

Six 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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1. 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.

2. Consultant

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."

In 2013 Cutting Edge undertook a body of work to identify the content, messages, audiences and related challenges relevant to delivering an effective message to truck drivers as the target audience.

Cutting Edge also developed a strategy and delivery channel to 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.

3. Service Delivery Mediums

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

The existence of the smart phone app would require promotion through other media, including print (mainstream and industry publications and via posters to be located at worksites and similar).

4. App Development

The app would necessarily be available to and cater for 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.

4.1 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.

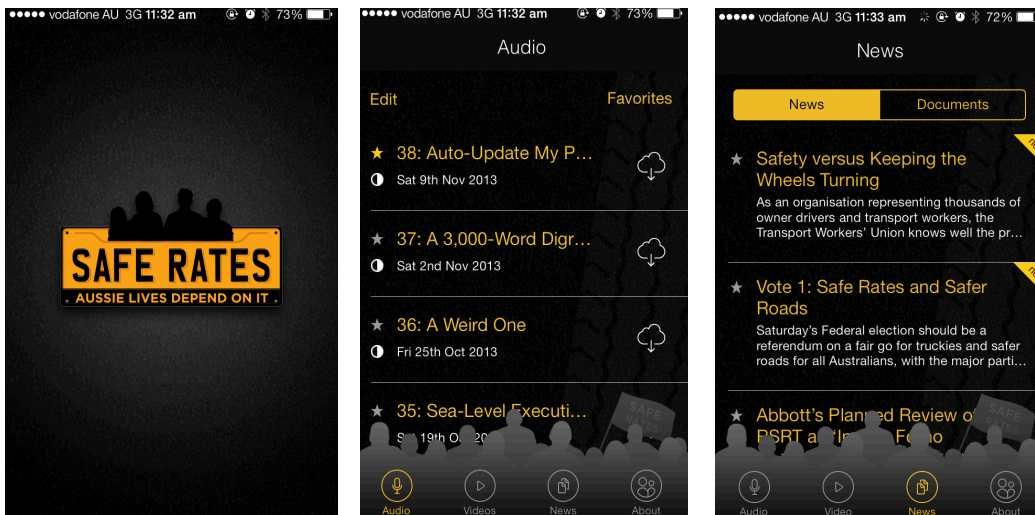
4.2 Summary of app development progress

The development of a smartphone app to educate, guide and assist drivers on the enactment and implementation of the Road Safety Remuneration Act and Tribunal is currently in phase one.

Phase one of this project involves the development of the app's platform design, features and functionality and the production of video and podcast case studies.

In progress

So far, a wireframe and concept build have been developed. A wireframe demonstrates the app's features and functionality while a concept build applies the platform design to the page functions of the wireframe.



- An audio-visual script for the first video is in the final stage of editing.
- Podcast themes are being developed.

Next Steps

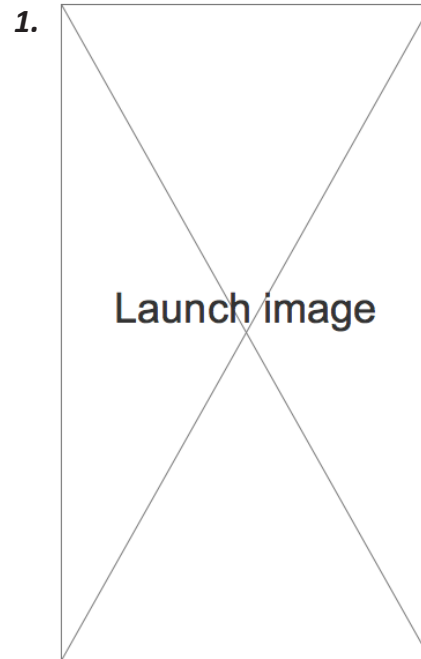
- Review and refinement of the wireframe and concept build
- Production of the first video.
- Development of AV script for second video.
- Production of podcasts.
- Photo shoot for the app's poster image – driver and family identified, photo shoot to follow within seven days.

