



S.P.A.R.K.

Transforming Workplace Health and Safety Knowledge Access for AIHS

The Australian Institute of Health and Safety (AIHS) is the national association for workplace health and safety in Australia. AIHS sought to enhance their member engagement by creating a more accessible, responsive knowledge resource. They envisioned an AI-driven solution that could streamline access to essential workplace health and safety information, regulatory guidelines, and career resources for their members. In collaboration with Betty, AIHS launched S.P.A.R.K. (Safety Professional Assistant and Resource Knowledge-Base) in September 2024—a **custom AI assistant designed to serve as a reliable, expert resource for professionals seeking safety knowledge.**

Addressing Challenges

- Before SPARK, AIHS members had to navigate a fragmented system of health and safety resources.
- Finding information meant downloading and manually searching through 10,000+ page resources.
- Similarly, members had difficulties accessing accurate and up-to-date state-based legislation.

SPARK provides a centralized and trusted source of information, revolutionizing the way AIHS members can access the resources they need. Members get precise answers to their questions, saving significant time and enhancing their ability to address workplace safety effectively.

Member Feedback

“I tried some of the most obscure and irrelevant situations I could think of across a broad range of industries and am amazed at the responses. This tool is going to be a massive asset to my everyday work.”

“AIHS, I take my hat off to you! I am asking it question after question. This is possibly one of the best things I have ever used in relation to finding and sourcing safety information. KUDOS!!”

“To say that I am excited to use this tool is an understatement. I can only imagine what has gone into making this happen, and the industry will be the better for it. Thank you!”

Want to revolutionize the way your members engage with your content?

Contact Betty at rob@meetbetty.ai or book a demo to learn how we can create a custom AI assistant tailored to your organization.

[Book a demo](#)

rob@meetbetty.ai



MEET SPARK

FIRST 45 DAYS

1,024
UNIQUE USERS

4,371
QUESTIONS ASKED

LOOKING AHEAD

CONTINUOUSLY
EXPAND THE
KNOWLEDGE BASE

USE MEMBER FEEDBACK
TO IDENTIFY
KNOWLEDGE GAPS

ENHANCE CAPABILITIES
AND GROW USAGE

