

NZSecurity

A photograph of a modern, multi-level shopping mall. In the foreground, a woman with long dark hair, wearing a blue jacket and white pants, walks towards the camera carrying several shopping bags. In the background, other shoppers are visible on different levels, and large advertisements are displayed on the upper floors. The mall has a bright, clean interior with white pillars and glass railings.

10 Strategies to Maximise Store Productivity with Real-Time Video Intelligence

NZSA Codes of Practice and Auditing

Survey to quantify value
of compulsory extinguishers

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NZSA Codes of Practice and Auditing

NZSA's audit process aims to raise standards overall and to ensure that end users can rely on our members to provide quality service. The audits are conducted against codes of practice developed in conjunction with our members, and based on international best practice and the relevant ISO and Australian and New Zealand Standards.

NZSA Codes of Practice cover the following member services:

- Alarm Monitoring Centres
- Camera Surveillance Systems
- Electronic Access Control
- Intruder Alarm Systems
- Patrol & Response Services
- Secure Storage Destruction of Sensitive Material
- Security Guard Services
- Crowd Control Services
- Security Training Services
- Private Investigation Services
- Cash in Transit

All of these are downloadable from <http://www.security.org.nz>, except for the Cash on Transit code which is only released to members who are being audited against that code.

Government, Local Government and Commercial users of security services recognise that these codes provide the only measurable standards that apply across industry in New Zealand. As a result compliance with the codes is increasingly being used as a requirement for tenders and contracts.

All applicants for NZSA membership are audited as part of the joining process. All existing members are audited on a three year cycle. The exception to this



Photo from L to R: Marek Pulawski - Technology Manager, Secom Guardall, Greg Watts - Executive Director, NZSA, Daisuke Imaboko - Director, Secom Guardall, Sean Malone - Monitoring Technical Manager, Secom Guardall

is the Alarm Monitoring sector who are audited every two years in compliance with the requirements of AS 2201.2 – 2004, Intruder Alarm Systems, Part 2: Monitoring Centres to enable NZSA to issue grading certificates.

NZSA requires all companies that are to be audited to initially complete a self audit against the code of practice. The codes have been developed so that this self audit is incorporated into the document.

Members should use the self audit to gather evidence that they will show to the auditor to demonstrate they are compliant against each of the criteria in the code. While the external audits are conducted every three years, we

encourage members to conduct internal audits at least annually to ensure ongoing compliance.

If a member has any problems with the self audit these can usually be resolved through a phone call or via email; however we also offer pre-audit mentoring to help meet the standards if this is required. This mentoring is provided by an approved auditor, but this will not be the same auditor who will undertake the actual audit.

Once the self audit has been completed and returned to NZSA and auditor is appointed and will contact the member to set up an audit visit.

NZSA is always interested to hear from suitably qualified people who

would like to offer their services as auditors. Our requirements are that they have demonstrable expertise in the area they are auditing and that they are independent of any company who may be in completion to the member company under audit. Auditors are appointed by the NZSA Executive Director, they sign a formal agreement that includes confidentiality and an undertaking to acknowledge any conflict of interest.

After an Auditor has been selected a member can advise the Association if they see there is a conflict of interest and another auditor will be arranged.

During the audit visit the auditor will use the same code of practice that has been used for the self audit. Members can make this process as stress free as possible by ensuring that they have the evidence they have identified when they did the self audit available for the auditor to examine. Where possible we like to take copies of relevant documentation which is retained in secure storage as a record for future audits.

The auditor will also want to speak with some staff and clients. One unexpected consequence of many of the audits that have been conducted since the new legislation was introduced has

been finding significant numbers of staff who either do not have Certificates of Approval appropriate to the work they are doing, or who do not have them displayed as required by the Act. While it is disappointing to find this, it is better for the members that it is discovered by our auditors than the DIA or MOJ with the large fines that will result. NZSA require immediate remedial action in those cases, and advise companies to introduce more effective systems to check.

The auditors will accompany patrols and visit sites to view operations or installations. We recommend that companies take the auditor to sites where there work can be clearly demonstrated – it is not a good idea to show us an installation that you have taken over from another company.

During the audit visit the auditor may ask the company to take some immediate action. Other actions may be required when the audit report is sent out. The auditor prepares this report, with an Executive Summary for NZSA who will forward it to the member.

The report outcomes are generally:

- No action required, the member is fully compliant and a Certificate of

Compliance can be issued.

- Some minor actions are required before the next audit, but a Certificate of Compliance can be issued.
- Some actions are required before a Certificate of Compliance can be issued.
- Mentoring is required to get the member to a position where they can be re-audited.

On receiving the certificate the member is known as an Accredited Member of NZSA against the codes in which they are compliant, and can use this in marketing those services.

Secom Guardall Celebrate A1 Grading New Zealand's latest A1 graded monitoring centre is a perfect example of how NZSA works with its members to raise standards.

Once Secom Guardall made the decision that they wanted to achieve A1 status they approached the NZSA for mentoring assistance before and during, the construction process. This ensured that the end result was of the highest standard and NZSA was happy to present Secom Guardall with their Grading certificate and Certificate of Compliance with the NZSA Code of Practice in November this year.

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10 Strategies to Maximise Store Productivity

with Real-Time Video Intelligence

An Axis Communications White Paper
in co-operation with Retail Touch Points and BVI Networks



1. Introduction

When it comes to in-store business intelligence, retailers can now literally remove the blindfold that has been holding them back. With the use of real-time, affordable visual intelligence, today's retailers can clearly see the path to understanding daily activity in the store and maximizing the use of every square foot.

New data from network-based video, combined with data from existing sources, presented in easy-to-use reports, will drive more targeted decisions about merchandising and promoting products, directing traffic more effectively through the store and maintaining best-in-class customer service at all touch points. Customers will enter the store with a clear purpose and leave happy with purchases in hand.

As retailers and brand manufacturers become more willing to collaborate, real-time video intelligence will provide the means for information sharing that will benefit both partners. Suppliers can test different promotions, packaging and product placements that will bring the most bang for the buck, creating significant upticks in sales that inevitably benefit the retailer and the supplier.

"This can be a valuable investment for both small and large retailers," notes Bart Butzer, former executive vice president of stores for Target Corporation and president of Mervyn's. "Larger chains most likely already have the resources, processes and mechanisms in place to use video intelligence internally to improve in-store marketing, and also will be able to leverage the data across the supply chain, improving collaboration with suppliers. For smaller stores I believe this system can offer great value if retailers invest the time and resources to use the information to their advantage."

With real-time visual data, store management can be empowered to make operational decisions in a timelier manner, improving operations, sales and customer satisfaction based on daily information rather than weekly, monthly or annually.

Today's best-in-class video intelligence solutions are based on IP video or network video and will be fully integratable with current in-store systems, including traffic counting systems and cameras. Built on open standards for future growth, the best system will be affordable, easily installed and user friendly.

This whitepaper will help bring retailers up to speed with the latest innovations in real-time video intelligence, providing the top 10 strategies needed to effectively compete in today's increasingly challenging retail arena.

10 strategies to real-time retail enlightenment

The following 10 strategies will guide retailers down the road of retail enlightenment:

1. Embrace real-time retailing
2. Empower store managers
3. Monitor store touch points
4. Direct traffic more effectively through better merchandising
5. Reduce shrink with on-shelf tracking analysis
6. Enhance multichannel marketing
7. Create better retailer-supplier collaboration
8. Leverage existing infrastructure and integrate in-store systems
9. Install best-in-class equipment
10. Plan for future growth

2. Embrace real-time retailing

To successfully implement real-time video intelligence, retailers must first embrace the concept of real-time retailing. Instead of only viewing sales as a product of days, months or seasons, as they have in the past, retailers must narrow their view to get closer to real time.

"The Internet and the widespread adoption of broadband connectivity have introduced the notion of 'real-time' or 'near real-time' information to retailers' operational processes," according to the Retail Systems Research (RSR) report Improving Retailer Responsiveness with Real-Time Business Intelligence.

"Many retailers want to enable their operations with near real-time alerting, reporting and performance management capabilities." This real-time actionable information can be referred to as "operationalized real-time business intelligence," notes RSR, which is "critical to improving retailer responsiveness."

With access to real-time data, retailers can respond more effectively to changes in consumer demand. Simultaneously, retailers are able to "maximize their operational efficiency, by focusing more of their labour spend on activities that build consumer loyalty, and to lower the amount of paid-for inventory while at the same time improving (lowering) out-of-stocks on the selling floor," according to the RSR report.

The most effective way to monitor all store activity, from warehouse dock to POS transaction, is with an integrated platform that delivers daily reports and provides a user-friendly mineable dashboard.

"Combining real-time signals from the store on a consistent platform can help the retailer better understand consumer and store activity," says Hung LeHong, Gartner analyst, in an August 2009 report titled The Real-Time Store Monitoring Platform. Retailers should aim to collect all available real-time signals into an integrated platform, including:

- ◆ Point of sale transaction log (POS TL)
- ◆ Customer traffic
- ◆ Video over IP (network video)
- ◆ Radio frequency identification (RFID)
- ◆ Location-aware applications
- ◆ Remote monitoring of appliances, including heating, ventilation and air conditioning (HVAC)

Taking the lead from the online channel, brick-and-mortar retailers are becoming more attuned to the benefits of real-time data. Although until now many of the technology offerings that facilitate real-time retailers have been cost prohibitive, recent additions to the marketplace are making them affordable and cost-effective for retail stores.

"In the past, real-time in-store data has been collected through expensive processes," says Alexei Agratchev, founder and CEO of BVI Networks. "Now improvements in cameras and video analytics have made it possible for retailers to track the data, design better store layouts and maximize in-store real estate with better-placed fixtures and signage. Then retailers can test these new strategies to determine how well they perform, completely transforming the way retail business is done in the marketplace and to protect and enhance the value and integrity of its trademarks. Axis appreciates your cooperation in this effort."

"Combining real-time signals from the store on a consistent platform can help the retailer better understand consumer and store activity."

— Hung LeHong, Gartner Analyst

3. Empower store managers

The most forward-thinking retailers will now take a fresh look at the role of the individual store managers and begin to arm them with real-time data, empowering them to make actionable decisions in a timelier manner. Successful retail executives will work with store management to execute strategies that deliver immediate results from the store floor.

“CIOs and their team should work with their business counterparts in store operations, merchandising and marketing to determine what business processes can take advantage of real-time signals,” says LeHong.

A system that enables information flow to multiple levels of the organization at the same time can facilitate the cross departmental collaboration that creates a high performing retail business. American Apparel has taken this concept even further, by charging store associates with store success. “Access to real-time video intelligence is helping us track associates on their levels of customer service,” says Stacey Shulman, Director IT – Retail, for American Apparel. “In our test store we are reporting better customer service and our conversion rates are up pretty drastically from when [video intelligence] was first implemented.” American Apparel, both a retailer and supplier, began a single store pilot of the integrated video intelligence solution in June of 2009 and rolled out 25 additional stores in October.

“CIOs and their team should work with their business counterparts in store operations, merchandising and marketing to determine what business processes can take advantage of real-time signals.”

— Hung LeHong, GartnerAnalyst

4. Monitor store Touch Points

The key to optimizing customer service inside a store is to attend to every square foot in the store. With video intelligence technology, retailers can get valuable data and insights on every part of the store, from entrances and aisles to customer service, dressing rooms and even bathrooms. And, while creating a better customer environment retailers also can save time and money by improving labour scheduling throughout the store.

“We are monitoring and better managing wait time in customer service areas, for example the service deli and checkout,” says Gary Hawkins, CEO of Green Hills Supermarket and President of Hawkins Strategic in Syracuse, New York. “We then leverage that information, received in regular reports, to improve wait time for customers. We also can link this information to labour scheduling to improve labour efficiencies throughout the store.”

Video intelligence also provides valuable information on customers’ movement throughout the store – including where they stop for a significant amount of time. Called dwell analysis, this lets retailers know which aisles and products are attracting consumers. American Apparel is planning to use dwell analysis to evaluate employee productivity. “We will look at how much time managers spend in their office versus on the store floor, and the effectiveness of customer interaction with new staff members,” says Shulman. “This is valuable feedback we could not get without a system like this.”

Beyond the store floor, video monitoring can improve customer satisfaction in other vital areas, such as the bathroom and fitting room areas. “If the fitting room or bathroom is not clean it definitely affects customer satisfaction,” says Michael Anderson, vice president of field services at Lifetouch (former SVP of store



operations at Macy’s and former regional operations director at Target). This is particularly useful for retailers who have unattended fitting rooms.

