



**MACHINE
SAFETY**
AUSTRALIA

**TRAINING
CONSULTING
ENGINEERING**



National
Engineering
Register



PartnerNetwork[™]
BY ROCKWELL AUTOMATION



MACHINE SAFETY AUSTRALIA

Capability Statement

Machine Safety | Workplace Safety | Safety Training

 machinesafetyaus.com.au

Company Overview

Trusted Independent Specialists in Machine Safety & Compliance

Company Overview

Machine Safety Australia (MSA), part of the Sentra Group, is a specialist engineering and consulting firm focused on machine and process safety across Australia and the APAC region.

We help organisations identify risks, meet safety standards, and implement practical solutions that protect people, assets, and operations.

Backed by a large TÜV-certified safety team, MSA delivers end-to-end expertise in safety engineering, automation, electrical systems, and compliance across manufacturing, food and beverage, mining, logistics, and other industrial sectors.

Our Service Commitment

Clients trust us because we focus relentlessly on achieving the right outcomes and never taking shortcuts. Our service delivery is guided by four core principles:

Client engagement: We partner closely with executives and safety managers to deliver honest, independent advice tailored to their specific risks and operational objectives.

Standards compliance: All of our work fully aligns with key standards, including AS/NZS 4024, ISO 12100 (Risk Assessment & Risk Reduction), and ISO 13849 (Safety-Related Parts of Control Systems).

Efficient delivery: We deliver projects efficiently to minimise operational disruption.

Ongoing support: We do this to help organisations maintain compliance, strengthen internal safety capability, and build a stronger safety culture.

The MSA Turnkey Advantage

MSA is a true turnkey provider. While traditional consultants stop at the assessment, we take full accountability for the entire lifecycle, from initial risk assessment through to design, installation, and final validation.

What sets us apart:

- End-to-end project delivery, ensuring continuity from the first site visit to final sign-off.
- Integrated expertise across machine safety, automation, electrical engineering, and regulatory compliance.
- Practical solutions that protect people, improve operational performance, and strengthen compliance.

Our Mission, Vision & Values

Mission

To guide Australian businesses to achieve world-class machine and process safety through independent, practical engineering expertise and a one-team partnership approach.

Vision

To be Australia's trusted leader in machine and process safety, creating safer workplaces through innovative, and compliant engineering solutions.

Values

Our values define who we are, how we work, and the standards we uphold. They guide our decisions and actions.

THE MSA VALUES



Put Safety First

We prioritise safety above all else and never compromise.



Genuinely Care

We treat our people and clients with respect, empathy, and genuine care.



Expect to Learn and Innovate

We are committed to continuous learning, improvement, and innovation.



Do What's Right, Not What's Easy

We act with integrity and always choose to do what is right.



300+
ENGINEERS &
TRADES IN THE
MSA AND WIDER
SENTRA GROUP

WIDE INDUSTRY EXPERTISE

MANUFACTURING &
AUTOMATION,
FOOD & BEVERAGE,
MINING & RESOURCES,
LOGISTICS & WAREHOUSING,
AND OTHERS.

AS4024
COMPLIANCE
EXPERTS

ISO 12100
ISO 13849
SPECIALISTS

Christian Sanguineti
Head of Operations

Freudenberg Filtration
Technologies

"FFTAU has collaborated with MSA on key projects. Throughout our partnership, MSA has demonstrated consistent support, thoroughness, and a **high level of professionalism**. Backed by our corporate team in Europe, MSA has also established connections with other Freudenberg entities across Australia. We greatly value our relationship with MSA, built on their ongoing support and proactive, **solution oriented approach**."

Our Core Services

End-to-End Machine Safety: Compliance, Governance & Training

Machine Safety



We help engineering and site leadership meet Australian safety standards. We do this by identifying and managing machinery risks, developing practical safety concepts that address hazards at the design and operational level, and providing safety verification to confirm systems meet required standards and performance expectations.

Core Compliance Services

Validation of Functional Safety | Safety Verification
Safety Requirement Specifications | Risk Assessments

Engineering & Safety Design

Safety Design & Manufacturing | Safety Hardware Design
Safety Software Design | Safety Concepts

Consulting & Implementation

Turnkey Safety Projects | (OEM) Machine Safety Consulting
Machine Safety Consulting

Plant & Site Compliance

Stop Time Measurements | Safeguarding Evaluations
Machinery Safety Evaluations | Lock Out, Tag Out (LOTO)
Plant Safety Assessments & Analysis

Workplace Safety



We provide executive and board leadership with defensible safety oversight and due diligence, translating complex machine risks into clear, actionable insight. Delivered through multi-site plant assessments, consulting to reduce latent risk without disrupting production, and structured risk assessments.

Technical Reviews & Risk Assessment

We assess machinery, processes, and control systems to identify hazards and provide practical recommendations. Our approach supports compliance with AS/NZS 4024, WHS regulations, and ISO 12100 while protecting people and assets.

Compliance Audits & Advisory Support

We provide independent audits and governance advice to confirm compliance with regulatory and industry standards.

Governance & Training for Leadership

We guide executives and safety managers in developing policies, reporting risks, and embedding machinery safety into organisational governance frameworks.

Safety Training



We provide structured machine safety education. This training is designed to build operational capability by equipping staff with the essential knowledge and practical skills required to safely operate machinery, identify and manage hazards, and consistently follow established safety procedures.

Advanced Machine Safety Training

Participants develop practical machine safety knowledge to identify hazards, manage risks, and improve workplace safety.

Basic Machine Safety Training

Participants receive practical risk assessment tools, course resources, hands-on training, and a certificate of completion with 8 CPD hours.

