

CHAIR'S REPORT

2017 / 2018



ASSOCIATION OF AUSTRALIAN
DIAL BEFORE YOU DIG SERVICES LIMITED

It is my pleasure to report on the achievements of the Association of Australian Dial Before You Dig Services Limited (AADBYDS) and its activities undertaken in conjunction with the five regional Dial Before You Dig entities for the 2017/2018 financial year.

The referral service continues to develop with highlights for the last year including:

- Protecting more than \$340 billion of Australian assets across 740,000 kilometres.
- Annual growth of 18%.
- Over 1.9 million received enquiries.
- More than 10.5 million referrals sent to our member organisations – representing an annual growth of 25%.
- Continued growth in access to the 1100.com.au website via mobile devices including a 196% increase in mobile phone access to the website and a 143% increase in the use of tablets to access the website.
- Website improvements have resulted in increased access with more than 1.6 million visits attracting more than 480,000+ new visitors.
- Web enquiry availability target of 99.5% met.
- Referral service targets consistently met.
- 81.4% of enquiry calls answered within 60 seconds exceeding the 80% target.

FINANCIAL RESULT

The organisation continues to operate within a stable financial position with sufficient cash at bank to pay all required debts, supply working capital for operations and fund reasonable capital expenditure requirements. The Board continued to adopt a conservative 'low risk' approach to financial management by again delivering a balanced (a revenue/cost neutral) operating budget for 2017/2018. Major projects were funded by cash reserves.

ENQUIRY LEVELS

There has been an 18% growth in enquiries for the twelve-month period to June 2018. This translates to more than 1.9 million enquiries lodged nationally. Our web-based service and our i-Phone and mobile web applications have combined to deliver 92.4% of all enquiries, an increase of 0.1% from the previous year.

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National Enquiry Mediums		
Enquiry Medium	Number	Percentage
Phone	133,647	6.93%
Email	1,220	0.06%
Email [Telstra-NBNCo]	10,915	0.57%
Mobile	178,458	9.26%
MobileWeb	86,307	4.48%
Web	1,476,152	76.56%
Webservice	41,290	2.14%
TOTAL	1,927,989	100%

Enquiries		
State	Enquiries	Percentage
NSW/ACT	613,966	31.84%
QLD	365,663	18.97%
SA/NT	120,811	6.27%
VIC/TAS	519,636	26.95%
WA	307,913	15.97%
TOTAL	1,927,989	100%

STRATEGIC INITIATIVES

We held another successful Strategic Planning Day on 16th November 2017 which brought together the Chair, Manager and a Director from each of the Member State organisations.

Significant work was done last year to advance the Strategic Framework of AADBYDS, particularly in the areas of reviewing and clarifying the Strategic Pillars. At this year's Strategy Session, the following Purpose and Vision were agreed.

OUR PURPOSE: To reduce damage to our members' assets and resulting loss and harm to workers and the community.

OUR VISION: Zero damage; zero harm.

In adopting this purpose and vision, it was agreed that the role of AADBYDS is to provide collaborative leadership and value for money services, as agreed with the Dial Before You Dig Member States. The respective roles of the national organisation and the Member State organisations were endorsed. We also agreed strategic priorities for the next two years and there was unanimous endorsement for the company to review the current referral service after a process to scope and market test the referral service of the future. This is a high priority strategic project that will be conducted over a number of years.

We have engaged Deloitte Consulting to drive the first phase of the referral service of the future project. We have also formed partnerships with BIS Oxford Economics and the University of Melbourne to quantify the value of the Dial Before You Dig referral service. The research from the University of Melbourne concluded that there is a perceived 70% likelihood of damages to assets when excavation is undertaken without a Dial Before You Dig referral and that that perceived likelihood of damage is reduced by 50% when a Dial Before You Dig enquiry is made.

A comprehensive Advocacy Strategy to guide future advocacy was endorsed by the Board in February 2018. This included identification of primary stakeholders, decision makers, government influencers and other stakeholders.

In April 2017, the Board resolved to be Platinum Sponsor for the Oceania Damage Prevention Conference. The Conference was held in the Gold Coast in August 2018 facilitating thought leadership amongst industry stakeholders and attracting 257 delegates. Considerable effort was expended in arranging and running sessions, displays, activities and promotions and the Board members present provided very positive feedback. We look forward to using our learnings from this inaugural event in participating in the 2020 Oceania Damage Prevention Conference.

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In July 2017, the Board adopted an annual Marketing Plan 2017/18. In February 2018, the Board adopted the Strategic Marketing Plan 2018/19 – 2020/21 to guide the company's medium-term marketing activities. Further work will be undertaken on the evaluation of the effectiveness of the marketing spend and tying research into the causes of asset damage and how to target marketing to reduce asset damage.

The Infrastructure Damages Reporting System (IDRS) continues to be developed with an Infrastructure Damage Reporting Brochure and marketing campaign developed for State entities to implement. The Best Practice Guide publication has been reviewed and further developed to include the Five Ps. Dial Before You Dig has participated in the Standards Australia Committee IT-036 to review AS5488-2013 Classification of Subsurface Utility Information (SUI) which is due to be released for public comment during the latter half of 2018.

SERVICE AGREEMENT

The CEO engaged in a consultative process with State Managers in preparing the draft Dial Before You Dig Services Agreement (State Agreement) to formalise the National and State respective roles, responsibilities and administrative arrangements between the parties. In June 2018, the Board endorsed the draft State Agreement for circulation to State Members seeking agreement to execute by 30 September 2018. We welcome all State entities engaging in shared services with the company which can be added to the State Agreement.

