



September 2009

Safety and security at P&O Cruises

P&O Cruises Australia has made significant changes to its policies and procedures as part of its commitment to providing a safe and secure environment for our passengers to have enjoyable cruise holidays. We have made the following changes since the tragic death of Mrs Dianne Brimble in 2002 and continue to review our operations.

We said we would:	Is it done?	Extra information
Responsible Service of Alcohol (RSA)		
No more staff commission for sales	✓	Crew receive a fixed salary.
Prohibit passengers from bringing alcohol onboard	✓	Alcohol is now confiscated and only returned at the end of the cruise.
Close bars in the early hours of the morning	✓	Bars close at 4am.
Compulsory RSA training for crew	✓	Crew trained within 48 hours of joining or rejoining a ship. Training refreshed every two months. Staff trained to look for signs of intoxication in passengers. Crew face disciplinary action, including dismissal, for failing to prevent underage or intoxicated passengers being served alcohol.
Controls for ensuring minors are not served alcohol	✓	Different colour cruise cards (these cards are necessary to purchase drinks onboard) for minors. Onboard point-of-sale systems disallow purchase of alcohol from a minor's cruise card, and this functionality is being enhanced with the introduction of the passenger's photo at the point of sale prior to completion of beverage (and other purchases) Introduction of roving RSA officers. Introduction of Youth Security Officers.

Safety and security arrangements		
One senior officer responsible for all onboard security	✓	Clear chain-of-command for crime scene management with Ship Security Officer taking responsibility and control of any potential crime scene.
New department formed under company security officer	✓	Sydney-based position hooked into global network.
Introduce improved training programs for crime scene preservation, response and investigation.	✓	Security personnel have specialised training. Allegations are automatically treated as suspicious unless management, with the assistance of authorities, determines otherwise. Allegations of crime are fully investigated. Clear procedures for collecting evidence, preserving crime scenes and taking statements.
Increase number of onboard security personnel	✓	Base number has been doubled to at least 20. However, there could be more depending on the cruise (duration, time of year etc). In addition, we have introduced Youth Security Officers to monitor teenagers. Complement depends on numbers of minors onboard.
Ensure security specialists are licensed or have special expertise in Australia or NZ	✓	
Implement more rigorous random drug search procedures	✓	100% baggage screening and personal X-ray at embarkation. Drug sniffer dogs at the start of all cruises. Random scanning for drugs at overseas ports.
Install Closed Circuit Television (CCTV) surveillance	✓	CCTV in the ships' public areas. Between 300-500 cameras operating on a rolling 24 hour basis.
Introduce enhanced medical and security procedures for dealing with serious allegations	✓	Training is systematic and reporting procedures are uniform.
Deploy sniffer dogs	✓	Drug sniffer dogs at the start of all cruises.
Zero tolerance for excessive	✓	Passengers displaying

behaviour		<p>inappropriate behaviour disembarked from ship.</p> <p>Video alerting passengers of policies regarding excessive behaviour, RSA, dangers of binge drinking and spiking shown on in-house TV in every passenger cabin. Staff also shown video.</p>
Improved complaint handling procedures	✓	<p>Streamlined the process for dealing with customer complaints including guidelines for response times and handling.</p> <p>Toll-free number available and advertised in cruise literature for past passengers who wish to speak with customer relations.</p> <p>Ensured our landside emergency number is answered 24-hours a day.</p>
Advertising and marketing		
No more “schoolies” cruises	✓	
Stopped promoting the ships as “party cruises”.	✓	Marketing has shifted to promoting cruising as a relaxed family holiday that appeals to all age groups.
Ban tasteless or unacceptable advertising.	✓	Images used in advertising and collateral reflect this shift.
Management & other changes		
Introduce customer service training program for onboard personnel	✓	<p>Crew are trained to support passengers in difficult situations.</p> <p>In addition, we proactively contact these passengers on their return to offer support and counselling.</p>
Restructure management	✓	<p>New CEO, Ann Sherry, appointed mid 2007.</p> <p>Ms Sherry has restructured management team to reflect the direction of the new business.</p>
Create independent oversight	✓	<p>Katie Lahey appointed as Chairman in February 2007.</p> <p>Since Ms Sherry’s appointment, we been regularly consulting with industry, government, International Cruise Victims Association, conducting passenger focus groups and seeking external review of processes and procedures to</p>

		achieve this external view.
Meetings with the International Cruise Victims	✓	Ms Sherry regularly meets with Mr Brimble as the ICV's representative in Australia.
Ongoing reforms		
Seek clarity around jurisdictional issues for crimes at sea	Ongoing	<p>We have actively worked with police both in Australia and the South Pacific to develop clear protocols and jurisdiction for managing crimes at sea.</p> <p>South Pacific police chiefs ratified new protocols at a meeting in PNG earlier this month.</p> <p>New protocols are also on the agenda for Australian police commissioners.</p>
Passengers surveyed about safety and security	July 2008	<p>We conducted focus groups that show passengers feel safe onboard.</p> <p>We plan to include safety and security questions as part of our Onboard Evaluation Surveys we ask passengers to complete at the end of each voyage. The questions will be added following the introduction of new onboard technology, which automates the survey process and more easily highlights any issues. This will be rolled out from November.</p>
Linking the display of a passenger's photo to their cruise card	From November 2009	<p>A new onboard IT system will display a passenger's photo when they use their cruise card to make a purchase at the bar, coffee shop or any retail outlet on the ship.</p> <p>This will enable crew to check the cardholder's identify before completing the transaction.</p> <p>The technology will be introduced onto Pacific Jewel in November.</p>

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