

Safety's no joke: bringing frontline safety engagement to life

Sims-Lohman

About

Each year, Sims-Lohman runs a company-wide Safety Week to bring teams together, reinforce key messages, and encourage individuals to make safety part of everyday.

In 2026, the theme was 'Safety's no joke', with a focus on educating teams, reducing risk, recognising positive behaviours, and keeping safety front of mind.

Challenge

Sims-Lohman wanted Safety Week to go beyond posters, reminders, and one-off conversations.

The challenge was to build momentum in a way that encouraged team members to speak up, take part, and carry that proactive safety mindset forward once the week had ended.

With people working across a range of roles and environments, reporting needed to be simple and accessible - helping teams quickly share hazards, near misses, and positive observations in the moment.

Solution

Posters encouraged individuals to report what they saw through Notify.

Each poster included a QR code, giving frontline teams quick access to log hazards, near misses, and positive observations in the moment - without adding unnecessary admin or slowing down their day.

To keep engagement high, they also ran a points-based 'Hazard Hunt' contest - turning proactive reporting into a friendly challenge.

Results

By the end of Safety Week, Sims-Lohman had created a visible, team-led moment around proactive safety.

The Hazard Hunt also surfaced meaningful examples of individuals identifying and responding to real risks.

Safety Week 2026 reinforced that safety is not only about reacting when something goes wrong. It is about noticing risks, recognising positive behaviours, learning from frontline insight, and taking action before people get hurt.



At Sims-Lohman our culture rests upon a foundation of safety. Utilizing safety week each year to bring awareness through a little friendly competition amongst our team members truly helps drive engagement. The Notify system made it very easy for new users to get into the system, identify safety issues, and provide reports of themselves and fellow team members being safe!"

Nick Workman, Corporate Director, Safety and Engineering