

# Safety Culture

## The Key to Business Viability

Much like slips, trips and falls are no longer the only priority for Work Health and Safety, neither is ensuring positions are filled by Human Resources particularly operating in an unsafe and toxic workplace culture.

### Enter, Safety Culture.

This article explores what it is, and why it's the key to unlocking productivity to drive sales and customer satisfaction while saving the business money.

Imagine a workplace that consistently ignores employee injuries, overtime spending exceeding the salary budget, nil work structure and above 60% attrition. Does this sound like a nightmare? It's a true story and Delivering Outcomes turned this business around in eight weeks.



### How?

By developing a strategic approach to safety through the organisation, Work Health and Safety and Human Resources develop and embed Safety Culture.

What is Safety Culture? A set of behaviours, values and rules adopted by the organisation on safety practices, but this is not just another recycled spiel about safety compliance. Every organisation needs a Safety Culture strategy and the top five areas necessary to ensure strong implementation are:

1. Leadership: Leaders must actively support and participate in safety initiatives and set a proactive tone for the workforce by demonstrating safety in all decisions and actions.
2. Employee Contribution: This is equally important to leadership. Open communication fostering trust is essential. Employees should be empowered to raise

issues, make suggestions and take ownership of their work life without fear of retribution.

3. Transparent and Clear Policies, Procedures and Goals: Accessible safety policies, goals, and plans developed and endorsed by your employees for the future. This helps everyone understand the expectations and work towards common safety objectives.
4. Accessible Incident Reporting System: Implement an easy, robust, and preferably mobile system for reporting and investigating incidents. This introduces accountability and all safety concerns are addressed efficiently and effectively.
5. Constant Education and Incentives: By supporting the team to remain informed and accountable keeps them motivated. Introducing simple and achievable safety procedures allows continual education, and high vigilance for self and colleagues and encourages proactive safety solutions.

*So, what's the point?*

Safety Culture is a proactive and comprehensive business advantage that benefits everyone within the organisation.

Creating an environment where every employee, including leaders, takes ownership of safety both, individually and that of their colleagues will lead to achieving the following outcomes:

1. Cost Savings Through Accident and Injury Reduction: Motivated, proactive, and safe employees minimize the occurrence of workplace accidents and injuries by mitigating risks and reducing the propensity to pay sick leave, higher insurance premiums, investigations and other penalties while safeguarding employee well-being.
2. Enhances Positive Morale and Productivity: Safe employees are engaged and productive with greater job satisfaction leading to increased organisational revenue.
3. Improved Brand Awareness and Company Reputation: A robust Safety Culture will have your healthier and happier employees telling their friends and family about their unique working conditions leading to a positive organisational reputation capable of attracting top talent and more customers.

Contact us today if your organisation is keen to unlock untapped business potential by developing and embedding a robust Safety Culture strategy in the workforce.

## Delivering Outcomes

1300 614 114

[info@deliveringoutcomes.com.au](mailto:info@deliveringoutcomes.com.au)

<https://whs-compliance-wa.com.au/>