4.3 App Content

Smart Phone App Features and Content		Status Update
Splash Screen	Designed around the final campaign branding, this screen will deliver the key campaign message via an animated piece.	iPhone features and functionality testing. Content in development.
Menu Screen	The central menu will offer the user key information points within the app for easy navigation.	iPhone features and functionality testing. Content in development.
Publication Section	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.	iPhone features and functionality testing. Content in development.
Social Sign In and User Profile	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.	Phase Two Development

Audio Files	Audio recordings outlining case studies and interviews on safe rates systems and their importance. Includes an in-app player with play, pause and skip controls.	iPhone features and functionality testing. Content in development.
Video Files	Videos outline rights, importance, how-to guides and history. Includes an in-app player with play pause, skip controls.	iPhone features and functionality testing. Content in development.
Your Stories	Allows users to send their stories to in written and audio format with attached images or video as required.	Phase Two Development
Analytics	Full reporting and analytics on all content. Data will not be matched to a user profile, and would thus remain completely anonymous.	iPhone features and functionality testing.
Message alert	Messages to the user can be built in and activated when new content is published or a new item is added.	iPhone features and functionality testing.
Forward App	Users can share the app with others via the app itself.	Phase Two Development

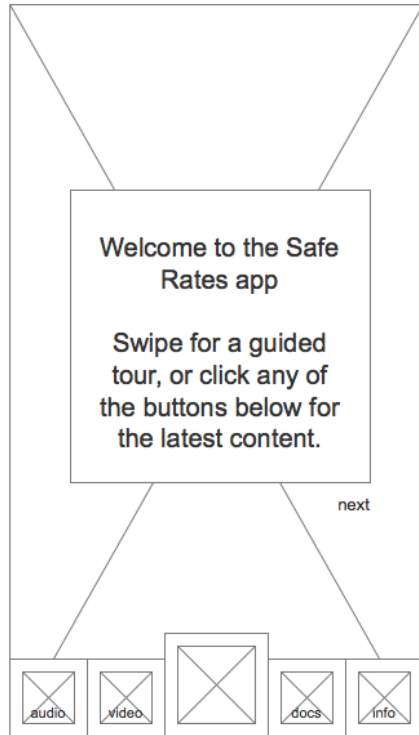
4.3 App Wireframes



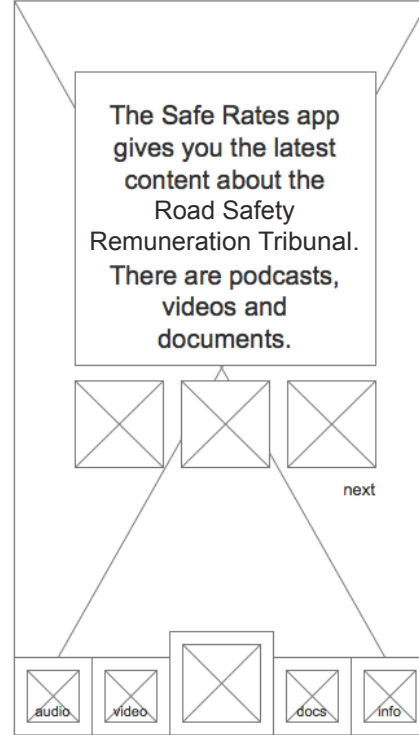
Launch screen displays when App is opened.



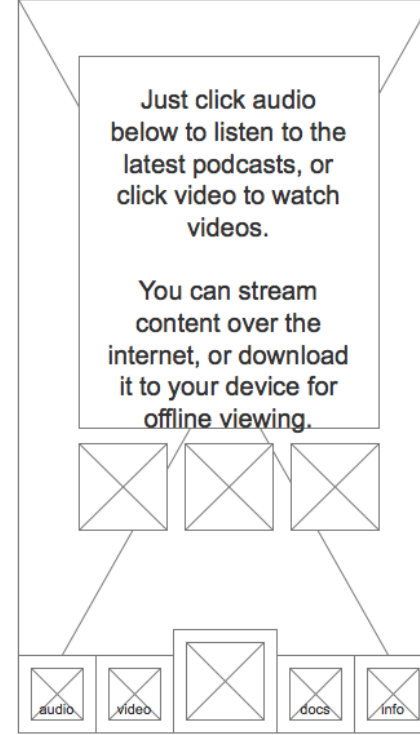
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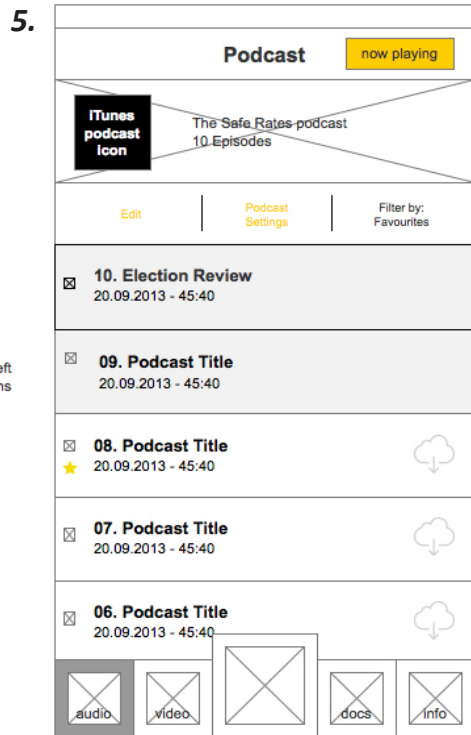


