

# DBYD NEWS

Quarterly News from Australian Dial Before You Dig Services



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DBYD is a free referral service for information on underground pipes and cables anywhere in Australia.

Lodge your application online now—or call 1100 during business hours.

CHECK OUT THE DIAL BEFORE YOU DIG WEBSITE  
[www.dialbeforeyoudig.com.au](http://www.dialbeforeyoudig.com.au)

NEED TO SPEAK TO A DIAL BEFORE YOU DIG REPRESENTATIVE IN YOUR STATE?  
You'll find our contact details online now.  
[www.dialbeforeyoudig.com.au](http://www.dialbeforeyoudig.com.au)

## INCIDENTS STILL HAPPEN

It is essential that any excavation project includes the lodgement of a Dial Before You Dig enquiry as part of the process.

The Dial Before You Dig service in Australia is a very unique service and at this point in time there is nothing quite like it in the world. It is widely used throughout the nation and in recent years the number of people using the service has continued to grow. The good news is this means that more of us are becoming aware of the importance of safe excavation.

Evidence from utilities show us that this increased use of the service is resulting in reduced damages to their assets. But it is important to note that incidents still occur - and on a far too regular basis.

Over the last year we have seen a range of incidents, damages and near misses. We have seen the country's major telecommunications companies have services completely shut down across whole States and Territories. There has been explosions from gas mains after being hit by road work crews and high voltage electricity cables being struck. In a couple of these incidents workers were very lucky to escape with their lives. And not to mention the costs involved for the companies that cause the damage.

Using Dial Before You Dig is a very important part of avoiding these incidents. From the first planning stages of your project through to completion it is vitally important that you use the service to help ensure that you don't come into contact with our utility member's vital and potentially dangerous underground infrastructure.

## Big Changes On The Way!

We are about to see some significant changes in the way Dial Before You Dig presents itself. We are updating our logo, implementing a new web address and soon will be presenting you with a new online service. We are very much looking forward to these exciting new developments.

Last year we decided to embark on a brand review for our business to determine where the Dial Before You Dig brand was at in the market place and in the eyes of our Members and customers. The results indicated that our name and the no dig symbol were very well known, easily identifiable and trusted in the market place. This feedback meant that we didn't need to make wholesale changes to our brand - just modernize a look that was starting to age a bit. You also confirmed something we already knew - that our `www.dialbeforeyoudig.com.au` was a bit long and cumbersome. So soon we'll be releasing a new look, a new logo and a much shorter and simple website URL.

We will also be releasing an updated version of DigSafe OneCall. The good news is that this is a major update which will see a whole new online service. The service will look a lot better, be quicker, far simpler to use and have less fields to complete. All resulting in a faster and more straightforward way of lodging your enquiries online.

These changes are not far off - you'll see them in the next couple of months.

## VIC TAS NEWS

With summer comes the slowing of business as most people get the chance to duck away for a holiday and a quiet cold ale or two. This period has been also affected by the global financial crisis that has well and truly reared its ugly head to devastate and shock business.

### **Bushfires**

Of most recent concern have been the Victorian bushfires and the devastating effect they've had on the community at large. With many homes turned to ashes and lives lost it is of utmost importance that no more are risked or lost in the redevelopment of communities. As such we have been diligent in working with the Department of Sustainability & Environment to ensure that further disruptions to underground infrastructure is minimised, especially as aboveground markers and fences have been destroyed by the fire and ensuring the safety message of Dial Before You Dig is conveyed in a sensitive manner.

### **Conferences / Expos**

**ACE EXPO** – The recent Australian Construction Equipment (ACE) expo was conducted at Sandown racecourse and featured a wide range of big boys toys. We exhibited for the whole 3 days and it was a great to see many of you there and enabling us to demonstrate how easy our web site is to use to lodge your enquiries.

Other conferences at which we have presented include: Roads Conference & Utilities Uncovered.

We've also got a jam packed roster of activities coming up:

- 12th annual Safety in Action Conference will be held from 31 March to 2 April 2009 at the Melbourne Convention and Exhibition Centre
- National Local Government Asset Management and Public Works Engineering Conference will be held on the 28-29 April 2009 at the Melbourne Convention Centre

## South Australia/Northern Territory

Dial Before You Dig SA/NT continues to take an active role in local industry and training circles to promote the service and the importance of safe excavation. We have been involved in a number of awareness presentations to a wide range of audiences including Councils and Tafe students as well as contractors and professional excavators.

As well as being involved in presenting directly to these users (and potential users) of the service we are very actively involved in sponsoring a range of industry and community based events in with the aim of promoting the service to the right market and supporting a cause. Coming up are sponsorships of Tafe Apprentices Awards, SA Water and Royal Society for the Blind Golf Day for tradies, Peer Veet Training Awards and TCA Golf Days in the Top End.

