

Tony Sheldon National Secretary

27 August 2013

Ms Louise Peters
Director - Education
Fair Work Ombudsman

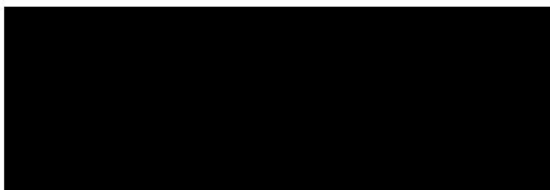
Dear Mr Peters

Two Month Progress Report

Pursuant to the Services Contract Between the Commonwealth of Australia (as represented by the Office of the Fair Work Ombudsman) and the Transport Workers' Union of Australia, please find attached a Two Month Progress Report.

Please do not hesitate to be contact should you have any questions.

Yours Sincerely,



Chief of Staff, National Office
Transport Workers' Union of Australia

Two Month Progress Report

**Services Contract between the Commonwealth of Australia
(as represented by the Office of the Fair Work Ombudsman)
and the Transport Workers' Union of Australia**

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Introduction

On 27 June 2012, the Transport Workers' Union of Australia ("TWU") and the Commonwealth of Australia (as represented by the Office of the Fair Work Ombudsman) entered into a contract regarding services for the provision of educative activities on the enactment and implementation of the *Road Safety Remuneration Act 2012*.

The services to be provided under the contract are the delivery of:

- Educative activities;
- Guidance materials; and
- Assistance

on the enactment and implementation of the *Road Safety Remuneration Act 2012*, the Road Safety Remuneration System and national workplace laws.

Engaging Cutting Edge

The TWU has engaged Cutting Edge to consult in, and perform, the provision of the services.

Cutting Edge's company profile, taken from their website (www.cuttingedge.com.au), is as follows:

"Cutting Edge is a fresh and inventive creative communications company that celebrates ideas and ingenuity. We create compelling content and clever backend solutions for the creative and business industries, and we work collaboratively with our clients to ensure outstanding results. Our key services include Post-Production, VFX, Digital, Design and Business Communications."

Cutting Edge has undertaken an initial body of work to identify the content, messages, audiences and related challenges in delivering an effective educative message that will resonate with the target market – truck drivers. Cutting Edge has also devised a strategy and a delivery channel that will ensure that this message is delivered effectively and offers the Road Safety Remuneration Tribunal ("Tribunal") and the TWU a key understanding of the audience, their needs and the state of the road transport industry as a whole.

TWU Workshop With Cutting Edge

On 27 June 2013, members of the Cutting Edge team and officials representing the TWU had a workshop to discuss and plan the services to be performed. At the workshop, we focused on the following subjects, in addition to the TWU providing Cutting Edge with relevant background into the industry (in addition to their own research and previous experiences):

- Approach;
- Audiences;
- Tone; and
- Medium.

Cutting Edge has determined that the following characteristics must be the foundations of the messages and services that are to be delivered:

- Simple;
- Unambiguous;
- Striking; and
- Contextually relevant.

Service Delivery Mediums

As is discussed below, the primary medium from which the services will be delivered will be a smart phone app.

It will be necessary to promote the smart phone app through a number of mediums, including print. Importantly, the same concepts and messages will be consistent across all mediums.

Developing a Smart Phone App

The TWU and Cutting Edge have determined that the most effective service that can be delivered is a smart phone app that would be available to all participants in the road transport industry – employee drivers, owner drivers, fleet operators and transport companies – free of charge.

Based on their previous experience, Cutting Edge believe that a functional smart phone app containing web video, case studies, latest news, push notification, audio pieces and calculators would offer drivers a wealth of useful information and tools.

Through the smart phone app, we intend to create a truly unique mobile application that not only offers the TWU and Fair Work Ombudsman a portal to share information, but introduces drivers to a series of tools that support them.

Benefits of a Mobile Platform

A mobile platform offers a unique environment that:

- Is with the audience more than any other device;
- Is conducive to and complements drivers’ working environments (trucks, mobility);
- Allows a channel that can present audio content for when drivers are on the move;
- Offers integrated hardware that seamlessly plays video, audio, graphics and allows internet access without the need for third party hardware peripherals, software or set-up;
- Is a device that can allow the audience to share information both in text, images and audio directly with the TWU and the Fair Work Ombudsman;
- Offers a platform that can calculate and locate the user, opening up the possibility of using a route planner and mileage calculators;
- Allows the TWU and the Fair Work Ombudsman to push new content to the app as required;
- Offers push notification to notify the user of updates and important information;
- Allows the user to share the app with others; and
- Offers the TWU and the Fair Work Ombudsman detailed analytics on the usage of the app and insight in the users’ interest, concern and behaviour to ensure we can better serve them in terms of future content and initiatives.

Key Features and Content

The smart phone app will house a number of key features and content, which may include:

Smart Phone App Features and Content	
Splash Screen	Designed around the final campaign branding, this screen will deliver the key campaign message via an animated piece.

