



**D**ial Before You Dig has recently undertaken a tender process to select a partner to deliver the enquiry service in all areas except Western Australia for the next three years. Datacom Connect have been appointed to deliver the Call Centre and IT services from 1st October 2006. Whilst the Service Provider will be changing, a number of the existing staff will be moving over to work with Datacom so there will continue to be some familiar voices on 1100.

❖ Datacom are a major provider of outsourced services and bring significant experience in managing call centre, IT and help desk services to Dial Before You Dig. With the increasing reliance on the online service, the strength of Datacom's systems will ensure the ongoing high level of availability and reliability for the Service is maintained. We are pleased that Mark Scopece who has been Dial Before You Dig's IT Manager and who has been central to the integrity and strength of our systems for many years will be joining Datacom.

Whilst we are changing our call centre provider we would like to acknowledge and thank Central Call Services who have provided the service for the last four years. During this time there have been a number of major changes including the introduction of DigSafe™ in 2003 and the expansion to cover Queensland in 2004. These changes have occurred with a minimum of disruption thanks to the willingness of CCS to work co-operatively with Dial Before You Dig to ensure delivery of the Service.

## Dial Before You Dig Advertising

During any given year we advertise in various magazines and publications along with television and radio campaigns. Promotion in magazines may be spread over a full year, while television and radio tends to be limited to specific periods. Electronic and mass media advertising is expensive, so we aim to target specific locations and demographic groups at particular times of the year to stimulate awareness. Continued growth with plan requests tells us in broad terms that awareness is growing, but the only accurate way to measure

the success of advertising is to conduct surveys. We have allocated funds this year to conduct a survey (the first since 2002) to help understand how effective we are at reaching our target audience. You can help too by advising us each time you see (or hear) a Dial Before You Dig advertisement in a magazine, paper, poster, bumper sticker or on radio or TV. I see stickers every day on plumbers' utes, electricity trucks, gas vans etc, and I'm sure you do too. Information you give us can help support the responses we get from our surveys, so please take a moment to comment back to us from our website about advertising that becomes apparent to you.

## Kids colouring book and calendar

Back in March Dial Before You Dig introduced the new Kids Colouring book. It has proved to be very popular and has attracted positive comment from many different groups. The books are provided free of charge so if you have contact with primary aged children either through your business or privately, you could request books from us and provide them to the children. We know the importance of educating the young to change behaviours, and this new collateral item will positively impact children for the future of safe excavation.



Last year we launched our first ever Dial Before You Dig calendar! It has also been very well received as a means of keeping the Dial Before You Dig message in front of people at workplaces, while providing space to write in date claimers and keeping you across key holiday periods. To order your copy just enter the promotional code "CAL07" when you enter a Dial Before You Dig enquiry online before 31 October. In DigSafe™ the code is entered next to the map of your worksite, and for WA enquiries, enter the code on the input screen under Customer Details.

## Digging responsibly

❖ If you carry out a simple Google search you will quickly discover that Dial Before You Dig is mentioned on a number of websites for both utility providers and government agencies. Here are a few that refer to Dial Before You Dig and were found using 'safe digging' as the search criteria and this is not an exhaustive listing by any means:

- ❖ Managing critical Infrastructure in a Changing World WA
- ❖ Energy Australia NSW
- ❖ Energy Safe VIC
- ❖ Integral Energy NSW
- ❖ Country Energy NSW
- ❖ Origin Energy QLD
- ❖ ActewAGL ACT
- ❖ NT Gas NT
- ❖ POWERCO TAS.

In Queensland (and some other States), the Workplace Health and Safety Act has provisions to use Dial Before You Dig in its 'Building and Construction Industry Workplace Health and Safety Guide' dated December 2005. On page 4 of the Guide it States very specifically that one must 'Obtain and provide information about underground services' before commencing work. On page 8 under the heading 'Excavations (including underground services)', it goes on to state:

Before any excavation work is carried out, the principal contractor for the construction work must-

- ❖ find out what underground services exist;
- ❖ obtain relevant information about the service (location, type, depth, restrictions to be followed);
  - ❖ record the information in writing;
  - ❖ give the information to the relevant persons who are to do the work; and
  - ❖ keep the recorded information until the construction work ends.

