

HOW TO CHOOSE A CCTV SECURITY SYSTEM

BETA VERSION

THIS IS A BETA VERSION OF THE FREE E-BOOK
“HOW TO CHOOSE A CCTV SECURITY SYSTEM”.
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EMAILING YOUR COMMENTS TO: comments@icsecurity.com.au

**ESSENTIAL INFORMATION TO KNOW
BEFORE YOU BUY A
CCTV SECURITY SYSTEM**

Josh Reid

**NEED TO KNOW
SERIES**

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AUTHOR'S INTRODUCTION

This book is not a technical manual. It does not have every bit of possible information in it. It does have enough information for a person with little or no knowledge of CCTV Video Surveillance Systems, to make an informed decision when choosing the right CCTV System for their needs.

The phrase CCTV stands for Closed Circuit Television. Generally today the term refers to Security Camera Systems of various types.

I wrote this book for the end user. The home owner, the small business owner, and even for managers of large corporations. It is written as general advice to the person in charge of purchasing the system. I have to admit that when writing this short e-book I could see it developing into a much longer and more detailed complete book. I kept thinking of more information that I could put in it and even considered publishing it as a

printed book. I kept having to remind myself that the purpose of this e-book was to give you enough insight to make an informed decision before buying a CCTV Security System.

I have stayed away as much as possible from using technical terms, except to include some which will make conversing with a CCTV Security Salesperson much easier.

The great thing about an e-Book is that it doesn't cost me anything to print or produce. Having this information in e-Book format also allows me to make quick updates and additions or adjustments to the e-book. (*Hence the reason I have first circulated this e-Book as a BETA edition.*) I have decided to give this e-Book away for free, however I believe the information within it could be worth several hundred dollars. This is based on the amount a person will save on their choice of CCTV Security System because of the knowledge they have gained in this e-Book.

I would encourage you to send me feedback of what you think about the e-Book, what you loved about it, what you hated about it, what other information you would like to see in it, what you learned from it, what you found confusing, or anything else you might think helpful. This helps me write and rewrite this and other books and e-books based on what your needs are.

I have written this e-Book in conversational language to make it a quick and easy read. It is designed to be read quickly on your computer or PDA screen, but could easily be printed out as well.

I feel I should also say that I have not consulted any other books or technical manuals in writing this e-Book. I have simply written it as it came to my mind. I have only written from my own knowledge on the subject and my experiences and observations working in the industry.

The information contained in this e-Book is the same I would freely give audibly to anyone interested in buying a CCTV Security System. By putting the information that I have into e-Book form simply gives many more people the chance to receive it.

My hope in writing this e-Book and providing it to you for free is that through reading it you will be able to find the right CCTV Security System for your needs – one that you will be happy with for many years to come.

Helping you keep an eye on your business.

- Josh Reid
Author

INTRODUCTION TO CCTV SECURITY SYSTEMS

Buying a CCTV, or Video Surveillance System for your business can be much like choosing a new computer. There are too many to choose from and you are overwhelmed by various brand names and a wash of jargon. You are confronted by all the bells and whistles, which all sound good, but you wonder how you will ever make use of them all.

You find that you are nodding your head to what the salesperson is saying without really understanding what they are talking about. You want a quality system but are not sure what the real difference between the cheap option and the expensive option is. You don't want to get something too big for your business, but you do want to get all your bases covered.

People often ask me what type of computer they should buy. How much RAM, what size Hard Drive, what bells

and whistles should they have included?

The question I always ask them first is the same question I would ask you when deciding on a CCTV system.

“What do you want it to do?”

Or

"Why do you want it?"

Before you answer these questions, I cannot recommend anything - be it for a computer, or a CCTV system or anything. Once you start to explain what your needs and concerns are, I can then recommend a system that will suit your needs and budget.

I have written this book in order to aid you, the business owner, manager, or possibly homeowner in choosing the right system for your particular situation and needs. By reading and studying this book you will know what

type of system you require before the security salesman even knocks on the door. You will be fully prepared to select the best system for your needs.



