



## Making the right choices for replacing Securitel >>

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misleading? >>

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services

# Knowledge should be relevant



**Neville Kiely**  
Managing Director

THE security and data industries are becoming closer from a cabling point of view, which is blurring the lines between the roles of security and electrical consultants in security system design.

At the end of the day, risk determines the security system and in many occasions the occupier is not known while a building is built.

What makes a security consultant different from an electrical consultant is that the former considers the risk of the building user not the building itself. To avoid security being totally ignored or incorrectly specified, at the very least an electrical consultant should work with a security consultant for the best result.

A risk assessment in matrix form rates factors from the likelihood of attack to the consequence of attack. This basically produces five classes of alarm systems, which is matched to five classes of transmission systems and the appropriate class of monitoring centre. The whole approach, today, is now end-to-end and not product or service oriented.

There is also the fact most jurisdictions require security consultants to be licensed. This offers clients a pre-qualified person check and ensures all stages of the process are covered.

Some police forces mandate alarms to be installed and maintained to Australian Standards and all require monitoring centres to be licensed and graded to Australian Standards.

Standards exist for CCTV, alarm systems, alarm transmission paths and monitoring centres, which can clearly rate the Class required for the risk. There needs to be an understanding of all of these standards and requirements — which you are unlikely to find in an electrical consultant.

The biggest bugbear is tenders written by non-security consultants, leaving open to interpretation the intent of the design and become product-based not Standards based.

Recently we had a Client who asked for a particular product for his premises. When asked what rate of polling he required and to what Class of transmission system and alarm system, he said it was not relevant.

By the same token, security consultants and providers need to keep up with new technologies, most of which are not really new nowadays.

ADSL, ADSL 2 and VOIP have had a huge impact on the transmission of alarms to the monitoring centre.

Security design now includes transmission over IP by all of the new Telecommunications Paths, including public Internet, private VPN, GPRS access, GSM.

New Standards have been written to ensure they are technology and product independent and, therefore, will encompass all new or emerging technologies.

Making this a very technical area not only beyond electrical contractors, but also many — perhaps too many — insurance assessors, alarm installers and security sales personnel.

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# Replace Securitel with Class 3

WHEN replacing a Securitel with an alternative product, providers should ensure that it is with a Class 3 Transmission System in accordance with Australian Standard AS/NZS2201.5:2008.

Under the Standard, the system used must be polled from the monitoring centre to the STU every 120 seconds, and the Alarm Panel must be supervised by the transmission system interface STU every 120 seconds as a minimum.

“CMS has available connection details to ensure that a proper Class 3 is being installed,” says Suzette, CMS Customer Service.

“CMS also offer Class 3 Transmission Systems which Poll from the monitoring

centre to the alarm Panel at 120 seconds. This is through a high level interface [HLI].

“Class 4 and 5 with polling at 60 seconds and 20 seconds respectively are also available through these serial HLI connections.”

Some products on the market offering polling every four hours or 24 hours should not be rated as Securitel alternatives, she warns.

Providers should read AS/NZS2201.5:2008 Transmission Systems, published in January, this year, to fully understand alarm transmission requirements.

The Standard contains five Alarm Transmission System Classifications,

C1 to C5, with four parts to each classification covering:

- Transmission Delay
- Transmission Supervision
- System Availability; and
- Signalling Security.

Class 3 is deemed to be the relevant classification for Securitel replacement.

Telstra announced late last year that sales for Securitel would cease February 1, 2008, and cease product support from December 31, 2009. While Telstra says there will be an IP based solution, there have been no announcements as yet as to what that will be or when it will be available.

For more information or advice, contact Suzette or Scott at CMS.

## Take the right path

CMS offers high security monitoring utilising a combination of Ethernet, GPRS and PSTN networks to transmit alarm signals to special servers at its monitoring centre. Alarm installation and monitoring is covered by a number of

Australian Standards, including:

- AS/NZS 2201:1 Alarm Systems Installed in Client Premises
- AS/NZS 2201:5 Transmission Systems
- AS/NZS 2201:2 Monitoring Centres

“In high security applications it is important to know that the transmission system is available to transmit alarms, which is why a Class 3 system should be

installed,” says CMS.