**Dial 1100 Before You Dig is a useful service** (*emphasis ours*). A relevant person must not start excavation work unless the principal contractor has either advised there are no underground services or, if they do exist, has given the relevant person the prescribed information. The relevant person must-

- ❖ consider the information;
- ❖ follow any reasonable restrictions; and
- ❖ implement necessary control measures.

Where there is no principal contractor, the

relevant person has the principal contractor's obligations about underground services.

All this information continues to place a great deal of responsibility on persons excavating to make sure they effectively discharge their responsibilities to underground service providers.

## Telstra's Plan Service

With a network presence in most parts of Australia, Telstra is the largest supplier of asset information to the Dial Before You Dig service. Telstra's in house data system, Smartplan, processed over 400,000 Dial Before You Dig requests nationally last year. Of these, 99.5 per cent received a response from Telstra within 48 hours. Gary Searston, Telstra's national manager for processing and delivering Dial Before You Dig data and also Chairman of the Queensland Dial Before You Dig Board, says that although response times are good there is still room for improvement in both delivery time frames and delivery methods.



“Historically, information delivery relied heavily on hard-copies via fax machines and the postal service, but these are being gradually phased-out in favour of e-mail, which enables us to deliver electronic copies of infrastructure plans faster and more efficiently,” Gary said.

Electronic delivery of plans and documents (via e-mail) in A4 format was introduced by Telstra in May 2005 (excluding Western Australia), and currently accounts for 40 per cent of Telstra responses to Dial Before You Dig requests nationally.

Delivering plans electronically enables Telstra to take full advantage of the Dial Before You Dig DigSafe™ web-based enquiry facility (not currently available in WA). Although it is not anticipated that all requests will be received via this technology, it is expected that the majority of requestors will take advantage of this

preferred delivery method.

In some cases, the nature of the request and the density of Telstra's infrastructure means that producing a readable plan in an A4 format is not practicable, and therefore it is still necessary to deliver some plans via post.

To address this Telstra plans to introduce electronic delivery of plans in a format larger than A4. "This should significantly reduce delays currently experienced when sending larger plans, as well as provide Dial Before You Dig users with greater portability of plans and more flexibility when viewing and printing plans," Gary said.

Telstra's Smartplan system is currently being overhauled to allow this functionality as well as other improvements to improve efficiency and should be available for trial within the next few months. To take advantage of these improvements, Dial Before You Dig users are encouraged to simply lodge their requests via DigSafe™ and supply a preferred e-mail address on the Dial Before You Dig website at [www.dialbeforeyoudig.com.au](http://www.dialbeforeyoudig.com.au).

## Trade Shows and Industry Contact Events

### Queensland

Construction activity continues to be strong with strong numbers of plan requests in July and August. There's plenty of activity across the State where installing gas pipelines, recycled water pipelines and work on busway projects are underway. The photo above shows some of the work being undertaken as part of the King George Square redevelopment project.



A trade stand was operated at Farmfest during June (see picture above right) and at Ag-Grow Emerald in July. Both these events were aimed at bringing the Dial Before You Dig message to the rural community and providing opportunities to answer questions while getting feedback from users. One young tradesman commented to me that his TAFE college has Dial Before You Dig stickers displayed in every room where he trains. Other agricultural colleges contacted us asking about providing materials for their students too. It was great to walk around and see



Dial Before You Dig stickers on new machinery ranging from augers and buckets to chain diggers and excavators. On

that central Queensland visit around 13 councils were visited en route where brochures were re-supplied and contacts arranged. There has been opportunity to present cable & pipe awareness sessions with Telstra at a number of centres in South East Queensland, the Darling Downs and Burnett areas.

Coming events before Christmas:

- ❖ Attend IPWEAQ Branch conference at Kingaroy in September (with stand)
- ❖ The AGM of Dial Before You Dig will occur in Brisbane (September)
- ❖ Shane Wynd will be racing at Willowbank on September 15-17
- ❖ Operate a trade stand at Logov Expo in October (Primmer racing will attend)
- ❖ Operate a stand at the IPWEAQ State conference in October
- ❖ Conduct awareness sessions with Telstra on the Sunshine Coast (Sep & Oct)
- ❖ Conduct awareness sessions with Telstra in Central Queensland (number of centres)
- ❖ Operate a stand at the international No-Dig Expo in Brisbane during November
- ❖ Involvement with IPWEAQ NQ Branch conference at Tully in November.

