

# Sharpe Bros spread the word in Victoria

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**Sharpe Bros.** is a leader in the roads industry, developing and providing viable solutions and technologies to improve the quality and safety of Local and State Government road networks throughout Australia. Taking the Initiative to Develop Innovative Solutions, Sharpe Bros won the Best Workplace Health and Safety Practices prize at the National Safe Work Awards. Presenting at the Total Safety Conference in Perth, Sharpe Bros described how they created a mascot named Safety Bro to promote occupational health and safety around their worksites.

**Safety Bro** is a fun character with a strong visual presence to promote work place safety and has become an integral member of the team. Sharpe Bros discussed the development of the initiative and the successful use of marketing and IT channels to support Safety Bro. Delegates explored:

- How the Safety Bro initiative came about
- The impact of Safety Bro's ubiquitous presence eg. on safety induction handbooks, work sheets, coffee mugs, message boards, in the board room and in the lunch rooms and plastered on stickers.
- How Sharpe Brothers have effectively utilised technology, media and social networking tools to encourage safe work practices and reinforce the 'What would Safety Bro think?' motto

Discussing the Western Australia experience at work sites were delegates from John Holland Group, Curtin University of Technology and Abigroup along with Stan Sexton - Corporate Manager Safety - Public Transport Authority WA, Michael Leeks - OSH Manager - Main Roads Western Australia, and Nina Lyhne - WorkSafe Commissioner - Commission for Occupational Safety and Health, Western Australia.