QUESTIONS TO ASK YOURSELF BEFORE BUYING A CCTV SECURITY SYSTEM

As I mentioned in the introduction the first questions you need to ask yourself are:

“What do you want it to do?”

Or

"Why do you want it?"

I have written this e-Book under the banners of these and several other questions. I believe you will find this useful, as these are questions I get asked all the time. This should give you more insight into what you want, even if you currently have no idea of what is available in the market. This will help you clarify your needs and make the right decision for your business.

QUESTION TIME

Time to look at and answer some questions now. This may be a little pain staking, but I can assure you that this is not as pain staking as buying a CCTV Security System that turns out to be next to useless.

Spending a short period of time reading over these questions and my answers to them can save you years of heartache and frustration in the future.

WHAT DO YOU WANT IT TO DO?

Generally speaking you will want your CCTV system to have cameras, that produce a high quality picture, which is then recorded on a back-end system. This footage can later be easily reviewed and stored.

You want a system that is very user friendly, is within your budget and covers all your areas of concern.

A system that is simple to maintain and that will remain current for many years to come should also be high on your list of priorities.

Over the pages of this e-Book I will talk more specifically about what you want to look for in a CCTV system and why.

WHAT WOULD BE THE MAIN PURPOSE OF HAVING A CCTV SYSTEM?

This depends on who you are, what business you are in, how you manage your business, and your specific concerns.

Generally people use a CCTV system for the following reasons:

To keep recorded video footage of criminal activity. This can include shoplifting, vandalism, break-ins and hold ups. This is often the prime reason a business will install a CCTV system. Along these lines people also use it to catch customers who leave without paying, for example at a petrol station or restaurant.

Another purpose is to keep an eye, and recorded video footage of staff. There is a range of examples of this. A manager or business owner may want to keep an eye on staff that are suspected of stealing from the till, or even taking goods out the back door.

Managers also sometimes want to have evidence if they suspect that their staff are slacking off, or smoking where they are not allowed to do so.

In regards to keeping an eye on staff, or having cameras in the workplace at all, it is important to note current legislation regarding the CCTV. The laws are constantly changing, so you should check with your Solicitor first. However, generally speaking you can put up as many cameras you want as long as they are not in private areas, such as a toilet cubicle.

You will need to have signs up letting staff and customers and the general public know that they are under constant video surveillance.



In most circumstances you are required to inform your staff that they are being monitored and educate them as to the location of the cameras. Remind them that they *are* recording! In my experience, I have found that you are not allowed to have any hidden cameras in the workplace. These can include micro cameras as well as cameras which are disguised as a smoke detector or packet of cigarettes.

If you do have hidden cameras you usually will require a written order from a Magistrate allowing you to have them for a specific purpose.

Of course different countries and even states have different legislation regarding CCTV systems. Check with your Solicitor first. An informed CCTV salesperson should be able to find out specifics on current legislation for you from their industry or government body.

Another major reason businesses put in a CCTV system is for public liability. This would include a customer slipping in the shop and then trying to sue the shop owner for example.

Having your main walk areas covered by CCTV Cameras can save you in a legal situation such as this. You will either have proof that the person did fall in your shop or break their arm, or you will see that it is a false accusation. In either way at least you know for sure what happened.

Most digital video systems watermark all the recorded footage with time and date. This ensures the evidence will hold up in court - or can at least aid the police in securing a conviction.

WHAT AREAS DO YOU WANT THE CAMERAS TO COVER?

It is often impractical to cover every nook and cranny in your business premises. Many people find that no matter how many cameras they seem to put in they still have blind spots in the CCTV system (areas of the premises which are not covered by cameras).

What is best is to have a look at your essential areas. What are your areas of concern? Perhaps down the aisle of impulse items, or a toilet corridor, or even out the back where the staff are not supposed to be smoking.

You will also want to cover your entrances and exits. Have a look at all these areas and think about the various places on the ceiling or wall that you could place a camera to cover each area. Think about if the camera will cover the front of a person or only the back of them.

