

Zero harm at work

Watpac Limited

www.watpac.com.au



Watpac is one of the fastest-growing companies in Australia. Its business includes construction, property development, specialty services (refurbishments), civil landscaping, civil infrastructure, civil engineering, and mining.

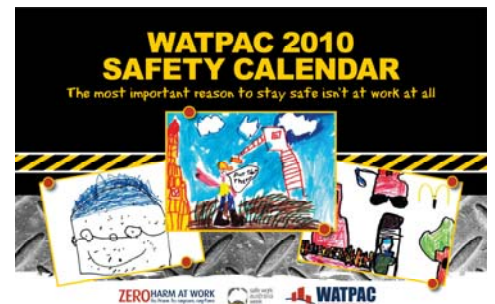
At Watpac, they have placed no higher priority than the safety of their people, the public, and their sub-contractors. As part of this commitment to safety Watpac introduced a safety calendar and poster competition to get workers' and their families thinking about health and safety at work.

PROJECT DESCRIPTION

Watpac's safety calendar and poster initiative encouraged the involvement of workers and their families to ensure that the importance of health and safety was discussed not just at the workplace but also at home.

The children of Watpac employees at Brisbane's Dutton Park and Coopers Plains sites were asked to draw a workplace scene demonstrating safe work practices. Twelve winners were selected and their drawings were collated into a 2010 calendar which was distributed to the winners, Watpac employees and industry representatives.

Watpac also developed a series of safety themed posters in conjunction with Safe Work Australia Week. The safety calendar and the posters were branded with the key messages *Zero Harm at Work - No harm to anyone, anytime* and *Work safe Home safe*.



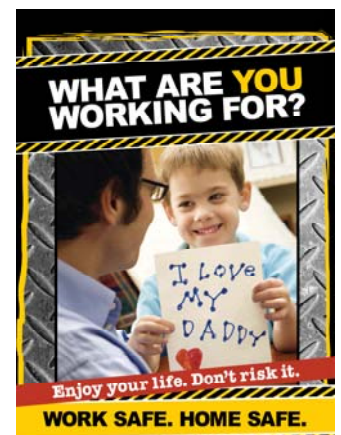
INITIATIVES TO IMPROVE WORKPLACE HEALTH AND SAFETY

Watpac strongly believes that health and safety should **not** only be advocated in the workplace, but in all aspects of a worker's life. Health and safety should be a 24 hour job, not just limited to work hours.

The Watpac calendar is an integral part of this 24-hour-a-day emphasis on safety and ensures that the safety message is advocated at home, in the workplace and to the wider community.

Watpac also developed a series of safety themed posters as part of Safe Work Australia Week. The posters, which appeal to workers no matter what stage of their life they are in, including pictures of:

1. a couple at the beach holding hands
2. a young couple building their future
3. a young man playing electric guitar
4. a young man on a motor cycle
5. a fisherman waiting for the 'big one' to bite
6. a father and young boy on the beach fishing
7. a mother and father with their young child
8. a group of young friends enjoying life, and
9. dangers of not wearing personal protective equipment.



The posters ask the question: “What are you working for? Enjoy your life. Don’t risk it.” Another poster promoting protective gear says: “Hard hats are practical not fashionable. After all, you are not on a catwalk.”

The posters were distributed to all Watpac sites in Queensland, New South Wales and Victoria.

The initiative demonstrated to Watpac employees how serious their company considers health and safety, and helped generate discussion among family members, not only in the workplace, but in the home.

ROLE OF SENIOR MANAGEMENT

The safety initiatives were derived from stratagems set out by Watpac’s OHS Steering Committee, which comprises the General Managers and Construction Managers of Watpac’s Construction, Property and Speciality Services divisions, and Safety Manager. The initiatives were also endorsed by the company’s Managing Director.

OUTCOMES AND BENEFITS

As part of the calendar drawing competition the children included their own quotes, some examples included:

- “My dad wears a hard hat and a fluoro safety vest to be safe at work.”
- “Daddy is walking to smoko, making shaw [sic] the path is clear and the barricade is in place. Watch out for the big machines, Dad.”
- “My Dad is working safely with his harness, steel cap boots, helmet, fluoro shirt, and sunscreen on.”

These captions demonstrate that children also recognise some of the basic safety principles. The exercise was a creative and fun way to encourage children to ask their parents about health and safety at work and made children more aware of health and safety practices. Watpac hopes that through this initiative children will encourage their parents to maintain strict safety practices, and, when they eventually enter the workforce, will also have a good understanding of workplace health and safety principles. Ultimately, Watpac believes this initiative has helped to increase awareness of health and safety principles on Watpac sites and therefore has increased productivity, as a safe workplace is a productive workplace.



The posters were successful as they showed leisure activities that workers’ enjoy such as going to the beach, fishing and playing music. They urged employees to continue to enjoy their lives by being healthier and safer. Because the posters were displayed at worksite they were a daily reminder to be safe.

The calendar and the posters align with the zero harm approach because they are an example of leaders devising programs that help build a good safety culture in the workplace, and the home.

HOW COULD THIS INNOVATION/ACTION HELP INDUSTRY?

The success of Watpac’s safety calendar and poster initiative may encourage other players in the construction industry to target safety messages to the families of their employees, building on the “Work Safe, Home Safe” mantra. Other organisations may follow Watpac’s lead by focusing on the overall wellbeing of the family unit as a supportive network to their own employees. With this may follow the adoption of a more safety aware culture, not just in the construction industry but further afield as family members take the key messages of safety into their own workplaces. In addition, it could encourage educators to begin incorporating programs regarding workplace health and safety - and health and safety in the home - into their curricula.

LESSONS LEARNT

Involving children of employees in workplace health and safety education is a great way to further encourage parents to be particularly mindful of health and safety principles and practices in the workplace, and in the home. For their parents, clever workplace posters continue to be an effective daily reminder to be safe.

CASE STUDY CONTACT

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