



DIAL BEFORE YOU DIG WA Ltd.

ACN 095 617 066

ANNUAL REPORT 2013/2014

PART A

Part A is the performance (non-financial) report for 2013/2014 for Dial Before You Dig WA

THE BOARD OF DIRECTORS AND MANAGERS



Richard Gough
Western Power



Pat Donovan - Chair
ATCO Gas Australia



Andrew Ward
Telstra



Steve Dorricott
Water Corporation



Mike Morris
Independent



Peter Rowles
Independent



Kim Rushton
State Manager



Peter Alford
Operations Manager

DIAL BEFORE YOU DIG WA ANNUAL REPORT 2013 - 2014

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THE YEAR AT A GLANCE

Some of the promotional activities carried out during the year



The Team (Peter, Heather, Lyla and Kim) with the new promotion artwork



Awareness sessions remain in demand



Technology changes and support continues



Group events continue to be great value.



Supporters of the 1st Showcase Forum

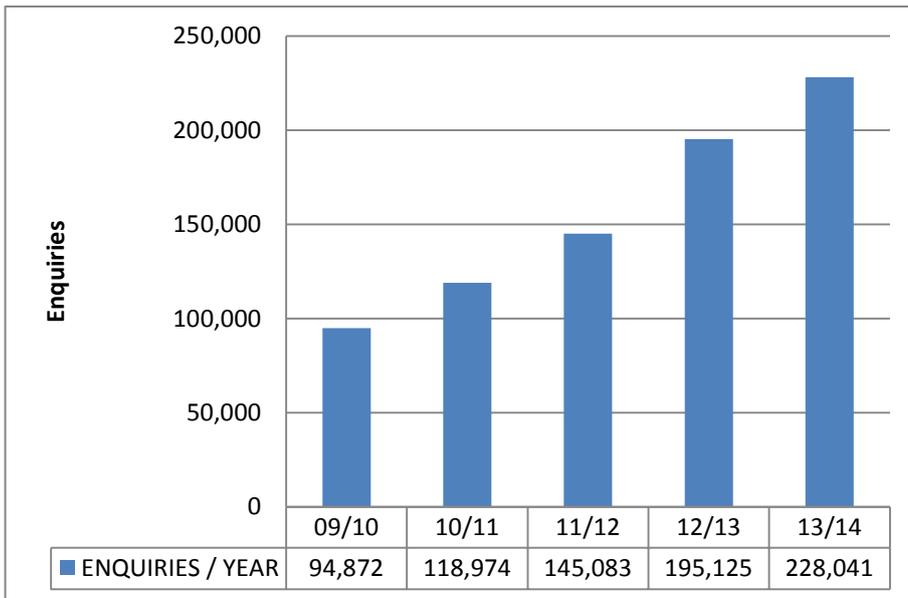


Community events to grow the DBYD message



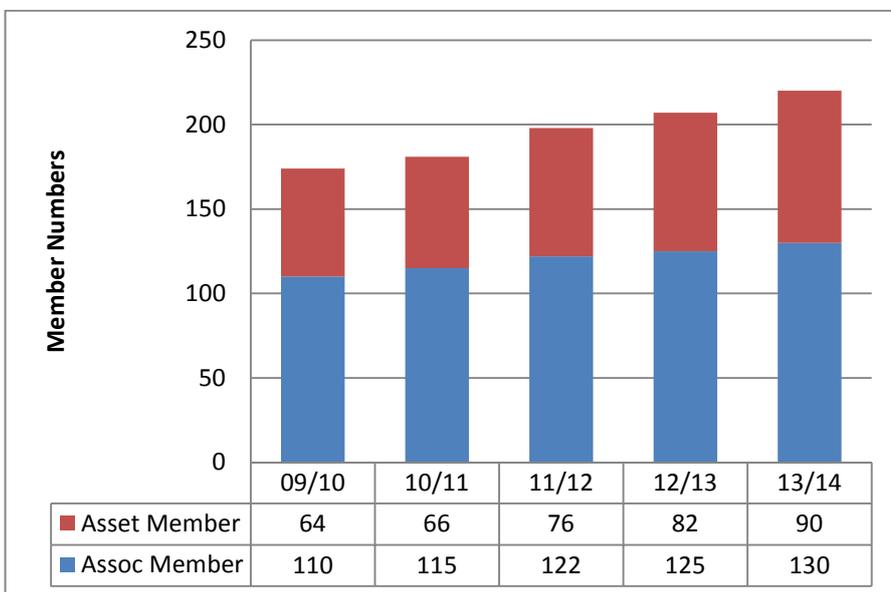