Think about where would be the best area to place a camera to produce the greatest or most effective coverage of that area. You can also talk to your CCTV Salesperson about their recommendations, but if you already have thought through where you would place the cameras you will be one step ahead.

You will also want to quiz your CCTV Salesperson about the range of particular cameras, how far they can zoom in and so on. Some cameras are good for covering general areas, while you may want a camera on the front entrance zoomed in to just cover a persons face and torso, for instance.

You may find you need a larger lens than standard to zoom in specifically on a certain area. For example instead of 2.5 - 8mm lens you may need a 5 - 50mm lens. These larger lenses are commonly used to zoom right in to catch number plates, or facial features.



WHAT TYPES OF CAMERAS WILL YOU NEED?

There are many different types of cameras you can choose. They all have different functions and features, and they all come in a wide range of prices.

For a basic set up you may just as well go for a standard camera, as these will still cover you for most situations. Of course if you need the cameras to record at night or in dark areas then you would need to look at IR (Infrared) cameras or what is called True Day/Night technology cameras.

Generally speaking the IR cameras will turn from colour to black and white when it gets too dark. The True Day/Night cameras can do one of two things. They will either turn black and white when it gets dark, or they can stay colour.



I generally find that the True Day/Night cameras give a better after dark picture than an IR camera. The technology simply produces a clearer picture. The option of either turning black and white or staying colour is not built in to all Day/Night cameras. You would need to enquire about the specifications of the particular cameras you are looking at.

Also it is important to note that on some Day/Night cameras the after hours picture quality is fine as a black and white, but the colour option is not very clear at all. Ideally you want a camera that gives off a nice clear picture during the day (like you are looking out a window), and a crystal clear black and white picture during the night.

If your security needs are all indoors and you either don't need anything recorded at night, or you leave interior lights on all night, then you can just use standard interior cameras.

As long as there is enough light the camera's picture quality will be fine. I should note here that any camera needs more light than the human eye. That is, what may seem bright enough to you or me may not be bright enough for the camera.

I think it's perfectly reasonable to ask your CCTV Salesperson to bring in a demonstration unit and show you the quality of the cameras and how the system works. I mean you are going to spend at least a couple of thousand dollars getting the whole system set up. Why would you buy something you haven't yet seen?

You can also choose the style of cameras you require. That is, you can choose what they physically look like. Generally speaking there are full body cameras, which would need a separate lens, and there are dome cameras.

The dome cameras usually come with an inbuilt lens and the camera, lens and dome enclosure is sold as one whole item, or price.

A full body camera usually sells as one item by itself. You would need to purchase an accompanying lens, and possibly a ceiling, or wall mount bracket as well. If you are considering placing this camera outdoors you may also need to think about a secure outdoor enclosure.

When looking at the style of cameras consider if you need weather proof or vandal resistant dome cameras and outdoor enclosures.

A good indication of the quality of the camera and the picture it will produce is to look at the number of television lines (TVL) it has.

Cheaper cameras usually have close to 350 television lines and don't produce a great picture.

A standard camera that will produce a perfectly good picture should have around 450 – 480 television lines.

A more advanced and newer model camera will have around 550 – 580 television lines. This higher range camera should produce a picture which seems like you are looking through a window instead of at a monitor screen. These are very good cameras and are becoming cheaper as newer technology comes out into the market.



WILL YOU USE AN ANALOGUE OR A DIGITAL RECORDING SYSTEM?

Bottom line – only use digital.

Video surveillance systems used to use analogue cameras which would run back to time-lapse video recorders. These are the same type you would have at home, except they record on say a three-hour tape, which the machine stretches to last twelve hours.

This meant that the person in charge of the security system would have to change a tape twice a day, to ensure their cameras were recording to somewhere all the time. I suppose these systems were somewhere to start but technology has moved on and right away from this old style of recording.

Amazingly you can still buy these analogue systems new. People sometimes buy them as budget options, which is ridiculous as you can buy cheap digital recording systems for the same price as an analogue system these days anyway.

