



B.s.a.Limited

**Contractor
Introduction
Booklet
(Metro)**

Issue: 20/10/2003



ABOUT B.S.A.LIMITED

Background



bsa - CS (formerly Comet Satellite & Cable) provides high volume residential, commercial satellite, free to air and microwave installation services across Australia. Having secure contractual arrangements with FOXTEL, Telstra and Optus BSA TS specializes in the installation of subscription TV to customers throughout Australia.

bsa - CS has 7 branches nationally and a regional installation base covering over 200 locations throughout Australia. The division employs over 100 staff and maintains a network of over 300 contractors.

Subscription TV installations in Australia are expected to exceed 50% of all households by 2005. Driving the growth in this market segment is the transmission to digital and wireless transmission delivered by satellite and microwave. As the largest provider of subscription TV, satellite and some cable services into homes and commercial premises throughout Australia, *bsa CS* is well placed to take advantage of these and emerging opportunities. Each month our contractors complete over 25,000 transactions throughout Australia.

MR Antenna and Mr Alarms are wholly owned subsidiaries of BSA Limited and both fit within the *bsa CS* division. As the only national free to air antenna installation company, Mr Antenna enjoys a reputation of quality and reliability, providing thousands of families with in-home television services each year.

The services performed by *bsa - CS* include:



bsa - cs installs satellite equipment for Foxtel, the largest provider of subscription TV services in the country. Foxtel has the most subscribers and an impressive growth record. BSA's relationship with Foxtel continues to strengthen. Currently *bsa* undertakes Foxtel installations Australia wide. Support infrastructure for the operations, offices and warehouses in these sites have continued to be expanded to cope with the increased demand.



bsa -ts is a significant provider of installation and maintenance services on the Optus Hybrid Fibre Coax (HFC) network in Brisbane. *bsa* provides installation and maintenance of bundled services including subscription TV, telephony and high speed data cable modems to the HFC network. *bsa* has been the sole installation company for the Optus Satellite Commercial PTV service since its commencement. This includes installation to hotels, clubs, corporate offices and mining sites. *bsa* has a strong platform utilising HFC Products with resources to manage over 120 installers and is well placed to participate in the delivery of any new products or platforms in this expanding market.



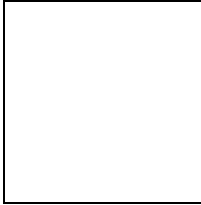
This is a niche satellite service for Australian health professionals. *bsa* is the national installer for this emerging and innovative product.

UCB

UCB provides the Christian radio station Vision FM 87.6 via satellite to homes and families throughout Australia. This service incorporates a satellite download of the audio service with a localised radio retransmit function. *bsa* is the installation service provider for UCB and has been with them since their inception.



Is Australia's sole provider of Subscription TV services to regional Australia. bsa - ts undertakes commercial installations for Austar in Queensland, New South Wales, Victoria and South Australia.



With over 500,000 satisfied customers since 1991, Mr Antenna has become Australia's household name for the best reception solutions available.

Mr Antenna is Australia's leading television antenna installation company. Visiting over fifty thousand homes per year, Mr. Antenna has outstanding potential in the domestic antenna installation sector. The company has strong brand recognition and a loyal customer base. Recently, BSA has invested heavily in a franchise model to be rolled out for Mr. Antenna commencing immediately. BSA expects to dramatically expand brand awareness, market share and revenue for Mr. Antenna as it moves into the next stage of the company's development.

Franchises Available

MR Alarms

Working closely with the Mr Antenna structure, bsa has developed a significant security alarm division. Mr Alarms is an authorised dealer with the ADT Group in Victoria and recent strategic appointments and restructuring have been implemented to commence dealerships within the other states of Australia. In addition to existing and proposed ADT dealership expansion, Mr Alarms has developed a qualified installation and service resource to compliment its sales activities. The installation and service technician resource is planned to expand into major regional centres where limited installation resources prevail.

With the increasing demands for personal and home security Mr Alarms is well positioned to provide a qualified and comprehensive service to both capital and regional centres of Australia.