We are also sponsoring the upcoming Local Government Association of SA conference in late April. This conference is about promoting best practice within Council and our involvement enables us to promote the importance of Councils becoming Members to ensure they receive regular information on all excavation activities that occur within their boundaries. If you are at the Conference make sure you say hello at our stand.

Also look out for us at the Tradesman's Expo in May. This Expo seems to get bigger and better each year and once again will be held at the Royal Adelaide Show Grounds from May 15 to 17.

Enquiry levels still continue to be strong despite the ongoing slowing of the economy. As of the end of March enquiry numbers were up for the financial year to date compared to those for the same period last year. With impending changes to our brand, a new online service and an extensive range of marketing activities being carried out we look forward to a busy few months ahead.

- National Tradesmen's Expo will be held at the Melbourne Showgrounds from Friday 30 May 2008 to Sunday 1 June 2008
- Ag Fest (supported by Office of Gas Safety, Aurora Energy, and Telstra) just out of Launceston in Tasmania.

### **Targa Tasmania**

The Targa Tasmania is on and we are again sponsoring Rex Broadbent as he attempts to win his third consecutive Outright Classic Competition title and fourth of his career. Of note is the new Eric Bana Documentary "Love The Beast" which features Bana's beloved car and his unsuccessful bid in the 2007 Targa Tasmania where he crashed out spectacularly – we even get a product placement in there with Rex's car during one of the scenes.

### **New Members**

**Acciona Energy** – is a world leader in the

renewable energy sector. They have underground high voltage cables at their Waubra Wind Farm Project (comprising of 128 wind turbines) located in Waubra, approximately 35kms North West of Ballarat.

**Department of Justice** – have a number of sites registered throughout Victoria ensuring that their electricity supplies are protected.

**Genos** - Genos plastics have registered their underground power cables around their site in Altona.

**Ipexchange** - are a National Telecommunication Provider of Internet and Telephony Services and have secured their telecommunications assets in the Melbourne CBD.

**IPWEA** - The Institute of Public Works Engineering Australia (IPWEA) is a professional organisation providing member services and advocacy for those involved in and delivering public works and engineering services to the community, great to have them on board.

## DBYD in the Country

Too many people around Australia think that Dial Before You Dig is just a service for people in towns and cities. The truth is that many crucial networks are laid under rural properties.

Underground cables link hospitals, emergency services, schools, homes and businesses. In the past a number of cable cuts have isolated rural communities from telephone services including the 000 number. Emergency services such as Police and Fire Brigades have also been forced to rely on backup communication networks. For someone on a remote property, a cut cable can be fatal.

Many landowners are not aware of the danger that even simple activities can cause to underground networks. Before installing a fence, constructing a dam, cleaning drains or even burying livestock, a call to Dial Before You Dig will provide free information on the networks that may run underneath your property.

Changes in land use put many underground networks at risk. A common example is where a property owner, who has run sheep and grown wheat for many years, decides to plant vines, olives, cotton or oil seed to cash in on a market opportunity.

The new crop means ripping deeper than before, potentially damaging pipes and cables that may exist buried on the property. They may have been there many years and visible signs may not always be visible anymore.

## Market Research

Over the coming weeks a research program will be conducted by Sweeney Research. This is to gain feedback from users of our service and in particular , users of the online service. If you are contacted we'd love you to spend a few minutes helping us out. Thanks.

## **WEST AUSTRALIA NEWS**

Digging activity slowed a little in WA after September 2008. However recent figures show that the digging activity is increasing again.

Part of being a Not for Profit company such as Dial Before You Dig is to give back to the community. One thing that WA is doing is supporting a group called Life Cycle for CanTeen.

Life Cycle for CanTeen is a fund raising group for youths affected by cancer. Each year a group of up to 120 riders and some 40 support staff travel from Bassendean to Busselton over three days. This year's ride was from Saturday 7 March to Monday 9 March 2009. This year's fundraising has already topped \$62,000 (last year's total) with more funds to come. Life Cycle for Canteen is the major fundraiser for CanTeen in WA. For anyone interested, have a look on the web for Life Cycle for CanTeen for additional information. Sponsors and riders are welcome.



**Community Sponsorship of Life Cycle For**

Co branded signs (Dial Before You Dig and the utility company E.g. WA Gas Networks) are starting to appear which support our awareness, safety and Duty of Care campaigns. Other activities in WA have been the TV campaigns in support of the radio campaigns in increasing awareness of the Dial Before You Dig service. This has been further supported by events with the Civil Contractors Federation (WA), Institute of Public Works Engineering Australia, Master Plumber's and Gasfitter's Association, CMEIG, Utility Providers Service's Committee plus many visits to Local Government Councils, members and businesses involved in the digging industry.