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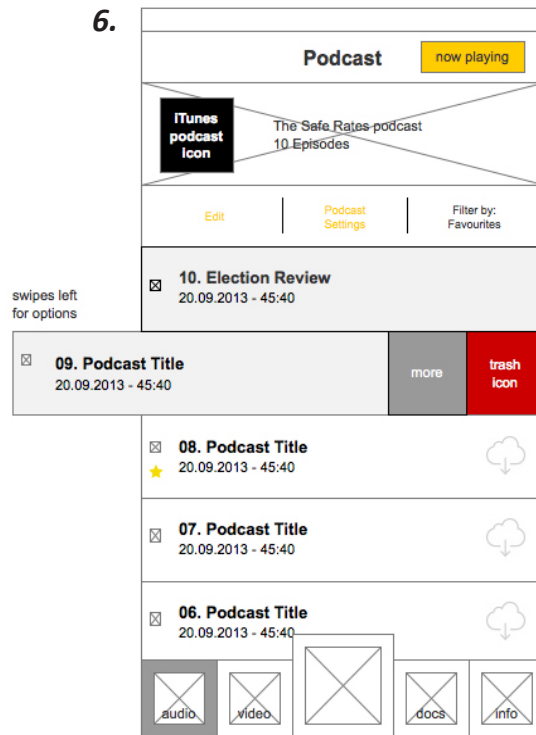


Introductory Screens display during initial App launch. Accessible through Information menu for user reference.