BSA performs high volume contracting work for Telstra in a number of areas where bsa's contracting quality can assist in delivering the services Telstra requires for it's customers.

Broadband Services

With the maturation of high speed internet services, BSA expects to see the delivery of broadband internet via cable and satellite continue its very strong growth phase.

bsa was one of Australia's first installation groups of broadband internet via satellite and cable. Like any pioneer, BSA found the sevice introduction very challenging, but believes that as a result, , the knowledge and skill acquired will prove to be very rewarding in the future.

bsa is currently providing installation services to various ISP organisations utilising delivery platforms such as ADSL and wireless local loop technology. bsa is committed to becoming the leading supplier of services to both these technologies.







Transmission Solutions

Is a major turn key equipment & services supplier to the broadcast industry. With exclusive supply agreements for many of the worlds leading digital broadcast equipment manufacturers, bsa TS has invested in superior engineering resources capable of installation and support. The bsa TS division enjoys contracts to supply equipment and infrastructure services to nearly all significant network carriers. This division also builds tower sites and is able to maintain all aspects of broadcast installations.

Legislative commitment to digitise networks over the next few years means thousands of towers transmitting signals across Australia will need new equipment installed and facilities upgraded (including some tower structures). bsa TS is one of only a few companies that holds contracts to build sites, supply and install equipment needed for digitisation of Australia's broadcast networks.

bsa - TS is structured around five operating units

-  Masts and Towers
-  Radio and TV Transmission Products
-  Microwave Transmission Products
-  Manufactured Antenna Products
-  Related Installation, Commissioning, Operations and Maintenance

bsa - TS has the capability to provide a "one stop shop" for the provision of end to end Transmission Solutions, be they in the Telecommunications or Broadcast industries. With in house services relating to the design, supply, install, commissioning and maintenance of broadcasting and all types of radio communication networks on a national basis.



b.s.a. CONTRACTOR NETWORK

Quality and Standards

Installers are provided with a comprehensive procedures manual covering all aspects of their work and job responsibilities. They call in to a central operations coordinator after the completion of each job and provide all necessary information for reporting to our clients. Installers are held responsible for their own work, rework and insurance claims in the unlikely event that these should occur. This acts as an incentive to ensure the highest standards of Quality are maintained in all work performed.

b.s.a.'s in-house Quality Assurance program requires inspection of not less than 10% of all jobs performed by each and any Installer in our network. This QA is in addition to that performed by our customers.

The business is operated in accordance with AS 3902/ISO 9002 Quality Standards and formal accreditation will be sought in the near future.

Procedures in use are:

- Ø Installer management procedures
- Ø Routing and Dispatch procedures
- Ø Work Order Processing and Invoicing System
- Ø Staff Management & Organizational Procedures
- Ø Technical Support & Training procedures
- Ø Online dispatch system
- Ø Fully computerised and audited internal accounting system
- Ø Quality control procedures
- Ø Customer Education on installed systems

Customer Service Focus

b.s.a. recognises the importance and benefits of ensuring every customer has a pleasant, hassle free and favorable memory of their installation. b.s.a. achieves this with the customer by providing the following at the point of installation:

- Ø Clean and tidy appearance of the work vehicle
- Ø Technician in b.s.a. uniform with a neat and tidy appearance
- Ø A comprehensive pre-installation briefing and user education process
- Ø Use of Footwear covers (Booties) and Drop sheets for all work inside the premises
- Ø Ensuring the work area at the customers premises is cleaned
- Ø Ensure accurate paperwork details to avoid billing mistakes



Insurance & Terms Of Trade

All contractors that work on behalf of b.s.a. are required to be a Pty Ltd Company and show evidence of the following insurance cover prior to carrying out any work for b.s.a. Limited.

- Ø \$10,000,000 dollars Public Liability cover
- Ø \$15,000 Stock and equipment in vehicle and locked premises cover
- Ø A worker's compensation policy
- Ø Full comprehensive motor vehicle insurance.

A competitive rate for this cover can be obtained from the following broker who is familiar with b.s.a's requirements.