“The Multipath IP service can transmit Ethernet as the primary path with GPRS as the redundant path and PSTN as the third path. This is the fastest, most reliable Multipath option available and rated C3R3 in the Standards classification.

“Where Ethernet is not available via ADSL, public Internet or proprietary Ethernet, the GPRS can be used as the primary path with GPRS, GSM or PSTN as the redundant paths, which would meet C3R3 or C3R2 classifications.”

To find out more about Multipath, contact Scott at CMS.

## CMS attracts international interest

WHEN the Malaysian Government’s investment company wanted to learn more about monitoring operations, it turned to Central Monitoring. Representatives of Khazanah Nasional Berhad, as well as a Malaysian Airports’ senior security and safety manager, accompanied by consultants, conducted an inspection of Central Monitoring’s facilities.

CMS Managing Director, Neville Kiely, and key CMS staff demonstrated how professional monitoring operations work and explained the importance of Australian Standards in ensuring clients receive the best service.

Khazanah Nasional is the investment holding arm of the Government of Malaysia and - with investments in over 50 major companies, both in Malaysia and overseas - is the Government’s strategic investor in new industries and markets.

The overseas delegates, who visited a number of security operations while in Sydney, commented on the professionalism they found at CMS, as well as the in-depth knowledge demonstrated by CMS staff, best expressed by one of them saying (and the others agreeing): “I learned many things, today.”

“Central Monitoring’s commitment to standards and service is second to none in Australia, and [the visit] was an excellent opportunity to demonstrate to high-level overseas visitors not only our services but also the important role of Australian Standards,” says Kiely.

All CMS customers are welcome to arrange similar visits, either for themselves or their clients, and should contact Suzette to make arrangements.

## Tip o' the hat...

AS always, Central Monitoring only gives out employee of the month awards for best customer service.

The latest to be recognised are: **Sue**, who kept installers and customers calm and happy during the silly season.

**Kellie**, who enjoyed talking to all those clients who worked back in the evenings, encouraging them to change hours.

**Ross**, for consistently providing excellent customer service to clients and installers.

*Kellie:  
encouraging  
clients*



*Sue:  
keeping  
happy and  
calm*

## NSW Police change licence deadlines

NSW Police has revised its 2008 deadlines for Class 1 security industry licensees to meet upgraded training deadlines.

Fact Sheet 3 Transitional Requirements for Current Class 1 and Class 2 Licensees was issued to all licensees in August 2007 on the new training requirements.

The amended Security Industry Act 1997 split previously generic Class 1 and Class 2 licence subclasses into a number of more specific subclasses, thereby increasing the total number from seven to thirteen.

As a result, many licensees were no longer authorised by their current licence to perform the same range of security activities.

For example, a Class 2C licensee employed as alarm technicians were no longer authorised to work under their current licence and, instead, required a Class 2F licence.

The latest changes, however, affect Class 1 licence holders.

The revised deadlines are:

Licence	Previous deadline	Revised deadline
1F	1 June 2008	1 Aug 2008
1C and/or 1D (but not 1F)	1 Sept 2008	1 Nov 2008
1B and/or 1G (but not 1C, 1D or 1F)	1 March 2009	Unchanged

Replacement licences issued to licensees who apply to retain or take-up any Class 1 licence subclass will be issued with the condition that the licensee meets the associated new training standard/s by the relevant deadline.

“The Security Industry Registry will revoke the licence of any licensee who fails, without reasonable excuse, to comply with this licence condition,” says the NSW Police Security Industry Registry.

For more information visit: <http://www.police.nsw.gov.au/sir>

## Call the police

The number to call the police depends on a number of factors, from urgency to hearing difficulties. The current police numbers include:

### 000

**Emergency services number**  
For police, fire or ambulance in an emergency call triple zero (000). Always do so where a life is in danger, a crime is taking place, or in time critical situations.