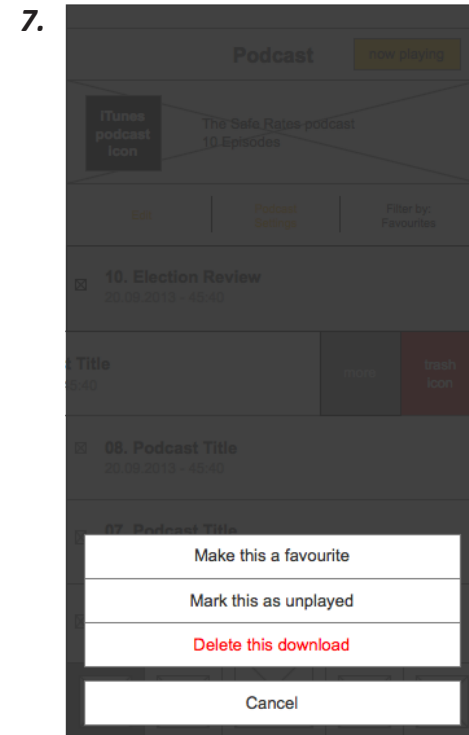




Audio file menu



Accessing audio file options

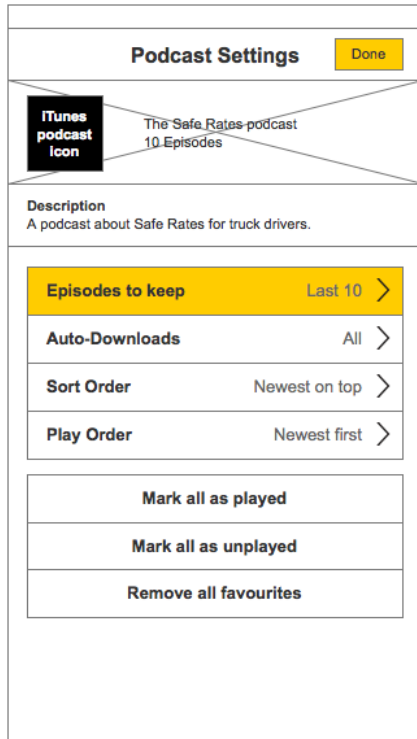


Audio file options

Audio Player

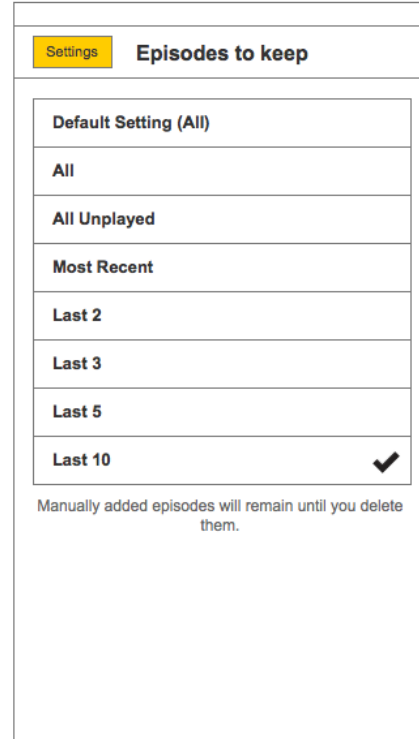


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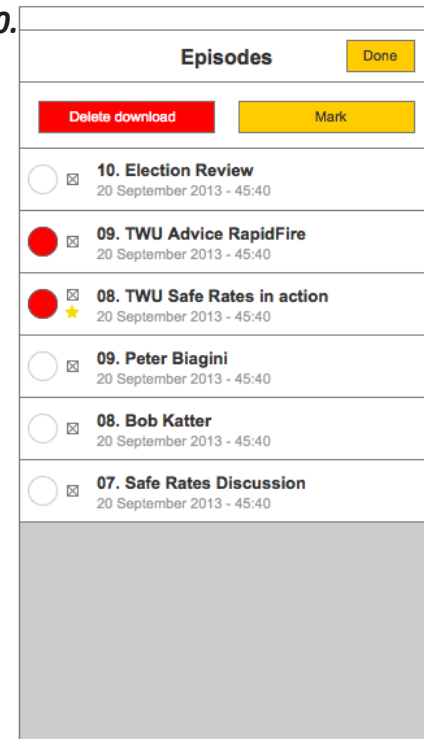
