



THE DIRECTOR'S ADDRESS

Alleged Terrorists and Ambitious Reporters

The police recently foiled an alleged Mumbai-style attack on Holdsworth Army Base. It seems this dark thing called terrorism isn't going anywhere soon. In fact, it's getting closer to home.

But how ridiculous, thinking you could walk into an Army Base and shoot the place up. Impossible. Couldn't happen. There are trained soldiers in there with sophisticated weapons.

Yet a day after the arrests a reporter and a photographer from the Daily Telegraph were arrested wandering around the base taking photographs. Which is an embarrassment for the army and the government. It doesn't fill the citizenry with confidence to know their Defence Force is as vigilant as a stoned Rasta with a sleep disorder.

It was a great victory for the media... exposing security concerns at an army base. They're feeling good, and now every newshound keen to make his name will be trying to sneak onto some forbidden site, showing how deficient your security is and what a risky operation you run. It will all be done in the best interests of the public, of course. Merely to expose holes in security before terrorists can find them. But its major effect will be to make you look negligent and your business a dangerous, unprotected place. They say any publicity is good publicity. Not true. Cadet journos creeping around your inner sanctum can tend to make your customers think you a tad reckless, and contemplate doing business elsewhere, on safer ground.

The Army can cope with being made to look foolish (we're stuck with them). But what business needs adverse publicity like that? It's important to make sure your property is secure in these times. Terrorists, and the media, are out there.

The Kiss of Life; All Part of the Service.

On the 24th of July Charter Security patrol officer Michael Arief was on duty at the front of the Melbourne Convention Centre when a member of the public collapsed on the Spencer Street footbridge. Responding as he had been trained to, Michael quickly assessed the scenario. The man had no pulse and was not breathing. To most of us that man was dead.

But Michael, being a Charter Security patrol officer, has extensive First Aid and Emergency Response training. He called in a Medical Emergency and while a member of the public administered CPR, Michael performed mouth-to-mouth resuscitation on the man. He continued this life-giving procedure until the arrival of paramedics. All the while the site of the emergency was secured by Charter Security patrol officer Prankaj Chhabra, who controlled the crowd, ensuring Michael had room to work. Prankaj also maintained contact with the Control Room and ensured access for the paramedics.

As a result a man is alive. The Royal Melbourne Hospital Coronary Care Unit tell us he is in good spirits, walking the ward, and expected to make a full recovery thanks to the prompt first-aid by Officer Arief.

We are not just there for security. Our patrol officers are all-rounders. When you place a Charter Security patrol officer on site you're not hiring a one-dimensional drone only adept at collaring thieves. You're hiring an extensive package of skills that may be of assistance in many areas. As we said earlier... a man is alive now who would be dead. The financial and legal repercussions of having someone die on your premises are not to be discussed here, and hopefully, if you have the right personnel on hand, you will never have to discuss them at all.

The Directors of Charter Security would like to congratulate and salute Michael Arief and Pankaj Chhabra and in order to do so we have decided to present them with a letter of Recognition signed by the Directors as well as the Charter Security Certificate of Commendation and Gold Class movie tickets for both men and their partners.

Thank You, Michael. Thank You, Pankaj. It's people like you that make Charter Security what it is.



(Left) Director Sean Goldrick & Officer Michael Arief.
(Right) Officer Pankaj Chhabra

The NEW Charter Security

PREDICT...PREVENT...PROTECT

At **Charter Security** we are continually analysing the shifting nature of crime and have recently embraced a change in operating philosophy to combat the contemporary crime landscape.

Believing a firm must see the future and be the future, we are calling our new operating methodology **PREDICT...PREVENT...PROTECT**. This reflects our fundamental aim to identify security risk and eliminate it. Much as an engineer might identify a weak point in a structure and redesign it to prevent collapse, we are dedicated to identifying security weaknesses in your business and repairing them before disaster.

The identification of risk is the most important tool in theft prevention. Just as the identification of a carcinogenic behaviour saves more people from cancer than doctors, and the detection of a structural weakness saves more people from disaster than the S.E.S., the early detection of Risk is what we at Charter Security specialize in. We can immunize your business against dishonesty and protect your privacy and profits.

Prevention is better than cure... because often there is no cure.

Retail Traffic Analysis... A New Window Into The Mystery of Shopping.

Charter Security is vigilant about remaining at the forefront of technology and proud to introduce to Australia the revolution that is **Retail Traffic Analysis**.

Retail Traffic Analysis is a new way of seeing what's going on in your store. Imagine you had some super-intelligent Being observing the behavioural traits and trends and traffics of your customers and staff and working out what it all meant and then reporting back to you. It's like getting the inside mail from God himself.

Retail Traffic Analysis is becoming a favourite method of profit maximization in the United States, currently being used by the world's largest retailer, and is now in Australia being used by two of our largest retailers. If the overseas experience is anything to go by they will increase their profitability using the knowledge this system bestows.

But what is **Retail Traffic Analysis**? How does it work? RTA is a system of strategically placed cameras that record traffic in your store and send this information to Charter Security where it is analysed. The central computer of the system performs statistical algorithms (a brutal form of maths that boils down thousands of human movements and tells us what they mean) until all the comings and goings and the migrations and hesitations of your customers suddenly clear into observable trends and truths that you, as a retailer, can act upon.

The good news is it can bolt on to your current IP based CCTV system, making it inexpensive for you to install. And the greatest advantage is that it performs as a security system & marketing guru. While your traditional CCTV security system is only accessed by your Security Team, RTA is accessed by your security team, your marketing team, your buyers, your product placement and store-layout people, and your department managers. It is a far more holistic system and offers knowledge to many more areas of your operation.

What Retail Traffic Analysis Tells You:

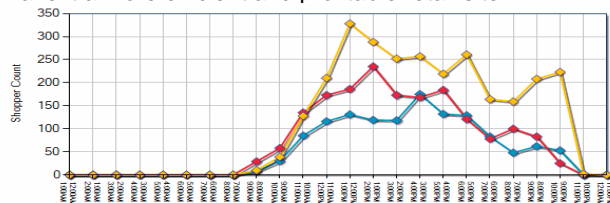
- . Shopper and staff behaviour.
- . Shopper count.
- . Peak load times. Measure shoppers entering store by the hour/day/month.
- . Shopper numbers compared with sales. (Conversion of shoppers into sales at different points in the store and at different times of the week.)
- . Traffic Flow in Store.
- . Measures customer exposure to merchandise and interaction between customer and product.
- . Endcap efficiency. Hot spots and dead spots in the store.
- . How long, on average, customers waited to be served at different sale-points.

Benefits of Retail Traffic Analysis:

- . Workforce Optimization. Have the right number of staff in the right place at the right time, saving on overstaffing costs, increasing customer satisfaction and maximising sales.
- . Clearer understanding of interaction between customers and products.
- . Increased Revenue through Better Marketing: Know which products and displays are attracting customers and replicate their success.
- . Better Space Productivity, Store layout and Product placement.
- . Place your most profitable products in the store's hot spots. Charge suppliers premium rates to rent hotspots.
- . Identify and re-birth stores dead spots.

RTA, HERE TO STAY.

Retail Traffic Analysis is a new lens which enables you to see your store in a more enlightened way, giving you the opportunity to make it a more efficient and profitable retail site.



- The peak hours differ in each department
- Staffing optimization by department
- Trends per weekday, weekend, or holidays are easy to determine

Phone: 1300 667 300

Visit: www.chartersecurity.com.au

65 Palmerston Crescent,
South Melbourne, Victoria, AUSTRALIA 3205