“We see significant value with this system,” says Hawkins. “We are able to monitor traffic flow across our two entrances and review customized reports by hour or by day, to understand when the optimum times are to open and close each entrance. We now have benchmarks that we can work against.”

“Access to real-time video intelligence is helping us track associates on their levels of customer service.”

— Stacey Shulman, Director IT – Retail,
for American Apparel

5. Direct traffic more effectively through better merchandising

Marrying the art of retail with the science of retail is an ongoing struggle. Acknowledging the experience and expertise of retail managers and buyers, it can be valuable to give them some leeway when it comes to inventory selection, merchandising and promotion. But the value of factual information about customers’ movement through the store, dwell analysis and overall in-store behaviour cannot be minimized. Putting that data in the hands of these talented individuals is where the real improvements can be created.

Using video intelligence, retailers can track shopper behaviour using analytics that are integrated with in-store data sources such as point-of-sale. The result is ongoing traffic and conversion-rate analysis, not only for the store, but also by aisle, display and down to the SKU level. This data allows a retailer or manufacturer to optimize layout, shelving, displays and packaging based on real data, minimizing the guesswork that has long been an art form in the retail business.

“With the video intelligence system, we can find out how many customers go down the cereal aisle when entering the store, and how many actually spend some dwell time in front of Kellogg’s or certain categories, then how many make a purchase,” notes Hawkins. “That’s the information that helps us understand traffic flow around the store and allows us to make better merchandising decisions.”

In-store video intelligence is a competitive differentiator because it enables a much deeper understanding of how consumers respond to products, product placement, packaging and promotions,” adds Leslie Hand, research director, Global



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Retail Insights. “For example, intelligence regarding a product promotion that seemed successful on the surface may reveal that 50 percent of customers that stopped to look at the promotion compared it to something else, or simply changed their minds after reading the ingredients.”

“We are able to monitor traffic flow across our two entrances and review customized reports by hour or by day, to understand when the optimum times are to open and close each entrance. We now have benchmarks that we can work against.”

— Gary Hawkins, CEO of Green Hills Supermarket and President of Hawkins Strategic in Syracuse, NY

6. Reduce shrink with on-shelf tracking analysis

When integrated with on-shelf tracking systems, video intelligence can provide information on out-of-stocks and loss prevention analysis. For example, certain products are considered “high shrink” items which are pilfered more often than others, such as razors, high-end cosmetics and alcohol. With visual information on how and when the shrink is happening, retailers can make changes to minimize the problem.

“By integrating different data sources into one platform, our system can track products all the way through from the dock to the stockroom to the floor and the POS,” says BVI’s Agratchev. “With this information in hand, retailers and suppliers can make better decisions about what to stock and where to merchandise it.”

For retailers who already have loss prevention systems and cameras in place, a best-in-class video intelligence system can be integrated with loss prevention and monitored independently by different groups in the organization. “Different groups in our organization can view data based on permissions programmed into the system,” notes Shulman. And everyone is happy, she adds, because the video intelligence system provides better-quality images and is easy to maintain.

“In-store video intelligence does for in-store customer marketing what social media and Web analytics does for on-line commerce, levelling the playing field between channels to a certain degree.”

— Leslie Hand, Research Director, Global Retail Insights

7. Enhance multi-channel marketing

The multitude of information gleaned from online marketers has motivated brick-and-mortar marketers to meet the challenge and find ways to gather the same type of granular information at the store level.

Integrated video intelligence answers that call. “In-store video intelligence does for in-store customer marketing what social media and Web analytics does for on-line commerce, levelling the playing field between channels to a certain degree,” notes Hand. As stores become able to gather more detailed information, the entire multichannel experience is enhanced.

“Use of video intelligence in a brick-and-mortar environment designed to capture customer activities can be blended and compared with similar data available from the online channel through Web analytics to help formulate more effective multichannel retailing analysis,” says Janet Sherlock, AMR Research analyst.

“Retailers can expand learning from Web analytics such as time on site, shopping funnel, abandonment and product conversion by applying in-store analytics from video intelligence to optimize enterprise merchandising and customer experience. For example, a merchant that knows her in-season key item top converts 50 percent more in stores when displayed on a main aisle display table with a mannequin may choose different online merchandising tactics to achieve the same conversion rate.”

“Ultimately, a multichannel retailer will build a platform that looks at real-time signals from many different customer touch points — such as combining signals from the Web, mobile devices and the store,” notes LeHong. “This would allow retailers to monitor cross-channel processes, such as order-on-the-Web/pick-up-in-the-store.”

8. Create better retailer-supplier collaboration

Video intelligence offers a significant opportunity for retailers and suppliers to work together, improving the bottom line for both partners. And often the supplier will be willing to contribute financially to facilitate a video intelligence project. “If supplier partners want a direct line to consumer responsiveness to their promotions, there is no better opportunity than in real (not test market) in-store video monitoring,” says Hand.

Currently, a major consumer goods supplier is working in partnership with a large U.S. grocery chain using video intelligence analysis to test in-store stimuli such as different signage and displays – ways to attract consumers to the products. This is similar to A/B testing done online. Now brick-and-mortar retailers can use control stores to analyze differences between one promotion and another, or one type of end-cap versus another.

Manufacturers typically welcome any consumer information that retailers are willing to provide. With access to information on consumer traffic patterns and dwell time within aisles, manufacturers can adjust product displays and in-store merchandising to better serve consumers, retailers and the manufacturers’ own interests.

“Retailers can expand learning from Web analytics such as time on site, shopping funnel, abandonment and product conversion by applying in-store analytics from video intelligence to optimize enterprise merchandising and customer experience.”

— Janet Sherlock, AMR, Research Analyst

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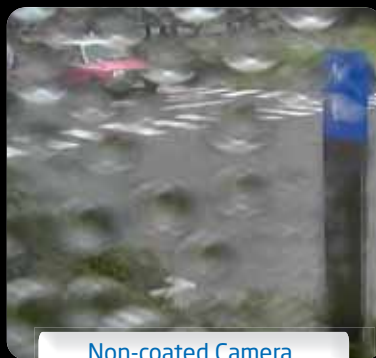
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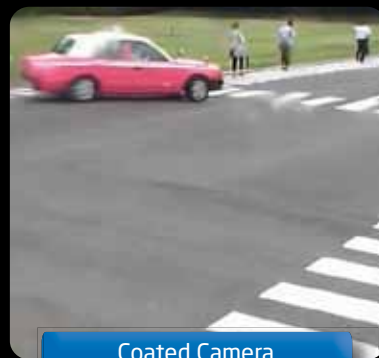
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9. Leverage existing infrastructure and integrate in-store systems

One of the reasons some retailers may be resistant to adding a video business intelligence solution to their in-store technology mix is the concern of having too many different systems functioning at the same time. But today's best-in-class video intelligence system can be integrated into the existing store infrastructure for a seamless transition.

"An integrated video intelligence platform should support multiple use cases including loss prevention, traffic counting and POS data," says Hand. "It does not make sense to require multiple replicas of video or POS data to support discrete video analytics applications." This is where the strength of network video makes the difference.

For the Green Hills implementation, Hawkins was able to leverage existing loss prevention cameras and integrate them with new cameras from Axis Communications. "The integration went very smoothly," notes Hawkins. "It was a matter of running Cat 5 Ethernet cable from different locations back to the server room where the BVI video analytics technology was installed." This type of network video solution runs on standard Ethernet networks, works with retailers' existing infrastructure and is based on open standards for ultimate compatibility with current and planned store equipment.

American Apparel took a similar approach. "When we started looking at video intelligence solutions, we wanted to be able to consolidate the technology in our stores," says Shulman. "I'm not a fan of having five different servers in one store. It was tough to find." Shulman chose the BVI/Axis Communications solution.

"The system we chose ties in sales transactions with loss prevention and traffic counting," Shulman continues. "We can watch videos of transactions and analyze the discounts taken at the POS to determine any patterns that may be affecting sales and the bottom line."

When solution providers, such as BVI and Axis, are able to facilitate the delivery of the video intelligence system as an integrated component into the existing channels that retailers already use in their stores, it is easier for retailers to expand their systems. American Apparel was able to integrate all the systems together with the help of Retail Information Systems (RIS), who supplies them with their POS system, as well as its BVI/Axis video intelligence system.

"The cross-functional use of the video surveillance solution allows teams to collaborate and share deployment cost."

— Patrik Pettersson,
Business Development Manager,
Axis Communications

10. Install best-in-class equipment

When researching video intelligence solutions, retailers should look for cameras with high-quality video and analytical solutions that can provide a complete store-monitoring platform. The BVI Networks' RetailNEXT product brings the real-time signals together and presents them in a user-friendly and highly scalable dashboard. To make the system work, retailers should look to combine the analytical solution with intelligent cameras that provide network video. Intelligent cameras accommodate on-board embedded applications such as business intelligence analytics that can analyze traffic counting and customer dwell time.

"Retailers now have the capability to deploy cost-effective analytic applications processed by the camera, working in parallel with the overall solution," says Patrik Pettersson, business development manager, Axis Communications.



Cost also is a key factor when choosing video intelligence systems. Purchased separately, video intelligence and loss prevention systems would have cost American Apparel up to 40 percent more, says Shulman. "We were able to bring in something we didn't have before and got better quality at a lower overall price," she notes. "With the IP cameras it is a lot easier to maintain and monitor the system."

"The cross-functional use of the video surveillance solution allows teams to collaborate and share deployment cost," adds Pettersson. "The result is added coverage for loss prevention while providing valuable information to merchandizing, operations and marketing."

11. Plan for future growth

A significant advantage of implementing an integrated video intelligence system is that it can grow with the retail organization. "I was looking for a system that could grow with our needs," says Shulman. Shulman is initially using the system for traffic monitoring and loss prevention, then plans to add dwell analysis to examine employee productivity.

Beyond the basics, retailers have a long list of in-store data that can be leveraged today and in the future using the right system. "The sources of available real-time data in retail stores have been steadily increasing over the last few years," reports LeHong. Current data sources include POS data, customer traffic data, queue data, electronic article surveillance (EAS) data and IP-based video feeds. Emerging technologies include RFID, the ability to locate mobile phones via GPS, cell tower or Wireless Fidelity (Wi-Fi) triangulation, plus new in-store shopping devices such as shopping cart computers and handhelds. "It's obvious that, in the future, retailers will need to have some kind of platform that integrates, manages and makes sense of these real-time signals in the store."

12. Conclusion

The amount of data available today and in the future could make any retailer's head spin. The trick is harnessing that data, analyzing it properly and using it to the benefit the business. Integrated video intelligence that can combine disparate technology sources within the store and deliver customized reports and a data mining dashboard give headquarters and store management the information they need to make real-time business decisions. This is a strategic imperative most retailers cannot ignore and many are building into their near-term plans.

As a best practice, retailers should strongly consider systems that are designed and built for the retail environment, not adapted from unrelated industries to partially fit the retail needs. Systems that automate major components of the data collection and information delivery will ensure a higher degree of adoption, which ultimately means a higher success rate for the retailer. By embracing the role of realtime data from within the store – similar to the online commerce environment – retailers will be able to differentiate themselves from the competition, creating high-performing retail stores that dwarf those that manage business under an older paradigm of data sampling, occasional shopper feedback and data visibility.

The combination of best-in-class video equipment and video intelligence analytics will provide both large and small retailers with a system designed to improve customer service, enhance retailer/supplier relationships, create more effective labour utilization, promote multichannel marketing and reduce losses and out-of-stocks – creating a retail organization that is poised for continued success and growth.

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Xtralis unveils new weapon for winning 'smokeless war'

On 17th October, and hot on the heels of the Fire NZ 2014 Conference, Xtralis held its VESDA Everywhere Technology Showcase in Auckland. In what has been a busy time for Xtralis in New Zealand, the company also announced on 6th November the appointment of Bengan Servicing Limited as NZ distributor for its range of life safety products.

The October showcase introduced to the local market Xtralis' new line of Vesda-E aspirating smoke detection (ASD) systems, the VESDA VLQ very early warning ASD system for small-area (up to 100sqm) applications, and Vesda analytics products, including DustTrace, WireTrace, and DieselTrace.

The leading global provider of solutions for the early detection of fire, gas and security threats, Xtralis appears to have



Dr Peter Meilke, VP Applications Engineering, Solutions and Competition, Xtralis Pty Ltd

cemented its position with a positive industry reception to its latest range of very early warning solutions. Many in the showcase audience were quick to point out that Vesda represents the gold standard in its field.

