

Electricity Advertising

Guidelines

Electricity use is an essential component of life at home, in work and in the wider economy. Its safe and reliable supply is commonplace and therefore taken for granted. However, electricity can be deadly. Safety standards are strict and essential.

It is very important that any representation of electricity and its use adheres to safety principles. This includes how electricity is depicted in advertising collateral. Energy Networks Australia recommends using the following standards in advertising and the media when representing electricity.



Water and electricity

Advertisers and marketers should not depict:

- Water and electricity being used unsafely, particularly where there is a clear threat to a person – e.g., using a hairdryer in a bath.
- Electrical appliances near water.
- Water and electricity being used together.
- People standing in water with any sort of electrical current running through it.



Children and electricity

Electricity can be represented in a way that could seem inviting to children and could put them at risk of harm.

Advertisers and marketers should not depict:

- Children playing near or with live electrical wires.
- Electricity ‘sparking’ portrayed as humorous or non-threatening.
- Children being near live electricity outputs without adult supervision.
- Electricity being used as a game or for anything other than its intended purpose.

Advertisers and marketers should depict:

- Children telling an adult if there is an unsafe situation involving electricity.



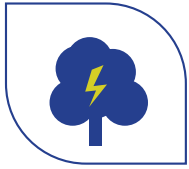
Electricity in the home

Advertisers and marketers should not depict:

- Untrained or unlicensed people performing electrical jobs at home.
- Comedic or ‘slapstick’ use of electricity or live electrical wires.
- Appliances, televisions or other electronics that are not operating safely or are faulty.

Advertisers and marketers should depict:

- Electric outputs in good working order - not i.e., overloaded power boards or light switches hanging off walls.
- Electrical tasks and jobs being performed by a licensed and authorised electrician.



Outside and electricity

Advertisers and marketers should not depict:

- Foreign objects touching wires or leant against power poles. (e.g., ladders)

Advertisers and marketers should depict:

- Poles and wires clear of any vegetation.
- People taking shelter indoors in the event of an electrical storm.
- People maintaining a safe distance of at least eight metres from fallen powerlines.



Vehicles and electricity

Advertiser and marketers should not depict:

- A person or people inside a vehicle leaving the car if it is in an accident involving electrical wires/power poles.
- A member of the public or someone other than emergency services personnel approaching or touching a vehicle if it is in an accident involving electrical wires/power poles.
- Unsafe practices of farm or agricultural equipment near poles and wires or other electrical devices.

Advertisers and marketers should depict:

- Emergency services personnel wearing the correct high-visibility safety clothing and using the correct safety equipment.
- Farmers and other agricultural operators using the correct safety equipment and observing the correct safety guidelines.

10 metres is approx. 2 car lengths



Did you know?

Keep a distance of 8-10 metres between you and live electrical wires or damaged power poles and call 000.

Need to ask for some advice?

Australia's electricity distribution networks provide advice about the safe use of electricity. See the map below to find your local network.



Energy Networks Australia is the national industry body representing Australia's electricity transmission and distribution and gas distribution networks. Our members provide more than 16 million electricity and gas connections to almost every home and business across Australia.

The information provided in this fact sheet is designed to be used as a guideline only and should be considered general in nature.