



4.0 REPUCOM RBA+ VALUATION METHODOLOGY

RBA+ is the methodology used to place a value on brand media exposure. It is world's best practice in the field of sponsor exposure valuation, delivering next generation sponsorship metrics which go beyond the opportunity to see and incorporate quality of exposure and sponsorship engagement with fans and viewers.

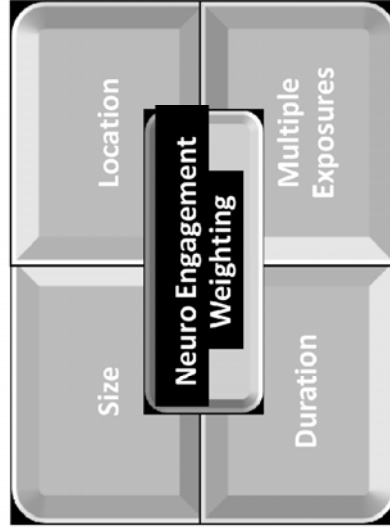
RBA+ FIVE KEY VARIABLES

SIZE

A weighting is applied based on the area of screen size occupied by a brand.

DURATION

The longer a brand appears on screen in consecutive frames – the greater the RBA+ Weighting applied.

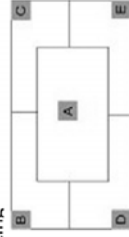


LOCATION

Brands exposed in the central 50% of the screen (SEGMENT A), achieve a higher RBA+ weighting than brands in the peripheral segments

MULTIPLE EXPOSURES

A weighting is applied based on the number of multiple exposures in a single frame.



Neuro Engagement Weighting

Repucom utilises Neuro marketing research to understand the impact of branding when exposed on different sponsorship inventory. Each inventory item has a unique RBA+ weighting based on the impact measurement.

RBA+ VALUATION

The above five variables create an RBA+% - a measure of the quality of brand exposure. This RBA+% is then combined with the existing broadcaster advertising rate and seconds of brand exposure to create an RBA+ value.

$$RBA+ = RBA+% \times \text{Seconds of Brand Exposure} \times \text{per second advertising rate.}$$



**Industry &
Investment**

COLLABORATIVE SOLUTIONS: MOBILE CONCIERGE GRANT PROGRAM APPLICATION FORM

Name of funding program	Collaborative Solutions: Mobile Concierge
Government agency	Industry & Investment NSW State and Regional Development & Tourism
Closing date	25 March 2011, 12:00 PM

Lodging this application

Agency name	Industry & Investment NSW State and Regional Development & Tourism
Postal address	Level 47 MLC Centre, 19 Martin Place, Sydney, NSW 2000
Electronic address	Email To: cs-mc@business.nsw.gov.au Subject Title: "Final Submission"

Title of ICT Solution	Aggregating Mobile location Aware Content feeds for NSW Tourism
Consortia Lead	Optus Business
Consortia Members	AD.IQ Global Wyong Shire Council Central Coast Tourism

For further information contact:	Robin Phua, Senior Manager, ICT Development By Phone: (02) 9338 6706 By Email: cs-mc@business.nsw.gov.au
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Table of contents

PART A	REGISTRATION	3
A1.	NAME OF APPLICANT ORGANISATION (CONSORTIA LEAD)	3
A2.	APPLICANT CONTACT PERSON	3
A3.	PRINCIPAL OFFICE BEARERS OR MANAGEMENT COMMITTEE	4
A4.	MAIN FUNCTIONS OF THE APPLICANT ORGANISATION	5
A5.	TYPE OF INCORPORATED BODY	6
A6.	APPLICANT ORGANISATION'S AUSTRALIAN BUSINESS NUMBER (ABN)	6
A7.	GOODS AND SERVICES TAX (GST).....	6
A8.	PROFILE OF CONSORTIA LEAD ORGANISATION	7
PART B	FUNDING FOR ICT SOLUTION	8
B1.	TITLE OF THE ICT SOLUTION	8
B2.	PURPOSE OF THE ICT SOLUTION	8
B3.	ICT SOLUTION DESCRIPTION	9
B4.	INNOVATION AND NEW-TO-MARKET ICT SOLUTION	11
B5.	BUSINESS MODEL.....	12
B6.	MEETING THE FUNDING PROGRAM OBJECTIVES -	13
B7.	EVIDENCE TO SUPPORT THE ICT SOLUTION -	14
B8.	CONSORTIA PARTNERS	16
B9.	CORE PROJECT TEAM'S SKILLS AND CAPABILITIES.....	18
B10.	PROJECT FINANCING -	19
B11.	BUDGET SUMMARY DETAILS - UPDATE	20
B12.	PROJECT DELIVERABLES.....	21
B13.	KEY DATES FOR THE PROJECT -	22
B14.	PROJECT IMPACT -	23
B15.	BENEFITS TO THE BROADER INDUSTRY AND SECTOR	24
B16.	SUSTAINING THE PROJECT OUTCOMES -	25
B17.	BUSINESS FORECAST FOR ICT SOLUTION.....	26
B18.	DECLARATION	27
	TERMS AND CONDITIONS.....	30
	CHECKLIST FOR APPLICANTS	31

