



Safety

is Everybody's Business

Safety is everybody's business, that's the message coming across loud and clear from the Australian Safety and Compensation Council (ASCC), the organisers of Safe Work Australia Week.

Safe Work Australia Week is a national week focusing on workplace safety issues around Australia. It aims to encourage all working Australians to get involved in, and concentrate on, safety in their workplace to reduce death, injury and disease.

Held from 19-to-25 October 2008, Safe Work Australia Week asks employers and employees around Australia to focus on safety in the workplace and to foster a safe and healthy workplace culture.

Why is Workplace Safety Important? Over 140,000 Australians are seriously injured at work every year and more than 250 die as a result of work-related injuries. Many more die as a result of work-related diseases.

The tragedy is that work-related injury, illness and death can be prevented through the adoption of safer work practices.

There are many reasons for staying safe at work. Workplace safety doesn't just affect you at work – it affects your whole family. Staying safe at work ensures a safe return home to friends and family.

A Passion for Safety

Joint Managing Directors of Sharpe Bros, brothers Michael, Richard and Hayden Sharpe have built their business on safety. Their passion for safety is evident through their recent success in winning the ASCC Best Workplace Health & Safety Practice in Small Business Award.

Michael Sharpe says, "It's important for all businesses, large and small, to recognise the importance of safety issues. Initiatives like Safe Work Australia Week, organised by the ASCC, help raise

awareness and encourage businesses to take safety seriously."

As a family owned company that provides civil contracting and road maintenance services to local councils and government roads authorities, Sharpe Bros' work involves making roads stronger and safer for motorists.

Michael Sharpe says ensuring worksites are safe for staff is equally important because workplace safety doesn't just affect the worker at work, but their whole family.

"Working in the construction industry, which has one of the highest rates of injuries, safety is paramount so we have invested time and energy building a strong safety culture," Mr Sharpe said. The company worked with its team to develop a playful green mascot, Safety Bro,



SAFETY – EVERYBODY'S BUSINESS

NATIONAL SAFE WORK AUSTRALIA WEEK 2008 IS FAST APPROACHING: It's time to get involved.

How can I Participate?

You can get involved by participating in a safety event in your state or territory or by organising your own Safe Work Australia Week activity. Making safety an everyday priority not only improves OHS performance, but can have a significant effect on productivity.

Hold your own Safe Work Australia Week Event

By organising a safety event in your workplace you can begin to show your employees the importance of safety and the role that everyone plays in making safety a priority at work. Some suggestions include:

- A safety BBQ hosted by your OHS representative for all staff
- Best-dressed safety gear competition
- Design a safety poster competition with the winning design produced and displayed around your workplace or,
- Conduct a safety seminar over morning tea to review your organisations' OHS policies and procedures.

For further ideas, download the employer kit and order free promotional products from the ASCC website.

to promote Occupational Health and Safety (OHS) around Sharpe Bros worksites.

Safety Bro

"Safety Bro has become everybody's best mate. He is an integral member of the team and has inspired renewed enthusiasm for safety issues," Mr Sharpe said.

Safety Bro stickers are plastered all over the company's worksites and machines, and safety messages are sent out in regular text messages. Safety Bro even has his own website (www.safetybro.com.au) and MySpace page.

After winning the national Safe Work Australia Award, Sharpe Bros was approached by other small businesses looking for a simple and effective method for promoting OHS in the workplace.

“Safe Work Australia Week is a national week focusing on workplace safety issues around Australia.”

Such a Success

"Safety Bro has been such a success that we're now tailoring the program to individual companies' needs, so that businesses right across the country can benefit from this award winning formula and to ensure that the safety message can reach a wider audience," Mr Sharpe said. "It's not good enough to pay lip-service



to safety. Safe work practices should be integrated into all parts of the business, at every level. They should become part of a company's culture," Mr Sharpe said.

"Sharpe Bros has seen the benefits that come from investing in the safety of staff in creative and engaging ways and we strongly encourage others to do the same.

"The development and implementation of our Safety Bro program has been hugely rewarding for every single person in our business and the Safe Work Australia Award was a terrific bonus."

The ASCC encourage every business to get involved in Safe Work Australia Week and

have produced a range of free materials to assist in hosting your company's individual Safe Work Australia Week events.

Get involved, start planning and remember safety is everybody's business

For more information about Safe Work Australia Week including what's happening in your state or territory, ideas for events and safety initiatives, including how to order free promotional products visit www.ascc.gov.au