Thanks to the DBYD Management Committee

THE YEAR AT A GLANCE



Enquiries

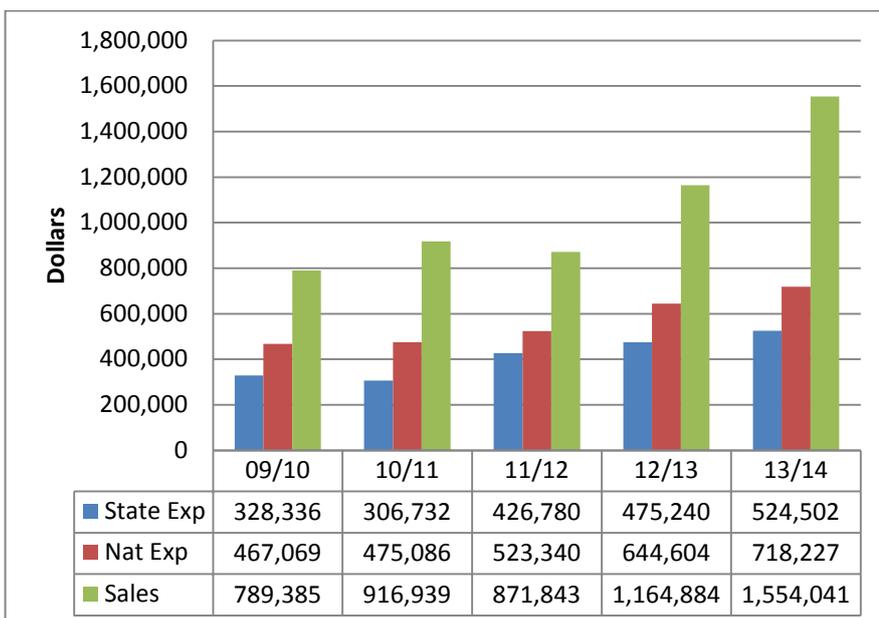
195,125
+ 16.9%



Memberships

90 Asset Members
+ 9.8%

130 Associate Members
+4.0%



Operating Finances

\$524,502 State Expense
+ 10.4%

\$718,227 National Expense
+ 11.4%

\$1,554,041 Sales
+13.3%

CHAIRPERSON'S REPORT

It is with great pleasure that I present to you the Dial Before You Dig WA's Annual Report.

Now in our 27th year of operations, use of the Dial Before You Dig service in Western Australia continues to grow. Enquiries received during the year grew 16.9% (from 195,125 in 2012/13 to 228,041 in 2013/14).

Since the year 2000/2001 (when the service became a not for profit company), the volume of enquiries has increased by almost 600%. It is pleasing that during this period we have continued to improve our service levels while protecting the assets of our members and improving public safety.

From a Board perspective, there were a number of items of note during the year: -

