

Protecting life

Brief

- Demonstrate EnergyAustralia's duty of care by raising awareness amongst young children of the risks surrounding electricity and help to prevent accidents or death of children involving electricity

Strategy

- Research was conducted amongst a number of academic centres, government departments, hospitals and kids charities to identify the main groups at risk from accidents with electricity in the home
- The result – Electricity Safety Week, a fully integrated program aimed at children between the ages of eight and ten, particularly in Sydney, Newcastle and the NSW Central Coast regions
- Electricity Safety Week kits were developed in conjunction with the NSW Department of Education and Training, curriculum consultants and teachers. They were also promoted via the NSW School Canteen Association
- Branded paper lunch bags, safety posters, bookmarks and daily classroom activities were just some of the tools contained in the kit along with suggested school newsletter articles and prizes for completed activities. Survey and feedback forms track responses and help tailor the program
- The program reinforced the message in EnergyAustralia's Electricity and Safety library reference kits that are distributed to all primary schools and is backed up by extensive resources on the DET and EnergyAustralia's website
- Extended to Integral Energy in 2009



Results

- Electricity Safety Week has been running for 8 years with over 85% of 950 schools in the catchment area participating
- Feedback from target schools, teachers and consultants has been excellent as evidenced by their continued participation and formal survey forms
- Press coverage in metropolitan, suburban, regional and specialist media
- The successful creation of a long-term program for EnergyAustralia that can save lives and build community support
- Expansion of the program to high schools was designed and delivered 2009

