



Our Champions Stories

Safety on the Go with SE Queensland Ice Cream

South East Queensland Pty Ltd is a fast-moving consumer goods (FMCG) distributor specialising in the distribution of ice cream across South East Queensland and Northern New South Wales. Operating within the Transport & Logistics sector, the business employs fewer than 100 staff across four worksites, supporting a geographically dispersed workforce and managing complex compliance requirements.



The Challenge

Incident reporting

The lack of a digital system meant incidents were not reported promptly.

Reliance on paper-based systems

Paper systems mean that important information gets lost, and follow-ups aren't completed.

Limited visibility across sites

Many sites with different vehicles meant visibility was hard.



Solution

Faster reporting

Access to easy-use modules for staff leading to proactive changes.

Reduced Paperwork

A change from paperwork meant that there was more visibility and consistency in dealing with safety,

Easier audit preparation

With our ease of use and storage capabilities, preparing for audits is easier.



[Read more here](#)

How Safety Champion is making safety easy



Reduced
paperwork



Tailored and
configurable



Faster incident
reporting



“A positive experience! Safety Champion is a good one-stop shop, incredibly useful from a compliance point of view and assists in ensuring all required certifications and qualifications are centrally located.”

Marisa Ursini,
Business Operations Manager,
SEQ Ice Cream Pty Ltd



Safety Champion was already in place when the current Business Operations Manager commenced; however, the platform was also successfully rolled out alongside Safety Sure support for a sister company, Frozen Distributor Network, located in New South Wales.

SEQ Ice Cream plans to expand its use of Safety Champion into Risk Management, further strengthening visibility and oversight of workplace risks through dashboards rather than spreadsheets. This will support the business as regulatory and compliance requirements continue to evolve.