- The high take-up by WA customers of the web (currently at 96%) has enabled the service to maintain its low fees.
- A review of the national pricing structure was completed with AADBYDS during the year which will contribute to maintaining lower fees for the coming year.
- Membership of the service continued to increase with the signing of 14 new members (8 Ordinary and 6 Associate).
- Support of the service remains strong, with a recorded WA use of 101,800 enquiries per thousand people against the national average of 51,300 as at 30 June 2014. The WA marketing strategy continues to be highly successful and well supported.
- The service has been very fortunate in employing Peter Alford as the Operations Manager WA who joined us in April 2014.
- Co-branding, with the foundation members and several ordinary and associate members jointly displaying the Dial Before You Dig logo with their own, continues statewide.
- The CCFWA's "Identify, Locate and Protect" course (with support from Dial Before You Dig WA) continues to be developed and delivered with promising results at this stage.
- Nineteen of the 90 asset owner members are now on automatic response systems with more members investigating these systems.
- Use of the iPhone App continues to grow. The release of the web enabled smart device access system is due in December 2014.
- Dial Before You Dig WA introduced its vision of "Zero damage to underground assets, Zero impact to the community" to better reflect the importance of the continued growth and success of the service preventing damage to assets and associated impacts to the communities served by those asset owners.

Mark Wilshusen retired from his position as Chairman of Dial Before You Dig WA and also as Western Power's representative on the Board of Directors. Mark's support, efforts and input were greatly appreciated over the many years he was with the Board. Richard Gough is the new Western Power representative on the Board.

Dial Before You Dig WA remains financially strong, with a current equity of over \$1.2M as at 30 June 2014. Our strong financial position, growth in enquiries and efficiency improvements associated with greater use of the Web have enabled us to maintain the lowest fees in Australia for many years. The practice of passing

CHAIRPERSON'S REPORT (Continued)

back to our members as many benefits as possible, while continually improving the levels of service we provide, continues.

The Board acknowledges the tireless efforts and contribution of our state manager, Kim Rushton and his team to excellence in the service we provide. Kim and his team has gained enormous and sustained respect in the West Australian underground industry. This, combined with their enthusiasm for Dial Before You Dig, excellent customer service and focused service delivery are major factors behind the company's ongoing success.

From a Board perspective, our major objective is to continually delivering the best outcomes for our customers and member organisations. Taking this into account, the following will be our main areas of focus in the coming year:

1. Continue to encourage the members, as much as possible, to improve processes to enable response to customer requests automatically on a 24/7 basis.
2. Continue to develop and implement statewide training/awareness programs.
3. Work closely with the national AADBYDS to improve service delivery in an efficient and sustainable manner.
4. Encourage the members to participate in the national Infrastructure Damage Reporting system to enable the use of root cause analysis to focus damage prevention efforts.

In conclusion, I would like to thank my fellow Dial Before You Dig WA Directors for their efforts and support during another successful year. It is only through their generosity with their time, the expertise and experience they bring to the Board and their significant commitment to providing direction and good governance to the Company that we continue to deliver improved service to our members and customers.

We all now look forward to the new challenges the coming year will bring.