One thing you do see is that very modern very expensive digital systems still often have a monitor output designed to connect to a VHS recorder. The purpose of this is that instead of recording portable footage to a CD-ROM or USB Stick (for police or legal use) you can simply press record on the VHS player and whatever is playing on the monitor will record onto the VHS tape. This can be a quick and easy way to record an incident.

The most frustrating thing with recording video footage on a VHS tape was that you couldn't simply type in a date and time and press play. You had to rewind and then play and then rewind and play over and over again just to find the incident.

Of course everything was recorded too. There was no motion detection feature.

If you are on an extremely tight budget and someone gave you an old analogue recording system then I would say go ahead and use it. Other than that I can't think of any reason why anyone would want to use an analogue VHS system. Frustration, confusion and poor quality recording is all you will get.

Digital security systems are certainly the way to go. They range in price from a couple of hundred dollars to many thousands of dollars.

The best part about a digital security system is the option of being able to quickly type in a date and time and go straight to the incident you are looking for. This is a general comment as I have seen digital systems which seem to think they are analogue systems. On some of these ridiculous machines there is no option for time and date search and no motion detection feature. So watch out for duds.

Be very sure to have the CCTV salesperson show you how the system they are selling can do date and time searches and easy back up. I have seen some systems which only back up by taking out the whole hard drive or networking up via an Ethernet cable to a computer. This is a bit useless if you don't happen to have a computer available.



Also be sure the motion detection feature is inbuilt into the system. If you don't have a built in motion detection device you will store up days of useless footage and doing an event search by time and date will take longer.

Essentially digital video recording systems should be very user friendly. You should be able to quickly search by time and date and instantly back up to an external device. If the system you are looking at buying can't do all these, then look at something else.



HOW LONG WILL YOU NEED TO KEEP THE RECORDED VIDEO BEFORE IT GETS DELETED?

Some people seem to want to keep all their recorded video footage forever. Unless you work in some extremely high tech, high security, secret government organisation this is not usually necessary.

You will generally have your system set on motion detection. This means that three hours of nothing in the middle of the night is not recorded. The digital recording system only records when the cameras pick up motion, or movement.

The sensitivity of this can usually be adjusted as well as usually each camera can be divided into several different sections of motion detection areas. Having your system set on motion detection will save you a lot of hard disk space, meaning that your important footage lasts a lot longer than if you had everything recorded.

Generally speaking you will only ever need to go back and find a section of video footage after an incident has happened.

Say you come to work tomorrow morning and there is a smashed window or perhaps graffiti on the outside walls. You look at the area and notice that you have a camera looking towards where the incident took place.

You would then go to your system, type in the date and time you want to start searching and all the video recorded (on motion detection) will start to play. You can then find the footage of the incident, save it to a CD, or USB stick, or whatever your particular system uses, and give it to the police.

Sometimes an incident is not as obvious as a smashed window first thing in the morning. Sometimes slips and falls or other public liability incidents are not reported for a couple of weeks. It is impractical to keep data stored for say a year, but you should make sure your system keeps at least a month of data.

You may find that because of the heavy motion in your workplace that the digital systems hard drive fills up quicker than expected. With many modern systems there should be an option to upgrade or add a bigger hard drive. These can usually be fitted inside your system, or can be connected by a USB or other type of connection, externally.

Another way to increase the amount of time you have stored data is to decrease the quality or frame rate of your camera recording.

Many manufacturers of digital video security systems produce simple calculator guides which can help you determine the expected recording period of your hard drive at various frame rates.

You can then determine if you require more storage space on the system you buy.

Be sure to ask your CCTV Salesperson about these calculators.

HOW USER FRIENDLY WILL THE SYSTEM NEED TO BE?

The simple answer is - as easy as possible. It doesn't matter how technical you happen to be, it just makes sense to have a system that a six year old could manage.

Why on earth would you want something so complicated that you don't know what half the buttons do?