PART A REGISTRATION**A1. Name of applicant organisation (Consortia Lead)**

Name of organisation	Optus Business
Street address	1 Lyon Park Road Macquarie Park
State	NSW
Postcode	2113
Postal address (if different from street address)	
State	
Postcode	
Corporate Website	http://www.optus.com.au/business

A2. Applicant contact person

Name	Mike Ryder
Position title	Strategic Account Manager
Postal address	1 Lyon Park Road Macquarie Park
State	NSW
Postcode	2113
Telephone	(02) 80828841
Mobile	0431493131
E-mail	Mike.ryder@optus.com.au
Facsimile	02 8085 5115

A3. Principal office bearers or management committee

Name	Philip Brady
Position Title	State Manager NSW Government – Optus Business
Telephone business hours	80825641
Mobile	0412 151081
Postal Address	1 Lyon Park Road Macquarie Park NSW
Postcode	2113

Name	James Critchley
Position Title	Managing Director AD.IQ Global
Telephone business hours	02 93767100
Mobile	0434534554
Postal Address	SUITE 1 LEVEL 3 · 45 MURRAY ST PYRMONT · NSW 2009
Postcode	2009

A4. Main functions of the applicant organisation

List the key activities that describe the role of the organisation:

Optus is one of Australia's leading integrated communications companies - delivering an extensive range of mobile, high-speed internet, voice, wireless and IP based services to over eight million customers each day. We are committed to listening to our customers and delivering innovative and seamless solutions that connects them to what's important in their lives - both now and into the future.

Through our diverse network and dedication to outstanding customer experience, Optus continues to be the challenger in providing real competition in the Australian telecommunications industry.

Optus is a wholly owned subsidiary of the SingTel Group, which is listed on both the Singapore and Australian stock exchanges. With 37 offices across 20 countries, SingTel is a global telecommunications service provider.

SingTel is the number one provider of mobile telecommunications in the Asia Pacific with more than 383 million mobile customers. Serving both the corporate and consumer markets, the SingTel Group is committed to bringing the best of global communications to customers in the Asia Pacific and beyond.

Since commencing operations in 1992, Optus has invested more than \$15 billion in the construction of fixed, mobile and satellite networks, including central business district, suburban local access networks, optic fibre, national trunk, Hybrid Fibre Coaxial and international undersea cables as well as a mobile network providing voice coverage for 97% of the Australian population. In 2007 Optus launched Optus Evolve, its next generation IP MPLS network.

Optus also provides ICT and Ethernet services to customers in Australia through subsidiaries Alphawest and Uecomm.

All NSW Government agencies that provide funding to organisations are legally considered to be doing business with that organisation. The organisation that receives funding from the NSW Government is legally considered to be supplying a NSW Government agency with a service or undertaking agreed project activity for a NSW Government agency. Therefore, funding transactions are required to meet certain conditions of The Australian Taxation Office and policies established by the NSW Government.

The following questions A5, A6 and A7 seek the minimum information about the applicant organisation to enable the NSW Government to do business with that organisation.

A5. Type of incorporated body

Please tick one box only to identify the legal status of the organisation

- Incorporated under the Associations Incorporation Act, 1984
- Cooperative registered with the NSW Commissioner for Fair Trading under the Cooperatives Act, 1992
- Aboriginal organisation registered with the Registrar of Aboriginal Corporations under the Aboriginal Councils and Associations Act, 1976
- Incorporated by Act of Parliament
- Local Government authority operating under the Local Government Act, 1993
- NSW State Government department or authority
- Trust
- Company limited by guarantee
- Company limited by shares
- Other (give details) An Australian Company Limited By Shares

Incorporation registration number

ACN 052 833 208
ABN 92 008 570 330

A6. Applicant organisation's Australian Business Number (ABN)

Optus Networks Pty Limited (ABN 92 008 570 330)

A7. Goods and Services Tax (GST)

If the applicant organisation is registered for GST provide the date of registration.

01/07/2000 (on implementation)

A8. Profile of Consortia Lead organisation

Year of Formation	1991
Total Number of Staff (Full Time Equivalent)	10,400 62% located in NSW
Annual Sales Revenue (\$):	\$6,692m to 31/12/2010
Paid-Up Capital (\$):	\$2,622million as at 31/12/2010

You must also attach the Consortia Lead's last reported Financial Statements in this application.

