

## Business Connect

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# Little green man with no pants

Central Coast NSW Business Chamber member Sharpe Bros, which featured in the February/March 2008 edition of Business Connect, has been awarded the Best Workplace Health and Safety Practices in Small Business prize in the National Safe Work Australia Awards. The award was presented for their creation of a green mascot

– Safety Bro – an innovative response to complacency in the workplace and a way of promoting occupational health and safety around their worksites. Chairman of the Australian Safety and Compensation Council, Mr Bill Scales, said the company had successfully used marketing and information technology

channels to make a fun and easily integrated concept accessible at a range of different levels.

Employers, please note that the Safety Bro program is available to other companies looking to reinvigorate concern for safety in their workplaces. Find out more about the program at [www.safetybro.com.au](http://www.safetybro.com.au).



Hayden Sharpe, Minister for Employment and Workplace Relations, Julia Gillard, Richard Sharpe, Member for Robertson, Belinda Neale, and Michael Sharpe.