

NEWS LETTER

Australian Dial Before You Dig services

Autumn edition, March 2006

Thanks to those who responded to our questionnaire in January about marketing and service awareness. The information provided by you helps us with our targeting for awareness and promotion. We are trialling codes in Digsafe™ and building in more user response questions to better understand our customers. Members should also be aware that they have the opportunity to post a weblink from the Dial Before You Dig site to their own business.

Why list with Dial Before You Dig?

For many utilities Dial Before You Dig is the best and most practical way to protect their underground services. Others wrestle with the concept of listing with Dial Before You Dig for various reasons. Some of the reasons provided for not listing have been:

- Our staff are driving around all the time and they know who is digging near our plant
- The Local Government Act states that anyone digging must contact their local Council first
- People contact us already
- We don't have the internal resources to process the notifications from Dial Before You Dig
- Listing will mean we have to pay twice. Once to Dial Before You Dig to receive notifications and twice to prepare plans for issue.

These reasons may provide justification to some, but they wouldn't stand the scrutiny of the court or a coroner's inquest if it ever came down to that. Today it is important to clearly demonstrate your duty of care to anyone who may come in contact with your services, whether as an excavator, bystander, workman or even the community at large. To demonstrate duty of care you must:

- ▶ Make your assets easily discoverable
- ▶ Take certain steps to ensure your underground services are safe
- ▶ Take steps to secure other services nearby before excavation
- ▶ Maintain records that prove your actions.

Dial Before You Dig is the only national

service of its kind in Australia. It is supported by the Civil Contractors Federation, the major infrastructure owners, governments and the insurance industry. The Service is contacted by virtually everyone that conducts excavation as part of their business activity. Sure it costs money to list with Dial Before You Dig, but the protection provided is worth much more than the dollars paid to receive notifications or carry out damage repairs. The responsibility of asset owners to make their assets easily discoverable are mostly covered by listing with Dial Before You Dig. I am certain many utilities haven't really considered the implications of an injury, major damage or environmental problems caused by infrastructure under their control, if they are not members of the Dial Before You Dig Service.

An Australian Judge conferred liability of \$250,000 on three parties involved in a major damage event. As part of his findings the Judge placed considerable weight on failure to make enquiries with Dial Before You Dig, which he described as 'simple, straightforward and inexpensive'. Whether you are requesting or supplying information, your duty of care to act reasonably and responsibly is not diminished.

Added to the simplicity of contact for excavators is the ability of Digsafe™ to support automatic processing. The GML string supplied with our notification provides all the information necessary to automate the issue of plans. Some members are doing this now, while others are already moving towards this method of response. Consider how easy it will be to receive after-hours information when automated responses become the norm. All the more reason for ALL infrastructure owners to list with Dial Before You Dig for the benefit of the whole community!

Changes to the Dial Before You Dig Website

Since the introduction of Digsafe™ there has been less reliance on email to lodge plan requests. Digsafe™ is web-based so it is likely that many users with access to the internet will be able to make requests direct through Digsafe™ on-line. The email lodgement facility was removed from the website on February 28, meaning that web, fax and phone are now the only means of requesting plans. The facility to send email comments to the call centre will remain, but it will not be available to request plans.

Multiple Requests at the same site

We have recently experienced a spate of multiple requests within seconds or minutes for the same dig location. This probably occurs because some web users aren't familiar with the system and are re-lodging requests they think may not have been accepted by Digsafe™. Every time you lodge a request you will receive a confirmation e-mail and sequence number. A simple way of checking if the job went through is to check the confirmation number before you leave the Digsafe™ screen. That

way you will avoid confusion and unnecessary work for the member asset owners that are trying to help you. Every time you hit the SUBMIT button a new request will be generated from the same screen.

Did you know?

From July 2005 to the end of February 2006 the average monthly number of plan requests across Australia was 33,792. Those requests have generated an average of 137,624 notifications each month to member organisations. That amounts to a lot of plans being issued, providing extra protection for vital underground services across the nation. How many other free services do that?



Trade Shows and Industry Contact Events

Western Australia

The utility providers Code of Practice booklet is currently being reviewed for a new edition release this year. A state roadshow will be arranged when the update occurs to take the revised code out to the industry. A customer/member forum was conducted in early December where over 60 people attended to discuss their service. With 17.1% inquiry growth in the year to date, things are busy in WA.

Wynd Racing has notched up several wins after a shaky start to the drag season. Shayne has battled demons with his car overcoming a series of mechanical failures to record his best time ever at a WA meet in January.

Some coming events for Kim in WA are:

- ▶ Safe digging awareness presentations (3 planned)
- ▶ Attendance at CCF WA seminar
- ▶ Wagin Woolarama field days
- ▶ Master Plumber Expos in Perth, Geraldton & Kalgoorlie
- ▶ The Construction & Mining Expo.