When you dial 000:

- Your call is connected to the Telstra Emergency Call service centre,
- You will be prompted by the Telstra operator “Police, Fire or Ambulance?”
- Advise the operator of the service you require. If you are calling from a mobile or satellite phone the operator will ask for other location information
- Your call will immediately be transferred through to the emergency service you request, who will take details of the situation
- Stay on the line, speak clearly and answer the operator’s questions
- You will be asked to provide details of where you are, including street number, name and nearest cross street, and locality. If travelling on the motorways or along rural roads, include details of towns or nearest exits passed through.
- Don’t hang up until the operator has all the information they need, if possible you will be asked to wait for a police officer at an arranged location.

For more information about triple zero (000) go to <http://www.triplezero.gov.au>

### 112

**GSM international standard emergency number**

This can only be dialled on digital mobile phones anywhere in the world with GSM coverage and is automatically translated to that country’s emergency number.

### 106

**Emergency for deaf, hearing and speech impaired**

The deaf or those who have a speech or hearing impairment can call 106 using a textphone (TTY) or a computer with modem access, to request police, fire or ambulance assistance. For more information go to <http://www.relayservice.com.au/topics/2065.html>

## VoIP issues

Some VoIP providers are unable to provide access to emergency calls, so check with your VoIP provider about access to emergency calls.

The quality of service provided over some broadband connections can be variable, which may impact on the ability of an emergency services operator to communicate clearly with the caller. Be aware, if your VoIP service doesn’t give you a number for receiving calls from regular phone lines, emergency services also won’t be able to call you back for further information after you’ve made an emergency call.

### 131 444

**Police Assistance Line**

In all states except Victoria, to talk to Police about a crime, ring the Police Assistance Line. This is the number for reporting crimes, including break-ins, for insurance purposes.

### 1800 333 000

**Crime Stoppers**

Anyone with information about illegal activity, non-urgent crime or suspected perpetrators can call Crime Stoppers on the national toll free number, which is staffed 24 hours a day, 7 days a week. You can report anonymously.

## Undisclosed

**Security industry numbers**

Subject to police requirements, monitoring have specific numbers, which are not to be disclosed, to report alarm activations. Police forces have varying requirements. Due to the high level of unwanted alarms, some police services are considering charging for each call.

## Security training approved

THE National Quality Council (NQC) has endorsed a new security sector property services training package, according to the newly formed Federal Department of Education, Employment and Workplace Relations (DEEWR).

The CPP07 package has also been agreed to by the ministerial delegates for vocational education and training representing ministers for training from each state and territory.

It will now be down to each state and territory training authority to guide implementation in their respective jurisdiction, which includes transition arrangements between the original and the new training package.

The complete training package will be available on the National Training Information Service website.

The industry sectors covered are:

- security operations

- investigative services
- security and risk management
- biometrics
- technical security.

The changes build on the PRS03 Asset Security and the changing security industry environment, with changes to the units of competency and qualifications said to be incremental, rather than a radical overhaul.

A Steering Committee with representatives from a range of industry personnel, industry associations, regulators, registered training organisations, and state and territory training authorities was formed to guide the changes.

For further information see the Construction & Property Services Industry Skills Council (CPSISC) website PRS03 Asset Security Training Package Review ([www.cpsisc.com.au/projects/PRS03\\_Review](http://www.cpsisc.com.au/projects/PRS03_Review)).

## Where there's smoke

WHILE smoke detectors are a popular addition to alarm systems, more care needs to be taken with their selection, says CMS.

And, with most fire services charging for calls to unwanted alarms, consumers should be educated in the selection and use of fire alarms.

For example, from January, this year, the South Australian Metropolitan Fire Service allows for only one false alarm in a 60-day period and charging \$50 for calls to homes and \$100 for those to businesses.