John Burke
Insurance Broker Pty Ltd

Contact Adam Smith
 Ph 07 3289 1155
 Fax 07 3289 1815

Tools of Trade

The following is an indicative list of minimum tool requirements for a contractor prior to carrying out work for b.s.a. Limited.

- Ø Satellite Meter – can be purchased from b.s.a. approx. \$2400.00
- Ø RG6 Crimp Pliers – can be purchased from b.s.a. approx \$32.00
- Ø RG6 Cable Stripers – can be purchased from b.s.a. approx \$17.00
- Ø 2-Storey Extension ladder
- Ø 7ft step ladder
- Ø Battery drill 12 volt & spare battery (Tradesman quality)
- Ø Compass & Inclinometer
- Ø Drill with rotary hammer action
- Ø 20M x 240V extension lead
- Ø Drill set
- Ø Metric set of spanners
- Ø Metric set of Sockets
- Ø Silicone Gun
- Ø Screw Driver Set
- Ø General Tools of Trade



b.s.a Uniforms and Accessories

The b.s.a uniforms must be worn at all times whilst carrying out work for b.s.a. Ltd. Uniforms and accessories pricing are as follows:

Ø Polo Shirt – Small, Medium, Large, X-Large, XX-Large	\$20.00ea
Ø Sloppy Joe – Medium, Large, X-Large, XX-Large	\$ P.O.A
Ø Cap	\$ P.O.A
Ø Winter Jacket	\$ P.O.A
Ø Drop Sheets with Logo	\$ P.O.A

Vehicle

This requirement is negotiable, however we prefer the following type of vehicle:

- Ø All White
- Ø Commercial vehicle, van or ute
- Ø Less than 6 years old
- Ø Tool and stock racking

NOTE: The vehicle must have a lock up area for the secure storage of b.s.a. consignment stock and display the appropriate Foxtel and bsa signage.

'Triple S Motors a new partner with BSA can offer you competitive rates on new or used vehicles whether you are in a position to purchase or lease. Triple S is familiar with the requirements in this industry.

All types of commercial vehicles, Ute's, Van etc, fully fitted with racking and shelves are available.

Vehicles can be shipped to your individual state. For a competitive rate please contact Simon or Scott on 02 724 6400 or 02 9637 5024.

Training and Certification

All non Pay TV trained contractors must attend the b.s.a/Foxtel Pay TV DTH training course that is free of charge to new contractors. All travel expenses in attending this course are at the Contractors expense.

All b.s.a. Ltd installers must become holders of an RCL or above. This is to enable the installation of the phone point for interactive services.

Communication Equipment



Communication between b.s.a. and the contractor is of the up most importance. All contractors must have the following communication equipment.

1. Mobile phone connected with voice mail
2. Computer connected to the internet

Metropolitan operating procedures (General overview)

- Ø b.s.a. receives work from Foxtel and other clients via an electronic file.
- Ø b.s.a. maps the work out for the next day recognizing the AM and PM timeslots.
- Ø b.s.a. assigns the jobs to the appropriate contract installer in a way to maximise the efficiencies of travel and individual capacity.
- Ø b.s.a. place the work onto the b.s.a. web site at 6.00pm the night prior for the following days work.
- Ø The contractor phones the customer the night before confirming the job and advising the customer of the time slot (either AM or PM).
- Ø Upon arrival onsite the contractor contacts the b.s.a. office to log-in.
- Ø After completing each job or installation the contractor is required to phone the completion details through to Foxtel, requesting Foxtel to authorise the smart card (connecting to Foxtel's Pay TV).
- Ø The contractor completes the Foxtel order ensuring he/she obtains the customer's signature confirming the job is complete.
- Ø The contractor attaches a summary of each work order, and posts with work orders to b.s.a.
- Ø The contractor posts the work orders every day to the b.s.a. office.

Payment to Contractors

Payments from b.s.a. to the contractors will be made by Electronic Funds Transfer (EFT) and therefore a "Bank Account Authority" needs to be completed to enable payment. Payment for completed work will be made within 21 days after the end of the week in which b.s.a. receives the signed installation work order, providing it is received in a timely manner. This work order acknowledges that the work has been completed and provides the



documentation to enable us to invoice the Head Contractor, (i.e.; Foxtel etc).