Audio settings menu

9.



Organise, arrange and save audio files

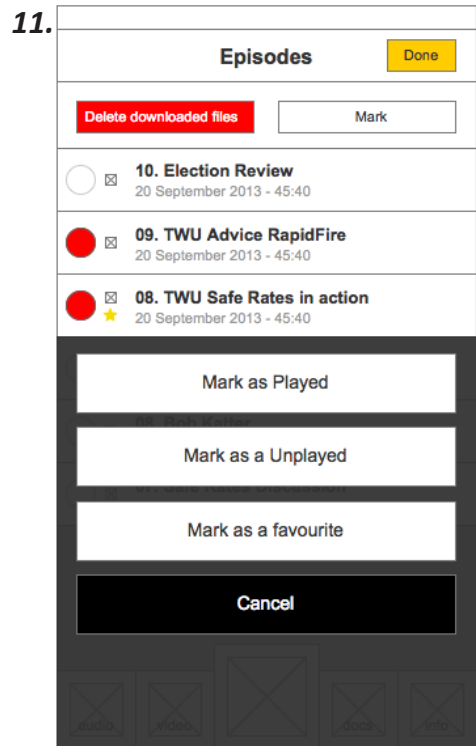
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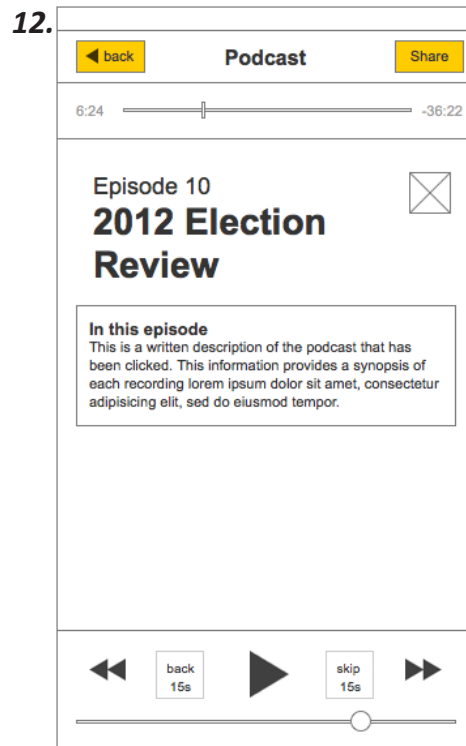
Delete individual audio files