"Unlike fire alarms, which are covered by regulations specifying the placement of detectors and how they are connected, smoke detectors connected to a security system have no such requirements," says Neville Kiely, CMS Managing Director.

"There is simply not enough thought put into the addition of smoke detectors onto alarm systems. The first question you have to ask is why have a smoke detector at all, especially if you are not going to think about where it should be located.

"If you do not understand the reason for having one or it is not important, then you should not connect it to an alarm system."

Quality can be a big factor, with no real way of telling the difference between a good and a bad detector. Certainly, price is no indicator.

"We have looked at low cost detectors that have done a better job than some top-of-the-line equipment. Providers really need to ask around and get testimonials before choosing."

In addition to poor placement and lack of maintenance, smoke detectors can be affected by a number of factors, such as dust, pollutants, steam, insects, aerosols, and even failing to disable them during work being carried out.

Australian Standards publishes a number of standards fire detection, smoke detectors, and systems. For more information visit [www.saiglobal.com](http://www.saiglobal.com)

Providers should also check the Building Code of Australia (visit [www.abcb.gov.au](http://www.abcb.gov.au)), which sets out positioning of smoke detectors and other fire alarm installation parameters.

## CMS successfully regraded

FOLLOWING a thorough inspection from the ASIAL Grading Inspector for Monitoring Centres CMS has been regraded for a further two years to Australian Standard AS2201.2:2004.

"This is a result of continual upgrading and monitoring every day of the two year period. It does not happen by accident," says CMS managing director, Neville Kiely.

"Well done to all at CMS for achieving this high reward for equipment, operator response and service level."

## Call to change tech age limit

THE NSW Property and Financial Services ITAB (PFSITAB) is pushing the Department of Education and Training (DET) and the NSW Security Industry Registry (SIR) to change to entry requirements for technical security traineeships.

ASIAL's Chief Executive Officer, Bryan de Caires, who sought PFSITAB assistance, says: "ASIAL has received a number of enquiries and comments from members who are interested in training persons under the age of 18 years in security systems activities.

"While these members realise that licences will not be issued to anyone under the age of 18, they believe that people under that age should be able to undertake training, so that they are licence ready when they reach 18 years. "We would like to see the issue re-examined by the relevant regulatory authorities."

ASIAL argues technical security does not present the same risk management issues as manpower security, and, as such, technical security traineeships could be made available in NSW to persons under the age of 18 years.

Technical security is currently suffering extreme shortages of trained and qualified staff, which will continue unless more people are trained.

The PFSITAB has held initial meetings with the NSW DET and SIR, with negotiations continuing.

## Are you misleading?

WHAT you say to a customer, whether during a sale or in advertising, can land you in deep water with the law if you fudge the truth or attempt to be misleading.

“Truthful advertising is good for your business reputation but there are also laws against making false claims. Some may think that truth and advertising is a contradiction in terms, but a well-informed customer is a satisfied customer and your best advertisement,” says the NSW Office of Fair Trading (OFT).

Most other States and Territories have similar departments following the same line.

Section 44 of the NSW Fair Trading Act 1987 (FTA) makes it a criminal offence to falsely represent that:

- goods are of a particular standard, quality, value, grade, composition, style or model or have a particular history or previous use
- services are of a particular standard, quality, value or grade
- goods are as new if they are used
- goods or services have sponsorship, approval, performance characteristics, accessories, uses or benefits they do not have
- a person has a sponsorship, approval or affiliation they do not have.

Under the FTA it is also a criminal offence to mislead customers about the:

- price of goods or services
- availability of facilities for the repair of goods or of spare parts for goods
- place of origin of goods
- need for any goods or services

- existence, exclusion or effect of any condition, warranty, guarantee, right or remedy.

If you or your salesperson, for example, say the police will be called in the event of alarm activation, it is obvious that you are being misleading on a number of levels. Police will not respond to every alarm and there are strict guidelines - generally following Australian Standards and Memorandums of Understanding between monitoring centres and police - in most jurisdictions as to when they can be called.

