



**The Hon Carmel Tebbutt**  
**Deputy Premier**  
**Member for Marrickville**

1 March 2010

## **MEDIA RELEASE**

### **WORKPLACE SAFETY CAMPAIGN TRANSLATED INTO 13 LANGUAGES**

A new work safety campaign will be broadcast in 13 languages to make sure it reaches Marrickville's large ethnic and Indigenous workforce.

Member for Marrickville, Carmel Tebbutt said the NSW Government's 'Homecomings' Advertising Campaign had been translated into more than double the languages than previous campaigns.

"WorkCover's radio and press advertising messages and media releases will target workers from the African, Arabic, Chinese, Greek, Indian, Indonesian, Italian, Pakistani, Spanish, Sri Lankan, Turkish, Vietnamese and Indigenous communities in their own languages," Ms Tebbutt said.

"This is particularly important in our community, where we have many Greek, Arabic and Vietnamese families."

"Everyone has a right to return home safely at the end of the working day and however you say it, safety means the same thing in any language.

"This is the message we want to get through to every worker in our community," Ms Tebbutt said.

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

The campaign runs from March 1<sup>st</sup> to June 27<sup>th</sup> 2010, targeting blue collar males aged 35-49 years working in construction, the trades and trucking.