"Fire continues to be an infrequent but significant threat to Life Safety in business, but equally as devastating to business are threats to Business Continuity and assets," stated Dr Peter Meilke, Xtralis' VP Applications Engineering, Solutions and Competition. According to Peter, New Zealanders are "amongst the world leaders in terms of code development and compliance," and are early adopters of Performance Based Design methodologies for engineered fire solutions.

Commenting after the showcase, Peter stated that there was "great enthusiasm for

the new VESDA-E platform, particularly the enhanced connectivity, unique analytics capability, as well as the market changing VEA platform, which offers enhanced detection of up to 120 zones in a single unit." In terms of what the new range offers to NZ businesses, he identified three key characteristics: "enhanced levels of protection, elimination of nuisance fire alarms (and associated cost) and a lower total cost of ownership."

With up to 15 times greater sensitivity than the existing VESDA VLP, VESDA-E is able to distinguish between substances such as dust, smoke, and diesel, and thus reduce the time needed to accurately identify, verify, and deal with an event. Improved sensitivity and dust rejection means the elimination of nuisance alarms.



Once smoke is detected, if it is higher than alarm thresholds it is reported as an Alert, Action, Fire1 or Fire2 alarm condition. A series of LEDs display the status alarms and detector power status. A button allows the user to reset or disable the detector, and an optional 3.5" LCD displays the detector status, including smoke level, a smoke level bar graph, alarm thresholds, trouble status, percentage airflow level, normalization status and filter life used.

Xtralis claims that the total cost of ownership is lowered by up to 15% with the VESDA-E. CapEx value is increased through higher sensitivity, longer pipe runs resulting in greater coverage area and double the longevity. OpEx costs are reduced with 8% less power consumption, and accessible maintenance, field replaceable components, auto pipe cleaning and remote diagnostic tools, which reduce maintenance and monitoring costs by up to 50%.

Hardware expansion modules may be bolted to the VESDA-E detector to add additional capabilities, and Xtralis Software Analytics applications can be purchased, downloaded, configured and managed remotely over the internet.

Despite its varied features and expandability, Peter maintains that the VESDA range isn't just for the big guys. "Many small spaces can be protected

by Xtralis product, particularly with the release of the new VESDA VLQ, a product specifically engineered for small spaces." Small spaces are not necessarily unimportant spaces, he adds, "many critical areas including switch rooms, small server rooms and telephone exchanges could be considered small areas."

In New Zealand, Xtralis products already protect high-value and irreplaceable assets belonging to a number of leading businesses and government. This includes telecom, data centre and correctional facilities, and within companies such as Transpower, Fonterra and the National Library of NZ.

On 6th November, Xtralis announced that it had appointed Bensen Servicing Limited to distribute and support the complete range of Xtralis life safety products in the VESDA-E, VESDA & OSID ranges.

Commenting on the announcement, Daniel Allen, Xtralis regional sales manager said, "It is a very exciting time at Xtralis with the release of the next generation of VESDA, VESDA-E, and we are pleased to have Bensen taking this to the market in NZ & surrounding areas with us." Peter Meilke added that with Bensen, New Zealand customers can expect both "national coverage and local support."

Bensen (www.bensen.co.nz) is a New Zealand company that designs and manufactures electronic alarm and control equipment including fire alarm panels, detectors, sounders and ancillary equipment.

Welcoming the appointment, Bensen's National Technology & Strategy Manager, Aaron Willoughby said, "Bensen has a reputation for partnering with leading edge and innovative technologies and with the new VESDA-E range of products being launched, it was an opportunity we could not resist. We are really excited to be working closely with Xtralis, and with our technical team, looking forward to distributing and supporting the full range of products."

The renowned Chinese strategist Sun Tzu is said to have prized the idea of gaining victory through 'smokeless war', or in other words, avoiding battle and beating the enemy through superior intelligence alone. With the advanced ASD capabilities of the new VESDA-E and its stable mates, Xtralis's very early warning smoke detection provides for the type of smokeless victory that would make the great Sub Tzu proud.

Visit www.xtralis.com to view the full range of Xtralis products, including VESDA-E, OSID smoke detection, ADPRO infrared sensors, HeiTel digital video remote monitoring, ASIM intelligent traffic detection and much more.

View from the CROW's Nest: an interview with Dr Ryan Ko

As we reported in our October issue, the University of Waikato, the University of Auckland, Unitech and the Cloud Security Alliance recently secured funding for the development of the STRATUS cloud security project. The funding is part of the Government's 2014 science investment round, which will see \$139 million invested over six years in new science research programmes.

Announced by Science and Innovation Minister Steven Joyce on 11 September, the round will provide funding to projects in the biological industries, high-value manufacturing and services, energy and minerals, environmental, and health and society sectors. The STRATUS project secured a handsome \$10.6 million in funding from the round.



Dr Ryan Ko, STRATUS project lead and Senior Lecturer at the University of Waikato

In this issue we [virtually] sit down with STRATUS project lead, the University of Waikato's Dr Ryan Ko. In Dec 2013, Dr Ko established New Zealand's first Master of Cyber Security degree and dedicated cyber security laboratory at Waikato. The lab has gone on to create the country's first research and education cloud testbed and, with industry partners, it has released security tools contributing to a number of open source security projects.

NZSM: What gave rise to CROW (Cyber Researchers of Waikato), and what is it setting out to achieve?

Ryan: Building on the achievements of its computer science department, the University of Waikato's CROW was set up in December 2012 to address the rising demand for university-trained cyber security professionals and to research approaches that empower users to control their data without relying on third parties. CROW aims to return control of data to data owners, by focusing on research addressing data security from a user-centric perspective.

With the emergence of cloud computing technologies and prevalent mobile device usage, we are witnessing the diminishing effectiveness of traditional cyber security approaches such as perimeter defence, intrusion detection and infrastructure hardening. To address this, CROW focuses on 6 major themes: Provenance, User-Centricity, Visualisation, Economics, Hardware, and Tools & Datasets. Together, these 6 themes empower the return of control of data to users, thereby reducing

reliance on third-party vendors or trust relationships commonly found in most cyber security contracts today.

A major focus of CROW is developing fundamental algorithms and innovative solutions which will enable users to know their data provenance, or "what has happened to their data". Data provenance empowers data stakeholders to understand the evolution and derivation history of their data, and empowers other important technologies such as data leakage prevention and behaviour-based detection of malware. After the successful acquisition or recording of provenance information, effective ways to visualise these multi-dimensional data sets in user-intuitive techniques are tantamount.

Another major focus of CROW is to make fully homomorphic encryption (FHE) practical. FHE promises to allow computers to process encrypted data without the need to decrypt it – thereby removing the risk of malicious insiders looking at decrypted information. If encrypted data can be processed in servers without the need to be decrypted, the privacy of data in foreign environments will be addressed effectively. The lab is currently working on practical and efficient techniques addressing this.

CROW has a large-scale cloud computing test bed (Cloud8) for the realistic testing and verification of our tools. Visualising large security data sets in an intuitively exploratory way is also another major challenge. Together with partners such as the Cloud Security Alliance, the lab also works on discovering

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and disclosing vulnerabilities that expose user data to dangers in both systems and network. The Lab also aims to invent techniques that effectively eradicate the effects of new-generation malicious software.

NZSM: How is NZ placed in terms of contributing to the development of cloud security?

Ryan: NZ is very well placed with a great natural environment for research, rich innovation history and hands-on talent pool. The Ministry of Business, Innovation and Employment (MBIE)'s decision to fund the NZD 12.23 million STRATUS (Security Technologies Returning Accountability Trust and User-Centric Services in the Cloud) project this year shows the emphasis on cloud security research placed by the NZ government.

Cloud addresses the 'tyranny of distance' of doing business and through offering cloud security services, kiwi companies can gain market share on an international stage rapidly. Several kiwi IT companies, such as LayerX, Aura and Wynyard, are starting to take on the world stage in the area of IT services. I am confident that the ecosystem around a user-centric cloud security will develop.

NZSM: Are we ahead of the curve? Do we have influence within the global setting?

Ryan: From the global contribution point of view, NZ is definitely ahead of the curve, as we get things done. Several kiwis contribute to the global security landscape. We like to take a pragmatic, hands-on approach and actively contribute to the global development of open-sourced security and cloud tools. For example, CROW's laboratory work contributes features in global projects such as Cafe in OpenStack and together with Aura Information Security, a DHCPv6 fuzzer in the THC ipv6 suite. One of STRATUS' industry partners, Green Button, was recently acquired by Microsoft.

There is a saying in the security industry that NZ has the highest "hacker per capita" ratio as compared to other developed countries. One world-class example is the late Barnaby Jack, and another eminent expert being Peter Gutmann. On the governance and standardisation front, eminent leaders such as Colin Wallis are leading in security standardisation efforts with ISO. Most recently, I represented the Australasia

region in the development of the new Certified Cloud Security Professional (CCSP) certification with (ISC)2 – to be launched at RSA 2015.

However, from a technical aspect point of view, the inability to address the unsustainable growth and sophistication of threats is a global problem, and all countries are behind the curve. This is why research efforts such as STRATUS and the CROW laboratory are important. If we do not act now, the Internet will continue to be a wild west.

NZSM: What is the single biggest challenge facing security in the cloud?

Ryan: The biggest challenge is the lack of control by users over their data. Data is the only important asset in cloud computing. With cloud computing, especially with Software-as-a-Service (SaaS), end-users typically do not need to think about their capital expenditure, hardware or updates. However, once they upload or create data in the cloud, they lose control immediately. They have no way to know if their data was leaked or compromised, let alone the ability to stop something malicious from happening.

NZSM: What are you expecting STRATUS to achieve over the course of 2015?

Ryan: The STRATUS kick-off meeting was held on 17-18th November at CROW at the University of Waikato, with the research team from other partner institutions such as University of Auckland, Unitec and Cloud Security Alliance, and industry partners attending. Birds-of-a-Feather (BoF) sessions were conducted with representatives from our industry partners, and we identified recent trends and impending challenges facing our research aims. I adopted this meeting style from my previous experience with HP Labs, where several stakeholders (e.g. sales, marketing, research, engineering) are holed up in a room to talk about the ideas – resulting in cool ideas with practical end-to-end innovation pathways.

This enables us to achieve the goal of industry-adoptable proof-of-concepts for some of our projects over the course of 2015. Deep engagement with industry from Day One allows us to remove the common problems faced by ivory towers and silos in research. I am confident that STRATUS will develop into a niche kiwi-led cloud security sector focusing on empowering end-users with control of data.

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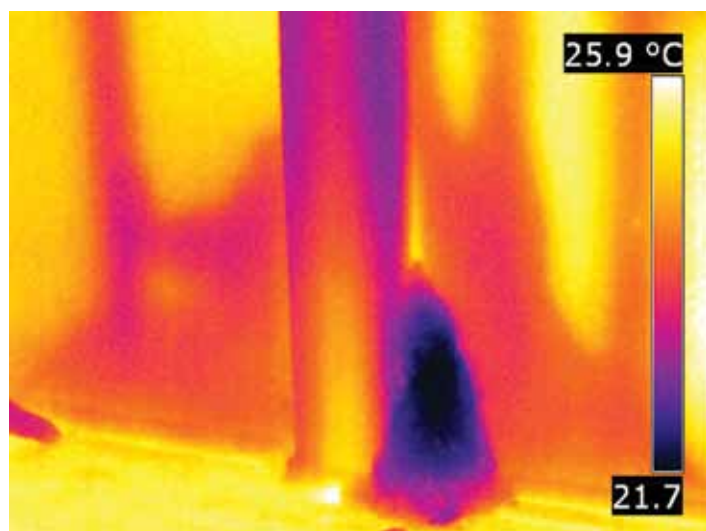
Defeating Pests at Hide-&-Seek with FLIR Thermal Imaging Cameras

Professional pest inspection company, Termite Solutions, have a catch phrase, "If you haven't seen thermal, you're only seeing half the picture."

Infrared technology has a wide variety of applications in domestic settings as well as for industry. Termite Solutions in Queensland, Australia has been specialising in termite inspections and treatments since 1996, and started utilising FLIR thermal imaging cameras in 2005. "For our company it began an odyssey in innovation. It has become a standard part of our equipment now and we couldn't imagine doing our job without it," states Mal Brewer, proprietor of Termite Solutions.

A Homeowner's Worst Nightmare

Termites that attack houses are almost exclusively subterranean species that need to maintain very specific environmental requirements. "When termites enter a dwelling they rapidly humidify the galleries they inhabit and actively regulate the temperature," explains Mal Brewer. "It is this temperature differential that FLIR thermal imaging cameras are ideally designed to detect. The FLIR E-Series, for example, has suitable resolution and thermal range to detect even very minor temperature differences and the termites' need to regulate temperature and humidity makes early detection possible using thermal imaging."