Complete details of the Optus (Singtel) financial results and past financial reports are available on our public website below:

<http://www.optus.com.au/portal/site/aboutoptus/menuitem.813c6f701cee5a14f0419f108c8ac7a0/?vgnextoid=d94bfaf924954010VgnVCM10000029a67c0aRCRD&vgnnextchannel=63bafaf924954010VgnVCM10000029a67c0aRCRD&vgnnextfnt=default>

Investor information is also available on the link:

<http://info.singtel.com/about-us/investor-relations/financial-results>

PART B FUNDING FOR ICT SOLUTION**B1. Title of the ICT solution**

SAAS Mobile Site Enabler for SME Retail and Tourism

B2. Purpose of the ICT solution**Describe what will be achieved at the completion of the project:**

Optus will launch a scalable and user friendly software as service (saas) product which will enable any SME retail or tourism organisation to rapidly build and publish a mobile website which will work on every mobile device for the monthly equivalent cost of renting a phone line.

Government funding will enable Optus/ Ad.IQ to unlock the potential of the mobile internet for the small to medium sized organisations which are unlikely to have funding or awareness on how to tackle the problem of building a mobile version of their web presence. Ad.IQ are the technology party and will build the tool set to enable non technical SME users to build their mobile sites and integrate with Optus internal process and billing systems. Optus will provide the delivery engine to sign up and manage delivery for the end users.

The first end user will be one of Wyong Council's Tourist Parks and Central Coast Tourism.

What sector need does it meet or what new sector capability does it prove? (max 1 page)

Internet traffic is growing exponentially from users browsing on their mobile devices yet a website designed for a large computer screen, keyboard and mouse will not render well, if at all, across the proliferation of mobile devices and operating systems in the market being used to access the web.

The relevance of the mobile internet is extremely pronounced in retail and tourism where the immediacy and context of being 'mobile' is real but, to date, mobile ICT suppliers have really only focussed on providing significant organisations with mobile internet sites that work seamlessly across devices.

Our proposal provides an accessible, scalable framework and non technical user solution for SME's in retail and tourism to rapidly mobilise their web content and provide contextual information back to users browsing their site on a mobile.

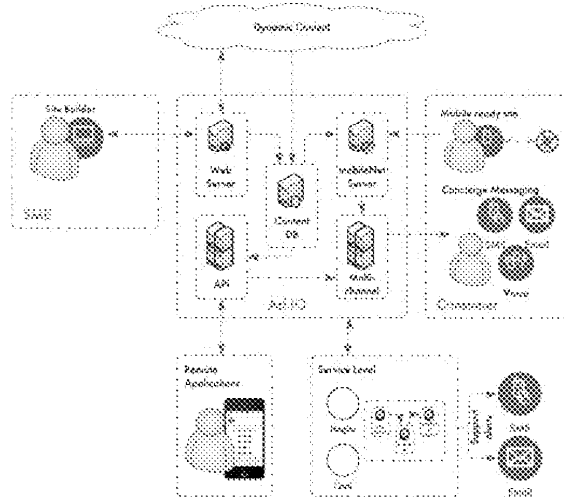
A relevant example of where this need exists is within our own consortia, within Central Coast Tourisms (CCT) remit to provide services to the members that will help drive more business revenue from tourism related activities and bookings. The development of our solution could enable CCT to provide an instant web mobilisation service to its membership at a reduced or subsidised cost. This has the dual benefit of instantly mobile-enabling a large number of static websites within the Central Coast Tourism area and also builds loyalty within the CCT membership base, making CCT more valuable to its membership, all of whom pay for membership of CCT with the aim of deriving additional tourism dollars.

Additional features that can be added to the mobile version of websites include location aware services which can help to build and support the regional tourism groups such as Central Coast, Blue Mountains and Hunter. Branding and information about attractions across the region can be delivered to mobile users, this in turn drives more regional based spend once the traveller is within the region.

B3. ICT solution description

Briefly describe the main features that will be developed:

At a high level (represented below) the technological solution can be broken into the following key components.