Any incomplete paperwork received by b.s.a. will be copied and returned with the appropriate areas highlighted for completion by the contractor. The contractor will be paid within 21 days of b.s.a's receipt of the amended paperwork, eg:

WORK DONE

22/09/03 - 5/10/03

PAYMENT DATE

21/10/03



Foxtel domestic contractor pay rates

bsa Limited

MELBOURNE			
CometCodes	Foxtel Codes	Description	EX-GST
Connect Orders			
015	SDW	DTH Installation Wall Mount 65cm	\$163.90
016	SDF	DTH Installation Fascia Mount 65cm	\$176.40
017	SDL	DTH Installation Tile Mount 65cm	\$179.40
019	SDG	DTH Installation Gutter Mount 65cm	\$179.40
081	RCD	Reconnect Dish & LNB in place (CLR)	\$40.00
084	RCO	Reconnect Mount only in place (CLR)	\$100.00
086	SDS	Tin Roof Mount Surcharge	\$23.00
Service Calls			
041	SCO	Service Call	\$38.00
044	SCL	Service Call - Change LNB	\$38.00
Change Orders			
066	RDI	Relocate Dish & LNB	\$70.00
067	SUB	Additional Outlet After Install	\$51.00
095	REL	Relocate Wall Plate & STU After Install	\$59.00
096	RWP	Relocate Wall Plate Only After Install	\$51.00

Cost of consumables & resultant pay margin

With every installation there is an amount of equipment installed from the contractors own stock holding. A typical installation would require the below listed consumables.

Satellite Installation			
Consumables	Consumables	Buy	
Qty Req	Description	Each	Expanded
1	GUTTER ROOF SATELLITE MOUNT	25.40	25.40
4	RG6 F CON BAG/100	0.220	0.88
25	RG6Q CABLE 305m (\$/metre)	0.299	7.50
2	Lengths of Conduit (If required)		
1	AMALGAMATING TAPE (10cm)	0.087	0.09
7	PLASTIC TIES QTY 100	0.040	0.28
1	F WALL PLATE	0.65	0.65
1	PLASTER BRACKET	0.390	0.39
1	A.V. LEADS	1.100	1.10
1	Scart to 6RCA	2.60	2.60
1	Dish & LNB Kit	60.00	60.00
	Prices are exclusive of GST		
TOTAL SATELLITE INSTALLATION			98.89



In the above example the following would apply.

Code - 019	Satellite domestic install gutter mount =	\$179.40
	All consumable stock for satellite installation as listed above =	\$98.89
	Total Contractor margin remaining after all stock costs =	\$80. 51

Projected annual earnings

The average single person installer should be capable of completing 4 installations per day. Allowing for loss of time due to rain or any other encumbrance we can use the formula of 3.5 completed installations per day.

We expect all contractors to be available for Saturday work. With this in mind we use the calculation of 6 days per week. There will be a requirement in the future for contractors to work 2 Sundays per month.

In every calendar year there are 52 available weeks.

- Less 4 weeks for a holiday
- Less 2 weeks for Public Holidays
- Less 1 week for illness

This results in a total expectation of 45 weeks where the contractor will be available for work. Any contractor not losing time for illness or choosing to have a shorter holiday can increase the total number of weeks they work above our below example by up to 5 weeks.

Therefore using the above parameters, we can assume the following example of earnings is most achievable and can easily be exceeded.

3.5 installations per day at \$80.51 each =	\$281.78
Working 6 days per week =	\$1690.68
Working 45 weeks per year =	\$76080.60

The figure of \$76080.60 is after all consumable stock has been paid for but all normal business running and operating costs would have to be deducted and b.s.a. would recommend consultation with an approved Accountant so as to maximize your earnings.

Please note that these figures are only an example, the earnings of a contractor are directly affected by how much or how little work he or she may undertake at any time.



Next Step

If your interested in contracting to bsa , or require more information please contact,

Adrian Collins – Senior Field Manager
Bsa Limited , 79-99 St Hilliers rd Auburn 2144

Tel: 02 8748 2400
Email acollins@comet.net.au