Termite packing inside and on wall

Depending on atmospheric conditions, termite infestations can appear as hot in winter, or as cold in summer, spring and autumn. In many types of houses termites will attack the unseen wall framing and can operate for months undetected, causing significant structural damage as they do so. Australians spend millions of dollars each year treating termites and repairing the damage they cause. They are truly amongst a homeowner's worst nightmare, so discovering termites long before they become visually apparent can potentially save homeowners thousands of dollars. The advantages of thermal technology are obvious.

Discovering the World of Infrared

"Back in 2004 I heard that thermal imaging was being used by a few interstate pest inspectors for detecting termites, so I called some of them. Operators back then had no qualifications and indicated they would use their cameras from time to time, but basically they were for gaining a marketing advantage over their competition," explains Mal. "I bought my first camera in 2005 and quickly established that not only did I have a marketing advantage, but they are actually an invaluable detection and diagnostic tool. We detected termite issues that other inspectors had simply not seen and walked past.

"The financial outlay for my first FLIR camera was quickly recovered. I found that clients appreciated our professionalism of investing in the latest technology, and the acceptance rate of quotes was considerably more, once we started using thermal cameras. Right from the start," says Mal, "I realised the potential value to my business the FLIR thermal imaging camera would bring."

Keeping the Customer in the Picture

"We always try to involve our clients at the start of the inspections to show them the visual advantage we gain in using thermal imaging. Our catch phrase is 'If you haven't seen thermal, you're only seeing half the picture'. Our clients generally ask us to bring the thermal cameras for their annual inspections. They're not happy with an inspection without a thermal camera, and this ensures repeat work for us." Termite Solutions also use thermal imaging

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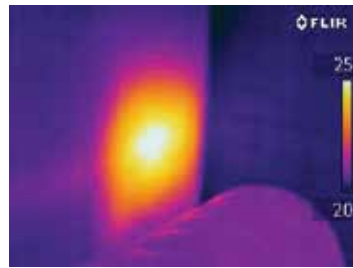
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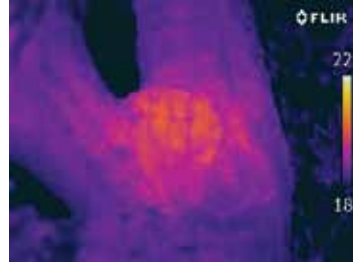
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Thermal image of large termite pack in wall



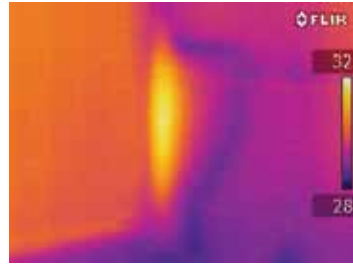
Termites behind cornice shown with IR Fusion



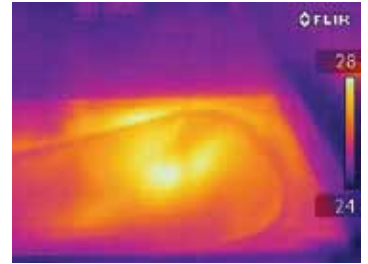
Termite nest found in tree with thermal imaging



Termites under floor



Thermal image of bathroom wall



Termites behind bath

for condition monitoring by checking current images against those taken on previous inspections. "I use FLIR Professional Reporter and FLIR Tools software on my office computer," says Mal, "and FLIR Viewer on my iPad and FLIR Tools on my Smartphone. The reporting software is comprehensive and there are loads of instructional videos available to assist in obtaining the best results from the software. The finished reports look great and images can even be emailed directly to the client from the Apple or Android device whilst still on the job site."

Termite Solutions also find that the FLIR thermal imaging cameras' Wi-Fi capabilities are particularly great when inspecting investment properties for interstate or overseas clients. "The images can be saved onto the camera or uploaded to the Cloud or emailed directly to the client. This allows us to easily explain to the owner exactly what's going on even though they may be thousands of kilometres away," says Mal.

Training is the key

Mal Brewer has found the FLIR cameras very easy to use, with only some basic training required before you can start utilising the camera. "If you are using a camera for commercial purposes," says Mal, "then it is essential that you are trained to interpret the images and correctly describe them in your reports. A little knowledge can be dangerous, were you to incorrectly interpret the images, as is often the case with inexperienced or untrained operators. I'd urge anyone considering purchasing a camera to also take some training."

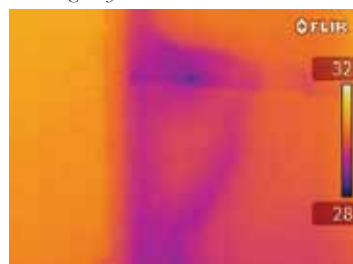
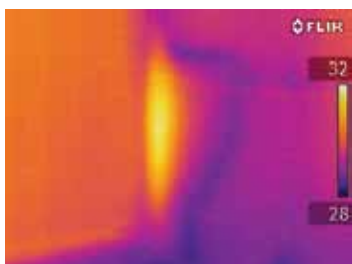
Mal Brewer completed the Level 1 Thermography course at Melbourne University in 2004, the Melbourne FLIR course for Pest Managers a few years later, and attended a Building Science Thermography course in 2013. All of Termite Solutions' technicians have attended FLIR courses and are trained in the use of cameras and creating thermal reports.



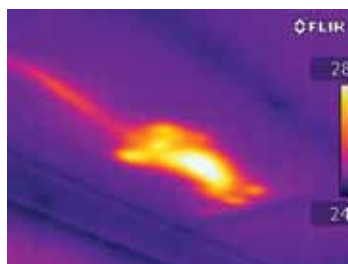
Termite gallery behind this wall



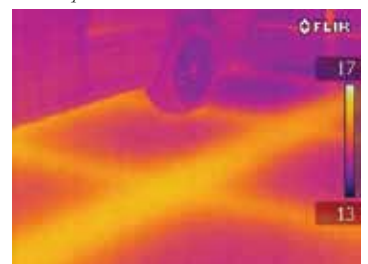
Termite pack in bedroom wall



Termites before and after treatment in bathroom wall



Possum in roof cavity



Identifying slab construction

The Thermal Advantage

The required tools for pest inspectors include a torch, binoculars, tapping tool and moisture meter. "We look for damage with the torch, we check the visible timbers with a tapping tool looking for structural integrity or soft spots in the timber, but with thermal imaging we can see the small temperature differences caused by termites, leaks, moisture issues, rodents or insulation anomalies," states Mal. "FLIR thermal imaging cameras can find low levels of termite infestations, often much earlier than their presence can be detected with our eyes or the conventional methods of using tapping tools and moisture meters."

A thermal camera allows inspectors to scan buildings quickly, and scan areas that are out of reach of the inspector, such as high ceilings. Termite Solutions' inspectors can each inspect as many as five houses a day. "We can scan large areas of buildings very quickly and with much more certainty than we had before using FLIR thermal cameras," says Mal.

Termite Solutions has purchased four FLIR cameras since 2005 – B2, an E300, an E60Bx and an E8, and all are still in service and in good condition. Mal's favourite camera is his E60Bx, due to the high resolution of the camera and its ability to record digital and thermal images, and video.

"Our clients find the MSX® technology a real help to better comprehend the report images," says Mal. "FLIR thermal imaging cameras are very durable and always reliable. They have good video speed, good resolution and have all shown good battery life. The images are crisp, easy to download and look good in reports."

Increasing the service thanks to thermal

"During pest inspections we would often discover maintenance issues while using the thermal imaging camera," states Mal. "At times during our inspections we have identified electrical issues in buildings that could have had serious consequences."

Now Termite Solutions offers not only pest inspection but also building inspection services, diagnosing building faults including leaking showers and roofs, moisture and waterproofing issues, and insulation irregularities.

A win-win for business and client

The use of thermal imaging cameras not only allows Termite Solutions to save time on the job – a saving it can pass on to its clients – it also saves the client money by not missing termites and spotting them sooner, before they can do too much damage. Termite Solutions' investment in the FLIR cameras was quickly offset by the increase in business they generated, and the increase in the number of buildings the technicians could now complete in a day.

"FLIR has always been considered the industry leader in Thermal Imaging, which is why I chose this brand over others. I've since found the FLIR training and customer support staff to be excellent and most helpful also," concludes Mal Brewer.

If you would like more information about this product or about FLIR Systems and its wide range of thermal imaging cameras for a wide range of applications, please contact:

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As international port facilities go, Ports of Auckland is a tiddler in a pretty big pool, as anyone who has viewed the terminals of Rotterdam, Singapore and San Pedro will attest.

But here in New Zealand it is the biggest operator, handles the most containers, the most ships and lies at the defining edge of the biggest metropolitan area in the land. Its overall security is the responsibility of one man, head of security and port facility security officer, Mike Gladman.



Assessment, planning and relationship building are key components for Mike Gladman in his security role at Ports of Auckland

It is fair to say that while Mike is the only employee of the Ports of Auckland (POAL) directly involved in security, he is the liaison and the key link in a much bigger picture that involves security contractors, government-appointed regulatory body Maritime New Zealand, NZ Customs Service, Ministry of Primary Industries (MPI), Biosecurity NZ, NZ Police and Auckland Council amongst numerous others.

Just so none of our readers get the wrong idea, at any one time there could be in excess of 60 people directly involved in security and safety service provision.

Yet they all come under the purview of Mike Gladman, a ten-and-a-half year veteran at the port and the one person responsible for the development, interpretation, implementation, revision and maintenance of the Port Facility Security Plan while ensuring continued compliance in accordance with the Maritime Security Act 2004 and the International Ships and Port Security Code (ISPS). The regulations are designed and implemented for the security of trade and tourism, and to safeguard port staff, users and local communities from terrorism and transnational crime.

Mike has spent in excess of 20 years in the security sector at all levels. At various times he has been a guard, a concierge, mobile patroller, supervisor and manager. He has owned and operated his own private security company which was contracted to provide security manpower and other expertise to various organisations including the Alinghi team before, during, and after the last America's

Cup regatta in Auckland. He has been an instructor at the National Security College.

He is a member of ASIS international and its local chapter and holds the prestigious Certified Protection Professional (CPP) credential from that organisation which provides demonstrable proof (by test) of knowledge and management skills in eight key domains of security. Those who earn the CPP are ASIS board-certified in security management and have to be recertified every three years. He was also appointed as a Justice of the Peace for New Zealand in 2003. He also holds the necessary local security certification of course.

Prior to Mike's involvement at the port, security had been overseen on a part time basis by an operational manager. The terrorist strike on the twin towers in New York changed all that. As a consequence of 9/11, all modes of transport were risk assessed and the International Maritime Organisation which, in light of a sudden new security paradigm, saw the risks to global shipping as a source of major concern. At that stage 164 countries signed up to a revised ISPS code with its attendant list of requirements, conditions and obligations for security measures of ships and ports.

Local legislation, the Maritime Security Act of 2004 and regulations came into force and Mike came into the Auckland situation to assess and implement a security plan and see it through to approval. This became a new full time role.

Today Mike oversees security for the port that extends from the Fergusson container



Ports of Auckland is the biggest in the country and prides itself on safety, security and forward thinking

terminal, through a huge multi cargo facility and the massive Bledisloe Wharf to Queens Wharf, including the Wynyard Wharf location for the dangerous goods vessels and an overarching security responsibility for the inland port at Wiri. On any given day he will have a roster of 16 security officers on hand including those used in monitoring the extensive CCTV security system that covers the entire area. This number can increase by 50 or more for cruise ship arrivals and other special events. The security team monitors port activities, access to port facilities and shipping which is covered by very strict general regulations including identification card policy and procedure. Part of the job for the security staff Mike contracts is to ensure all cargo leaving the port, in any direction, has the prerequisite paperwork and has been cleared.

Ports of Auckland Ltd also has to operate under the terms and conditions of a Customs Control Area. Members of the NZ Customs Service and MPI have enforcement powers. Part of Mike's job

is building and maintaining relationships with the various enforcement agencies. This also includes participating in a number of exercises and drills required to be undertaken annually under the Maritime Security Act.

Mike says that Maritime New Zealand is responsible for setting the Maritime Security Levels of New Zealand ports.

Security Level One is the normal day-to-day operational level whereby minimum appropriate protective security measures are maintained at all times. These include such measures as the presenting of photo ID when entering the port, searching of bags and vehicles, and various levels of access control.

Security Level Two is the level for which appropriate additional protective security measures must be maintained for a period of time as a result of heightened risk of a security incident. These security measures are generally obtained by an increase in the procedures listed at Level One.

