

What would Safety Bro think?

The commitment of the roads industry to occupational health and safety excellence has been highlighted by the award-winning Safety Bro campaign developed by a New South Wales civil contracting and roads maintenance company.

Sharpe Bros, based at Gosford, won the Best Workplace Health and Safety

Practices in Small Business category at the 2007 National Safe Work Awards held recently in Canberra.

Brothers Michael, Richard and Hayden Sharpe received the award for developing a stylised green mascot named Safety Bro to promote occupational health and safety among employees at their worksites.



Michael Sharpe said stickers of Safety Bro could be found all over the worksites and on machines. He said the little green man had become everybody's 'best mate'.

Mr Sharpe said Safety Bro's safety messages were sent to staff in regular text messages and OHS announcements. The mascot even has his own website at <http://www.safetybro.com.au/> and also has a MySpace page.

"Safety Bro has become an integral part of the team and has inspired renewed enthusiasm for safety issues. Safety Bro's encouraging messages about safe work practices such as 'What would Safety Bro think?' have become favourite catch-cries for our staff," Mr Sharpe said.

The National Safety Work Awards are the premier national awards in Australia for occupational health and safety. They promote continuous improvement in OHS by recognising excellence at government, organisational and personal level.

The awards are organised by the Australian Safety and Compensation Council. ASCC Chairman, Bill Scales, said the Safety Bro concept was the catalyst for an improved safety culture at Sharpe Bros.

"Sharpe Bros successfully utilised marketing and information technology channels making a fun and easily integrated concept accessible at a range of different levels," Mr Scales said.

The Safety Bro program is available to other companies looking to reinforce health and safety as a core part of their business.

Sharpe Bros can be contacted on (02) 4324 6555.