

Thursday, 6 September 2007

NEW WORKPLACE SAFETY CAMPAIGN – ‘LOOK AFTER YOUR MATES’

Mateship at work is the theme of a new advertising campaign promoting workplace safety in South Australia.

‘Look After Your Workmates’ is the key message of the \$1-million campaign designed for SafeWork SA by local agency, Clemenger BBDO.

“We believe this expenditure is essential to help keep South Australians safe at work,” said Industrial Relations Minister Michael Wright.

“Research for this campaign showed that ‘mateship’ is a quality alive and well in our workplaces and is an effective medium to help change attitudes on workplace safety.

“Since people are more likely to listen to their friends than authorities, workmates are often the best early warning system about any potential dangers in a workplace.

“The message is simple, emotive and universal. People of every age in every workplace, be they employee, supervisor or employer can understand it and put it into action.

“Workplace health and safety requires everyone to play their part,” said Mr Wright.

The TV advertisement was shot entirely in and around Adelaide businesses, starring actual workmates at those sites. The jingle using the Cole Porter tune, ‘Friendship’ is sung by local talents, Catherine Lambert and Pete Michell.

The SafeWork SA Advisory Committee, which is composed of senior business, union and community representatives, commissioned the campaign, with funding approved in the last Budget.

“An advertising campaign is not a magic bullet to solving the issue of workplace safety,” Mr. Wright said.

“But it does complement the rigorous enforcement of OHS requirements and the many other projects SafeWork SA is driving to make workplaces safer.

“This includes information and assistance through the SafeWork SA telephone Help Centre and from our inspectors who are out in workplaces every day, assisting and educating employers and employees.”

The *‘Look After Your Workmates’* campaign will cover all media across the state, with advertisements booked for metropolitan and regional television, radio, press, billboards and other relevant media such as construction site work sheds. The first television advertisements air this evening.