

# Media Release



**Robin Scott MP**

Minister for Finance

Minister for Multicultural Affairs

Acting Minister for Police

Acting Minister for Corrections

Sunday, 21 February, 2016

## **NEW CAMPAIGN AIMS TO PREVENT VICTORIANS FROM HAVING A 'REALLY BAD DAY' AT WORK**

Victorian employers are being urged to make safety their first priority to prevent workplace tragedies with a new major public awareness campaign by WorkSafe.

Minister for Finance Robin Scott and WorkSafe Victoria Chief Executive Clare Amies launched the enforcement campaign, developed to encourage Victorian employers to improve safety in workplaces across the state.

The *'Really Bad Day'* campaign shows the consequences for workers, employers, businesses and workplaces when there is a workplace injury or fatality.

It will remind employers that they not only face the challenging and emotional task of having to explain the circumstances of a worker's death or injury to family members and traumatised colleagues, but they also face the possibility of criminal charges as a result of their failure to make safety a priority.

While Victoria remains the safest state in which to work, 20 people died in workplace fatalities and more than 26,000 workers were injured seriously enough to receive compensation in 2015.

WorkSafe inspectors conduct almost 42,000 workplace inspections each year, and public awareness campaigns play an important role in ensuring the workplace safety message reaches the entire Victorian community.

The campaign will run on TV, radio, print and online between 21 February and 25 June.

### **Quotes attributable to Minister for Finance Robin Scott**

*"While the rate of injuries in Victorian workplaces continues to decline, the simple fact is that it is never acceptable for anyone to be killed or injured at work."*

*"WorkSafe's new campaign highlights the tragic consequences of serious workplace injuries, and sends a powerful message to employers about the need to protect the safety of their workers."*

### **Quotes attributable to WorkSafe Chief Executive Clare Amies**

*"WorkSafe campaigns are confronting but they reflect the traumatic scenarios that do happen in Victorian workplaces."*

*"This campaign is a reminder to employers that WorkSafe inspectors visit workplaces anywhere, any day, any time and the message is a blunt one: if your workers aren't safe, then neither are you."*