



## Summer Edition December 2006

### National Radio Advertising

November has seen Dial Before You Dig embark on a national radio advertising campaign. In an attempt to maximize the coverage of our message and reach our designated target market it was decided to advertise via the Australian Traffic Network which delivers the message during the regular morning and evening traffic updates. This medium gave us access to a wide range of Australia's most popular radio stations listened to by our target demographic – males aged 18 -45. By the positive feedback received the campaign has been a success and we look forward to this being reflected in an increase in the level of enquiries. The Queensland radio campaign is now underway.

### New Appointments – Sue Woodward, Nigel March

Dial Before You Dig has recently made two key national appointments.

Sue Woodward and Nigel March have both recently joined our team. Sue has taken up the role of National Operations Manager, replacing Bryan Smith who has moved on to pursue other opportunities. Sue has worked for many years in senior management and strategic roles within training and manufacturing environments including Deputy CEO of Manufacturing Skills Australia and General Manager of Light Manufacturing Training Australia. She will bring significant experience and skills to the Dial Before You Dig business.

Nigel is Dial Before You Dig's new marketing manager and undertakes a dual role for the organisation. He is based in Adelaide and will be responsible for national marketing activities as well as those in South Australia and Northern Territory. He will also be responsible for member relations and recruitment in SA/NT. He comes with considerable experience gained in service marketing and business development across a range of different industries.

### Use of Collateral for members, users

Dial Before You Dig has a wide range of educational and promotional collateral for use by members and users of the service. From bumper stickers for your fleet of vehicles, to instructional CDs for our online service and brochures for your

reception counter, Dial Before You Dig has a range of products designed to get our message across. Contact us if you want to know what items we can provide.

We are a not for profit organisation providing a service designed to prevent damage and injury. For this reason, we encourage all of our partners to help us promote the message of safe digging across the community. So if you would like to assist or even just provide your team with something to ensure Dial Before You Dig is never forgotten then contact us.

And 2007 Calendars are available now! Request your free calendar for delivery to your site and make sure the Dial Before You Dig message is reinforced every day.

For further details please call Nigel March, Marketing Manager on 0414 265 597.

### Online Enquiries – Continue To Grow

Often people are not aware of the volume of enquiries handled by Dial Before You Dig. In November there were 32,641 enquiries processed nationally for the month. That's close to a staggering 1,100 users going through the system every working day – either by phone, fax or online through our website. Of these enquiries 52% were processed online via our website – [www.dialbeforeyoudig.com.au](http://www.dialbeforeyoudig.com.au). This percentage continues to grow and as use of the internet grows so does people's knowledge of our effective online service. Enhancements are made to the online service on a regular basis in an effort make the process quicker, simpler and most importantly more accurate. Processing your enquiry online gives you the chance to map out the exact location of your dig site yourself – hence reducing any chance of error. So if you haven't tried our online service, give it a go today.

For a copy of an online demonstration CD please call Nigel March on 0414 265 597

### Christmas Closures

As with previous years, our call centre will be operating throughout the Christmas and holiday period, closing only for the usual public holidays.

However, [www.dialbeforeyoudig.com.au](http://www.dialbeforeyoudig.com.au) will be available 24 hours a day, every day for you to lodge your enquiries and these will be actioned on the next business day by our members.

Please note that the Christmas period may mean that the asset owners take a little more time to respond to enquiries and provide you with plans.

### Queensland News

Many councils and utilities have been taking advantage of the free Digging Awareness sessions that have been conducted jointly by DBYD and Telstra. There have been numerous sessions provided on the Sunshine Coast, Eastern Darling Downs and centres from Gympie to Yeppoon. The sessions focus on digging responsibly and provide an explanation of Telstra plans, the Dial Before You Dig service as well as some historical information on incidents and damages incurred. Already bookings are coming in for 2007, so if your workgroup wants a free 2 hour session all you need do is contact Brian on 07-3325 4444 and we will do our best to accommodate you. This is an opportunity to have your questions answered while learning more about digging responsibly. The information packs we leave behind are very well received and are a good reminder about the Service.

Since September DBYD Qld has operated a promotional stand at:

- Logov Expo at Logan City (with Primmer car in attendance)
- Institute of Public Works Engineering state conference on the Sunshine Coast
- International No-Dig Expo at the Brisbane convention centre

And we are already booked into the Tradesman's Expo again for March next year.

**Corflute signs** are being regularly requested for use on construction or building sites. The site below clearly displays the sign on a new sub-division site office. These signs are supplied free for your worksite, so contact Brian on 07 3325 4444 and put your request in for 2007.