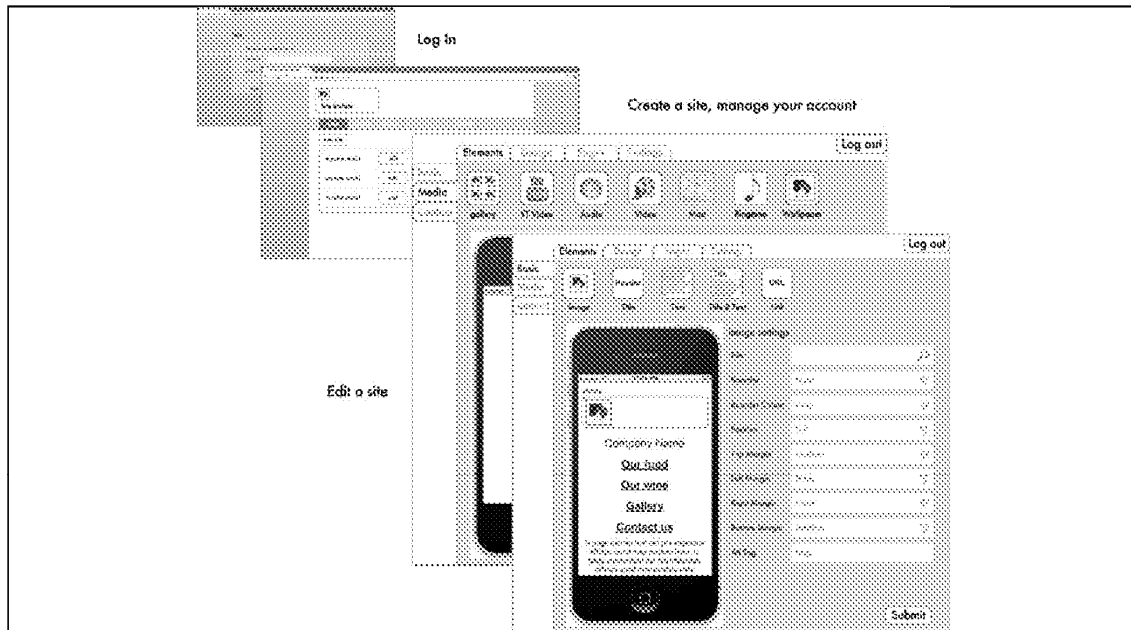
1. Order Process Management Tools

Optus has pioneered mobility solutions for business and government and established a mobility partner program and framework which brings best of breed mobile solution providers into a rich delivery ecosystem for Optus Business Customers. The first component in this solution design will plug into the mobility partner program to allow SME Tourism and Retail customers to access information on the solution and order processing. The administration tool will manage the sign up process and ensure customers are eligible, set up the Optus billing process and configure the Site Building tool, Hosting and Reports to the customer's requirements.

2. Site Builder

A web based tool, **Site builder**, will be developed enabling SMEs to subscribe to the service and publish a mobile site. Meta data, captured during set up for all sites through the order process, will enable directory and location services to the consumer when browsing content. Drag and drop technology will be used allowing non-technical users to build pages from a library of page elements, each of which can be configured. Content may be imported from an existing web presence to initially generate the site and/or enable on-going **dynamic content**, e.g. for offers. The scope of site builder covers; site editor, site stats/data, account details and billing information. As the platform develops new functionality may be bolted on to enable booking, payment and mobile advertising, for example.

A diagrammatic representation of how the site builder might look is shown overleaf:



3. Hosting and Rendering

When a customer visits the pc/com.au site we will detect if they are on a mobile and automatically redirect them to the mobile ready version of the site. Depending on the handset characteristics the user will see a version of the site dynamically rendered specific to their handset type and setting. Consumers can also access the site through a **Mobile Ready Site**, a portal to all SME sites through a user friendly interface rendered to meet the browsing handset's capability. The rendering engine utilises the latest technology to leverage the capabilities of the latest smart phones, such as touch screen and JavaScript, degrading gracefully for handsets with less functionality. All images are rendered dynamically to meet the screen size. **Concierge Messaging** leverages a multi-channel platform to deliver **SMS, Email** and/or **Voice** messages to a consumer, e.g. for more information, or to make a booking.

Content and meta data, such as location, will be made available via an **Application Programme Interface** enabling third party **remote applications** and services, e.g. native smart phone applications

- The target market is organisations of less than \$1million in turnover or 20 staff.
- Users within these organisations are likely to be responsible for managing their website.
- A user example would be Central Coast Tourist Centre, a national park, local campsite, Central Coast Holiday Park, a hotelier or local surf shop.

B4. Innovation and New-To-Market ICT solution

Describe how the solution compares to current offerings. How is your project's use of ICT technologies innovative and achieving the purposes identified in B2. (max 1 page)

The key innovation is the combination of business model and technology to make access to the end solution straight forward, scalable and low cost.

We have combined technology and delivery process (saas) to enable an existing set of technologies to accessibly reach the SME retailer and tourism organisation.

If we look first at the technology already available; any solution will require a rendering engine which can identify the customer's mobile handset and render a version of the site optimized to the device. Whilst the quality may vary, these solutions exist and form the core of any ICT offering in this space; therefore where we have been more innovative in this proposal is in the 'interface' to make the rendering engine accessible to the market.

