



Electrical safety switches communication pack addendum – suggested electrician communication to homeowners

NSW Fair Trading and SafeWork NSW

Electrician communication pack

This communication pack has been developed for electricians to share information about household electrical safety during **November 2020 to April 2021**.

Electricians can play a role in educating households about the importance of electrical safety.

We invite electricians in your organisation to promote our household electrical safety information to homeowners in NSW.

This pack contains subject matter expert approved content for:

- an email for customers
- information electricians can talk about with householders.

Please note there is also another stakeholder communications pack for organisations to share information more broadly with their audiences, available at: <https://www.nsw.gov.au/campaign-resources/electrical-safety-switches>

For more information, please contact:

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Sample customer email

We have provided the below email which can be sent to customers following electrical work at the customer's property to encourage them to install safety switches.

Hi <insert customer name>,

I'm following up with some information about safety switches, should you wish to consider getting them installed to protect your household.

Optional - Installation to fully protect your home would cost around [insert \$XXX installation estimate].

The NSW Government is currently urging consumers to have safety switches installed in their homes as part of a campaign on electrical safety.

Preventing electric shock and electrical fires at home

Around 40% of the 4,500 home fires in NSW each year are caused by electrical faults and appliances. These fires could have been prevented by a [licensed electrician](#) checking the electrical wiring and installing safety switches.

Once they are installed in your switchboard, safety switches monitor the flow of electricity in your home. They prevent deadly electric shock by turning off the power immediately if there is a leakage of current in your circuits.

To be fully protected, you may need more than one safety switch installed to cover different circuits in your home.

Safety switches should be checked twice a year to make sure they are working properly. It takes minutes and could save your life!

For more information, including easy-to-follow steps on how to check your safety switches, visit nsw.gov.au and search 'electrical safety'. Please contact me if you have any questions.



Talking to customers about safety switches

Here are some handy talking points that electricians can use to raise awareness of the importance of safety switches among homeowners and to promote installation in the home.

Five simple ways licensed electricians can promote safety

- 1. Check if the customer has safety switches installed in their switchboard** when you do electrical work in older residential properties in NSW. If not, mention the NSW Government campaign (with industry, government and non-government partners) encouraging safety switch installation in homes.
- 2. Show / explain what safety switches are** and how they prevent deadly electric shocks and house fires:
 - Highlight that 40% of house fires in NSW each year are caused by electrical faults and appliances. Getting a licenced electrician to check the electrical wiring and install safety switches could have prevented these fires.
 - Read the NSW Government's [safety switches](#) information – it can help you respond to customer questions.
- 3. Direct customers to nsw.gov.au (and search ‘electrical safety’)** – we recommend emailing the direct link to the NSW Government [safety switches](#) content on-the-spot or including it in a follow-up email, thanking the customer for their business and recommending that safety switches are installed (if relevant). Consider including a cost estimate for installation in their home.
- 4. Include the following suggested text in your email signature:** [Safety switches save lives](#) – preventing electric shock and house fires. Don't have them installed? A licensed electrician can get the job done. Contact me to find out more.
- 5. Share the videos or safety switches posts** from the [NSW Government Facebook page](#) or [other organisations](#) in the campaign.

