



Scott Reid

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Dig Services**

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“What lies beneath”

DBYD – The organisation

- Nationally in Excess of **500,000** Enquires are Received – Generating over **2,000,000** Referrals (Generally Involving Spatial Data)
- DBYD As a National Service Is Growing At Approx 3% per annum
- National Delivery Model Implemented in **2005**
- **National Business Statement – “To Be The Automatic Choice For Accessing Information On Infrastructure”**
- **National Vision – To Prevent Injury and Damage by providing a National Enquiry and Referral Service to Identify the Presence Of Infrastructure**

“What lies beneath”



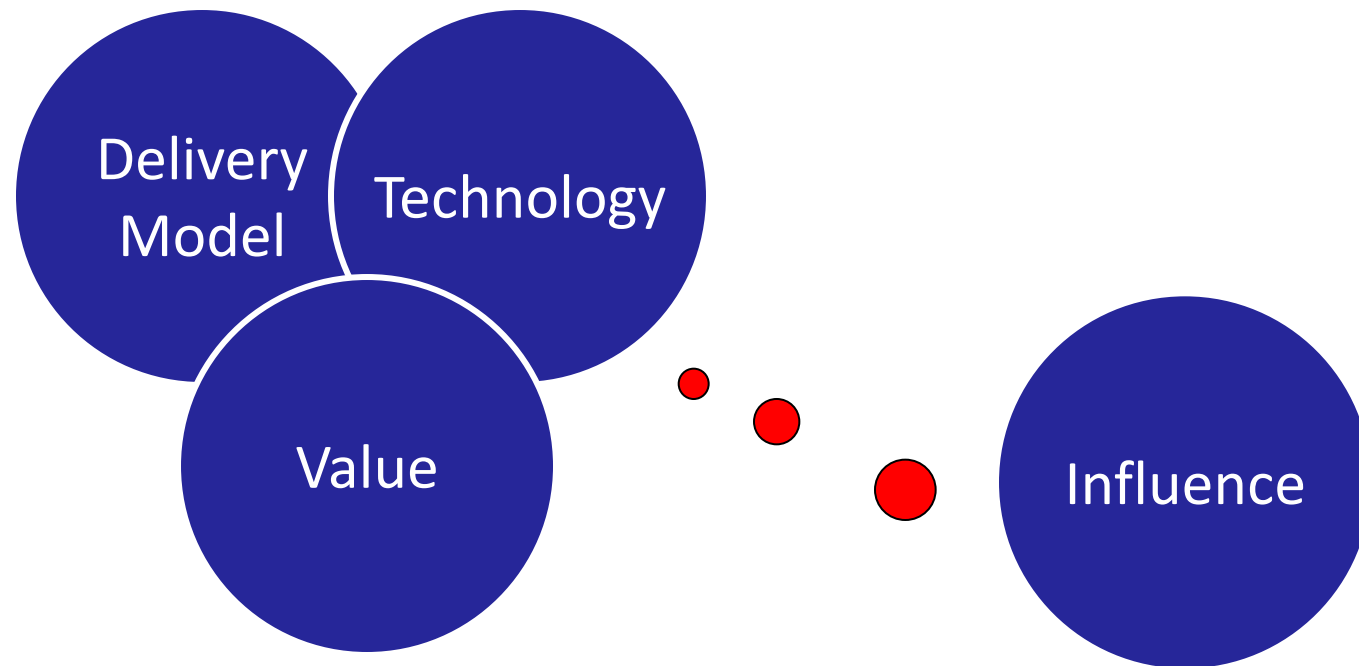
Dial Before You Dig =

- Community Safety
- Asset Protection
- Singular Entity Linking the Public With Owners or Managers of Underground Infrastructure

“What lies beneath”

DBYD Strategic Direction

Understanding and Managing the Key Factors that Influence the Success of a World Class Underground Asset Referral Service



