



JEMENA – Summer Safely 24

Jemena's Summer Safety 24 campaign is a vital annual communication designed to help residents across Victoria and New South Wales stay safe during the high-risk summer season.

As a leading energy provider, Jemena takes an active role in supporting communities when electricity demand peaks and safety risks increase.

The campaign's mailed communication was not just regulatory but an act of community care, ensuring every household received clear, accessible safety advice.

Harnessing the power of the letterbox to reach 90% of Australians who check their letterbox weekly.



Our responsibilities

As your electricity distributor, we're committed to delivering on a number of promises to you – they're promises we want to keep.



We will provide you with a safe and reliable electricity supply



We will meet guaranteed levels of service, or pay you if we fall short



We will install and maintain wiring up to the connection point of your property



Steps to stay safe during a power outage

1



• Update your contact details with your retailer

• For life support, register your details with us

2



Have a plan for when the power goes out

3



In a life threatening situation call 000

For more tips visit:
Jemena.com.au/Outage-Preparation



The campaign's purpose was to educate, reassure, and protect residents through proactive communication that:

Reinforced Jemena's role as a trusted energy provider.

Reached all households, particularly those not digitally connected.

Ensured vulnerable customers using life-support equipment were aware of available support during planned outages.

Met and exceeded Jemena's safety and compliance communication obligations.

using print and mail to reach all citizens with

100%
accessibility.

Recognising that many residents, especially older or regional customers, remain outside digital channels, Jemena opted for a personalised, addressed mail piece to ensure visibility and engagement.

The communication used a self-mailer format, providing nearly two A4 pages of accessible, visually-clear safety information. The enclosed letter, printed and mailed nationally, reinforced the seriousness of the message, ensuring recipients treated it as a high-priority communication.

Tone and layout were empathetic and customer-first, highlighting life-support services and emergency contacts, reflecting Jemena's care for its most vulnerable customers.

Ensured vulnerable customers using life-support equipment were aware of available support during planned outages.



The Summer Safety 24 campaign achieved high levels of reach, clarity, and engagement. Its addressed format reinforced the importance and trustworthiness of the safety message, successfully bridging the communication gap with non-digital residents.

By combining traditional print with digital reinforcement, Jemena ensured widespread community awareness, peace of mind, and safer households, setting a strong benchmark for future public safety campaign.