### The price is right

Be careful, too, what you say about price.

“If you include the price of a product in an advertisement, you must tell consumers the full cash price required to be paid in order to buy the product,” says the OFT. “Falsely raising customers’ expectations by telling them only part of the price of an item can lead to disappointment for the customer and can damage your reputation.”

The FTA makes it an offence to give only part of the price without also specifying the total amount to be paid. The full price includes any applicable GST. (For more information on GST pricing visit the ACCC website at [www.accc.gov.au](http://www.accc.gov.au).)

Nor can you falsely inflate the price of goods to give the impression that they have been discounted or are on sale. This means you can only advertise that goods were previously sold at a higher price when they have been sold at that price for a reasonable time.

Bait and switch advertising is another big no-no, which involves

advertising a small number of goods at low prices to entice customers to your business. When the advertised goods quickly run out, customers are switched to higher-priced goods.

It is illegal to advertise goods for sale knowing that you will be unable to supply those goods for a reasonable period. Responsibility for ensuring there are enough supplies available to cover a sale rests with you. Okay, you may genuinely run out of goods during a sale but you have to at least plan for having reasonable stock or offers available.

What is reasonable will depend on the type of product, the context of any advertisement and your previous trading experience. The period of offer should also be made clear in the advertisement.

If an offer is available for a limited period then put this in the advertisement. If stocks are genuinely limited, such as a clearance sale, say so in the advertisement.

When you can't meet the demand, you can offer to supply the advertised item to customers at a later date i.e. a rain-check. This generally avoids customer dissatisfaction as well as indicating that the advertising was genuine. Alternatively, you can supply equivalent goods immediately and at the advertised price if the customer accepts.

### Casualties of war

Fierce competition can lead to price wars with honesty and accuracy becoming a casualty.

Some firms conduct sales to bolster their turnover but they must still stick to the rules.

In short: special offers should not mislead or deceive customers.

“When goods are advertised for sale at a price lower than the usual price, this means the price normally

## Advertising trap for Tasmanian electronic security providers

TASMANIAN authorities are warning electronic security providers advertising guard services they are required to hold a Security Agents licence - even if they do not provide the services directly.

Under Tasmanian laws, operators are considered to be acting as a security agent if part of any advertising indicates they provide:

- security guard activities and/or
- the ability to employ or engage another person to undertake security guard activities.

A person undertakes security guard activities if, for monetary or other consideration, he or she does any of the following activities:

- guards property
- keeps property under surveillance.

At issue is not the simple definition of a Security Agent or Security Guard, it is the broadened clarification regarding advertising, which includes to “hold out in any way and advertise in any form”. A person must not advertise the ability

to undertake an activity authorised by a licence, unless the person holds a licence authorising that activity.

In addition, any advertisement relating to undertaking of an activity authorised by a licence must include the licence holder's licence number.

Penalties for advertising without the proper licence can be as much as \$12,000 for a Corporation, or \$2,400 for an individual.

For clarification, contact Tasmanian Business Affairs on 6233 2199.

charged for the item. It doesn't mean some inflated figure that gives the impression the savings are greater than they really are," says the OFT.

In other words, you cannot pluck a figure out of thin air, claim it is the normal price and then reduce it. "The law will see through such transparent charades," says the OFT.

In 1996, OFT's Federal counterpart, the Australian Competition and Consumer Commission (ACCC), prosecuted the Cue Group for this activity. Cue was subsequently fined \$75,000 by the Federal Court on 30 counts of making false and misleading representations about the price of garments offered for sale. The retailer had released a clothing range with price tags showing the original price crossed out and a lower price inserted. The alleged savings ranged from \$15 to \$56. However the court found the items had never been offered for sale at the higher price.

Though a retail example, the rules are the same for any business. "Most of us tend to take advertising claims with a grain of salt. But when it comes to prices, there is no room for 'hype'. The information provided must be honest and accurate," says the OFT.