Our interface uses the Optus Mobility Partner model and an admin web portal to enable large number of SME customers to access a logical technology through Optus Business as if it were nothing more extraordinary than ordering a fax line.

Our solution will then take a customer through a step by step process to intuitively build a mobile ready version of their website, securely host and report on customer usage stats. The site builder is going to be extremely innovative using drag and drop technologies and incorporating the ability to import content in realtime from a users .com site.

B5. Business Model

Describe what is the business model for commercialising the ICT solution. Highlight cost and/or revenue sharing models between the consortia partners, the marketing plans and go-to-market strategy. (max 1 page)

The first 12 months of our plan is focused on delivery of the low cost SAAS model within NSW for retail and tourism only as the early adopter market. Thereafter the Consortia plan uses their combined reach to roll out the solution across markets extending by industry and geography. We have conservatively forecast a low volume of sales in year one against the back drop of the many thousands of Optus SME customers and 220 partner/customers for Central Coast Tourism alone. The focus of year one is in building the solution and marketing the proposition through the partner program.

Year 2 we will roll out the solution across Australian market verticals with the Optus sales teams and undertake pilots in 2 small additional overseas markets to hone the model (Singapore and Ireland) where the consortia can use parent company business partners.

In year 3 we plan a full roll out across the Singtel and Ad.IQ network in Asia and Europe.

Optus already has a marketing and delivery framework to service the SME market. Teams are organised by market vertical and has a dedicated sales and marketing team for retail and tourism. Optus will promote the solution using the existing channels of communication focusing on one to one customer dialogue through our business account managers, email newsletters, Optus Business Magazine and the Optus Business Website. Optus also attends and sponsors a number of key technology-for-marketing events to promote the mobility partner program.

Ad.IQ will be responsible for building the solution and supporting it's ongoing development. The Optus Mobility Partner Scheme has an 80:20 revenue share model (Ad.IQ:Optus), billing will be through the standard Optus phone bill as a separate line item.

Our charging model is going to be straightforward. We will charge \$100 set up and \$25 a month to host the site with a minimum of 12 months subscription. This pricing is extremely accessible and has no hidden extras.

B6. Meeting the funding program objectives -

Explain how the project will meet each of the following evaluation criteria. Refer to the Program Brief for more details. (max 1 page)

Tourism and Retail Sector Benefits

A basic mobile site today starts at \$5,000. Our model will deliver a site for \$25 a month.

Over and above the cost reduction our model brings to the industry; enabling mobile sites for the SME market will reduce costs, increase revenues and ensure web presences for customers are future proofed against the continued growth of mobile uptake.

Between 5 and 10% of traffic on a website today will be coming from users on a mobile device. If the customer does not hit a mobile ready site this percentage can either be represented as:

1. lost revenue if the sites intention is revenue generating.

Or

2. a new and growing cost of customer engagement if the business has to spend more marketing dollars to attract the same number of successful site visits.

Innovative Use of Mobile and ICT Technologies

The solution combines work flow tools for customer set up and billing, SAAS, cutting edge content rendering and a WYSIWYG editor to deliver a total solution at a very low cost entry point.

The solution enables content across all devices and provides an innovative mobile technical solution for all retail and tourism sites.

Robustness of Consortia and Business Model

- Optus and Ad.IQ have a proven track record in delivering technical solutions through the mobility partner program. This year, together, we have delivered complex mobile technical solutions for Medicare, NSW RTA, Mondial Insurance and the Australian Bureau of Statistics.
- Our business model is defined by the partner program which covers all legalities, commercial relationships and delivery process management.
- The consortia have the reach across Asia and Europe to pilot and roll out the model.
- Ad.IQ have an innovative heritage, are privately funded and have successfully developed and rolled out a mobile messaging solution across 15 markets.
- Together Optus and Ad.IQ have delivered innovation in the Australian market place working for 3 years with the Australian Communications Alliance to deliver the worlds only local rate number range which can send and receive both phone and sms (1300, 1800 and 13 number ranges).

Economic Benefits and Alignment to NSW Government

Our understanding from conversations with our consortia members is that there is a general push from Industry and Investment and Tourism NSW to driving demand and supply side activities for tourism on a "regional basis". Each of the 14 Regional Tourist Organizations is addressing the issue holistically with a regional plan that includes not just the local area e.g. Central Coast, but also includes the broader regional partners of the Hunter and The Blue Mountains.

