

COMMUNICATION TOOL

INSPIRE

BehaviourWorks
AUSTRALIA

INCREASING COMPLIANCE WITH WRITTEN REQUESTS - A BEHAVIOUR CHANGE APPROACH

Getting customers and citizens to engage with, and respond to, written requests can be a complex and expensive business. Getting it wrong - even a little bit wrong - can have a huge impact on costs and compliance, with unanswered requests leaving some citizens open to fines and other impacts.

Most organisations recognise the importance of clear communication, but what's the best way to influence behaviour, persuade key audiences to take action and get the responses you need?

BehaviourWorks Australia's INSPIRE framework offers seven simple techniques drawn from the behavioural sciences to improve written communications and get results. INSPIRE can be provided as a stand-alone product, a research service or we can train you how to use it on your own (details over).

DEVELOPMENT AND RECOGNITION

BehaviourWorks Australia collaborates with a wide range of government and non government organisations in addressing social, environmental and organisational challenges.

The success of our behaviour change interventions often relies on ensuring the target audiences understand and adopt certain behaviours.

To find out which communication approaches are most persuasive, we turned to the academic literature, identifying range of simple behaviour change techniques that can be used to achieve large aggregate improvements in compliance (keeping in mind that even small percentage improvements can have substantial monetary and policy benefits).



We then translated these models and techniques into a stand-alone product called INSPIRE, which was later recognised by the journal *Public Administration Review** as the first model of behaviour change specifically designed to help public administrators.

IMPROVING COMPLIANCE

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RECIPE FOR SUCCESS

Based on an easily remembered mnemonic, INSPIRE captures and summarises seven proven techniques (right) to achieve compliance.

INSPIRE provides specific instructions on how to apply each of these techniques and overcome practical challenges as they arise. In other words, INSPIRE provides a 'recipe' for designing high-impact targeted messages that get results.

CASE STUDIES

INSPIRE has been shown to work in a range of contexts. For example:

- By applying INSPIRE techniques, we helped VicRoads (now Department of Transport) improve on-time reporting by drivers who were required to have a doctor check their medical fitness to drive by 24%.
- By making subtle changes to the Environment Protection Authority Victoria's litter fine communications, INSPIRE helped to reduce the number of people avoiding payments by 13%.
- Using INSPIRE techniques in vehicle registration renewal letters elicited tens of millions of dollars more in on-time payments.

HOW TO ACCESS INSPIRE

We can work with you in three ways:

1. We can provide full instructions on how to use INSPIRE for a fee.
2. We also provide a research service, where our experts can help you improve your communications using INSPIRE.
3. Your staff can participate in online training (see behaviourworksaustralia.org/INSPIRE).

INSPIRE TECHNIQUES

- I Implementation intentions** – close the 'intention behaviour gap' by encouraging people to make a plan to act.
- N Norms** - use a combination of injunctive norms and descriptive norms to increase the uptake of desirable behaviours.
- S Salience** – use visual stimuli, such as colour and symbols, to demand attention.
- P Procedural justice** – show the fairness of the process by emphasising the accuracy of the information, lack of bias, consistent procedures and respectful treatment of the individual.
- I Incentives** – use the right kind of monetary and non-monetary incentives.
- R Reputation and credibility** – ensure that the communications come from, or are authored by, someone who can inspire belief.
- E Ease** – making compliance easier via clear instructions.

** Ref: The INSPIRE Framework: How Public Administrators Can Increase Compliance with Written Requests Using Behavioral Techniques. <https://doi.org/10.1111/puar.13004>*

To learn more about BehaviourWorks Australia's products and research services, visit: behaviourworksaustralia.org
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BehaviourWorks Australia is a behaviour change research enterprise within the Monash Sustainable Development Institute at Monash University.