If you want a free awareness session for your group that is co-jointly presented by Telstra and Dial Before You Dig and runs for around 2 hours, contact Brian Zeller on 07-3325 4444 so we can schedule it.

### Victoria and Tasmania

July 2006 saw Dial Before You Dig participate in the Annual Tasmanian Farmers & Graziers Association Conference (*below*), held in Launceston, as a sponsor of the opening session and an exhibitor. The event was well attended and it was a great opportunity to meet with a variety of people and talk to them about their experiences with the service. We also attended the Vegetable Growers Forum in Ulverstone during August, to highlight the need to use the service, especially in new areas.



The number of enquiries received in Victoria & Tasmania reached a new record high for the financial year 2005-06, with over 110,000 enquiries being received for the year. This was over 12% higher than last financial year. There was also a big move by people using the internet, with over 4,400 enquiries lodged online via our website, which was nearly double what was received in 2004-05.

The number of Members continues to grow with VERNet (Vic), Caroline Chisholm Catholic College (Braybrook, Vic), Woodside Energy (SW Vic), Department of Defence (NE Vic) and Great Northern Community Water Supply Scheme (NE Vic) all joining the Association.

#### *Western Australia*

Activities for the period May to August 2006 are as follows-

- ❖ Numerous presentations to TAFE student groups (all ages)
- ❖ Discussions and meetings with various members regarding the pending migration of WA call centre functions to the national communications centre in 2007
- ❖ Farewell of Mike Morris from the Civil Contractors Federation (WA) a great supporter of Dial Before You Dig
- ❖ Welcome to Nigel Haywood of the Civil Contractors Federation (WA)
- ❖ Displays at the Gas Industries Trade Evening, the Margaret River Wine Expo, the Tradesman's Expo, the Master Plumbers Trade Expo and the Local Government Supervisors Trade Expo
- ❖ A 2 day road trip through part of the Wheat Belt, with a Telstra Network Integrity rep, to see many existing and potential members and customers
- ❖ A Customer/Member Forum following the annual telephone customer and member satisfaction surveys.

#### Coming events -

- ❖ Dowerin Field Days
- ❖ Mingenew Field Days
- ❖ Master Plumbers Trade night in Albany
- ❖ Dial Before You Dig awareness presentations
- ❖ Visits to existing and potential members/customers
- ❖ Advertising in various trade and Local Government publications.

#### *New South Wales and the ACT*

Workcover NSW invited Dial Before You Dig to attend a series of Rural Safety Field Days being held across the State and we have been



represented at Forbes, Griffith, Lismore, Bourke and Narrabri. In conjunction with the Field Days, Dial Before You Dig has met with and presented to

Councils in Forbes, Lachlan, Griffith, Hay, Lismore, Tweed, Ballina, Bourke, Brewarrina, Cobar, Moree and Inverell.

Ocean Thunder gets underway at Dee Why beach on Saturday September 16. Ocean Thunder is a made-for-TV event that pitches the best surf boat teams in Australia against each other. In 2006 Dial Before You Dig will be represented by Bondi. In early September a crew from Sports Tonight interviewed the Bondi crew (*below*) for an item that will air in the week leading up to the first event.



Drag racer Shane Wynd (*below*) competed in western Sydney in early September. Despite transmission problems, Shane received good encouragement from visitors to the pits.



#### *South Australia and the NT*

Darwin Surf Life Saving Club launched its new surf boat in August. The boat was refurbished and painted in Royal Blue. The club President described the result as "great." The whole club participated in a photo shoot and launch (*below*) that coincided with a dune rehabilitation project on National Tree Planting Day.

President Gary McKinnon reports the youngsters were delighted with their "Livewire" t-shirts. Darwin plans to go to Mackay for North Aussies and then the Aussies in Scarborough (WA) in 2007.

