



TABCORP'S WINNING BET ON EMPLOYEE ENGAGEMENT

How InForm Transformed
Internal Communications



“From static intranet to a dynamic culture hub, Tabcorp and Staffbase reimaged the digital workplace to connect, engage, and empower employees across Australia.”



Employee App &
Intranet “InForm”
Platform: Staffbase



Region:
Australia



Industry:
Gaming & Entertainment

About Tabcorp

Tabcorp is Australia’s leading wagering, gaming, and entertainment company. The business operates across a diverse portfolio that includes digital wagering platforms, standalone and in-venue retail outlets, racing operations, and 24/7 broadcast and gaming services. Tabcorp crafts excitement everywhere through cutting-edge technology, unrivalled products, and immersive live experiences. All initiatives are guided by its strategic pillars: Omnichannel Customer Experiences, Innovation and Growth, and Industry Sustainability.

This focus on innovation, digital transformation, and connecting people makes Tabcorp a natural fit for **Staffbase**. Just as Tabcorp delivers seamless, customer-first experiences, Staffbase enables Tabcorp to deliver the same quality of connection internally, ensuring its diverse workforce is informed, engaged, and empowered through a modern, flexible communication platform.



“ InForm is a living, breathing system that evolves with our people. It’s not just about news – it’s about connection.”

Sam Brusasco – Employee Communications Partner

Key people

Sam Brusasco joined Tabcorp in June 2019 and has since held a range of a range of internal communications positions within the organisation. He has over a decade of internal communications experience, with a focus on helping companies navigate organisational change specifically through mergers and demergers, building company culture, supporting critical operations, and optimising employee engagement. Prior to joining Tabcorp, Sam held communications and marketing positions with TerryWhite Chemmart, Australia’s largest pharmacy group. Sam holds a Bachelor of Media and Communications from the Queensland University of Technology.



“ We wanted something modern, sleek, and exciting that would reflect our identity as a tech-led entertainment business. InForm has delivered exactly that.”

Laura Mitchell – Senior Employee Communications Partner

Laura Mitchell joined Tabcorp in 2022 as a Communications Partner and now leads the employee communications team as Senior Partner. Since joining, Laura has played a key role in supporting senior leaders through significant organisational change, delivering impactful communications across the business. Her team helps shape Tabcorp’s culture by creating content that celebrates its people, driving well-being initiatives, and supporting events that bring teams together. Prior to Tabcorp, Laura held communications roles at Qantas and leading creative agency Thinkerbell. She also worked in horse racing PR in the UK, building on a lifelong connection to the sport and sparking a passion for the broader industry. Laura brings a creative and strategic mindset to her work, with a strong focus on enhancing the employee experience and helping leaders connect meaningfully with their teams. She holds a Bachelor of Arts from Monash University and a Master’s degree from UNSW.



Building culture and connectivity at Tabcorp

In 2022, following a major demerger, Tabcorp embarked on a journey to refresh its identity and reimagine how its people connect. With thousands of employees spread across offices, operational worksites, and out in the field, internal communication needed to become a unifying force. The business wanted to shift away from a traditional, static intranet model and instead create a vibrant digital workplace that reflected its new focus as a tech-led entertainment business.

Enter InForm — powered by Staffbase.

The challenge

- The previous intranet was largely a content repository with limited engagement opportunities. Employees mostly consumed information rather than contributing.
- After the demerger, Tabcorp sought a fresh start that aligned with its new strategic goals and modern workplace expectations.
- Leadership wanted to ensure internal communications reflected Tabcorp's modern culture and reinforced its identity as a digital-first business.
- With thousands of frontline employees across Australia including staff in call centres, a broadcast studio and racing operations, there was a strong desire for a mobile-first solution that supported deskless workers while also further engaging and exciting their corporate teams.
- Improving culture and connectivity was essential to strengthening engagement, boosting retention, and celebrating employee achievements.

The solution: “InForm”

Initially launched in August 2024 and reimagined in March 2025, InForm quickly became the beating heart of Tabcorp’s internal communications. The platform was designed to be dynamic, user-friendly, and employee-driven, transforming the way people connect and share information.

Key Features and Benefits:

Two-way communication: InForm encourages employees to post, comment, like, and participate in conversations, creating a sense of shared ownership.

Communities: Purpose-built groups for teams, projects, and interests are now among the best-performing channels within Tabcorp, helping to connect employees and reduce silos.