Pat Donovan

Chair, Dial Before You Dig WA

24 | 11 | 2014

THE YEAR IN REVIEW - 2013/2014

- Use of the service continues to be strong. A total of 228,041 enquiries were received in 2013/14 across Western Australia, representing an increase of 16.9% as compared to the previous year as shown in the first graph in Appendix 1.
- Eight new Ordinary Members and six new Associate Members joined in 2013/14 –
 - Ordinary Members – Air Liquide WA P/L, Apache Energy Ltd, AQUASOL P/L, Caltex Australia Petroleum P/L, Fortescue Metals group Ltd, John Hughes Motor group, OptiComm P/L and the Shire of Manjimup
 - Associate Members – Adept Utility Survey, DM Drilling Metro P/L, Life Cycle for CanTeen, On-Site Civil Solutions P/L, Shire of Chittering and Vermeer WA & NT
- Successful displays to promote the service were conducted at the Dowerin Field Days and various Trade Expos (E.g. - the Master Plumbers Association Trade Shows and the IPWEA Expo). These were attended across the state including centres such as Perth, Bunbury, Esperance, Busselton, Kalgoorlie, Geraldton and Albany. Trips to expos/trade shows continue to be combined with visits to current and potential members. These visits are (on occasion) with a member of the Telstra Network Integrity Team. The promotional program also includes advertising by TV, various trade publications, newsletters, inclusion in supporting promotions by the various members of the service and supporting the national AADBYDS marketing programs.
- The CCF WA (with the Utilities and DBYD WA) "Identify, Locate and Protect Underground Utilities" course, launched in May 2013 saw 196 people attend the course to 30 June 2014. The DBYD WA Awareness Package, issued to over 150 groups in 2013/2014, is still in demand and is being reviewed to include other members for a renewal release in November 2014.
- The sponsorship program with APIA, CCF WA, MPA, IPWEA and others has been continued but reduced on previous years programs. Dual branding with various members continues to be well supported.
- Many local government councils were visited in the pursuit of furthering their involvement with Dial Before You Dig WA. Their support and usage continues. Training of two Water Corporation staff to support the Dial Before You Dig manager in field activities continued.
- The original 2013/2014 Operating Budget was not amended mid - year due to the investigation into the National Pricing Structure Review. This resulted in a credit for the year which will be rolled over into the 2014/2015 year in accordance with WA Board directives.
- In WA - four Board meetings, one Annual General meeting, several special Board meetings and four Management Committee meetings were held during the year.
- Nationally - four Dial Before You Dig Managers' meetings and AADBYDS Board meetings were held during the year as well as several teleconferences.
- The new Operations Manager WA, Peter Alford, joined the team in April 2014.
- Many awareness presentations have been made during the year to a substantial number of people regarding the Dial Before You Dig services and Safe Digging procedures.

THE YEAR IN REVIEW - 2013/2014 (Continued)

- Results as compared with the Dial Before You Dig WA Ltd. Business Plan 2013/2014 targets are as follows:

KEY RESULT AREAS		
Key Deliverables	Targets	Results
Customers		
<u>1. Customers</u> - Develop a state promotional program to support the national Marketing Services Agreement and utilizing the Telstra Damage Statics, where possible	Implement the program	Program delivered successfully. Highlights – use of the web rose from 94% to 96%, attended 19 conferences/trade events, 2 TV programs, 3 trade magazines publications, 4 newsletters, multiple dual branding projects, 2 forums, 29 awareness sessions and 86 visits to existing and potential members including LGA's and supporting the national media campaigns while utilizing the Telstra Damage Statistics.
<u>2. Automation</u> – assist members to take up automation processing of DBYD requests., principally Western Power	Implementation of action	Western Power implemented their automation in December 2013 and included their overhead assets in March 2014. 19 of the 90 Asset Members (21%) are now on automation
Damage		
<u>3. Infrastructure Damage Reporting</u> – assist members to join with the IDR system.	Two additional members to join the IDR system.	Two members have signed up with the IDR in 2012/2013 (Telstra and AMCOM). Two members are in negotiations (Water Corporation and Western Power) in 2013/2014.
Awareness & Training		
<u>4. Awareness and Training Packages</u>	Attendance of 500 trainees to the CCF WA Awareness course plus the delivery of the DBYD WA Awareness Package to groups	There were 196 attendees of the CCF WA Awareness course from the start in May 2013 to 30 June 2014. Over 500 DBYD WA Awareness Packages (USB's) have now been delivered to various groups and the package is being reviewed for a November 2014 renewal.
Core Business		
<u>5. Members</u> – Develop a plan to increase member numbers & include in the annual Promotional Program & Budget	Two additional members per year	14 new members for 2013/2014 - Increase from 206 to 220 (90 + 130)
<u>6. Volume of Enquiries</u> – actively market the DBYD service to customers, members, industry associations and other key stakeholders through the roll out of the annual Promotional Program	Maintain volume at 25% above the Australian average	Enquiries per thousand people was 98.4% above the Australian average at 30 June 2014 (101,800 WA as to 51,300 Australian average)
<u>7. Pricing to members</u> – investigate and propose a competitive pricing and structure policy for members.	Less than \$2.00 (incl. GST) per referral	Price maintained at \$1.70 (Ex. GST) per referral but amended with a 10% rebate to allow for new initiatives

PART B

Part B is the financial performance report for 2013/2014 for Dial Before You Dig WA