Are you the only person who will need to access the system or are other people in your organisation required to access it? Keep this in mind when choosing your system. You need to have a very user-friendly system so that not only yourself or the in house IT expert can use and navigate it, but also the night security guard who may need to quickly review an incident.



You should have at least one person available at all times who can navigate the system, including searching and reviewing and copying the data to a storage device such as a CD-ROM or USB-Stick.

This will be very helpful to the police, as they often request to take away the video footage.

Keep it simple.

WILL YOU NEED TO ACCESS THE CCTV SYSTEM REMOTELY?

LAN CONNECTION

There are two types of remote access. One is simply from another computer in your workplace. As long as all your computers are linked into the same Local Area Network (LAN) then it is quite straightforward accessing your security system from another computer.

Assuming that your system is digital and that it has a LAN port built into it, then all you have to do is assign an IP address to the digital video recorder and you are away.

Some systems allow you to access the data simply through a web browser, while others usually come with a free remote access software program. You will want to check this point before buying your system.

OFF SITE CONNECTION

The other type of remote access is from another site, such as your home or even overseas. It is certainly possible to remotely access your digital security system from a remote location, but you will need to enquire as to the complications associated with the system you buy.

There are various ways to access your digital system remotely from another site.

OPEN VIRTUAL NETWORK

The first way is to have an Open Virtual Network. This would be something a computer-networking expert would do. They run into the thousands of dollars to set up and are not for the amateur to play with.

They are also only useful if you have very fast broadband Internet as part of the Open Virtual Network. Basically how these work is that your home computer or a computer in another town behaves as though it is in the same building as the main office.

If you do happen to have one of these set up you would simply plug your digital system into your office network and would set up your remote computer to access your digital security system as you would across a LAN.

Not many people would have one of these set up.

TELEPHONE LINE

The second way is from telephone line to telephone line. Also called a PSTN line you would plug a normal telephone line into the back of the digital system and also plug a phone line into your home computer.

You then simply dial (through a software program) the number of the security system's telephone line and it will connect. This is a very slow way to access your system remotely. You will find that you can only view one camera at a time, and the connection will be very slow.

However if budget is a concern and you only want to access the system from time to time, this can be a viable option. You may get a call from your alarm company saying your workshop alarm has gone off. You can then simply dial up and see if anything is going on at the workshop, or if the alarm has gone off for no reason.

You can then make a call to have the alarm monitoring company drive by, or save some money and tell them it all looks fine. And you can do all this in your pyjamas.

If you are considering using the dial up option make sure your system has it built in. Many of the newer systems do not have it included.

Using an external modem on a digital system is just a joke. Some manufacturers say this is supposed to work, but I have found that finding a compatible modem that works all the time every time is virtually impossible. If it's not built into the system then you won't be able to use this option.

BROADBAND INTERNET

The third way to access your digital system remotely is via Broadband Internet. This can be an effective way to access your digital security system remotely. However you need to be aware of what your specific system requires. Your CCTV salesman may not even know. You would need to speak to a technical expert.

You can contact many of the system's own technical people in most cases to help sort out any issues. Generally speaking a digital system should be able to be accessed remotely via Broadband Internet without much trouble.

In most cases all you need to do is have your ADSL modem set to allow port forwarding and you have to have a Static IP Address (or fixed address) provided by your internet service provider (ISP).

If your provider has only provided a Dynamic address you will not be able to access your system. (NOTE: Some very clever Digital Systems do allow you to use a Dynamic IP address here, but it is a rarity). In most cases you will need a Static IP Address.

Generally speaking this is all you should need to do for most digital systems.

However if you have a large, complicated network set up you may have to configure several other options before it will work.

Your CCTV professional probably won't be able to help you here – you will need to use your own or an outside IT Networking specialist.

Some large complicated networks may not be able to provide the remote access at all, due to a number of reasons including firewalls, or even the physical location of the business.

This third option is certainly something you will want to bring an IT networking expert on in to set up for you.