Employee Benefits Hub: A popular destination that facilitates registrations for sports and racing events, making it one of the most trafficked pages outside the homepage.

Video-first approach (“TAB TV”): Leadership and employee-generated video updates have become highly engaging, sparking more conversation and visibility across teams, ensuring employees see themselves and their team mates across the platform.

Mobile-first design: ensures accessibility for frontline and field-based staff to create a culture of inclusivity and unity.

Staffbase Email integration: Attractive, analytics-rich campaigns are used to drive traffic back to InForm, making email and intranet complementary rather than competing channels.



The impact

InForm has delivered measurable improvements in both engagement and culture:

Engagement Metrics:



✓ 96% daily active users



✓ 27% engaged users



✓ Significant year-on-year growth in page views, comments, and likes

Culture & Connectivity:

Employees are welcoming new hires through comments and posts, building a stronger sense of community. Celebrating wins has become a key theme, with staff using InForm to share success stories. Leaders are more visible, posting videos and participating in conversations.

Employee Experience:

InForm provides a “quick sugar hit” of positivity, complementing email for critical business updates. Employees report that they feel closer to leadership and more connected to the broader company. By combining the capabilities of InForm and Staffbase Email, we can strategically scale internal communications to suit the urgency and impact of each message — ranging from a simple community post to a comprehensive campaign incorporating email notifications, push alerts, video content, and more. The platform also supports us to create high-impact, experiential moments through initiatives such as employee competitions, internal celebration events, and rich multimedia storytelling.

Business Outcomes:

Higher retention is supported by stronger engagement.
Employee-generated stories provide fresh content for corporate communications.



Looking ahead

Tabcorp sees InForm as a constantly-evolving platform rather than a finished product. With Staffbase, they are focused on continuous improvement:

- **AI-powered support:**
Leveraging Copilot tools to draft content, summarise key messages, and support comms teams while maintaining the “Tabcorp voice.”
- **Deeper integrations:**
Exploring greater alignment between Staffbase Email and InForm to make employee journeys seamless.
- **Continuous innovation:**
Staffbase’s regular feature releases ensure InForm never stagnates and can adapt as employee expectations evolve.
- **Frontline focus:**
Ongoing efforts to increase adoption among non-desk employees, ensuring everyone is equally informed and engaged.

Why Staffbase?

Innovation-first approach:

Frequent new feature releases keep the platform relevant and engaging.

Mobile-first capabilities:

A crucial advantage for Tabcorp’s diverse workforce, many of whom are not office-based.

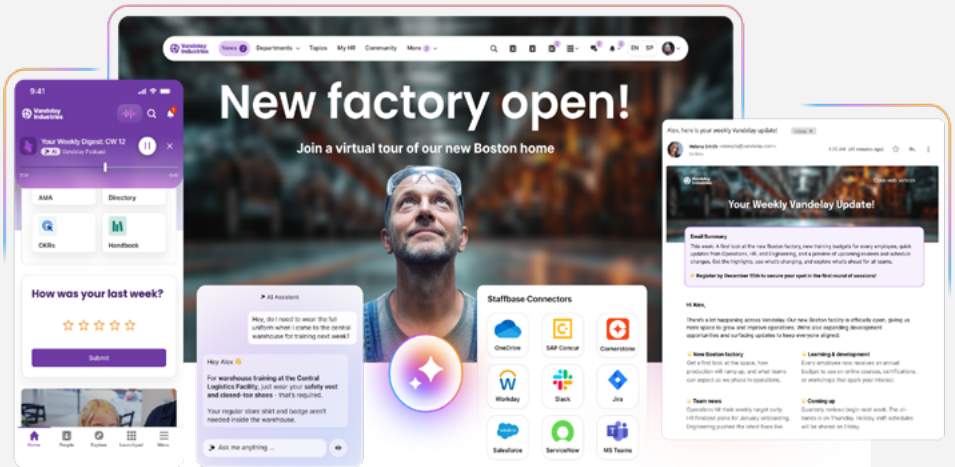
Analytics and insights:

InForm provides deep visibility into how employees engage with content, helping Tabcorp refine its strategy.

Scalability:

A platform that can grow alongside Tabcorp’s ambitions as Australia’s leading wagering and entertainment provider.





BRING TRUSTED AI TO THE CHANNELS YOUR EMPLOYEES USE EVERY DAY.

With an AI-native Employee Experience Platform that will transform how people connect, communicate, and get work done.

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insights.staffbase.com/dm/schedule-demo