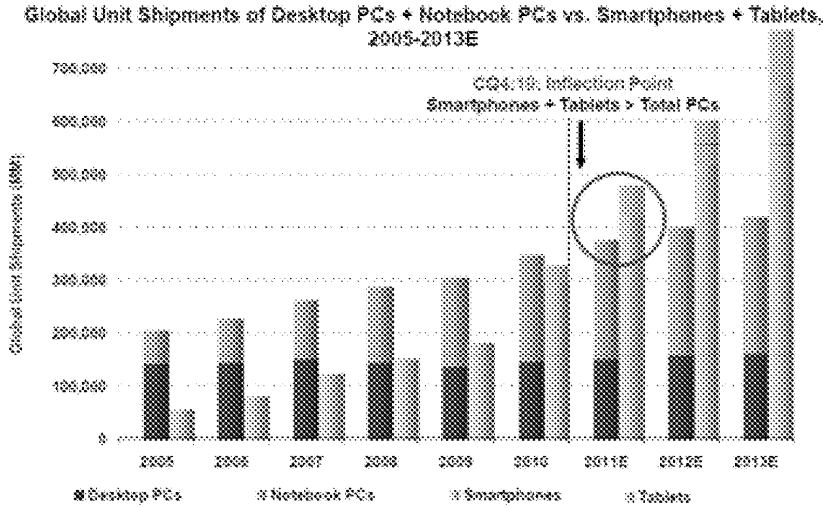
This destination management approach is supported by our solution which "mobile enables" content seekers with each region, driving the conversion of enquiries through to bookings. This is the regional economic benefit – securing more tourism dollars spent through the increasing use of mobile devices to access mobilized website content and make online bookings quickly and easily.

B7. Evidence to support the ICT solution -

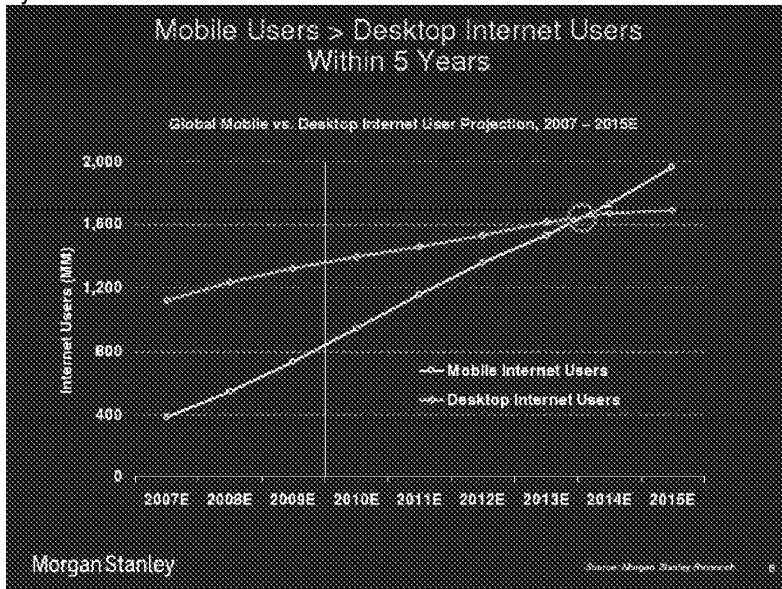
Describe the rationale behind the project. Refer to global trends, research or surveys conducted in the community/beneficiary/target group to support the proposal. (max 1 page)

'During 2010 Australians spent \$155 million on m-commerce and the m-commerce market is expected to grow this year, with 68 per cent agreeing they will be able to use mobile devices for all kinds of purchases, transactions and payments' (2011 Nielsen survey) "Simply delivering the same web experience to all e-commerce and m-commerce users is not viable," the survey said.

In 2011 there will be more smartphones and tablets in the market than PCs and notebooks. (KPCB2010)



By 2014 there will be more mobile internet users than PC.



SME retail and tourism websites will experience 5-10% of traffic coming from a mobile phone. This is likely to have doubled from only a year ago and be growing exponentially following the update of smart phones and capped rate data plans.

We note NSW Tourism has a beta mobile site and will be able to support our first hand experience. Ad.IQ recently delivered the visit London, visit Scotland and lastminute websites which are all experiencing exponential growth in traffic (and revenues) month on month.

B8. Consortia Partners

These partners are the supporting consortia members that apply for this grant to undertake the project collaboratively. A minimum of 2 (two) Consortia Partners are required, one of which must be a User Organisation. Refer to the Program Brief for more information.

Partner 1	Name of organisation	Optus Business
	Contact Person:	Mike Ryder
	Position Title:	Strategic Account Manager
	Telephone	(02)80828841
	Email	Mike.ryder@optus.com.au
	Role in Partnership	Sales, marketing, network and mobiles
Partner 2	Name of organisation	AD.IQ
	Contact Person:	James Critchley
	Position Title:	Managing Director
	Telephone	02 03766100
	Email	james.critchley@adiqglobal.com
	Role in Partnership:	Development, hosting, application support
Partner 3	Name of organisation	Wyong Shire Council
	Contact Person:	Michael Whittaker
	Position Title:	General Manager
	Telephone	02 4350 5555
	Email	michael.whittaker@wyong.nsw.gov.au
	Role in Partnership:	User organization, pilot candidate

Partner 4	Name of organisation	Central Coast Tourism
	Contact Person:	Oliver Philpot
	Position Title:	CEO
	Telephone	(02) 4343 4400
	Email	ophilpot@centralcoasttourism.com.au
	Role in Partnership:	User organization, pilot candidate

B9. Core Project Team's Skills and Capabilities

List the core project team members below.