A Carseldine site office for BMD Constructions new estate development

### Western Australia News

With our 20 year celebrations just around the corner, Western Australia continues to see good ongoing growth of the service with a 6.5% increase being experienced throughout 2006/2007 and over 85,000 enquiries anticipated by the end of the year. Service levels at the WA call centre are meeting expectations with 95% of enquiries being lodged within 50 seconds and 98% of plans being received by users within the desired 2 day period.

There has been plenty of activity this quarter throughout Western Australia. DBYD has been present at numerous field days, trade nights and industry events – both in Perth and throughout regional WA. These include:

- Civil Contractor's Federation (WA) Dinner
- Mingenew Field Days
- Karratha/Port Hedland membership trip
- Geraldton and Bunbury Master Plumber's Association Trade Nights
- Infrastructure Expo
- CMEIG (WA) event
- Local government supervisors expo

There has also been an emphasis on delivering our message through Safe Digging awareness presentations and visits to WA shires and other existing and potential members.



Local government Supervisors Association Expo

### NSW/ACT News

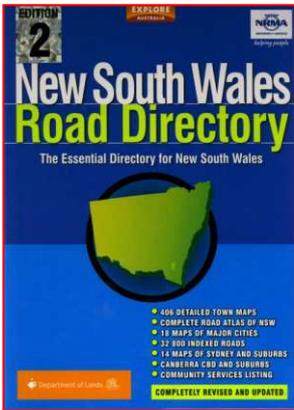
Lodging Your Enquiries Online

If you regularly work in rural NSW, Dial Before You Dig suggests you get your hands on a copy of the New South Wales Road Directory (formerly known as the Penguin NSW Road Directory) to assist you with lodging your enquiries online.

The NSW Road Directory has a map grid that covers the whole State. Here's how the directory can make finding a location easier:

- Go to [www.dialbeforeyoudig.com.au](http://www.dialbeforeyoudig.com.au) and login in as usual
- Enter the road name and location/town name  
Click on "Map Grid" and choose "Penguin."

- Type the grid reference in the box. For example, grid G5 on map 78 is written as 78G5.
- The system will then take you to the grid reference you have chosen. Use the Tool Bar to zoom in and select your work site.



If you are a member of the NRMA you can order a copy online at

<http://www.mynrma.com.au>

and follow the prompts to maps or additionally visit your local Map World store.

It was a busy year for Dial Before You Dig NSW/ACT with 19 Field Days and Trade Shows being

attended. These included AgQuip field days, Workcover Farm Safety Field Days, the NSW Farmers conference, International Town Planners conference and the Railcorp Safety Day. We also presented at three industry conferences, and attended other events through our ongoing sponsorships including golf days, Mona Vale surf club events, the Western Sydney International Dragway and the Heart of Gold heart research fundraiser.

### South Australia News

Once again Dial Before You Dig were the proud principal sponsors of Rex Broadbent in the Classic Adelaide Rally. Rex and co driver Michael Goedhere won this year's event, in their 1974 Porsche, making it a remarkable 5 wins from 5 attempts for the pair. The demanding event, run over 5 days in mid November primarily throughout the Adelaide Hills, attracts a high quality field from across the world. Competition in this year's event included 7 times Bathurst winner Jim Richards. For these reasons Rex's continual success is an outstanding achievement. Dial Before You Dig are delighted to be backing such a successful team.

The Winners (Photo Courtesy of The Advertiser)



### Victoria & Tasmania News

There continues to be a strong demand for plans in Victoria and Tasmania, with an average of nearly 500 requests per day which is 20% higher than last year. This reflects the amount of work that is being carried out within the states, as well as the increase in the awareness of the importance and usefulness of the Dial Before You Dig service to help contractors carry out safe work practices.

Coming up in February 2007, the Australian Construction Equipment Expo (ACE2007) makes a return to Sandown Racecourse from Thursday 22 to Saturday 24 February. We'll be at Stand 61 in the indoor pavilion so come along and say hello.



**AUSTRALIAN  
CONSTRUCTION  
EQUIPMENT  
EXPO**

Thursday 22 – Saturday 24 February  
Sandown Racecourse

### Seasons greetings!

To all our team members, service users and supporters, we say thank you for all your assistance in making DBYD stronger and better throughout the year. We wish you all a great Christmas and new year season with all that makes it special for you and yours.

*Wishing you  
safe digging  
in 2007*



*and a relaxing and  
enjoyable Christ-  
mas season*

*From the managers and staff of  
Dial Before You Dig*