

Marketing Initiatives

■ New Promotional DVD

TestSafe recently coordinated the production and release of its new DVD. We included in the new DVD testimonials from staff, clients and operations at Thornleigh. CSIRO through a tender process filmed and produced the new footage. Copies are available on request from Debbie on (02) 4724 4905.

■ Feedback Cards

Have been printed for both Londonderry and Thornleigh Sites. These cards have been designed as a postcard with reply paid postage. One card will be sent out with each certificate or report to every client. This is part of a long term marketing strategy to convince our clients that we are listening and that we want to have a continuing business relationship with them.

■ Energy Australia Field Days

TestSafe recently attended the above 2-day trade show at Homebush Bay. We represented both TestSafe and WorkCover at this event.

Highlights included: a worksite hazard and risk assessment competition for the Richard Teale Memorial Award and a Wiring Challenge competition for apprentices. The apprentice competition was an opportunity to focus on the future of the industry and instil the fundamentals of hazard and risk assessment in the next generation.

As you can see from the picture below the WorkCover/TestSafe stand was right in the middle of all the action.