Generally the CCTV Professional can talk to the Networking person and tell them the passwords and other settings the digital system needs.

Everything else the Network person will have to set up.

REMOTE ACCESS RISKS

Whichever option you choose, remember that there will always be a security risk if you are accessing your system remotely.

Consider carefully why you want to access your system remotely and if you could do without the risk.

Often I find people like the sound of accessing their security system from their home or from overseas, but they end up never using this feature. You should consider if you would really use it or if you could do without the extra expense and complication.

If you can access your system remotely, then it is possible that someone else can also. Of course you would put in passwords and other security access codes, but if someone gets hold of these and knows what they are doing then they can also get into your system.

This is a security risk as a non-authorized person can not only view your cameras remotely but can potentially delete all your recorded data too.

Imagine a burglar robs you and then goes home, accesses your system remotely and deletes the robbery from your system.

Having said that, most digital security systems should have some way to access them remotely built in.

MONITORS

In most cases you will want a monitor to see what is going on in your CCTV Security System. Just like your DVD player at home is what plays the movie and your Television set is what actually shows the movie, so your Digital Video Recorder (DVR) records all the footage, but you still need a monitor to see what's going on.

There are a several types of monitor you can have.

Some recorders will be able to connect to a normal computer monitor. (With a VGA Connection) It wouldn't matter if it was an older type (CRT) monitor, or a slimline (LCD) monitor. Surprisingly though not all recorders can connect to a normal computer monitor.

Some systems have multiple types of monitors you can connect to – this is certainly preferred and gives you more choice.

Other recorders only have a BNC or RCA output. If it only has a BNC connection (which kind of looks like a bayonet style connector) then it is designed to be used with the very expensive professional security monitors.

A trick to get around paying way too much for a professional BNC monitor is to obtain a small adapter. The adapter changes the BNC connection to an RCA (or AV) connection. This way you can connect your system to any monitor which has a RCA (AV) input.

An example of a monitor which accepts RCA type connections is your television. Look at the yellow, red and white inputs on your television. Simply plug the security system into the yellow (video) input and your security system will show on your television.

This is a good way to save money as you may have a cheap television set around your home, or be able to buy one cheaply.

You can also buy LCD televisions. These are LCD screens which usually have a computer input (VGA) as well as RCA (AV) inputs. You can't go wrong with these.

My favourite type of monitor is one that is built into the Digital Video Recorder. Or rather the DVR is built into an LCD monitor. There are several types of these and they make a nice compact unit. – Great for the home or small business!

CONCLUSION

A CCTV Digital Video Surveillance System can be an excellent investment. Not only do the visible cameras act as a deterrent, but also if you do have an incident you are reassured that you have a video of it.

Be sure to get a system that suits your individual needs and is extremely user friendly.

Consider your requirements carefully, apply what you have learned in this e-Book, and make an educated choice.

Stay away from systems that are too cheap. Don't buy one from your local electronics shop. After their warranty expires you will find it almost impossible to get the system serviced or repaired.

Buy from a reputable and experienced company. Buy a system that is made locally and has a long term back up and service plan. Be aware of fly by night companies and manufacturers who will be gone in a year.

Rule # 1 – Only ever buy from someone you are absolutely sure you can trust.

So, be aware, buy a good system, enjoy it and be safe.

Helping you keep an eye on your business.

- Josh.

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ABOUT THE AUTHOR - JOSH REID

Josh is a motivated entrepreneur and visionary. He was the passionate force that turned a \$100 note into an organisation which has given away over \$100,000 worth of computers. (ComputerBank Illawarra) He has several businesses with varying industries, including **IC Security Pty Ltd, a CCTV Security Business**. His passion in life is his wife and three children. He is highly motivated to see human beings reach their full potential. He believes in living life with joy and passion in our hearts. Josh is also a film maker and author and columnist. When he has time he speaks at churches, business and community groups about his experience and lessons learned.

Look for Josh's new book out soon:

**“How To Take a \$100 Note and Give
Away \$100,000 Worth of
Computers”**

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