Security Level Three is the level for which further specific protective security measures must be maintained for a limited period of time when a security incident is probable or imminent. Again, an increase in the security measures listed above for Level Two and Three is employed with the aid of the various Government agencies.

In such a highly important area to this country's economy, it is understandable that compliance and maintaining standards is right at top-of-mind for Mike. This is covered by an annual audit of the port's security procedures. Regular scheduled internal training of security contractors is reported on as part of this audit.

Mike is full of praise for the port management and says it is an extremely good employer, proactive and supportive of staff. For example, the port has gained an international profile in the media through its employment of women in traditional male roles such as stevedoring which includes operating the huge crane and straddle units that populate the port. Following changes in recruitment and assessment processes, POAL now has 23 women stevedores working as straddle and crane drivers. It has focused on removing barriers to the employment of women stevedores and on changing the mindset that port work needed to be male dominated.

In Mike's case this support also means he has recently been able to complete a Certificate in Terrorism Studies as part of a distance learning course through the University of St Andrews in the UK. This sort of knowledge and experience is invaluable for POAL when a major event that impacts on the port comes to town. The Rugby World Cup is given by Mike as a very good example. Risk assessment and 'allowance for contingencies' are vital components when planning for such occasions. As per usual, the port likes to be at the forefront.

As with most other progressive thinkers when it comes to security today, Mike and the wider management team at POAL view technology as a key solution to issues around health, safety and security, an efficient, fast, smooth flowing workplace and cost effectiveness. The increasing sophistication of technology will enable integration of systems at the port such as lighting, access control and other operational and security aspects and also allow data mining, its collection and analysis for, identification of issues and the formulation of solutions where necessary.

For Mike Gladman that will mean a safe and secure workplace and will go a long way to keeping him happy.

Handling the country's hub

Ports of Auckland provides a full range of modern cargo-handling and logistics services at two seaports; one on the east coast adjacent to the Auckland central business district and the other on the west coast in Onehunga. There is also the strategically located inland port at Wiri, South Auckland.

Auckland, and other New Zealand ports, can accommodate SAMMAX ships of up to 8600 TEU. Specially designed for shallow South American ports, these vessels draw only 11.9 metres which NZ shipping channels are already able to handle. Auckland can also handle ships with deeper drafts at high tide, without any further deepening works.

This year the Auckland seaport broke a number of records. It handled a record 968,741 TEU (20-ft equivalent units) and a record 5,679,325 tonnes of bulk and break-bulk cargo that included a record 207,591 cars. It also reported a record profit with record dividends for Auckland ratepayers.

Three times this past year, POAL says it broke the record for the number of containers handled in a month at a New Zealand port. It handled over 10,000 vehicles in one week, up 21.5 percent, another record. And MoT statistics show that POAL still has the highest ship rate in New Zealand, turning container ships round faster than any other New Zealand – or Australian – port. Although cruise ship visits to Auckland in 2013/14 were down 11 percent from 2012/13, passenger numbers have remained relatively the same.

All this is thanks to a reorganised, more streamlined POAL and to hardworking and innovative staff who made a concerted effort to do things better.

With Auckland growing rapidly, the rising volume looks set to continue and so the port continues to gear up for growth and the arrival of larger ships. Not just container ships, but cruise, car carriers and other ships are getting bigger on average. POAL is making a big investment in the supply chain by linking its inland freight hub at Wiri to a new freight hub and inland port at Longburn, near Palmerston North. This site is well positioned to take advantage of growing agribusiness in the region and is well connected by road and rail.



POAL is also doubling its use of rail to reduce congestion on the roads and is looking to increase its number of rail shuttles to 16 services a week, in the near future.

As the port operator prepares for growth, it has invested in a new, larger tug, new straddles and cranes and will soon commence a 50 metre extension to Fergusson Wharf to enable simultaneous handling of two of the larger container ships. It says it will continue to lift productivity with improving the way it works and by building a larger truck grid for faster, smoother turnaround and to accommodate increased volume.

The operator can't rest on the laurels of a good past year though. The next one will bring its challenges not least with the recent Maersk, Kotahi, Port of Tauranga deal which has meant the loss of a Maersk service to POAL.

Today the company employs approximately 400 full time equivalent staff and are open 24 hours a day, seven days a week. Ports of Auckland Limited was formed in 1988 and is today fully owned by Auckland Council Investments Ltd, a council controlled investment company.

Ports of Auckland also holds a 19.9 percent stake in Northland Port Corporation (NZ) Ltd, which part-owns Northport Ltd; a 50.0 percent share of North Tugz Ltd and a 27.5 percent holding in United Containers Ltd, one of New Zealand's largest container depot operators. Ports of Auckland is also part of the Seafuels joint venture with Pacific Basin Shipping, operating the Awanuia tanker to provide a refuelling service for cruise ships and commercial vessels calling the Waitemata Harbour.

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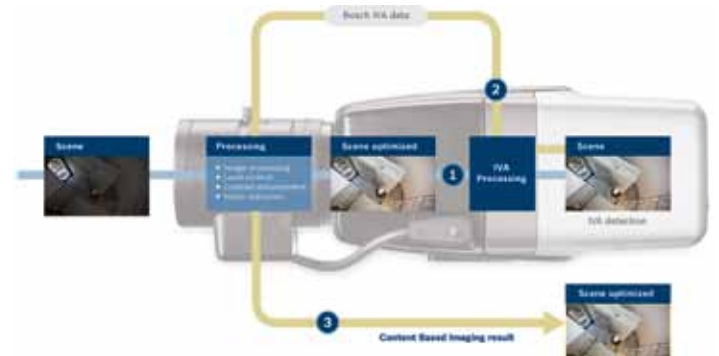
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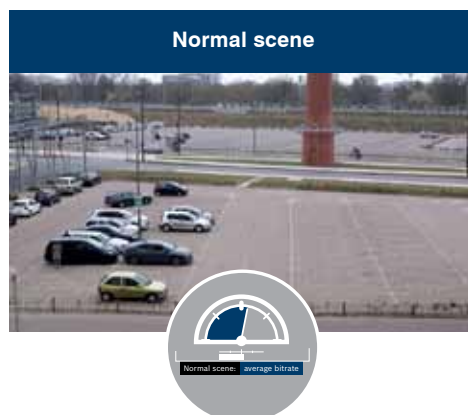
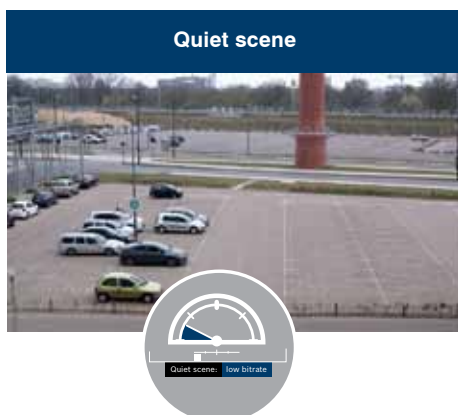
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Distinguishing between single and multiple reference points



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The 2015 cyber threat landscape ...it's getting personal

As we edge closer to the end of another year, now is the time that the IT security industry publishes mountains of forecasts in relation to the next. And 2015 is widely predicted to be bigger and badder than all that have come before it.

According to IT advisory firm Gartner, global IT security spending for 2014 will reach an unprecedented US \$71.1 billion this year, and PwC forecasts that global security incidents will increase by 48% over the course of 2015.

These are sobering statistics, but what do they mean? In an attempt to gain a clear picture of the threat landscape facing individuals and small to medium-sized businesses in New Zealand, we sought the perspectives of Andy Prow,



Andy Prow, CEO and Founder of Aura Information Security

CEO and Founder of Aura Information Security (www.AuraInfoSec.com), and Chris Hails, Digital Project Manager at NetSafe (www.netsafe.org.nz).

2014, according to Andy, has seen a growing sophistication in attacks, with combinations of attack vectors hitting web servers, email servers and mobile devices. Chris similarly observes that the year has “seen a growth in compromised accounts - both email and other platforms - and the impact this has on Kiwis can be severe, especially if messages received are perceived as being sent by a trusted friend or colleague.”

And the threats are becoming more personal. The amount and complexity of data that is now in the mobile space, notes Andy, is becoming harder and harder to protect. “The one hundred apps on my phone know just about everything about me, and so just one compromise on one device provides an attacker with all the information they need about me.”

10 years ago, NetSafe was taking enquiries from parents wanting help with cyber safety and security advice around one PC in the home. “With the average Kiwi household now having more than five internet-capable devices,” states Chris, “requests for help to enable perimeter based filtering is becoming more common.”

Credential data and credit card details are historically of high value, but what will become more important, says Andy, is the theft of private personal data. With banks ultimately footing the bill for

credit card theft and stolen credentials easily changed, these are short-term impact targets. Personal things such as photographs, on the other hand, can't be reset, and the loss of sentimental value data cannot be undone.

“The theft of private personal data,” he suggests, “will become recognised as something we can't undo, and consumers will drive increased efforts to protect data from such privacy breaches.”

2014 saw the undermining of the structure of the internet. Attacks such as Heartbleed meant that all data was now practically interceptable. The Snowden revelations, notes Andy, also rocked underlying trust in the privacy of data on the internet. Although these high profile and shocking developments resulted in



Chris Hails, Digital Project Manager at NetSafe

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New Zealand SMEs, observes Andy, are in “technical debt” when it comes to

According to Andy, things are going to get worse before they get better...

With many of us still rigidly stuck in the cyber security stone age, it is no wonder that Chris stresses the need for “a real focus on creating ‘digital citizens’ amongst every age group to equip people with the skills to self-manage online challenges.” Let’s all make 2015 the year we finally move into the threat preparedness 21st century!

- *Nicholas Dynon*



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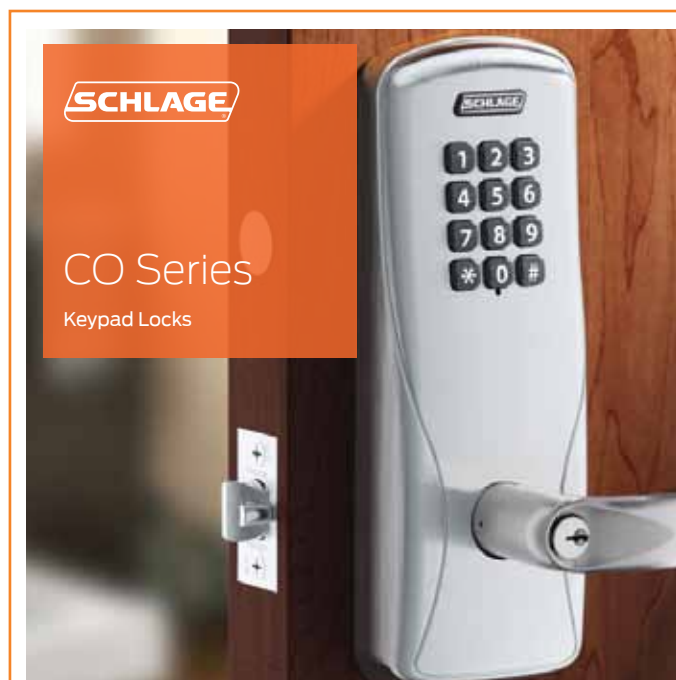
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Benefits of Deploying Entry-Level Printers

Affordable, versatile card printers allow New Zealand and Australian organisations to save costs, increase security and deploy instant issuance programs

Overview

Whether a business is interested in enhancing security, engaging customers in their loyalty program or finding a quick and reliable way of registering visitors, purchasing an entry-level printer makes a lot of sense.

HID Global has addressed the requirements of the small-to-medium business sector in New Zealand and Australia by introducing a cost-effective, entry-level printer that is easy to use and deploy. Operating straight out of the box, setting up the HID Global FARGO® printer is via a simple plug-and-play mechanism, allowing Australian companies to print highly secure, sophisticated cards and credentials within minutes.

Organisations of all sizes can benefit from an affordable printer that maintains the quality and reliability of more technical and higher-rated printing products. The FARGO printer offers local partners a viable price-point for the SMB market in New Zealand and Australia, allowing potential customers access to a trusted, reliable product at a price that will be very competitive.

Cost and Reliability

Buyers of entry-level card printers are more conscious of cost and reliability than they are of the features offered by a device. A typical SMB user requires a card printer that is reasonably fast, but more importantly one that is easy to operate and reliable. HID Global's entry-level FARGO printer addresses the basic needs of a business owner, without unnecessary and expensive features that don't get used.

