

Supporting the vision — through the development of innovative safety strategy.



Safety strategies can end up as ‘shelfware’ if executives have low buy-in or the vision is too high-level to drive meaningful change.

New View Safety partnered with a national agriculture business to build a **progressive strategy based on consultation and co-design.**

Developing an understanding of the external context in which our client operated helped New View Safety to **future proof the strategy to future changes and challenges.**

Through targeted desktop research and meaningful consultation with key stakeholders, important internal context was identified and fed into the development of a **strategy that targeted five areas: workforce capability, compliance, measurement, risk management, and the prevailing safety narrative.**

Safety strategies should be supported by the underlying cultural beliefs otherwise they risk being too radical or foreign to drive real change. We identified compatible beliefs such as ‘the farming professional’ (sense of pride), ‘leaving it better than we found it’ (continuous improvement), accepting ‘joint responsibility for safety’, and ‘safety as an enabler’ (streamlined systems).

CONCLUSION

H&S Strategies are more successful when there is management commitment and a willingness to explore both the internal and external contexts. If you need help to develop an impactful and engaging safety strategy, contact New View Safety.

Evolve safety through innovation.

Talk with us today to understand how New View Safety can be integrated and extend existing systems and processes in your organisation.



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