



Media Statement

6 May 2010

Consumers urged to be wary

Australia's peak security industry body, the Australian Security Industry Association (ASIAL) is urging consumers to carefully question providers of personal activation devices and to be wary of the claims being made relating to the devices' ability to elicit a response by Police, Fire or Ambulance.

Some personal activation devices operate as an alert only, meaning that in an emergency call situation the Emergency Service Organisation is unable to verify that the signal is a true emergency.

Bryan de Caires, ASIAL CEO, stressed that by law, an emergency call can only be acted on when a true emergency exists.

"Without a validated condition and verified location, it cannot be established that the situation is a true emergency, and therefore response by Police, Fire or Ambulance cannot be guaranteed and should not be expected", de Caires said.

The National Emergency Communications Working Group (NECWG - a national forum of emergency service organisations) has expressed "extreme concern that people's lives and property are being put at risk" as a result of the claims being made by some providers and advises that 000 (Triple Zero) should therefore not be programmed into the devices.

ASIAL advises consumers to gain a full understanding of the terms and conditions outlined by providers of personal activation devices to ensure the best possible response by Police, Fire or Ambulance in times of emergency.

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About ASIAL

Since 1969, the largest industry body representing the security industry has been the Australian Security Industry Association – ASIAL. With a national membership representing approximately 85% of the security sector, ASIAL has played a key role in driving Australian standards, developing codes of conduct and raising the level of professionalism within the industry. Visit www.asial.com.au for further information.