



Robert Keft

Managing Director / Owner Safety Australia Group

Master of Business Administration Degree

Graduate Diploma in Management

Graduate of the Australian Institute of Company Directors (AICD)

Associate fellow of the Australian Institute of Management (AIM)

Background

Robert is the founder and owner of the Safety Australia Group after always having a passion for operating his own businesses in Workplace Health and Safety. Over his career, Robert has witnessed a number of workplace accidents, which left colleagues seriously injured. In fact, his first supervisor who mentored him lost his arm in a workplace accident. The impact that these accidents had, not only on the individual, but also on other work colleagues and immediate family and friends had an indelible effect on Robert who resolved at the time that he would do everything he could to improve health and safety standards in the workplace.

Robert has extensive experience in Operations and Market Development roles with a corporate career that span over 20 years with AGL. Over his time with AGL, Robert demonstrated he had the natural ability to lead and coach teams, concluding his career within their Leadership Team as General Manager Market Development. It was in 2007, that Robert decided to make the change from a corporate life to focus on making a positive difference to health and safety at work.

The Safety Australia Group commenced operations in 2008, providing both contracting and permanent placement services to many of Australia's foremost companies. This business established a sound foundation within its first 2 years of trading. During this time Robert was conscious that he wanted to differentiate his business by performing a range of services that no other business in the Australian market could provide, by becoming a holistic provider of Workplace Health and Safety services.

In 2011, the Safety Australia Group expanded into Safety Consultancy. This business specialises in Risk Assessment, WHS Management Systems, Auditing, Gap Analysis, Strategy, Safety Behaviour, Human Factors and Workplace Bullying & Harassment. Robert identified a need to assist small to medium enterprises by partnering with them to support their WHS obligations and continuous improvement of safety. Today this program is known as the Work Safety Alliance.

In 2014, Robert established a Paramedical Business within the Group to support workplaces within high risk industries. This evolved after identifying the need to support workers by providing high quality onsite medical assistance and through proactive injury prevention strategies.

In 2016, the business expanded its' WHS Services by developing and providing unique and customised WHS Training Services across Australia. These services are being utilised by some Australia's largest Corporations and include WHS and Workplace Bullying Mock Trials and a wide range of WHS Training Services. In November 2016, the Group expanded its' operations and formed a new company in New Zealand, called Safety New Zealand. This company replicates the services marketed in Australia.

Today the Safety Australia Group has one of the largest networks of WHS professionals in Australasia and provides a coordinated and balanced approach to managing workplace health and safety. The goal of developing a unique WHS Services business has largely been achieved as no other business in Australasia can offer the same diversified range of WHS services. In 2016, the Safety Australia Group launched a membership program so that businesses can benefit from the years of experience from our network and share in the many benefits the program has to offer.

Capability

- Making positive changes to workplace health and safety because of the belief that everyone should return home in the same way they went to work.
- Having the ability to be agile in service delivery and product development, offering services underpinned by a strong set of operational values.
- Leading and coaching teams to deliver superior results.

Key to Robert's role is the strategic development and direction of his business interests across Australia and New Zealand. Robert's role encompasses a wide range of business activities associated with fully operating a Group of businesses incorporating financial, leadership, legal, business development and governance responsibilities.

Robert's mission is to build sustainable businesses based on clearly understanding market changes and aligning offerings to clients' needs and drivers. These business services have been developed and implemented to meet and exceed client expectations in the areas of cost competitiveness, delivery excellence and account management.

Achievements

- Listed as number 48 in the BRW Top 100 Fast Starters List 2013. This is an achievement which acknowledges the growth that a business has achieved over 5 years.
- Winner of NSW Business Chamber's Excellence in Small Business Award for the South Western Sydney Area 2012. This acknowledges excellence and quality in business processes.
- 2GB and Momentum Energy Success in Business 2012 Award, acknowledging our business growth and success.
- Worked with the NSW Small Business Commissioner to help position Small Business for larger opportunities with the NSW Government.
- Listed as a Preferred Supplier to a number of Government and Private Enterprise Businesses. This is an acknowledgement of the valuable role this business plays in regard to putting Workplace Health and Safety initiatives in place across the Corporate and Government sector.

Associations & Affiliations

- Australian Institute of Directors
- Member Australian Institute of Management
- NSW Business Chamber Corporate Member
- Safety Institute Australia (SIA) Corporate Partner
- Recruiting & Consulting Services Association (RCSA) Corporate Member

Corporate & Social Responsibility

- Sponsorship of the education of two students at St Jude's School in Tanzania (Africa), operated by Gemma Sissia.
- Assist the Exodus Foundation's Christmas Appeal for disadvantaged families. Coordinated the packing of over 50 Christmas Hampers for distribution and raised over \$2,000 in donations.
- Supporter of the Buy a Bale Fundraising campaign helping Aussie Farmers. Buy a Bale is run by the Give Back Campaign on behalf of Frontier Services.
- Volunteer day every year for all colleagues to participate in Community Projects.