Ease-of-use

Customers looking for a printer require a product that is easy to install and simple to operate without the need of IT support. The typical SMB user is an administrative employee with little technical knowledge. They require a printer that is easy to set up via a USB or Ethernet cable, and includes built-in, ease-to-use software.

Card design programs can be overly complicated for the SMB typical user who generally does not have design skills. HID Global's Asure ID® 7 software provides a simple Web interface for card design, with a familiar Microsoft look and feel. The software can store up to 200 designs and makes it simple to design cards, even cards requiring encoded magnetic stripes.



Maintenance

Maintenance is another issue that affects entry-level printer owners, with the majority of buyers preferring a device that is set-and-forget, rather than one that requires regular upkeep. The FARGO printer is engineered to require very little maintenance, featuring an all-in-one printer ribbon and card cleaning cartridge which can be replaced by the user within a matter of minutes. The built-in software monitors the health of the printer, alerting the user to regular maintenance schedules and providing a proactive approach to potential issues.

A printer with low maintenance requirements also results in reduced operating costs, with fewer call-outs from a technician and less expenditure on parts.

To outsource, or not to outsource?

Outsourcing is a common way of keeping card-printing efforts to a minimum in local businesses, and is often viewed as a cost-effective option. However, as technology evolves and both printers and printing technology become more affordable, the cost-per-card ratio has moved back in favour of owning an entry-level printer. Outsourcing also reduces the flexibility offered by today's printers, since many are able to rewrite on the same credentials and allow users to alter layouts quickly and easily without the need for additional software.

Outsourced cards are more expensive from both a cost-per-card and a logistics perspective. Taking into account the cost of a printer and the consumables required, SMBs in New Zealand and Australia will derive the best value for their limited budgets from owning a highly reliable, affordable printer and performing relatively simple card designs in-house with the pre-installed software. Having a printer in-house also adds the ability to provide a visitor or temporary employee with an ID badge on the spot, rather than waiting for an outsourced card.

The long wait-times for outsourced cards are another factor driving SMBs towards cost-effective in-house printing solutions, as well as the lack of flexibility to change card layouts when required. Card printing can be irregular -- from five cards in one day, to one card a week, depending on the business and circumstances. Outsourced card shipments are generally consolidated to reduce transport costs, so organisations typically must wait until a minimum shipping quantity has been reached before their cards are sent.

Shipment costs can sometimes be more expensive than the card itself. For SMBs wanting an immediate, flexible and convenient solution for issuing cards onsite, and one which allows them to be closer to their customers by issuing membership cards/loyalty cards immediately, an entry-level printer stands up as an excellent solution.

For example, Amway India made the decision to deploy printers to 20 regional offices to cut down on the time it took for new distributors to be granted their membership cards. Since minimum quantity ordering applies for outsourced products, it was previously taking between three and four weeks for new members to receive their official cards, which delayed the sales cycle significantly. As a result of their new strategy to print their own cards, Amway has produced 150,000 new cards that were sent out to new members within 24 hours, after which the company reported having "enhanced distributor satisfaction."

Cards and the security ecosystem

Investing in an entry-level ID printer also increases the level of security control at the company's premises. The printer connects directly to the physical access control system (PACS), which then allows card management to be administered by one person or department, reducing the possibility of duplicate ID cards and unauthorised users.

Beyond security applications

In addition to staff identification and security, a reliable, low-cost card printer has many other applications in the local marketplace. Retail loyalty programs are another area where card printers can enhance local business opportunities. An easy-to-operate, print-on-demand device allows retail staff to secure a customer lead, load credentials, print and issue a card within minutes, greatly increasing the level of customer engagement.

Instant issuance is bringing a new level of engagement to loyalty and reward programs. Customers like to have a personalised card that allows them special privileges, and the fact that cards can now be issued on the spot further motivates consumers to be a part of a program.

The immediacy of instant issuance gives retailers an early chance to incentivise their customers to start collecting points. It's also a very tangible way for stores to demonstrate their commitment to customer satisfaction, through providing swift, convenient and personalised service. Statistics show that cards received immediately are used sooner and often achieve the coveted top-of-wallet status, which increases interchange

revenue. Above all, instant issuance provides retailers a priceless opportunity to get in front of their customers and engage with them on a one-to-one level, again increasing card activation and usage rates.

At the most practical level, instant issuance eliminates postage costs and delays, dramatically reducing the time between the customer applying for and receiving the card. In comparison, cards received in the mail days later require additional activation steps and therefore often remain dormant. Customers can also select their own PIN at the time of issuance, making them more likely to commit it to memory, and more likely to use the card.

Case in point

AwardWallet is a company whose very existence is based on customer loyalty programs. Founded in 2004, the company's OneCard solution allows an individual to keep all their reward programs in the one place; frequent flyer points, credit card rewards, hotel points and so on. Responding to a rapid growth in customers, who on average held ten different reward program cards at any given time, AwardWallet invested in a card printer that would allow them to quickly print, encode and laminate in the one pass.

The OneCard is able to store the data from up to 30 different award programs on the one card, allowing members to streamline their travel and payments options. With an HID Global FARGO card printer,

AwardWallet is able to print all the relevant information to a secure credential quickly and cost-effectively, ensuring new members have a fully active card within minutes.

In addition to corporate identification and customer loyalty programs, FARGO printers are used in a variety of other businesses and organizations in Australia and New Zealand, including sports and leisure facilities, health clubs, transport, government agencies and casinos. In the US, many K-12 schools issue ID cards as well, a system which has been discussed for adoption in New Zealand and Australia.

Small Footprint

With new technology comes refinements in design and size as well, another issue that can affect a company's decision to purchase their own card printer. Entry-level card printers take up relatively little space, allowing use in smaller regional offices, retail outlets and front-of-house areas.

A smaller footprint allows retail chains to deploy printers to outlets set up around the country for issuing loyalty and rewards cards. An easy set-up and simple operation allow untrained retail staff to use such machines without technical support or training.

Since companies also use smaller, entry-level printers for issuing temporary visitor cards, often in regional offices, a small footprint is again of benefit. Front-of-house staff seldom have the space for a large piece of hardware, but a relatively small device can fit comfortably in a reception area or security desk.

Companies are also increasingly concerned with their environmental footprint, and FARGO printer technology addresses many of the issues facing organisations today, with HID Global's eco-ribbon printing materials being both environmentally friendly and economical to use and replace.

Small and medium sized businesses in New Zealand and Australia, as well as retailers and organisations looking to enhance customer loyalty programs, stand to gain tremendous value by purchasing an entry-level card printer. Business owners can save on outsourcing costs and provide staff with a device that is very quick to set up, easy and inexpensive to maintain and simple to use.

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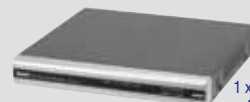
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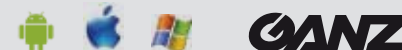


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Health and Safety changes may impact Fire Act update

More rigorous health and safety laws due to come into play early in 2015 will escalate pressure on the Government to pass long overdue changes to the New Zealand Fire Services Act (1975) legitimising the ever expanding role of fire brigades.

United Fire Brigades Association (UFBA) board member Bill Butzbach believes a raft of proposed legislative changes, including the revisions to the Health and Safety in Employment Act 1992, present interesting challenges for brigades who need to prepare for “some real crunchy stuff ahead”.

He says the NZFS is going to have to take a serious look at a range of areas to remain compliant. “Fire is one thing but we’re now a broad-based community emergency service...there’s a commensurate increased risk exposure with more people involved in the system.”



UFBA member Bill Butzbach sees interesting challenges ahead for fire brigades

The new Health and Safety at Work Bill is part of an overarching plan for a 25% reduction in workplace injury and death by 2020. It’s expected to pass into law before the end of 2014 and come into force from April 2015.

What’s driving the current raft of changes, says Butzbach, is poor performance in death and injury prevention and a recognition that “the modern workplace landscape is larger real estate than previously thought”.

The recognition that there are more actors involved in the workplace than just employees and employers, will require amendments to other legislation such as employment law, and fire legislation.

Cultural shifts required

Butzbach says this is just another underpinning framework the Fire Service needs to build on that impacts on a range of activities such as training. It’ll require a “deliberate application of strategies that influence a cultural shift from top to bottom” to ensure better health and safety outcomes.

However, he says it’s now imperative for the NZFS to have a legal mandate for what it is already doing, and clarity to help raise the additional funding required for compliance purposes. “Without it the business case isn’t as strong as it could be.”

He says the new law is going to have huge implications for everybody. “While there are some protections for volunteers it highlights how important having that mandate is.”

Butzbach recalls the 1992 health and safety legislation “took some getting our heads around”, particularly risk management and hazard management and the differences.

That meant accepting the wisdom that there’s rarely an individual causal factor linked to an adverse event, but a

“New health and safety laws raise the bar even higher, with significant liabilities on directors, who could previously only be held liable if they were involved in circumstances that gave rise to an accident.”

*Bill Butzbach,
United Fire Brigades Association
Executive Board Member*

combination of things that can “quickly come together in a bad way”.

Butzbach says the new health and safety laws raise the bar even higher, with significant liabilities on directors, who could previously only be held liable if they were involved in circumstances that gave rise to an accident.

“Now they will have to be more operationally involved in health and safety rather than just looking at it from a governance perspective.”

That he says trickles down to the need to have a receptive culture in the workplace as well as good systems. “If you haven’t got the right culture it’s not going to work.”

While statistically, firefighting isn’t a particularly dangerous job when compared to forestry and fishing, he says that’s largely down to the level of preparation, skills and training.

“Having been an operational firefighter in the busiest stations in New Zealand, I can tell you that sometimes it’s only our good leadership, training and PPE (personal protective equipment) that has got us through extraordinary circumstances.”

He can see the fire service rapidly evolving into an all-purpose emergency service organisation. “We saw this trend in Australia a decade or two ago, where they moved from being fire brigades to fire and rescue services, and by stealth I think the New Zealand Fire Service has become more like that in the last decade.”

Current model outdated

However, he says there are bigger issues to sort out, including clarification about

New Zealand’s vision for the emergency services and community safety. “How this will be delivered in the future, by whom and where is the real value that will be derived for that investment as questions that need answering,” says Butzbach.

“I remember back in the ‘80s I was going to multiple alarm events very regularly in Auckland, including big fires. Things have changed. Less than 20% of our incidents are fire related now.”

Butzbach believes the reduction in fire call outs came through changes to building and consumer laws and a significant culture change, largely influenced by early 1990s health and safety legislation.

“I think that influenced people’s thinking in a lot of ways and translated into changed behaviours in the wider community including fire safety....I can’t believe that it was just about a few television campaigns.”

Broader Fire Act review ahead

Cabinet has agreed to extend the scope of the 40-year old Fire Services Act review including the controversial challenge of how the New Zealand Fire Service is structured and funded for its escalating responsibilities.

Following discussions with stakeholders, Internal Affairs Minister Peter Dunne wants a revised public consultation document released in early 2015, after which Cabinet will be asked to consider policy proposals.

Until the policy decisions have been made, Mr Dunne is not prepared to say whether the legislation will be replaced entirely or amended. Either way the controversial issue of whether insurance levies on buildings and cars are a fair and equitable way to fund the New Zealand Fire Service (NZFS), is back on the table.



Internal Affairs Minister, Peter Dunne

Prior to the September election the main focus was on agreeing to a mandate for the NZFS to legally engage in the many functions it now undertakes that are outside of the firefighting basics. The funding issue had been stripped out for separate consideration with a longer process of review over a slower time frame.

All issues raised in the two year old Fire Panel Review Report, also known as the Swain Report, will now be considered together including governance, the funding and structure of rural and urban fire services, the framework under which volunteers operate, workforce engagement and fire service co-ordination with other emergency services.

Mandate well overdue

For decades the NZFS has been operating well beyond its firefighting mandate, engaging in every type of rescue, hazardous and toxic substances emergencies, adverse weather events and as first responder in many medical emergencies.

“It’s a Kiwi thing. Where there’s a gap Kiwis fill it, albeit informally at times. We’ve just adapted and have been doing this stuff by osmosis over the years,” says UFBA board member Bill Butzbach.

The issue of how the NZFS is funded is an important issue to resolve. “The current budget is based on property-based fire risk. The model as it stands is no longer relevant.”

After nearly 40-years in the NZFS, from serving in a hands-on firefighting capacity

to high level senior management roles and as an assistant national commander, Butzbach is now observing what will be the fourth major fire service revision in his career.

While the brigades may not be explicitly recognised for that under current legislation, the badges on the uniform still say, ‘Fire Rescue’. “We’re still waiting for the mandate and that’s got to come from the politicians.”

