

## GO THE BRO

AN INNOVATIVE approach to workplace safety has won Gosford contractor Sharpe Bros a Workcover New South Wales Work Award. New company mascot Safety Bro (pictured) was created to address complacency about occupational health and safety issues. Company spokesperson Michael Sharpe said Safety Bro had become an integral part of the team and inspired renewed enthusiasm for safety messages.

“Safety Bro stickers are plastered all over our worksites and machines, we send his safety messages in regular text messages and OHS announcements, and he even has his own website and *MySpace* page,” Sharpe said.

“Safety Bro’s encouraging messages about safe work practices such as ‘What would Safety Bro think?’ have become favourite catch-cries for our staff.”