Name & Organisation	Role	Relevant Experience, Skills, and Capabilities
Paul Phillips Ad.IQ	CTO	<p>Ad.IQ Limited, London UK Chief Technology Officer. June 2004 to present</p> <ul style="list-style-type: none"> ▸ Responsible for the managing Technical Development teams, software quality standards and development methodology. ▸ Fostered and managed third party partnerships and strategic alliances. ▸ Liaised with client technical groups for project integration – Amex, Ford, Royal Mail, IBM, Cisco, BT, BBC, Purina and Unilever. ▸ Responsible for thought leadership and expertise in technology for marketing. <p>OgilvyOne Worldwide. London, UK Head of Technology. December 2002 to June 2004</p>
James Donnelly Ad.IQ	Architect	10 years experience in mission critical n-tiered application design and implementation. Technical lead on projects for numerous major brands and household names. Fluent in J2EE, Perl, .net, Javascript and SQL. 5 Years experience in development management.
Davendra Jesani Ad.IQ	Lead Developer	Involved in the development of Ad.IQ's core, voice and API platforms, web widgets, webclients, web and mobile sites such as RTA and lastminute. Fluent in advanced Java (J2EE) technologies, PHP, Perl, SQL, HTML, CSS & JavaScript
James Critchley Ad.IQ	Project Owner	<p>The founder of Ad.IQ, James conceived the underpinning platform, financed and established the business model for Ad.IQ and has successfully seen the business and team grow from his kitchen to global business in 15 markets. He has worked with several hundred major organizations helping to shape their mobile strategy.</p> <p>Today James is on active duty with a number of significant client project management roles and manages the delivery teams across markets.</p>

B10. Project Financing -

Explain how the project will be financed by the consortia members. Also state any other government funding the consortia has received or may receive for this project. (max 1 page)

The total cost of the solution to build and support is \$500,000,

The solution will cost \$333,000 in manpower costs to build and we are applying for the full amount that can be grant funded.

The balance of the solution will be funded by Ad.IQ and Optus. Operating costs will be heavily subsidised by both businesses and there are no cost of sales being entirely absorbed through the mobility program.

The core technical development infrastructure will be leveraged from Ad.IQ's existing framework and heavily subsidised.

We are not applying for any other grant or government funding.

B11. Budget summary details - update

The figures below are the summary of the complete budget across all consortia members. Use the Detailed Budget Worksheet to generate the figures below. The Detailed Budget Worksheet must also be submitted in Annex A.

ITEM	\$
A. ICT MANPOWER COSTS	\$333,000
B. NON-ICT MANPOWER COSTS	\$0
C. HARDWARE COSTS	\$10,000
D. SOFTWARE COSTS	\$30,000
E. OTHER ICT COSTS	\$112,000
F. OTHER NON-ICT COSTS	\$0
G. TOTAL PROJECT COST	\$485,000

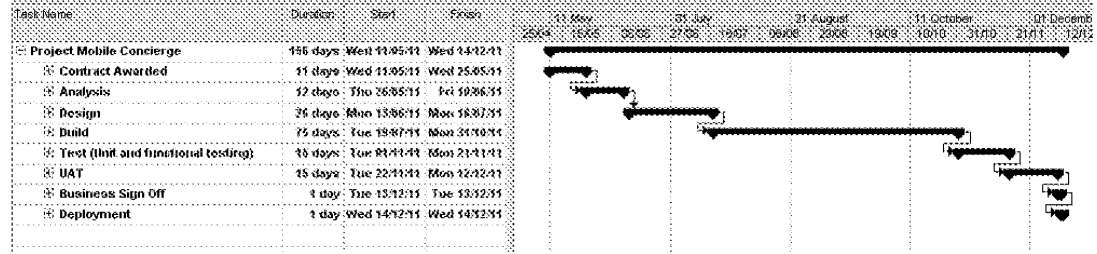
B12. Project deliverables

Provide the following Key Performance Indicators (how success will be measured) for each major activity. State the expected delivery timeframe.

