



## Media Release

# Homeowners Focus on Security

*Free safety information for visitors to Brisbane Home Show*

**March 2007:** Thousands of visitors to this year's Brisbane Home Show will be able to take advantage of free home and personal security advice.

ADT Security is providing free copies of "Feel Secure: Your Guide to Home Safety", more than 30 pages of home security, personal safety and fire safety and prevention information.

"Home safety is about more than deadlocks and burglar alarms – it's about protecting the lives of you and your family," said ADT General Manager, Mark Norton.

"For many people they can make some immediate changes to their behaviour to help make their home a safer environment. This could be as simple as installing quality deadlocks on front and back doors, or spending a few minutes to create a fire escape plan," said Mr Norton.

Information provided in the booklet includes advice on selecting appropriate security doors for your home, tips on teaching fire safety to children and simple precautions for personal security when out and about.

For many Australians however, the most common threat to their home is from burglary. Burglary costs Australia \$2.4 billion a year according to the Australian Institute of Criminology and research shows that almost four in ten Australians have experienced a break-in at some time.

"Around ten percent of households don't have security measures of any kind<sup>1</sup>, so we're encouraging all Brisbane residents to spend just a few minutes thinking about how secure their home is," said Mr Norton.

Anyone who can't make it to the Brisbane Home Show can also complete an online evaluation called How Safe Is Your Home, to measure the security of their home - room by room - and receive concrete suggestions and tips for improving their safety.

Simply visit [www.adtsecurity.com.au](http://www.adtsecurity.com.au) and fill out the *How Safe Is Your Home Questionnaire*. Visitors to the Brisbane Home Show can pick up their free copy of "Feel Secure: Your Guide to Home Safety" from the ADT stand at the exhibition.

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***ABOUT ADT***

With over a century's worth of experience and providing electronic security solutions to over 7 million residential, commercial and retail customers worldwide, ADT is the world's largest electronic security company. ADT's products include alarm systems and integrated security applications that link access control, CCTV, electronic article surveillance and source tagging systems.

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<sup>i</sup> 2005 AAMI Home Security Index