## Jobs and opportunities

Another area you can come unstuck is advertising jobs or business opportunities, especially when it comes to looking for commission-only sales people, a popular option with smaller operations.

Under the law, it is an offence to give false and misleading information on jobs or business ventures that operate from home, require work or require money to be invested.

The law aims to stop the fly-by-night operators who make a quick buck from arranging so-called "business opportunities" with little care about the likely success of the ventures they are promoting.

Typical bogus advertising targets include:

- commission only agents
- trainee salespersons
- door-to-door salespersons
- telephone canvassers
- modelling and theatrical positions
- training courses

Courts have ruled what matters is whether a job or business opportunity advertisement will mislead the average person in the street. Remember, too, a breach of the law does not depend on whether

the advertiser or promoter intends to mislead. Rather, it is whether they do mislead or are likely to mislead.

Also be aware that leaving out significant information can cause you problems. This is often a key feature of misleading job ads and is regarded as misleading by the Courts.

Prospective employers and employment agencies must ensure advertisements for job offers are expressed in clear, accurate and definite terms.

## Say it right

"Some people may take offence or be upset with certain ads, so be careful about what you say and how you say it," says the OFT.

Advertising Standards Bureau Ltd administers a national voluntary system of advertising self-regulation through the Advertising Standards Board and Advertising Claims Board.

The Advertising Standards Board provides the public a free complaint resolution service. It provides determinations on complaints about any form of advertising in relation to issues including the use of language and the discriminatory portrayal

of people, concern for children, portrayals of violence, sex, sexuality and nudity, and health and safety.

The Advertising Claims Board provides a competitive complaint resolution service. It is designed to determine complaints issues of truth, accuracy and legality of advertising on a user pays cost recovery basis. (For more, see [www.advertisingstandardsbureau.com.au](http://www.advertisingstandardsbureau.com.au))

## Referral business

Asking for referrals is good sales sense, though all too many sales people overlook the opportunity. You cannot, however, make it a condition of a sale.

Referral selling is used by some traders to encourage consumers to enter into contracts to buy their goods and services by offering consumers, once the contract is made, rebates, commissions or other benefits, for the names of or referral of other consumers to the trader. Section 52 of the Fair Trading Act 1987 makes referral selling illegal and a supplier can be prosecuted.

For more information on advertising rules, visit [www.fairtrading.nsw.gov.au](http://www.fairtrading.nsw.gov.au)

## WA tightens controls

WA security personnel face a range of stricter licensing requirements, including drug testing, identification checks, fingerprinting and licence cancellation provisions, under amendments introduced in to WA State Parliament.

WA Police and Emergency Services Minister, John Kobelke, says the Security and Related Activities (Control) Amendment Bill 2007 will strengthen the existing regulatory control regarding the security, crowd control and inquiry investigation (private investigation) industries.

"The Government's Safer Night Spots election commitment focused on removing criminals from the bouncer and security industry," Kobelke says. "The amendments are aimed at ensuring the integrity and professional standards of security operators, providing reassurance for people encountering their services."

"We need to ensure those protecting the public at nightspots and clubs are free of the influence of criminal activities such as stand-over tactics, drug distribution, money laundering and other illegal activities."

The amendments bring additional probity requirements for licence applicants who have lived overseas in one country for more than 12 months in the preceding five years. The aim of this information, with other criminal intelligence, is to prevent people who may have become involved in terrorist training or some other form of terrorist links, from obtaining a security licence.

"These amendments will help eliminate domestic and international criminal elements that may be in the security industry and proper background checks will help provide further safeguards to the public," Kobelke says.

## Excellence awards up for grabs

The Australian Security Industry Association Limited (ASIAL) is calling for nominations for the Security 2008 Awards for Excellence. If you think you know someone who should be recognised - or think you deserve an award - download the Awards nomination form from [www.asial.com.au](http://www.asial.com.au). Entries must be received by 5.00pm Friday 18th July 2008

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