Audio Player Settings





Mark individual audio files



Play individual audio files



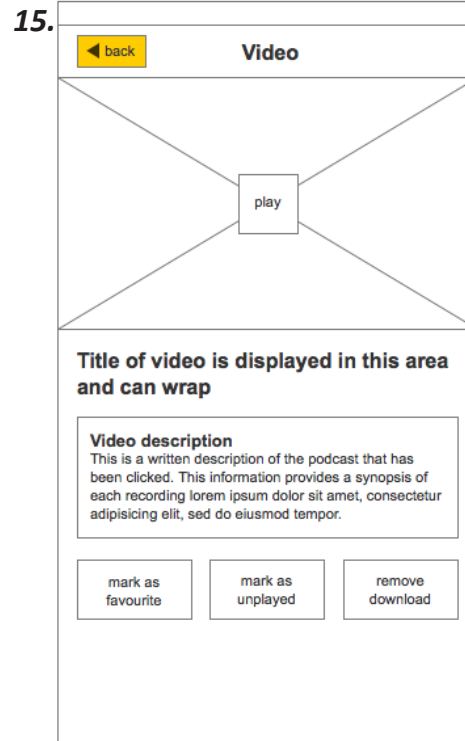
Share individual audio files

Audio Player Settings



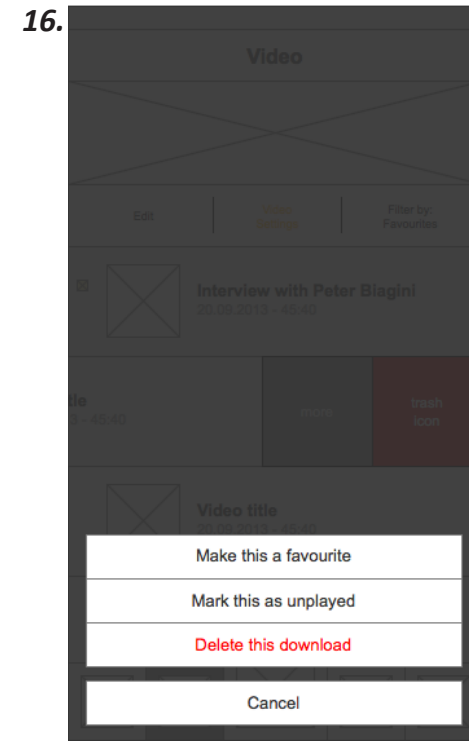


Video file menu



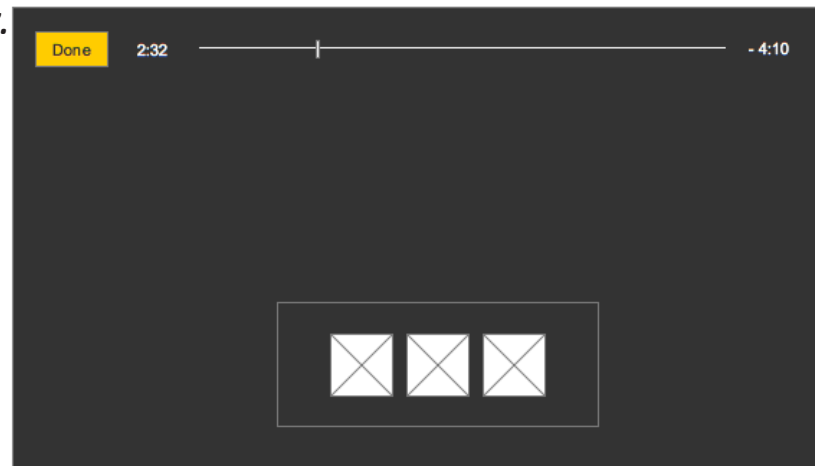
Individual video file menu

Video Player



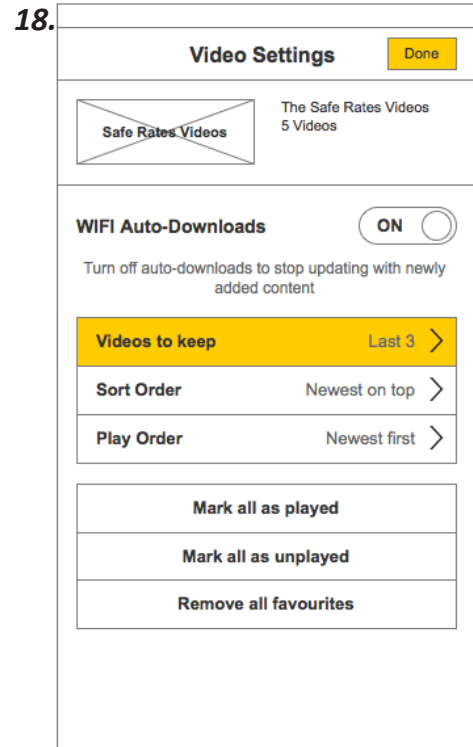
Mark Individual video files

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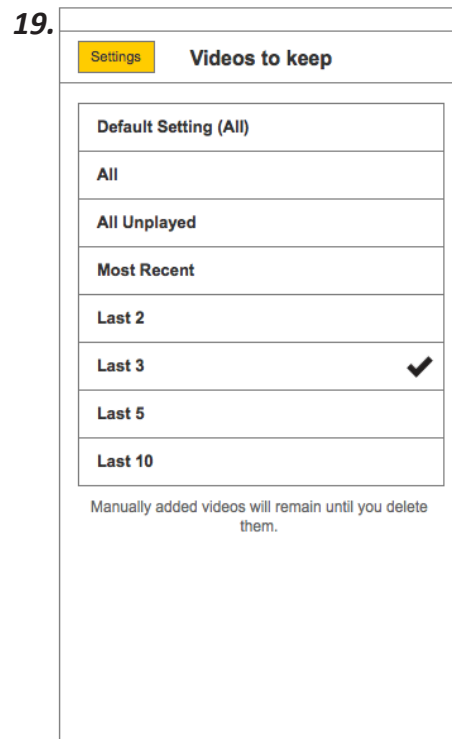


