KMD BRANDS

SAFETY CHAMPION

Our Champions Stories

Having your team's back with KMD Brands

KMD Brands has an established relationship with Safety Champion, using the platform to support safety reporting and provide greater visibility of incidents and trends across the business. KMD Brands consists of Ripcurl, Kathmandu and Oboz.

For National Safety Month 2026 this October, we asked our clients to nominate their Safety Champion; Gareth Beck, Health and Safety Specialist at KMD Brands, nominated Scott as his Safety Champion.



Retail Challenges

When a series of incidents began affecting some store teams, Scott from KMD knew action was needed. Scott listened to his team, engaged the Safety and Loss Prevention teams, and used incident data reported through Safety Champion to identify a pattern.

The reports showed that incidents occurred predominantly on weekends, prompting the business to introduce targeted security coverage in some stores from Friday to Sunday.

Teamwork!

This ability to turn reported incidents into meaningful insights is an important part of how KMD Brands uses Safety Champion, helping its teams look beyond individual reports and identify broader trends that can inform decision-making.

Following the introduction of these additional controls, no further incidents involving the same individuals were reported during the review period.

How **Safety Champion** is making safety easy



- Enhanced Visibility
- Teamwork and inclusion
- Safety-led decisions



"Sometimes, meaningful improvements in safety start with a leader who listens to their team, recognises when something needs a rethink and brings the right people together to make a difference."

-KMD Brands

The story reflects the collaborative relationship between KMD Brands and Safety Champion, in which accessible reporting, meaningful safety data, and ongoing support help teams turn what they see on the ground into action.

Read more here

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