Open to new issues

DIA Chief of Staff Rob Eaddy, says Mr Dunne plans to use the 2012 review and what has been learned from it to “identify additional progress that can be made in making New Zealand’s fire services fit for purpose in the 21st century.”

This work will need to be completed ahead of any amendments to the Fire Service Act 1975. “The Swain Report received a high level of support across stakeholders, and there is now the chance to capture any outstanding ideas, suggestions or concerns, to inform policy proposals.”

Eaddy says the opportunity to look at additional areas came about because the election interrupted the existing legislative process which was only looking at the mandate and governance areas

He agrees “reform is long overdue” and says progressing the review is a high priority for Minister Dunne.

— Keith Newman

Firefighting culture challenged to embrace greater diversity

New Zealand's Fire Brigades need to make a conscious effort to become more diverse, culturally sensitive and "a whole lot more innovative" in recognising potential members for a wide variety of frontline and support roles, suggests industry veteran Bill Butzbach.

The former New Zealand Fire Service (NZFS) Assistant National Commander with 38 years of service under his belt, reckons volunteer brigades particularly need to ensure they're more open minded, adaptable, welcoming and proactively recruit other ethnicities, females and diverse age groups.

"I've seen a slight change in culture since the Fire Service nationalised in 1976 but not a whole lot. The NZ Fire Service is still largely a white, middle-class male organisation," says Butzbach.

The solution, he believes, could be as simple as raising awareness of how different people think about volunteering and asking what it would take for the fire brigade to become a more attractive option for women, Maori, other ethnicities and age groups.



NZFS veteran Bill Butzbach has a passion for encouraging volunteers

Butzbach, as a director and board member of the United Fire Brigades Association (UFBA), says while volunteerism is the life blood of the fire service, there are significant challenges around future recruitment pool.

That's an issue now being taken very seriously by the UFBA in support of its member brigades as it asks, why they're not attracting more diversity within volunteer ranks.

"In some places you have no choice but to change, for example the East Coast where a high proportion of members are Māori... But that's unusual in NZ."

New conversation needed

Butzbach doesn't believe there's been any deliberate racism or gender and age prejudice, it's just that in many cases the conversation hasn't occurred and people aren't exposed to the possibility of involvement with the fire service.

"We exist in different realities, with widely varying values and with different communication networks. If a lot of these folk realised what they can get out of the fire service; the sort of training, camaraderie and leadership skills you develop, it would make a difference."

In a previous role as director of strategic development for the NZFS, part of his responsibility was to scan the horizon for long term issues and impacts including demographics.

This revealed what is now common knowledge, an almost negative birth rate for aging Europeans, and a growing and more youthful Maori, Pacific Island and Asian population, for example.

That, says Butzbach, is going to impact everyone in the volunteer sector and places our country in an unusual position because 80% of frontline fire and rescue services people are volunteers.

In its Vision 2020 briefing document the NZFS admitted it's investing heavily in the professional development of the next generation of frontline and backroom staff to counter its aging workforce. It was

revealed that 60% of executive officers were nearing retirement age and 47% of its workforce were older than 45 years.

Butzbach believes the NZFS has much to offer to those who are prepared to put in the time and effort, as it typically makes a considerable investment in personal development including "top notch training and transferrable skills".

At-risk youth opportunities

In his regional commander roles Butzbach was engaged in developing and sponsoring social programmes with Work & Income NZ (WINZ) and a private provider, including a recruits course in Whangarei for unemployed and at-risk youth in the late 90s.

"Some of those kids wouldn't have known what a unit standard was but after 14 weeks some of them were in tears, because they had their very first unit standard in English or Maths and half of them secured employment assisted by their new found confidence and skills."

Butzbach admits that for a time during his own youth he was "probably borderline" in terms of where he was heading, growing up in Porirua East and then Kawerau "both pretty tough neighbourhoods". His father Bill Snr., was a fireman so he had some insights, although the career option didn't initially appeal.

"Then at 17 years of age I noticed the 'vollies' roaring up the road one day on an open-backed Bedford and I thought, 'That might be a bit of me'. The fire chief at the time thought my size made up for the fact I wasn't 18 years of age."

Suddenly young Butzbach found himself in the company of older, more mature men "who were just a bloody good influence on me". A few weeks after his 18th birthday with a newly issued heavy vehicle licence he was driving the pump to emergency calls.

He's seen plenty of evidence that boys and young men in particular are often influenced by a series of mentors who take an interest, opening up opportunities, which he suggests "help cast your destiny".



Bill Butzbach (left front), Nigel Lilley UFBA Deputy Chairman, Alan Kiltelty UFBA Director, David Guard, Assistant National Commander (front facing)

For Butzbach the fire service is in his blood. “In a sense I was born into it, my father was a fire fighter when I was a baby. I’ve always been around it and have a close bond with hundreds of people in the service. Now my eldest son’s a career fire fighter.”

Fire in the blood

While he officially retired a few years ago, he’s back as a volunteer fire chief in Martinborough and recently became a director on the UFBA. “I just couldn’t let it go.” Its fostering the next generation of volunteers that keeps him motivated.

Cultural disconnect confirmed

Efforts to align organisational culture with the cultural expectations and traditions of different ethnicities and people groups may be a key to attracting new recruits to organisations like the New Zealand Fire Service that have a strong dependence on volunteers.

“Volunteering is essentially a Pākehā/Western concept with an inherent bias towards ‘formal volunteering’ done by ‘white middle class people’,” according to a 2013 report, *Volunteerism: Alive and Well or Dying Quietly?*

The MW Consulting research for the Plunket Society in 2013, based on interviews with 30 volunteer organisations and experts says for decades the typical stereotype of a volunteer was a ‘middle-aged, middle-class, white female’, but today the diversity of volunteers is across age, gender, ethnicity and class.

However, it says there remains a bias with limited understanding or acknowledgement of how other cultures work in a collectivist way.

The report concludes that while some bemoan the decline of volunteer numbers, the reality is the volunteering landscape or ‘Third Sector’ as it’s often referred to, has undergone social, cultural, economic and technological changes.

It says most non-Pākehā ethnic groups do not have an equivalent term to ‘volunteering’ in their language and the concept doesn’t fit comfortably within many frameworks, including Māori, Pacific Island, Asian and Islamic cultures which are more family or community focussed.

Generally the report concludes volunteering is alive and well but not for profit (NFP) organisations need to see volunteers more broadly - as an asset and a resource – and capture the interest of people at a younger age.

“Volunteers are ambassadors for an NFP. When successfully engaged, they are a powerful force. Highly skilled and well-resourced management of volunteers is also crucial, and an organisation’s culture is a major underlying determinant of success or failure with volunteers.”

It says all volunteers need to feel respected and valued by paid staff and a well-connected part of the organisation.

– Keith Newman

Volunteering depends on people’s passion, family support and the goodwill of self-employed people and employers to be good corporate citizens. Many employers, he says, make a social contribution by allowing their workers to operate as volunteer firefighters.

The bigger the enterprise the greater the contribution. “Passion is the engine of the place; there’s no question that they (volunteers) are motivated by pay.”

One of the challenges is the time restrictions. “I’m now a self-employed executive consultant, and every time the siren goes, I’ve got to stop charging... there’s always a cost,” says Butzbach.

Even in smaller, more remote communities like Takaka or Hawera where there might be one big employer like Fonterra the fire brigade plays an important role and they’re happy to let their staff volunteer.

He suggests there’s “a new paradigm” in the NZ Fire Service where volunteers are becoming more involved in the decision making process.

Community connections

Most recently as Martinborough fire chief, he’s been making stronger connections with his local community and encouraging the mentoring role of the brigade.

“In the past I’d just assumed that it would be the paid commanders who would meet with the local council but I’ve realised it’s my community and I’ve got to be part of this so I can know what’s happening, can be part of the planning and build solid relationships with those we may be working with.”

His greatest sense of achievement is seeing people he’s helped or coached and mentored succeed or come through the ranks.

“I greatly enjoy leadership roles... When people pick up on the clues you leave and stick their heads above the parapet, ask for a bit of support and then flourish and achieve the things they never thought they could, I think that’s pretty exciting.”

NB: Bill Butzbach has served operationally and as a Regional Manager and Commander in some of New Zealand’s busiest and largest brigades, was an Assistant National Commander at NZFS National Headquarters and served briefly as Acting National Commander and Chief Executive in 2011.

Although he officially retired from career service in November 2012 he returned to volunteering as chief of the Martinborough brigade and director on the board of the United Fire Brigades Association (UFBA) in July 2013.

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Survey to quantify value of compulsory extinguishers

Keith Newman wonders if common sense has been side-lined when the fire protection industry has to convince the Government that fire extinguishers save lives and protect millions of dollars in property

Despite strong evidence that fire extinguishers are essential fire protection equipment, the New Zealand Fire Service (NZFS) is having to build a waterproof business case to prevent them being removed from commercial and industrial premises.

The NZFS and the Fire Protection Association (FPANZ) believe the removal of extinguishers from building compliance requirements is placing lives and millions of dollars of property at risk.

The Government is being urged to introduce specific legislation that puts hand held firefighting equipment back on the compliance schedule and rethink its 2012 'clarification' that technically removed that requirement from the Building Act.

The Hand Operating Fire Fighting Equipment Project (HOFPE Project) will inform an ongoing campaign to keep extinguishers in mainstream use, at a time when many developers and building owners believe they're saving money by dumping them.

The NZFS with support from the FPANZ and the Insurance Council (NZIC) hope this industry-wide survey will prove premises are better protected when people can contain or extinguish fires before they escalate, help clarify risks and responsibilities, and indicate potential savings.

Results from the first stage of the survey are expected by the end of December with an economic analysis of the property saving value of fire extinguishers due for completion in July 2015.

Removed from compliance

Fire extinguishers were considered specified systems requiring mandatory maintenance until the Ministry of Business, Innovation and Enterprise (MBIE) removed them from the building compliance schedule in March 2012.

Until then the general assumption was that hand held firefighting equipment was required in all commercial and industrial buildings under the Health, Safety and Employment Act, the NZ Fire Service evacuation regulations and ultimately the Building Act.

The Building Act, solely focussed on the safety of building occupants, now makes no mention of fire extinguishers or fire hose reels. While specific standards developed for health and safety, fire access and sprinkler regulations specify this

equipment, the Building Act technically over-rides these.

That's left fire extinguishers nominally covered in the Fire Safety and Evacuation of Buildings Regulations, 2006. Regulation 13 allows the NZFS national commander authority "to require" fire extinguishers be installed and it's hoped the HOFPE Project will provide the evidence to make this happen.

Grace Loftus, communications advisor with MOBIE confirmed to NZ Security magazine the matter is no longer in its remit, as Building Act and Code objectives are solely about life safety and protection of other property. As fire extinguishers are "a measure to protect one's own property", a legal requirement for HOFPE "would not sit within them".



NZ Fire Service Chief Engineer, Simon Davis



Steve Smith, co-chair of the Fire Protection Association sub group looking to have extinguishers made compulsory

industry and the country and only takes a couple of minutes of their time.”

The NZFS is confident it now has the necessary buy-in as it talks to all the major importers, resellers and suppliers and those who install, service and support extinguishers.

The HOFFE Project is asking what type of extinguishers are being used, how many there are, how effective they’ve been in various circumstances, whether the NZFS was called or if insurance claims were made.

It wants to know the floor space and type of content in any building where extinguishers were used, whether the building had sprinklers and an estimate of the cost of the incident or what was potentially saved.

Apart from market penetration, the NZFS hopes the survey will show whether the risks outweigh the cost of ownership, maintenance and compliance, which type of extinguisher is used the most, and which is best suited to purpose.

The data will inform a case for a legislative review to make extinguishers mandatory. “This is the kind of nuts and bolts anyone in central government would want to see before making any decisions,” says Davis.

A reduction in the number of building fires in New Zealand may have added to the complacent attitude of many building owners and landlords.

Insurance angle uncertain

Pressure from the insurance industry remains a major driver, particularly through reduced levy incentives but whether that outweighs the cost of installation, maintenance and regular servicing remains an issue.

Smith says the insurance industry continues to be involved in FPNZ

committees and even contributed \$60,000 toward the creation of NZS4503, the standard for the installation and maintenance of fire equipment.

However there’s no common approach. “It’s not definitive or exact and there are no real parameters to say this is what should happen; different insurance brokers and companies will see it differently.”

Like others, Smith is frustrated that the industry has to do its own cost-benefit analysis to prove what should be common knowledge. “The role of fire extinguishers nationally and internationally is not under dispute. What’s in dispute is how much is saved, where that is saved and how to make a case for this effect.”