Menu Screen	<p>The central menu will offer the user key information points within the app to easily access:</p> <ul style="list-style-type: none"> • Information - publications and audio visual content • Rig calculator – ability to calculate your vehicle’s ‘safe rate’ • Trip calculator – calculate your job • Your stories – offer a location to record personal cases via text, audio, image, video and upload it to the TWU and Fair Work Ombudsman for review and publication • Share – share the app with others
Publication Section	<p>Latest news and publications from the Tribunal and the TWU can be pushed via this platform. Both the app page content and PDF publications could be available from a list of content, with title and previews being available on the listing page.</p>
Social Sign In and User Profile	<p>To ensure we can store a rig and trip profile, the user can register with the app. However users would not have to create a new password or supply any information. They could simply use their Facebook and Twitter accounts to sign in.</p>
Audio Files	<p>Audio recordings outlining case studies and interviews on safe rates systems and their importance. This will include an in-app player with play, pause and skip controls.</p>
Video Files	<p>Videos outline rights, importance, how-to guide and history. This will include an in-app player with play pause, skip controls.</p>
Your Stores	<p>Allows users to send their stories to in written and audio format with attached images or video as required.</p>
Rig Calculator	<p>Allows users to enter in their rig information to define their safe rate calculation. This could be based on any owner driver rates that may be set by the Tribunal and allow the user set their rig profile. Users could add multiple rig profiles.</p>

<p>Trip Planner</p>	<p>Allows users to quickly calculate trip specifics based on distance or via address location.</p> <p>By simply adding in a 'point A and B', the calculator will work out the distance. The result will be displayed back to the user with the option to change the result to match their own requirements. It will include:</p> <ul style="list-style-type: none"> • Hours you drive, hours you wait, but only if the Tribunal define and agree to these • What type of road, what type of truck, • Driver comments and any application owner driver price modelling (change in profile)
<p>Quote Sender</p>	<p>Allows the output of a calculator to be emailed to drivers as short form quote, should the Tribunal set owner driver rates.</p>
<p>Analytics</p>	<p>Full reporting and analytics on all content accessed that can be seen by the TWU and Fair Work Ombudsman. Data would not be matched to a user profile, and would thus remain completely anonymous.</p>
<p>Message alert</p>	<p>Messages to the user can be built in and activated when new content is published or a new item is added.</p>
<p>Forward App</p>	<p>Users can share the app with others via the app itself. The TWU or Fair Work Ombudsman may wish to incentivise this by offering a gift to all users who forward the app once a month.</p>

Smart Phone App Operating Systems

Development of a smart phone app requires consideration of the environment that it will be built on. In today's mobile space, two major operating systems (OS) dominate 83%¹ of the mobile phone market. These are iOS and Android. Of these two, iOS controls 58.69% of the market. For this reason, and due to the usage, hardware (available on iPhones Tablets and iPods) and age group of the iOS audience Cutting Edge recommends that the project is initially approached as an iOS build.

¹ www.netmarketshare.com: Mobile/Tablet Top Operating System Share Trend June 2013.

Development of an app in an alternative OS, for example Android, should form part of the initial functional specification but development should be rolled out as a phase 2, should that decision be made.

Video

As set out above, as part of the smart phone app there will be a video component.

The video component will use a motion graphics platform to build on the chosen concept's branding. Motion graphics is an animation format that drivers will be familiar with – even if they don't recognise the term "motion graphics". Motion graphics animation enables us to deliver key messages in a memorable, engaging and concise format.

The video component of the smart phone app will endeavour to explain the importance of safe rates systems and the Tribunal in a user friendly way.

Audio

As set out above, as part of the smart phone app there will be an audio component.

Audio segments on various safe rates system and Tribunal-related topics will be made available and notifications can be pushed to drivers' mobile devices.

There will be a series of 10 segments of 8 – 10 minutes each consisting of a "talk radio" style podcast where "guests" are interviewed on various aspects of transport – always with a safety angle. Guests may include drivers, company owners, TWU representatives, employer association representative etc.

Concept Rationale

Below are examples of the concept that is currently being worked on that will form the basis of all materials that are produced across all mediums.

The idea is to take a familiar object - the 'dangerous load' safety signs - and to apply it to the very drivers of the trucks. By using this device as the central mnemonic of the campaign, we are humanising the message and making it directly relevant to the drivers themselves.

SAFE RATES SAVES LIVES

STAND UP FOR SAFE RATES OF PAY

Let's make sure you get paid what you're worth. Stand up for safe rates of pay. Because when you're paid what you're worth, you can take care of your family. **SAFE RATES** **FOR THE FUTURE**

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Timeframe

The timeline for delivering the services is reflective of scheduled dates identified by the Fair Work Ombudsman and takes into account the current progress of the Tribunal. To ensure effective time to market the smart phone app to the industry, the project will be divided into two phases:

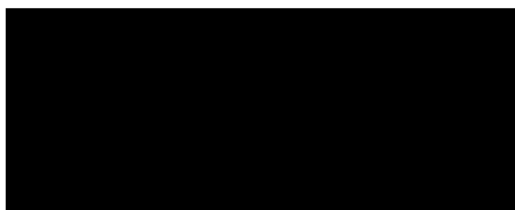
- Phase 1 – Development of campaign creative, smart phone app features and platform, video production and audio case studies; and
- Phase 2 – Will include developing of iPhone calculator and other features that are very much dependent on the decisions of the Tribunal, and any directions that the Tribunal may set.

It is important that developing the smart phone app, and any other related marketing material, is broadly divided into two phases. Phase 1 involves building features that can be commenced immediately, based on all information currently available about the *Road Safety Remuneration Act 2012*, Tribunal and safe rates systems. Phase 2 features will be dependent on Tribunal Orders and rulings, and in this way the building of these features will be necessarily reactive.

Next Steps

The TWU and Cutting Edge look forward to progressing the development of the services.

The next progress report for the Office of the Fair Work Ombudsman is due on 27 December 2013.



Chief of Staff, National Office

Transport Workers' Union of Australia

