

# installation in focus

visiting some interesting CCTV sites



## Kmart goes digital

Text and photos by Vlado Damjanovski

**F**or this issue of CCTV focus we asked Jack Hayes from CML's Kmart Division and Tony Casuscelli from Vision Technology Systems (VTS), Sydney, to visit their new installation at Kmart store in Burwood's Westfield Shopping Centre in Sydney. This is a digitally based video recording and security system, a pilot installation for Kmart Australia.

Before we visited the store,

Tony and Jack organised a visit to the Australian Head Office of Kmart, in the Coles Myer headquarters in Tooronga, Melbourne.

Tony Casuscelli runs his own installation company - VTS, and he has extensive experience with security, telecommunications and CCTV systems. VTS have installed and upgraded many systems throughout Australia, and they regularly follow the

latest trends in the technology. When such technology proves to be advantageous to the end user, VTS apply it to their wide list of clients. One of them is Kmart Australia.

Jack Hayes is the Asset Protection Manager for Kmart Australia, and he decided to go ahead with one such new concept in two stores as proposed by VTS. We met Jack in his office in Melbourne, and we discussed



Mark Moroney, NSW State Loss Prevention Manager, and Ian Woolford, Burwood Kmart Store Manager with Tony Casuscelli showing their new digital recorder system

his ideas and plans for the ongoing CCTV security improvements in all Kmart stores.

Jack comes from New Zealand. He is a qualified Risk Manager, and also holds a CPP certification from ASIS. Between 1985 and 1997 he was an independent Security Consultant. His experience has shown that a number of clients he had worked with had many CCTV systems that were OK when first installed, but after a while, the managers would usually not see any results and so lost heart and did not use them. Jack worked on a number of security projects, such as the Westhaven Marina at the Ports of Auckland, where CCTV is used not just for asset protection, but as an interactive daily

tool for improving workplace procedures. This approach not only made all of the Ports



Jack Hayes, Asset Protection Manager of K-Mart (Australia)

of Auckland team more supportive of the CCTV cameras, but also identified areas where further productivity gains could be made and encouraged participation by everyone. "CCTV became a tool to assist in making the site a safer and more productive site for everyone, staff and customers alike"

"Another similar example," remembers Jack, "was the system designed for a large hotel kitchen, where the security manager was concerned about fresh meat thefts and the chef was concerned about the very high number of burn injuries due to poor work practices by his team. We carefully placed an overt CCTV system into this environment - the thefts of meat

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ceased and the kitchen staff became more careful because they were aware of the cameras. This immediately reduced the burn injuries to an acceptable level."

"The above examples," Jack explains, "made me take a different approach when considering CCTV installation into our Kmart stores. My general view is that a CCTV system has to be open for all employees to see. There are still far too many staff that see CCTV cameras as a 'Big Brother' watching them. This is wrong and counter-productive. CCTV should be explained to staff so they understand where and how it is used and they also need to see the images. You may select out some views that you do not want them to see, but the great majority of views in a retail

environment are free for all staff to see. My global view is that a CCTV system should not be solely for security surveillance, and available only to a selected group of people, but rather be used as a tool for the store management team to assist in the business goal of delivering a net profit"

"Tape based CCTV systems can record for a maximum of three hours, therefore require regular maintenance by staff. This raises issues in terms of resource allocation and staff management. Digital technology allows us to record 15 days of a store's normal activities with relative ease. We believe this will assist the management of our stores immensely and deliver real information to our Store Management team in a format they can use".

"We will review this set up



as part of the pilot trial."

Kmart decided that this pilot installation would be done by VTS, starting with the Burwood (new) and the Bondi Junction (existing) stores in Sydney.

During our visit to the Burwood store we met Mark Moroney, NSW State Loss Prevention Manager, and Ian Woolford, Burwood Kmart Store Manager.

"Although we are still learning how to use the new digital recording most efficiently, there are many helpful features," said Ian Woolford. "All alarm activated incidents are easily found on the hard disk recorder, and by using the camera presets we can also see the activity that preceded the alarm."

"There is also provision for remote transmission of the signal back to our State Office," says Jack Hayes, "but our strategy is that the Store Manager has the responsibility for his own store's CCTV system."

"VTS have installed CCTV equipment with minimum intrusion into the shopping experience. It is imperative for us that our system is as discrete as possible, yet not be hidden." concluded Jack Hayes. •



Tony Casuscelli (VTS) - always interested in the latest technology