



## Campaign communication kit

Making workplaces  
safer for everyone,  
every day.

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Queensland  
Government

# ABOUT THIS KIT



This campaign communication kit provides a centralised set of materials to support the consistent campaign messaging for the “Making workplaces safer for everyone, every day” campaign.

In this easy-to-use kit you will find:

- key messages
- posters
- social media posts for sharing
- helpful links.

# KEY MESSAGES

## **Campaign purpose key message:**

The “Making workplaces safer for everyone, every day” campaign highlights the benefits of safer workplaces and empowers workers to actively engage in and create safer workplaces.

## **Overarching key messages:**

Whether you’re an employer, employee or dedicated health and safety representative, we all have a role to play in making workplaces safer for everyone, every day.

Workplaces across Queensland have the strongest safety protections in the country thanks to the Queensland Work Health and Safety and Other Legislation Amendment Act 2024.

Queensland employers should welcome the support of health and safety representatives in the workplace – it’s good business.

If you’re in charge you need to address unsafe work practices swiftly.

Employees need to adhere to legislative requirements and internal policies and procedures. If you’re unsure speak with your health and safety representative.

# KEY MESSAGES

## Personal protective equipment key messages:

In Queensland, personal protective equipment isn't just important, it saves lives.

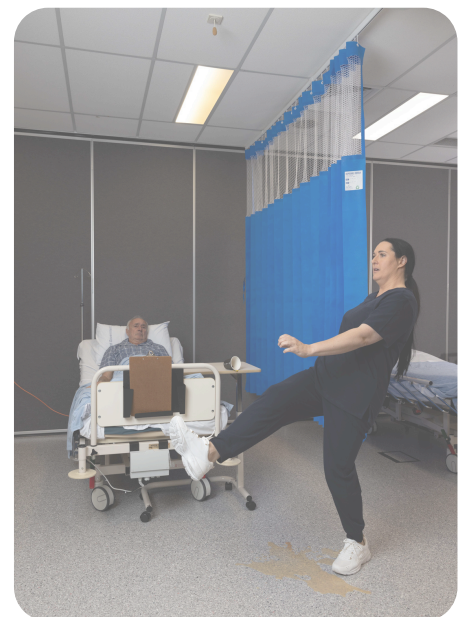
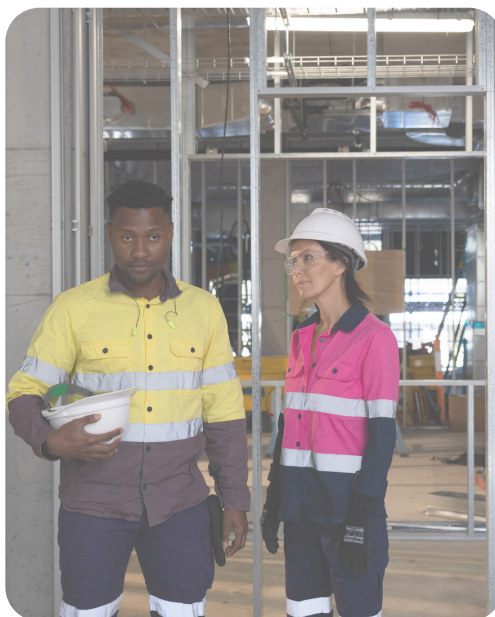
## Harassment key messages:

Workplace harassment, including sexual harassment is never acceptable. It creates a toxic environment and can cause lasting harm.

If you have seen, heard or been harassed in the workplace, don't risk it – report it!

## Slips, trips and falls key message:

Slips, trips, and falls can happen in any workplace. Find out what causes them and how you can prevent them.



**WE ALL HAVE A ROLE TO PLAY  
IN MAKING OUR WORKPLACES  
SAFER FOR EVERYONE**

**EVERY DAY**



**Workplace harassment including sexual harassment is never acceptable.**

To find out more visit [www.worksafe.qld.gov.au/saferworkplaces](http://www.worksafe.qld.gov.au/saferworkplaces)



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# SOCIAL MEDIA

You are welcome to use the below posts on your own channels or share one of ours!

Facebook: [@WorkSafeQueensland](#)

LinkedIn: [@Workplace Health and Safety Queensland](#)

Instagram: [@Worksafeqld](#)

YouTube: [@WorkSafeQueensland](#)

OUR  
SOCIALS



## Copy

Safety is a shared responsibility, and we all have a role to play to make Queensland workplaces safer for everyone, every day.

Thanks to the Work Health and Safety and Other Legislation Act, Queenslanders have the strongest workplace safety protections in the country.

Whether you're an employer, employee or dedicated health and safety representative find out how you can make your workplace safer by visiting [www.worksafe.qld.gov.au/saferworkplaces](http://www.worksafe.qld.gov.au/saferworkplaces)

## Suggested asset



Workplace harassment, including sexual harassment is never acceptable.

It creates a toxic environment and can cause lasting harm.

If you have seen, heard or been harassed in the workplace visit [www.worksafe.qld.gov.au/saferworkplaces](http://www.worksafe.qld.gov.au/saferworkplaces) to find out what to do next.





# SOCIAL MEDIA

## Copy

In Queensland, personal protective equipment (PPE) isn't just important, it saves lives.

Learn more about the importance of proper and consistent use of PPE by visiting [www.worksafe.qld.gov.au/saferworkplaces](http://www.worksafe.qld.gov.au/saferworkplaces)

## Suggested asset



Slips, trips, and falls can happen in any workplace.

Find out what causes them and how you can prevent them by visiting [www.worksafe.qld.gov.au/saferworkplaces](http://www.worksafe.qld.gov.au/saferworkplaces)



# HELPFUL LINKS

## Website links

- [Campaign landing page](#)
- [Work Health and Safety and Other Legislation Amendment Act 2024](#)
- [Slips, trips and falls](#)
- [Personal protective equipment \(PPE\)](#)
- [Harassment including sexual harassment](#)

## Guidance

- [Slips, trips and falls guide](#)