Video Player

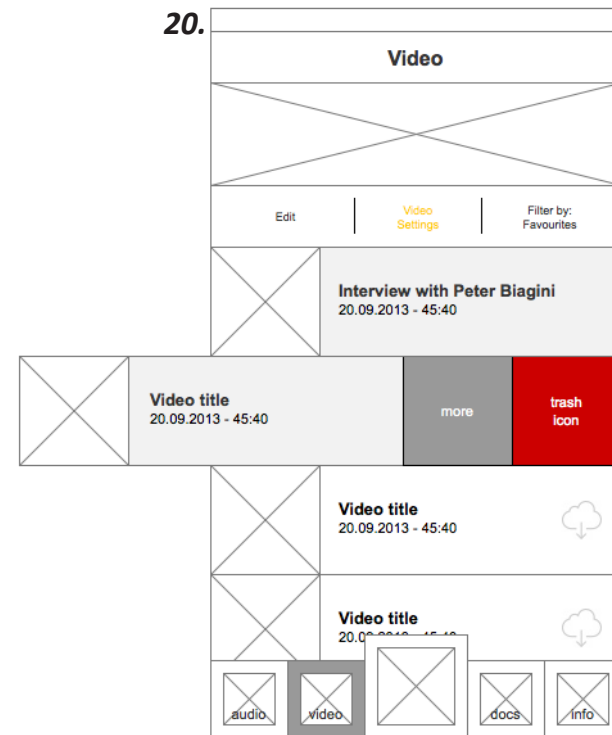




Video settings menu



Organise, arrange and save video files



Accessing video file options

Video Player Settings

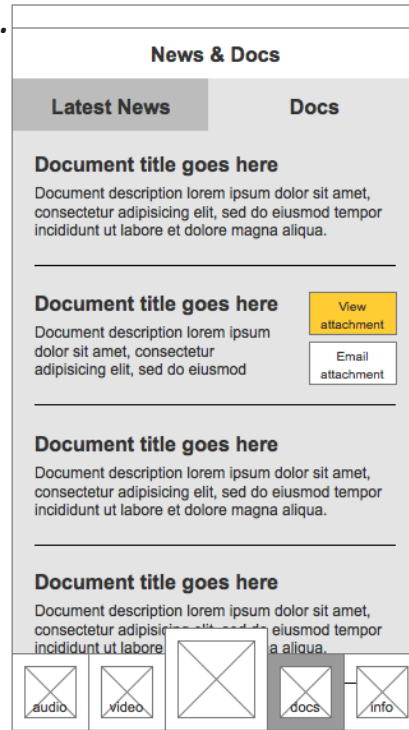


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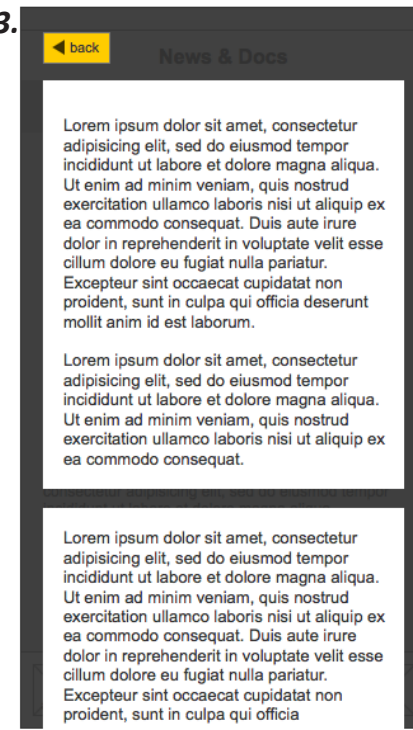
News menu

22.



Publications menu

23.

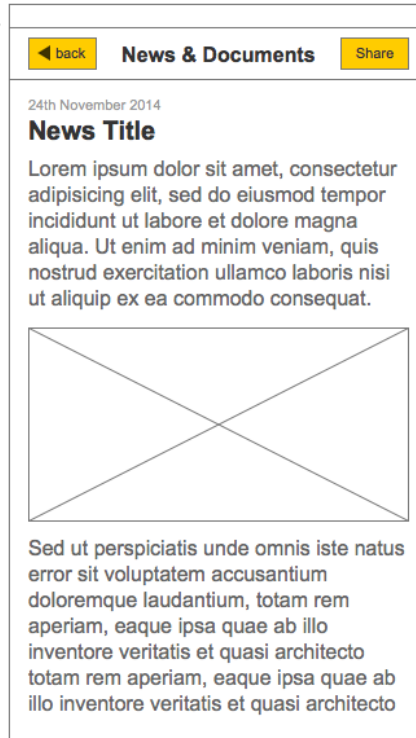


PDF item view

News and Publications



24.



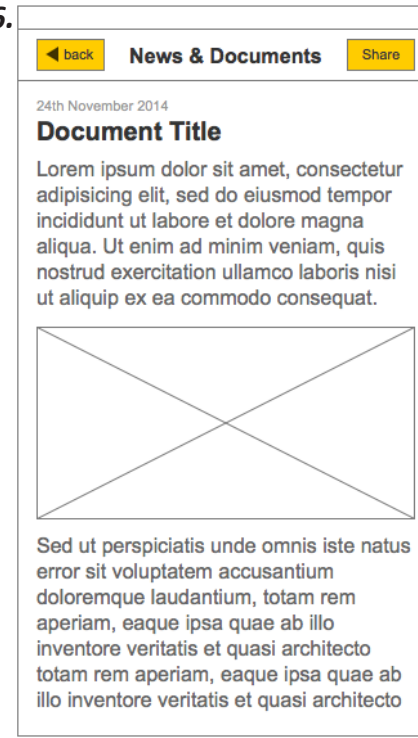
News view

25.



Share news item

26.



Publication view

News and Publications



27.

Information

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Recommend this app to a friend Show the intro help section

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Information Section



4.4 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.

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.

4.5 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.

4.6 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.

Timeframe

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

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.