

“Safety Bro” Program wins WorkCover award

Sharpe Bros. "Safety Bro" Program is the Workcover NSW State Winner for the Best Workplace Health and Safety Practices in Small Business.



The WorkCover NSW Safe Work Awards were held on the 25th October 2007 at the Homebush Convention Centre, with more than 450 guests attending the inaugural black tie gala dinner.

Parliamentary Secretary to the Minister for Industrial Relations, Virginia Judge MP, presented the awards at the fourth annual Safe Work Awards at Homebush Bay.

There were a record 111 entries with 17 finalists in this year's awards from which six recipients were announced in front of over 450 people.

The annual awards showcase innovation and excellence and recognise best practice by highlighting industry achievement in workplace safety and Ms Judge said it was encouraging to see such a high standard of entries with ingenious solutions developed by employers and workers as part of their commitment to create safer workplaces.



L-R Anny Slater, Parliamentary Secretary for Industrial Relations, Virginia Judge MP, Michael Sharpe, WorkCover CEO, Jon Blackwell and Hayden Sharpe.

Award winners were chosen following a rigorous judging process, by a panel made up of WorkCover representatives, Unions, Employer Groups and Specialist OHS bodies.

Safety Bro is a champion of safety in the workplace who encourages important safety and injury prevention through a fun and effective way of saying, "Safety Bro is working with you" and "What would Safety Bro think?" A range of stickers are prominently displayed around worksites. Safety Bro also has a dedicated website and MySpace page, which are used to issue regular text messages and OHS announcements.

Judges Comments - *This is a great small business application of an awareness campaign, involving their staff in the development, gaining ownership by the workers and involving their families through the web and events that encourage further safety awareness. This is an innovative response to complacency in the workplace, while maintaining genuine enthusiasm and a family business feel through integration of safety into their work.*