



Safety Ambassadors Information Sheet

What is National Safe Work Australia Week?

National Safe Work Australia Week is a key initiative of Safe Work Australia. Now in its seventh year, the Week will be celebrated from **23 to 29 October 2011**.

National Safe Work Australia Week is held annually in October to raise awareness of work health and safety. The aim of the week is to encourage all working Australians to get involved in and concentrate on safety in their workplace to reduce death, injury and disease.

What is a Safety Ambassador?

National Safe Work Australia Week Safety Ambassadors can be any working Australian who has a passion for work health and safety and is dedicated to making workplaces safer.

In previous years Safety Ambassadors have included Ministers, Chief Executive Officers, health and safety representatives, managers and employees from a wide range of industries.

How do I become a Safety Ambassador?

Registering to become a Safety Ambassador is quick, easy and free to do. All you need to do is fill in the online Safety Ambassador Registration Form which can be found by going to the Safe Work Australia Week page on www.safeworkaustralia.gov.au

You will receive a confirmation email from Safe Work Australia once your registration has been received and accepted.

Can more than one person from our organisation become a Safety Ambassador?

Generally only one person from each organisation will be accepted as a Safety Ambassador. However, multiple people may apply if you are part of a national organisation with various locations across Australia.

Do Safety Ambassadors receive anything?

Once your registration has been accepted, Safe Work Australia Safety Ambassadors will receive:

- a Safe Work Australia Week Safety Ambassadors Kit containing useful information, posters and other material to assist them in their role as a Safety Ambassador
- a special Safe Work Australia Week lapel pin
- promotion on the Safe Work Australia website—your name, organisation and safety quote will be published on the Safety Ambassadors page, and
- an opportunity to enter the Safety Ambassador of the Year Award.

What do Safety Ambassadors do?

The role of a Safety Ambassador is to promote the importance of safer workplaces, primarily during Safe Work Australia Week. They set safety examples, drive safety messages and continually emphasise everyone's right to return home safely from a day's work.





As Safety Ambassador you should:

- 1) *Lead by example*
Set good safety examples in your workplace, highlight areas that need improvement and encourage others to follow your lead.
 - 2) *Drive safety messages throughout your workplace*
Determine key safety messages for your industry and promote these throughout your workplace. Develop safety messages specific to your workplace, or have a brainstorming session to give employees the opportunity to come up with some creative messages or slogans.
 - 3) *Raise awareness of the importance of a safe working environment for all employees*
Distribute relevant work health and safety information or organise refresher training for employees.
 - 4) *Get your workplace ready for Safe Work Australia Week*
Make sure employees have the dates for Safe Work Australia Week marked on their calendars. Ask employees to contribute ideas about how they would like to celebrate the week and begin planning as early as possible.
 - 5) *Raise awareness about Safe Work Australia Week and its purpose*
Use whatever tools are available at your workplace to communicate with staff; put posters up, post information on your intranet, noticeboard or in your staff newsletter and send email updates.
 - 6) *Encourage everyone at your workplace to participate in Safe Work Australia Week*
Use employees' suggestions to create engaging events and activities that they are interested in. Consider using prizes or other incentives (where suitable) to get people involved.
 - 7) *Organise meaningful events in your workplace that aim to:*
 - get employees thinking about work health and safety and what they can do as an individual to improve it
 - give all employees a chance to have their say about the health and safety in your workplace
 - showcase or reward safe behaviour
 - educate employees about the work health and safety laws that govern their industry
- A list of event and activity ideas are available on the Safe Work Australia Week page on www.safeworkaustralia.gov.au
- 8) *Attend events that have been organised by the work health and safety authority in your state or territory*
Be aware of who the work health and safety authority is in your state or territory. Keep an eye on their website for details about any Safe Work Australia Week events they may be holding for the public. Make sure you distribute information about suitable events to other employees so they can also attend.

What is the Safety Ambassador of the Year Award and how do I enter?

The Safety Ambassador of the Year Award is a new initiative for Safe Work Australia Week. All registered Safety Ambassadors are eligible to enter. The Award will be presented to the Safety Ambassador that demonstrates the most creativity, commitment, and participation in Safe Work Australia Week.





Entries are due 18 November 2011 and the winner will be announced on 30 November 2011. For an entry form and more information about the Safety Ambassador of the Year Award go to the Safe Work Australia Week page on www.safeworkaustralia.gov.au

How long does the role of a Safety Ambassador last?

While Safe Work Australia Week puts work health and safety in the spotlight for one week each year, safe workplace behaviour must be practiced year round.

A Safety Ambassador's primary role is to promote and encourage work health and safety in the lead up to and during Safe Work Australia Week. However, once the week is over, you are encouraged to continue your role as a Safety Ambassador. What you and your organisation learn during Safe Work Australia Week can be practiced year round. Continue to reinforce your safety messages and make sure work health and safety does not get forgotten until next year.

If I don't become a Safety Ambassador, can I/my organisation still participate in Safe Work Australia Week?

You do not have to be a Safety Ambassador to participate in Safe Work Australia Week. Information and resources are available on the Safe Work Australia website which can be accessed by anyone. However, by becoming a Safety Ambassador, you can raise awareness of the importance of safety in your organisation and really make a difference.

