



### NSW Government Urges Workers to Come Home Safe

Sunday 7th March 2010

Minister for Finance Michael Daley today launched a new \$2.58 million NSW Government safety campaign designed to enlist workers, but also their families, in a major effort to reduce workplace injury and death.

Mr Daley said the *Homecomings* campaign, which would run on TV, print and radio from 7 March to 27 June 2010, would target blue collar males aged 35-49 years, focusing on tradesmen, truck and construction workers – and their families.

“Research shows that family members can play a vital role in influencing their husband or wife, father or mother, son or daughter, sister or brother to heed the safety message,” he said.

“Family members make a valuable contribution – sometimes unconsciously – when seeing their loved ones off to work, asking how the day went or discussing concerns they may have about an aspect of their workplace.

“That’s why the NSW Government *Homecomings* campaign will seek to recruit them to reinforce the workplace safety message.

“Although workplace incident and injury in NSW rates are at their lowest in 20 years, more work is needed to bring that figure down as close as possible to zero

“Everyone has a right to return home safely at the end of the working day, but in 2007-08, a total of 30,000 workers didn’t – 53 were killed and the rest seriously injured at their jobs.

“We want to make NSW workplaces the safest in the world, and we believe we can do even better with the help of the families of workers.

“The WorkCover campaign will also target Indigenous workers and ethnic workers from 12 language groups – African, Arabic, Chinese, Greek, Indian, Indonesian, Italian, Pakistani, Spanish, Sri Lankan, and Vietnamese.

“WorkCover will spread its safety message across major radio, TV and print media outlets, as well as trade and specialist periodicals and newsletters,” Mr Daley said.