOut

Employee **Engagement** In the **Palm of Your Hand**

COLAC OTWAY SHIRE COUNCIL

The Challenge

After conducting an extensive internal review with employee surveys, Colac Otway Shire Council identified several key pain points that were hindering effective communication and engagement within the organisation:

- **Communication Disconnect:** There was a significant gap in communication, particularly with field-based employees who didn't have easy access to emails or intranet.
- **Lack of Consistent Recognition:** Employees felt that recognition was not happening regularly, and there was no system to highlight successes in a meaningful way.
- **Difficulty in Maintaining Culture:** The Council needed a way to consistently reinforce its core values and behaviours across all levels of the organisation, especially after the launch of the "What We Stand For" project.



The Solution

ShoutOut provided the following benefits, directly addressing Colac Otway's challenges:



- **Keep the values alive:** ShoutOut allowed for seamless integration of the Council's core values and behaviours into the daily work environment. Through the ShoutOut Wall Employees could recognise each other's contributions to these values in real-time, ensuring they remained top of mind.
- **Connecting the organisation:** The app facilitated peer-to-peer recognition, helping employees acknowledge each other's achievements and successes. This fostered a stronger sense of connection across the organisation, regardless of physical location.
- **Improved communication:** ShoutOut enabled Colac Otway to communicate important information, company news, and career opportunities instantly. Targeted content could be sent to specific employee groups, ensuring that everyone received relevant information, whether they worked in the office or in the field.
- **Recognition:** A culture where teammates are encouraged to recognise each other was born. The ShoutOut module uses a quick three step process that allows you to instantly and easily recognise a fellow team member. This led to employees feeling valued and resulted in overall higher morale, workplace satisfaction and retention. All ShoutOuts were linked to the new Colac Otway values to ensure they would be top of mind for employees and helped translate the values into everyday standards. Automatic ShoutOuts were also sent to promote birthdays and work anniversaries to ensure everyone felt recognised.

ShoutOut is a one stop shop for our employees to connect, engage and recognise each other in a positive way. It is a professional solution that is accessible to all our employees across the numerous local government sites. It helps them stay up to date and brings our values to life.

The Results

- **User Engagement:** Within the first month, Colac Otway achieved 80% employee registration, 53 posts were published, and 414 likes and comments were made on the ShoutOut Wall.
- **Wider Reach:** Over 360 employees are now using ShoutOut across the organisation, including those without direct access to email or intranet.
- **Improved Communication:** The app facilitated the delivery of targeted communication to specific user groups, ensuring that relevant content reached the right people, no matter their location.
- **Enhanced Culture:** ShoutOut provided a platform for employees to regularly recognise one another for upholding the values and behaviours that matter to Colac Otway. This fostered a more positive and engaged work culture.

“The ShoutOut App provides an accessible engagement tool for our employees, primarily for the recognition of employees on a day-to-day basis while carrying out their duties.”

81%

Employee registration
across diverse roles

100%

Recognitions are tied
directly to values and
behaviours

875

Articles posted
to targeted user groups

2,574

Likes recorded on
articles and **1,752 Likes**
on peer recognition wall

3,824

Realtime reactions
to articles

The Impact

By addressing Colac Otway’s pain points, ShoutOut has played a pivotal role in transforming the way the Council communicates with and recognises its employees. The app’s accessibility, real-time engagement, and alignment with organisational values have contributed to a more connected, engaged and motivated workforce.

The successful implementation of ShoutOut ensures that all employees, regardless of their role or location, have access to the same information and recognition, driving a positive and collaborative work culture.

- Immediate workforce activation – 80% registered in month one.
- Real-time communication reached field-based staff for the first time.
- Values brought to life daily through peer recognition.
- Replaced fragmented internal comms with mobile-first access.

“ShoutOut makes it easier to see the strengths of others, the work we are doing as an organisation, and build a positive work environment that will encourage our employees.”