South Australia & Northern Territory

The Dial Before You Dig sponsored South Port Surf Lifesaving Club competed in the Masters State Championships held on South Port beach on Sunday March 12. White corflute signs that are overprinted



with the Dial Before You Dig logo (shown above) are available for posting on job sites, industrial areas or work perimeters. The signs are supplied free and are 570 X 1200 mm in size. Contact Tom, Dominic or Brian if you want free signs for display.

Other events planned for involvement soon are:

- ▶ National Tradesman's Expo in Adelaide at

Wayville Showgrounds (19-21 May)

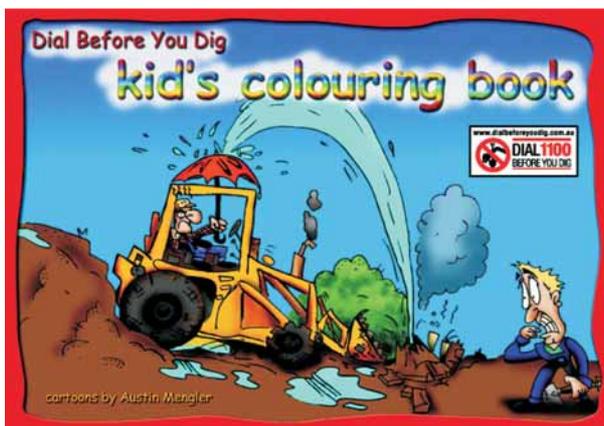
- ▶ Dial Before You Dig sponsored Primmer Racing will be competing at Malalla on June 24-25.

National Update

Advertising in two key industry journals has been arranged as a national initiative. This regular advertising with editorial will raise the profile of Dial Before You Dig in key target groups. A series of four new magazine ads have been developed to focus on different excavation activities.

Radio spots will begin appearing in various States soon as part of our electronic media programme.

One of our biggest initiatives yet has been the development of Dial Before You Dig materials to educate the young. A bright young 14 year old artist from WA has provided much of the drawings being used in the 'kids' colouring book', that should be available by April. Please contact your State Manager if you have an interest in copies of the kids' colouring books as a means of sending the safe digging message to children. This material will continue to be refined and developed and we are currently investigating the development of appropriate curriculum for primary aged children. Here's a look at the cover of the colouring book.



Queensland

The Department of Training and Industrial Relations will be issuing new brochures for various trades that will incorporate the Dial Before You Dig logo and information by mid-year. Updated Workplace Health and Safety legislation continues to place a strong emphasis on safe excavation and the role of Dial Before You Dig in that process. OSD

Energy (operating gas pipelines on the western downs) and Noosa Shire Council have recently been added to the Digsafe™ database.

A meeting in January with a major building company resulted in them taking 40 corflute signs for posting on their job sites across the state. Information packs with CDs and other literature was also provided for 20 managers and team leaders.

Editorial has been placed in a number of important industry publications to promote Dial Before You Dig.

On Australia day the Dial Before You Dig-sponsored Arcadian Surf Lifesaving Club (Townsville) came to Coolum to compete in a carnival and the VB Surf Classic. It was a brilliant weekend of competition with choppy and unpredictable surf. Many teams along with Arcadian crews suffered from overturned boats in the conditions. The ladies team showed great promise as they left the beach only to be dumped by a huge wave on their return leg. Here is the team as they rowed out.



Coming events over the next 3 months for Brian are:

- ▶ IPWEAQ SEQ conference at Caloundra (Mar)
- ▶ IPWEAQ SWQ conference at Chinchilla (Mar)
- ▶ User Group Forum in April
- ▶ Tradesman's Expo RNA Brisbane (31Mar-2Apr)
- ▶ Visiting NQ councils from Mackay to Cairns

- ▶ Attend IPWEAQ NQ conference Mission Beach
- ▶ LGAQ Infrastructure Symposium Brisbane in April
- ▶ Sponsorship of Local Government Week in May
- ▶ Agrotrend at Bundaberg in May.

Trade stands will be operated at all shows and conferences listed and some papers will be presented.

New South Wales

Dial Before You Dig turned 10 in NSW and the ACT on March 1. Representatives of NSW/ACT members and other State and national associations attended a function on March 8 to mark the anniversary.

Other highlights are:

- ▶ NSW Surf Life Saving Titles at Cronulla. The Bondi and Moruya crews performed extremely well, with two medals and a close fourth.
- ▶ Lebanese builders forums in Parramatta, Granville and Canterbury
- ▶ National Surf Life Saving Titles, Kurrawa QLD.



A Digsafe™ Tip!

On the updated screens of Digsafe™ you will have noticed some dialog boxes are yellow in colour (see screen shot on next page). That change of colour denotes fields that you MUST complete before you can continue. On the enquiry profile screen it is most important that you validate the information you have provided regardless of whether you have changed the information or not. Please take the time to check the two validation boxes, as a means of double checking the information you have provided. If you make a mistake, click on the 'back' button and re-enter the information.

Validation boxes are together on bottom right of the screen.