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Technology Factor

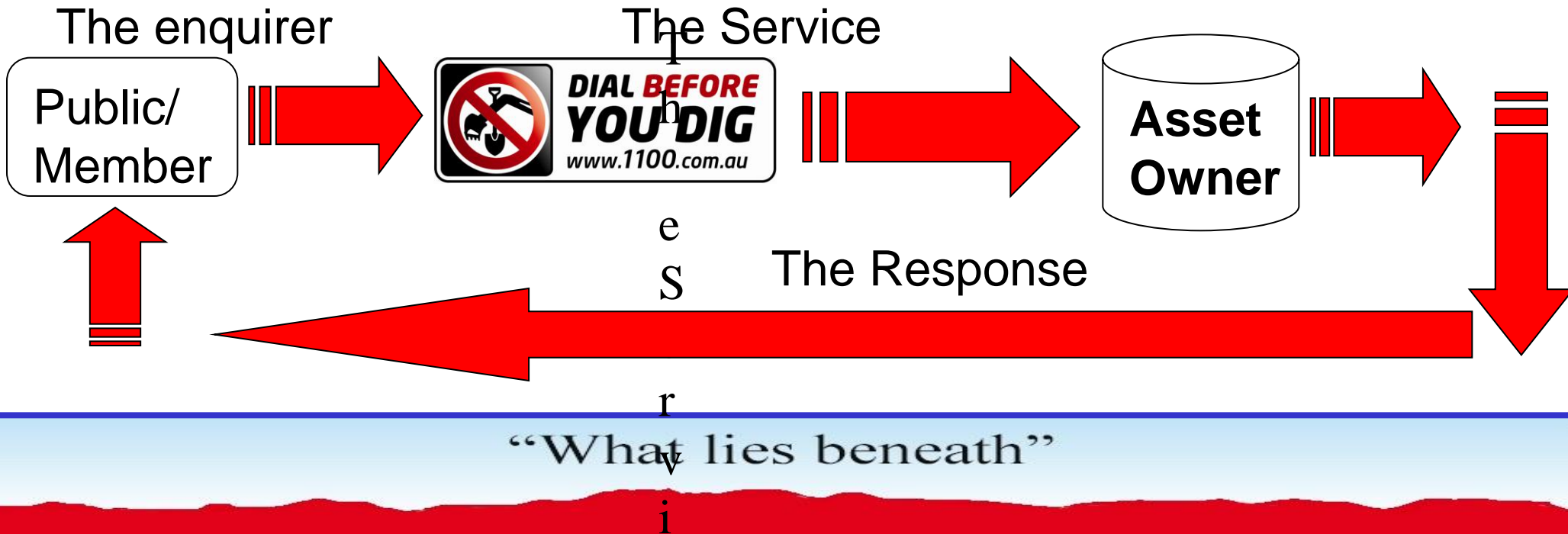
- Influencing National Delivery Model - leading edge solutions that can adapt to and accommodate the rapid changes in technology
- More & More aspects of the DBYD service are becoming aligned to or dependant on technology – Mobile computing ; 3D modelling of underground assets, GPS location etc
- Does technology threaten the service as we know it today or does it simply provide more opportunities to develop and deliver flexible solutions - spatial data and map collation services, above ground asset identification, automated member response

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DBYD is a three part equation

- **Community Safety** is dependant on all three aspects of the equation successfully contributing to a workable outcome





The elements of the DBYD equation

- **The Enquirer** – *Must endeavour to establish an accurate area of operations – the web option supports this via interactive mapping*
- **The Service** – *Must be accessible and easy to use – a working balance of Value, Technology and Delivery Model are essential*
- **The Response** – *Must be timely and accurate: Asset Owners are under increasing scrutiny by Government and legislative bodies – Automation of Response relies on data quality*

“What lies beneath”

How is DBYD influencing Change

- Strategic Partnerships – Regulatory Bodies eg ESV and WSV
- Govt Awareness – NSW Legislation
- Service Guidelines- Working with Members and the Victorian Govt to deliver safe work practices in excavation communities
- User and member forums – understanding requirements and limitations of the enquirer and the responder
- Developing a National Damages register
- An Organisation that has an important part to play in the development of industry policies and Procedure

“What lies beneath”



DBYD –The Challenges

- Implement a national structure that facilitates standardised models in pricing, service delivery and governance
- To remain a relevant and important community service – understand and respond to evolving customer needs and expectations
- Establish long term strategic partnerships that ensure the delivery model remains leading edge
- Determine solutions that ensure access to geospatial data provides the client with up to date information when making the enquiry and receiving the response *ie areas of rapid development as experienced by WA*

“What lies beneath”



DBYD –the Future

- Leveraging accurate and rapid response from asset owners /managers – automated response
- Potential to support or partner innovative programs for capturing and managing spatial data on underground assets eg *GPS data capture of As built Asset infrastructure (AcctewAGL Water Network)*
- Partnering asset locations standards and practice eg NULCA
- Mobile technology – accessing the service and the response onsite –synchronising the enquiry in the field and the
- Continue to Increase National enquiry growth > 3% per annum; web utilisation up to a national average of 70%
- Continue to Establish Brand Identity and Market Position

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Thank You

- Remember –before excavating please go to www.1100.com.au
- Or ring 1100

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BIO Slide

Studied for BSC Cartography RMIT 1979-1985
Geological Draftsperson (cadetship) North Broken Hill Mining Exploration 1980-1982
Background In Survey / Electrical Design Drafting ;
GIS and leadership and management roles (SECV, United Energy , Alinta)
Member of the Institute of Australian Company Directors
Current Chairperson DBYD Vic/Tas
And Director (Board of Management Assoc of Australian Dial Before You dig services)
Current Role:National Manager Asset Data Services Jemena

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