He says the survey will be a tool to go back and quantify the benefits of fire extinguishers and the meaningful role they play. “Having something factual that can be audited could be quite important.”

While senior people within MBIE recognise that portable firefighting equipment plays an important role in “saving property, downtime, lives and other areas where it’s difficult to place a value,” he says no-one’s currently prepared to review the decision.

NZFS’s Davis says the Ministry has made it very clear they’re not into building or property protection or business continuity. This responsibility has fallen under the NZ Fire Service Act, but even there, he says there’s a lack of clarity.

Fight or flight?

The matter is further complicated by evacuation regulations which imply people who are being evacuated should not use first aid and firefighting equipment. “Part of that quandary is that in real life people will attempt to fight fire. Its human nature and if you provide advice contrary to human nature you are wasting your time.”



Davis believes it’s far more productive to settle on the proper placement of extinguishers and ensure the appropriate training in their use.

The HOFFE survey is being conducted at a time when the NZ Fire Service is waiting for a refresh of 40-year-old legislation to match its 21st century operations which are now considerably broader than firefighting.

A number of other reviews are also targeting complexity and confusion created by conflicting regulations, codes and laws. Davis says some regulations have become so complex that it’s a nightmare sorting out who should comply, how and under which circumstances, particularly where one piece of legislation interfaces with another.

A current MBIE survey is looking at the various disconnects between bits of legislation “which can be seen clearly in the very onerous requirements in the Hazardous Substances Act which are not even talked about in the Building Act other than to refer you on to all these extra requirements.”

He says laws keep changing but if you haven’t got an eye to understand you miss how changing one part of legislation can impact on another.

FPNZ, the NZ Fire Service and others hope the survey will feed into a raft of other changes that are awaiting approval in the proposed overhaul of the NZ Fire Services Act and related legislation.



Surveys say extinguishers should stay

US uses local data to affirm use

Portable fire extinguishers, alongside other well maintained sprinkler and passive fire systems, can significantly reduce losses and improve life and property safety if used to extinguish a blaze in its initial stages.

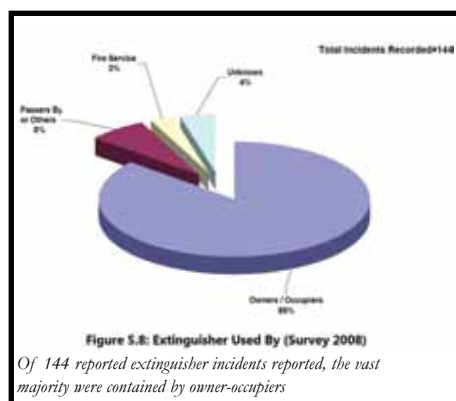
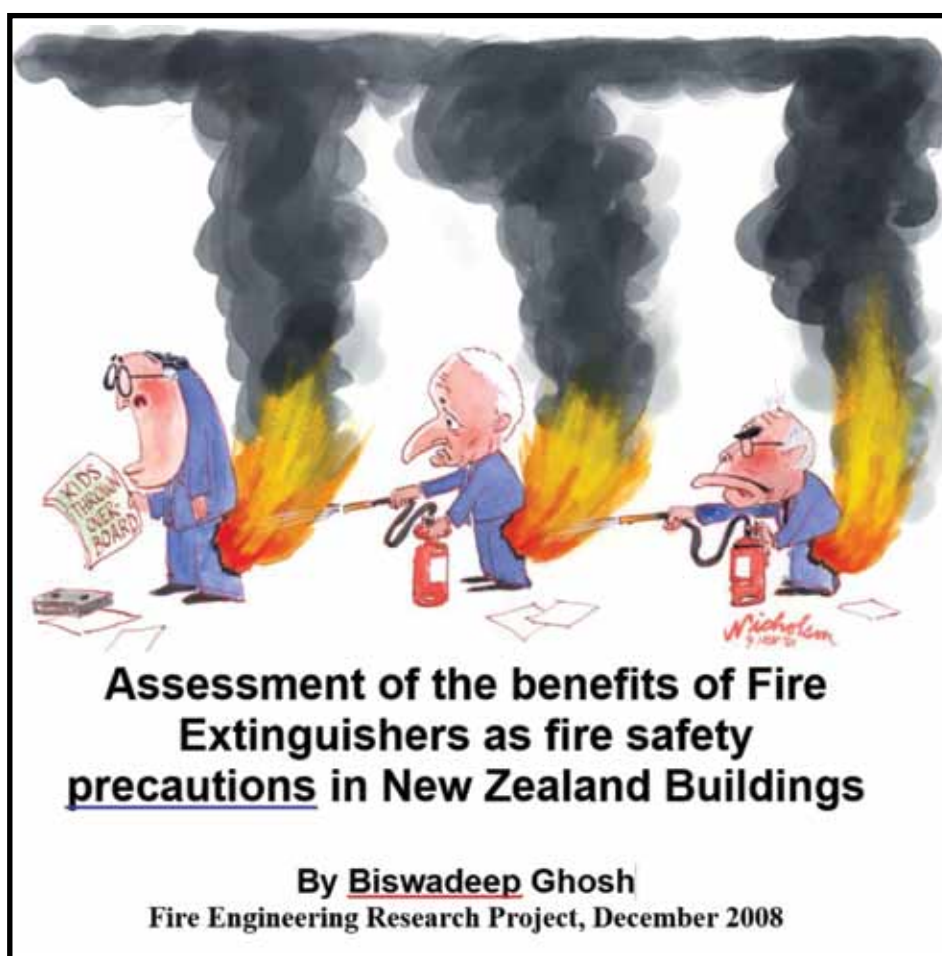
The NZ Fire Service (NZFS) reckons local and offshore studies already provide strong evidence that the cost of purchasing, installing and maintaining hand operated equipment can be easily offset by potential savings.

It says extinguishing a small fire or limiting its growth can have huge financial implications that go well beyond potential property and business losses.

Chief Engineer Simon Davis points to a UK industry survey and a German survey across four European countries, showing a high number of situations where potential fire call outs were nipped in the bud because people used extinguishers.

“They showed that fire extinguishers are a valuable asset from a building and fire protection point of view,” says Davis.

That was also the clear conclusion of a 2008 University of Canterbury Fire Engineering Research Project authored by Biswadeep Ghosh which was recently cited in a US report to prove the value of fire extinguishers.



How many and where?

Having agreed that it is appropriate to have extinguishers in buildings the US-based Fire Protection Research Foundation (FPRF) is now determining the minimum number and appropriate placement in occupied buildings including nightclubs and the level of staff training required to ensure proper use.

Ghosh's thesis, “Assessment of the benefits of Fire Extinguishers as Fire Safety Precautions in New Zealand Buildings” — part of his Masters in

Fire Engineering — was published four years before the Ministry of Business, Innovation and Employment (MBIE) made it clear extinguishers weren't legally required as part of the Building Act or Code.

The thesis, part of a study in conjunction with the Fire Protection Association (FPANZ) to try and provide definitive data for more prescriptive legislation for hand held firefighting equipment, failed when the wider industry refused to engage.

The 2008 report, using NZFS incident data from 1990-2007 and usage statistics generated from a survey of agencies selling fire extinguishers, evaluated and compared prescriptive requirements within and outside of New Zealand.

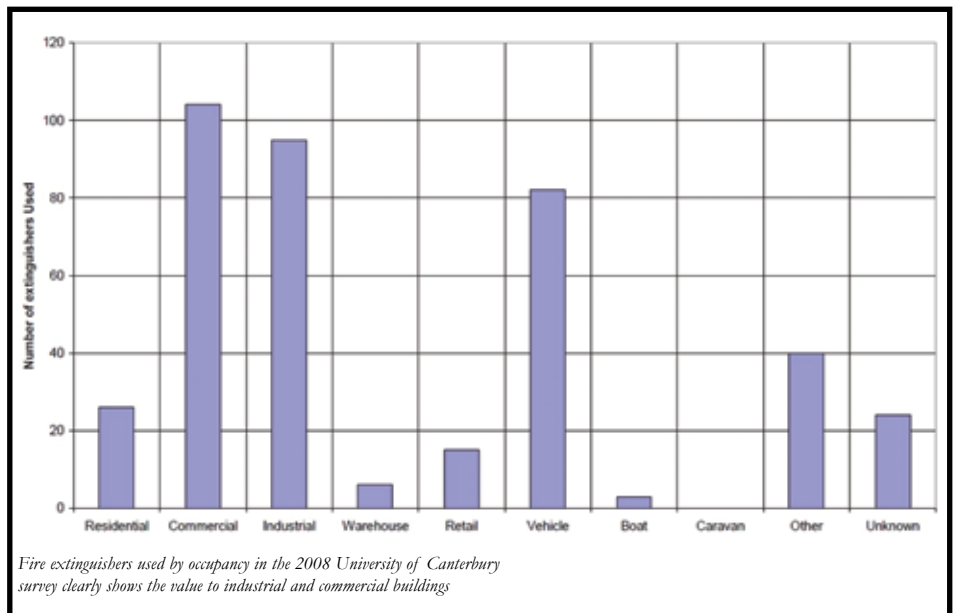
It outlined concerns that local regulations for HOFFE were the subject of debate as existing legislation only seems to provide guidance on conditions of installation.

During the period surveyed the NZFS recorded 8734 incidents where fire extinguishers and hose reels/garden hoses were used by occupants or passers-by to contain fires.

Ghosh cited the 2000 EUROFEU, UK-European survey showing that in 80% of cases a portable fire extinguisher was all that was needed to put out a fire; in 75% of those cases the Fire Service was not required.

The fact that those incidents weren't recorded in official statistics made the exercise difficult but EUROFEU did estimate portable extinguishers saved £1.5 million (\$NZ3 million) annually in fire service resources.

The Canterbury thesis on fire extinguisher usage revealed a trend comparable with that shown in EUROFEU and a 2003-2004 survey



conducted by the NZFS that fire extinguishers were totally effective in containing and suppressing 94% of the minor fire incidents recorded.

In 89.9% of known incidents fire extinguisher use meant the Fire Service was not called and in 86% the operation of the extinguisher was by the building owner or occupier.

It concluded that around \$15,915 was recorded in damage from the 144

incidents reported, an average of \$104 per incident.

The current NZFS HOFFE Project (Hand Operating Fire Fighting Equipment) is an attempt to fill in the gaps and come up with a more definitive data to convince the New Zealand Government to place fire extinguishers back on the must have list for commercial and industrial buildings.

- Keith Newman

Answers sought on best extinguisher for purpose

One of the outcomes of the Hand-held Firefighting Equipment (HOFFE) Project national survey of extinguisher use will be to bring some closure to the age old debate about which type of extinguisher is most effective and most used, CO2 or dry powder.

"Dry powder doesn't interfere with electrical circuitry and is easier to tidy up. CO2 is okay but has a lesser cooling effect and will do the job. There are pros and cons to both. We're trying to bring this down to a body of fact," says NZFS Chief Engineer Simon Davis.

From the data so far, dry powder seems to be the extinguisher of choice and he says it's becoming clear that the fire service is only being called to 20% of the situations where a fire extinguisher has been put to use. "There have been some great saves."

For example he says a cool store fire was prevented at an electrical switchboard after two dry powder

extinguishers were emptied into it. "This saved the day whereas at another cool store fire a couple of weeks later we lost the whole lot."



Since 1999 there have been six classes of fire and appropriate extinguishers have been labelled based on appropriate use.

- Class A (Wood, paper, plastics)
- Class B (Flammable & combustible liquids)
- Class C (Flammable gases)
- Class D (Fires involving combustible metals)
- Class E (Electrically energised equipment)
- Class F (Cooking oils and fats)

Different types of fire extinguishers:

- Water
- Foam
- Wet chemical
- Dry powder
- Carbon dioxide
- Vaporising liquid
- Specialised materials for Class D.

The type of fire extinguisher depends on the class of most likely to be experienced.

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STI-13510-NN Ref. 720-092
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Flush mount with horn
255mm H x 183mm W x 84mm D



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STI-RP-GF-11/CN Ref. 720-051G

Resettable call point surface mount and flush, DPDT. Positive activation mimics the feel of breaking glass. Visible warning flag (pictured) confirms activation. Simple key to reset operating element - no broken glass.



STI-RP-RS-02/CN Ref. 720-058
Resettable call point surface mount and flush, SPDT. Positive activation mimics the feel of breaking glass. Visible warning flag confirms activation. Simple key to reset operating element - no broken glass.

STI-6255 Ref. 720-042

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ViTech products are designed and produced in New Zealand.

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