OHS/WHS Training

An introduction to OHS/WHS legislation, responsibilities, and workplace safety best practices.

Proven Experience

When Machine Safety Matters.

Case Studies

These two case studies highlight the challenges our clients faced, the solutions we provided, and the results achieved.

Toyota Motor Corporation

Birdcage Electrical and Safety Upgrade

Location: Brisbane Toyota Parts Centre, QLD

Project Value: \$1.5M+

Toyota's Challenge

Toyota needed a safety solution for loading and unloading at its Brisbane Parts Centre that improved safety for personnel around heavy equipment without compromising efficiency.

The MSA Solution

MSA delivered a compliant turnkey safety solution built around a modular "Birdcage" system to PLD standards. Using a Rockwell ControlLogix safety PLC with Flex 5000 I/O, the system integrated laser scanners, forklift sensors and truck detection with gates, traffic controls, Toyota's fire system and AGV infrastructure, while covering the full safety lifecycle from risk assessment to validation without reducing warehouse efficiency.

The Outcome

Toyota now has a highly automated safety environment that significantly reduces pedestrian and vehicle interaction risks across its dock and operational areas. The solution improved worker safety, ensured compliance with key machine safety standards, enabled safe operations through real-time monitoring and traffic control, and provided the documentation and support needed for long-term reliability.

Kmart Australia Limited

Machine Safety Risk Assessment

Kmart Australia Limited

Location: Kmart Truganina Customer Fulfilment Centre, VIC

Project Overview

We assessed machine safety at Kmart's Truganina Customer Fulfilment Centre, focusing on conveyors and automated handling systems to identify hazards, assess risks and define safety requirements for future controls and compliance.

The MSA Solution

The first phase delivered machine safety assessments in line with EN ISO 12100 and AS4024, including:

- Machine safety risk assessments
- Identification of mechanical, electrical, pneumatic, hydraulic and control system hazards
- Guarding and safety distance evaluations
- Safety control system reviews and category assessments
- Determination of required Performance Levels (PLr)
- Documentation of machine limits, operational activities and foreseeable misuse
- Risk reduction recommendations using the hierarchy of controls
- Detailed compliance reports and safety improvement roadmaps

The Outcome

The assessment program provided Kmart with a clear understanding of machine safety risks across the facility and established a documented framework for future safety upgrades. The resulting reports identified safety-related non-conformances, defined required safety performance targets, and provided a structured pathway for achieving compliance with contemporary machine safety standards.

Past and Current Clientele

Our reputation is built on delivering reliable safety and compliance solutions in complex operational environments. When it matters most, MSA delivers.



Retail & Consumer Goods

KMART (Retail)

Woolworths (Retail)



Chemicals & Agriculture

Nufarm (Chemicals/Crop Protection)



Utilities & Government

Gippsland Water (Water Utility)

Worksafe VIC (Workplace Health)



Industrial Manufacturing & Building Materials

BlueScope Steel (Manufacturing)

PACT Group (Packaging)

HOLCIM (Building Materials)



Resource Recovery

Repurpose IT (Waste Recycling)



Logistics & Supply Chain

QUBE (Logistics & Ports)



Food & Beverage Manufacturing

Asahi (Beverages)

Coca-Cola European Partners (Beverages)

Darrel Lea (Confectionary)

Mondelez (Confectionary/Snacks)

LionCo Breweries (Beverages)

KL Ballantyne (Dairy Products & Ingredients)

McCain (Frozen Foods)

McCormick Foods (Spices & Herbs)

Baiada Poultry (Meat Processing)

Geoff Smith
ESW Manager

Asahi Group
- Cascade Brewery

"We started our journey with MSA over 2 years ago. Firstly, we engaged MSA to perform risk assessments for machine safety which was to a **very high standard**. MSA provided solutions for remediation that are in line with the Australian standard. Two of the main upgrades for machine safety have improved people safety by eliminating machine entry and reducing manual handling risks. These upgrades also improved the electrical performance and guarding of the machinery which also improved efficiency. MSA are **very professional** and perform work to a very high standard and complete projects in a timely and cost-effective manner. It is great to see senior management with a hands-on approach and would **highly recommend** MSA."



Team and Credentials

Expertise & Knowledge You Can Trust

Our People

At MSA, our people are highly experienced and qualified specialists in industrial machine safety and functional safety.

We work closely with clients on site to understand their operational requirements and deliver practical safety solutions designed for real-world implementation.

Our team is also supported by a wider network of more than 300+ engineers and trades within the Sentra Group, providing additional capability across safety, automation, and electrical disciplines when required.

Our Credentials

We employ TÜV-certified safety engineers with deep expertise in machine safety and functional safety systems.

We work in accordance with recognised standards, including AS/NZS 4024, ISO 13849 and IEC 62061, and apply structured safety lifecycle methodologies across every project.

Our team has delivered machine safety solutions across manufacturing, food and beverage, mining, logistics, and processing environments throughout Australia and the APAC region. There is no industry or level of complexity we cannot handle.

Licences & Certifications

Our team and organisation hold the following credentials:

- Chartered Engineers (Engineers Australia)
- RPEQ registration in Queensland
- REPV registration in Victoria
- TÜV Rheinland certification
- Membership of the Rockwell Automation Partner Network

These qualifications and affiliations reflect the technical capability and professional standards behind our work, with every project delivered in accordance with applicable regulations and industry requirements.



Reduce risk. Protect people. Strengthen compliance.
Book your engineering consultation today.

Machine Safety Australia Pty Ltd

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