Recently the Board of Director's for Dial Before You Dig WA was increased with the addition of Mr. Neil Gray from OAMPS Insurance Brokers and Mr. Mike Morris from the Civil Contractor's Federation (WA). The Board is now made up of representatives from the utilities (the pipes and cables), the digging and the insurance industries.

There has been a steady call for awareness presentation which has kept the manager busy. These presentations are FREE. Call Kim Rushton on 9424 8116 (or email on [kim@dialbeforeyoudig.com.au](mailto:kim@dialbeforeyoudig.com.au)) for further information.

Coming events are the Dial Before You Dig WA Customer/Member Forum and the Tradesman's Expo (both in June).

## Queensland News

### Membership Update

We would like to welcome our six new members who have recently come on board, they are:

- Sunwater – are a leading company who provide water infrastructure and supply solutions throughout Queensland.
- Network Technology Australia Pty Ltd – who are an ISP with an optic fibre cable network.
- Access Wireless & Cable Pty Ltd – who are an ISP with an optic fibre cable network.
- Department of Natural Resources – have registered over 400 water monitoring stations throughout Queensland.
- Trakida Pty Ltd – Accredited Cable Locator based in Brisbane
- Farmer Enterprises – Accredited Cable Locator based in Goondiwindi.
- Scenic Rim Council – have extended their coverage to include all the major towns in their council region.

Today we are seeing more of our members moving forward on co-branding opportunities, some examples include putting the DBYD logo and information on members web sites, vehicles & machinery displaying the DBYD bumper stickers, corporate work wear displaying dual logos and companies displaying the DBYD logo on their outgoing mail, to name a few. This partnership is both beneficial to DBYD as well as the member organization as it promotes to the general public the emphasis both parties have on safe digging practices and protecting utilities underground assets. As a not for profit association we encourage our members to support and promote the DBYD service, so if you have any opportunities to participate in co-branding please don't hesitate to contact Paul Newman on 0417 619 630 or [dbydq@bigpond.net.au](mailto:dbydq@bigpond.net.au)

### Television Ad Campaign

As you would all be aware advertising via the television is a fantastic means of getting a message out to the broader community. Unfortunately the costs associated with this type of marketing can at times be out of the reach of smaller businesses. In the 2008/09 Business Plan the Queensland Board built into the budget an allocation of funds to target regional Queensland via television/radio advertising. I am pleased to say that commencing on 12<sup>th</sup> April 2009 a three week campaign will be aired throughout Channel Seven's Prime coverage which takes in all of the major towns in Queensland outside Brisbane.

### Queensland Board

Over the past six months there have been two Directors that have stood down from serving on the Queensland Board, Chris Druery from Energex and Kenn Hall from Brisbane City Council. Both gentlemen are thanked for their commitment in serving on the Board. The Directors who have been appointed to replace both men are Rob Mitchell from Energex and Phillip Hunt from Brisbane City Council.

### MERCHANDISE REQUESTS

As always, please let us know if you require any Dial Before You Dig merchandise or educational information. We would love your support in getting the message out there. Please contact your State Manager whose details you will find at [www.dialbeforeyoudig.com.au](http://www.dialbeforeyoudig.com.au)

## NSW/ACT News

### **STREETS OPENING CONFERENCE**

**17<sup>th</sup> - 18<sup>th</sup> May 2009, Sheraton on the Park, Sydney**

*'Celebrating 100 years, the past, the present and the future'*

Our sister organization the NSW Streets Opening Conference celebrates its Centenary in 2009. To recognise this milestone, and reflect on the exceptional work of its members over 100 years, an exhibition will be officially opened on Sunday 17<sup>th</sup> May 2009 at the Sheraton on the Park in Elizabeth Street Sydney.

Running in parallel with this exhibition will be a one-day congress on Monday 18<sup>th</sup> May featuring a range of speakers from a broad cross-section of the engineering industry.

To conclude this unique event, the IPWEA Excellence Engineering Award will be presented incorporating outstanding achievements in the *Engineering Heritage* and *Innovation in Utility Services* categories. You can register now by visiting [www.ipweanswconference.com.au](http://www.ipweanswconference.com.au)

### **Builders Forums**

Dial Before You Dig is continuing its successful Builders Forums in 2009. The forums are for all professionals in building, construction and civil works.

Telstra, Workcover, EnergyAustralia, Jemena Natural Gas and NULCA are all represented. There is no charge to attend and dinner is included. Licensed builders will also receive 4 CPD points. Email [dpuiu@bigpond.com](mailto:dpuiu@bigpond.com) if you would like to attend.

#### **Granville**

Blouza Hall – Blaxcell Street

Wed 29 April

#### **Punchbowl**

St Charbel – Highclere Avenue

Tue 5 May

#### **Croydon**

St Joseph – Acton Street

Tue 2 June

#### **Thornleigh**

St George – Yarrara Road

Wed 8 July

#### **Mt Druit**

St John the Beloved – Frank Street

Wed 15 July