In June 2017, Dial Before You Dig Vic-Tas gave notice of its intention to terminate its service agreement with the company with six months' notice and this was completed in December 2018. Dial Before You Dig WA and Dial Before You Dig SA/NT continue to receive financial and administrative support from AADBYDS under a shared services model developed throughout the 2017/18 financial year.

USER SERVICES

PelicanCorp, through its call centre services and software applications continues to deliver at or above the service level targets.

A total of 81.4% of call centre calls were answered in under 60 seconds, exceeding the target service level of 80% with the average queue time of 37 seconds. The online enquiry service met its overall availability target of 99.5% for the year.

JOINT VENTURE

Lengthy negotiations are drawing to conclusion to provide an exit of the organisation from its joint venture with PelicanCorp, DBYD Technologies Pty Ltd. This course of action was agreed by the Board in December 2016.

GOVERNANCE

The Company has completed a review of its 2010 Constitution and, after considering member feedback, the Board agreed that the endorsed draft Constitution be submitted to this year's Annual General Meeting. The proposed new Constitution, if adopted, will align to the Australian Charities and Not-for-profits Commission Act 2012 (the ACNC Act) and the relevant provisions of the Corporations Act (as certain provisions in the Corporations Act no longer apply to charities registered under the ACNC Act) and includes the Company's updated objectives and roles.

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During the reporting period, the Board has met in Sydney and Perth and twice in Melbourne with two teleconference Board meetings. In line with good governance principles, the Board undertook an external review of its own performance and worked to implement recommendations from the review. The Board agreed to conduct six meetings, all face to face each year, with teleconferences as required commencing in calendar year 2018. In November 2017 the Board agreed to take over the responsibilities of the Remuneration Committee and the Executive Committee and to form a Strategic Projects Committee.

The Audit and Risk Committee chaired by Stuart Smith and comprising Andrew Ward and Neil Weatherly has met eight times during the reporting period. This committee has undertaken valuable work with policy and financial review, and enterprise risk review with Crowe Horwath. The enterprise risk review classified our risk profile as 'developing/developed' and risk framework as adequate and suitable for our organisation. As we work to improve our risk maturity levels we will develop an Enterprise Risk Register and Risk Management Improvement Plan for Board endorsement with implementation in 2018/2019.

Chaired by Paul Bernays, the Strategic Projects Committee includes committee members, Darryl Worthington and Eric Bardy. The Committee met in April and June 2018 with the mandate to providing strategic oversight and input to the delivery of Board agreed strategic projects, providing advice and recommendations to the Board. The committee also acts as the project control group for the referral service of the future project.

The Board is exceptionally pleased with the significant progress the CEO, Stuart Burdack, has made since his commencement in June 2017 including operations, advocacy, corporate governance and the delivery and management of strategic projects.

CEO, Stuart Burdack and I attended the 2018 Common Ground Alliance Conference in Phoenix, Arizona representing AADBYDS and gaining a global perspective of Dial Before You Dig's activities which was brought to preparations for the Oceania Damage Prevention Conference held in August 2018 in the Gold Coast.

Work Health and Safety is a key responsibility for the Board and Management. There were no lost time incidents during the period. We continue our commitment to improving our safety framework in the by reviewing the processes that support the Workplace Health and Safety Framework adopted by the Board.

BOARD CHANGES

During the 2017/2018 financial year the Board welcomed new member director, Eric Bardy and his alternate, Karen Stiff.

We said thank you and goodbye to non-member director, Janssen Chan and member director, Haydn Moore. Haydn was replaced on the Board by Eric Bardy and Janssen left the Board after five years of committed service.

CONCLUSION

We recognise that our organisation is at a critical stage in its development. The Board is committed to ensuring that we keep abreast of the many and varied changes to our operating environment and to ensuring that the next generation referral service delivers an effective responsive service. We plan for Dial Before You Dig to continue its role as the industry leader in prevention and reduction of asset and environment damage for our members, and the prevention of injury to those working near these assets.

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We are pleased to have made a number of significant achievements during 2017/2018 reflecting considerable effort by people at state and national levels of Dial Before You. I take this opportunity to express my thanks to those contributors as well as my fellow directors and staff for your support, guidance, assistance and untiring efforts throughout the year.

I want to acknowledge the work and support to the Board of the small but highly productive staff team in the AADBYDS office who ensure that everything is in place for the Board to operate effectively and then implement the decisions of the Board in a professional and efficient manner. The Board understands the importance of staff health and safety and acknowledges the team's positive and productive work ethic in times of change.

I would especially like to thank my fellow Board members for their contributions and support throughout the year and recognise the time given freely to attend to the business of the National organisation.

We also recognise the contribution of our key partners in delivering the Dial Before You Dig service. Our Members provide valuable assistance in helping promote the Dial Before You Dig service and assist in our focus on damage minimisation. Our various suppliers and contractors help deliver the range of systems and services to our members.

A sincere thank you to all involved and I look forward to continuing working with the State entities, Management, the Board and all stakeholders to progress Dial Before You Dig's highly regarded reputation in the excavation arena.

SUZANNE JONES

BTP (HONS), MBA, MPIA, FAICD

CHAIR

ASSOCIATION OF AUSTRALIAN DIAL BEFORE YOU DIG SERVICES LIMITED

17TH OCTOBER 2018