Significant Activity/Task	Timeframe	Key Performance Indicator
Contract Awarded	11days	Signed: → Contracts
Analysis	12days	Signed: → Project Initiation Document
Design	26days	Signed: → Functional Specification → Look and Feel → Copy → Service Test Case
Build	75days	Bi-monthly: → Revised Project Plan → Status report (success, opportunity, failure threat) → Status Meetings
Testing	15days	Signed: → Completed Service Test Case
UAT	15days	→ Issue Register → Completed Service Test Case revision
Business Sign Off	1day	Project Sign off
Deployment	1 day	Live service

B13. Key dates for the project -

Proposed start date: 11/05/2011	Anticipated finish date: 14/12/2011
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Based on current understand of scope the timeline above has been drawn up in detail. Where business requirements indicate project constraints, such as final delivery date, resource allocated to the project and or scope may be revised.

B14. Project Impact -

Describe the outcomes of completing this project in both quantitative and qualitative impact. Quantitative impact should be measurable at the end of the project. Qualitative impact should include achievements such as competitive advantages, new skills and capabilities developed, and contributions to the ICT industry and the Tourism and/or Retail sectors (e.g. new consumer insights gained from pilot). (max 1 page)

	Quantitative Impact	Qualitative Impact
Optus Business	<ul style="list-style-type: none"> • This will add a new solution into our Mobility Application Partner program. • This application can be sold via the Optus Business Sales team of 400 sales people. • Government and Tourism vertical sales and marketing can be used to promote the uptake of this solution. • Optus Business revenue in the Mobility Application space will increase. 	<ul style="list-style-type: none"> • Optus Business profile as a leading provider of Mobility Applications is enhanced • Optus Business brand is built through broader exposure to the NSW Tourism market • Optus Business is seen as a valuable channel to market for our existing and potentially new mobility application partners
[Ad.IQ]	<ul style="list-style-type: none"> • Development of a new product • Significant new revenue opportunity including export growth. • Ability to hire and sustain a new ICT team • Creation of 5 new full time equivalent head count in Sydney office. 	<ul style="list-style-type: none"> • Wide ranging benefits from the ability to hire a new team, • recruit and develop new technical skills and • the ability to leverage our existing knowledge base developed for Blue-chip customers to deliver a seamless saas solution for the SME market.
Central Coast Tourism	<ul style="list-style-type: none"> • Number of visitors/ users of the new technology • Number of leads generated directly to tourism products • Number and value of bookings secured through technology • Number of requests for further information from Central Coast Tourism • Time spent using the application • Increased visits to Central Coast Tourism website • Increased activity for Central Coast Tourism members (i.e. increased sales) 	<ul style="list-style-type: none"> • Competitive advantage of being one of the first regional destinations in Australia to develop this level of technology • New skills acquired by Central Coast Tourism staff in being involved in digital technology development • Increased level of credibility with members for offering innovative marketing opportunities • Improved branding positioning and destination reputation • Satisfaction of Central Coast Tourism members with the solution
Wyong Shire Council	<ul style="list-style-type: none"> • A mobilised website developed • Increased visits to Wyong Shire Council website • Number of visits to site via new technology • Increased Holiday park utilisation 	<ul style="list-style-type: none"> • Increased economic activity in the Shire (from increased tourism) • Increased profile of Central Coast Holiday Parks as a tourist destination

B15. Benefits to the broader industry and sector

Describe how your project will be a model to others. How do you plan to share your project lessons and outcomes with the broader industry and sector? (max 1 page)

The Optus Business NSW Government Sales Team are responsible for managing the sales and support of Optus solutions into core government agencies, utilities, higher education and local government. Through our work in these areas we propose the following activities be undertaken to share the model we've developed so that relevant NSWG entities can benefit.

In particular we believe this model will be of great interest to local councils, regions of councils and local tourism boards.

1. Promotion at the Local Government IT Conference at Coffs Harbor
2. Promotion at the annual Council Finance \General Managers conference
3. Sales and marketing of the solution to each local council in NSW via OB Account Manager
4. LGSA conference schedule
5. LGP
6. ROCs

Core Government Agencies

Optus will seek to identify the specific groups within agencies such as DSRD and Tourism NSW to engage and identify any specific target portfolios within NSWG that can benefit from our solution.

Tourism Sector

Optus Business has a dedicated team of account managers who sell all OB products and services into the Tourism vertical within NSW. As we are proposing that our solution becomes a 'standard product' within our Mobility Partner portfolio we will actively promote the sale of this solution through this sales team, consisting of 6 account managers.

Central Coast Tourism is one of 14 Regional Tourism Organisations throughout NSW, and is regularly engaged with a variety of destination and tourism product marketing organisations throughout Australia, including Tourism NSW, The Australian Tourism Export Council and Tourism Australia. The outcomes of the project can be easily shared with these partners, as well as the 220 + members of the organisation itself.

B16. Sustaining the project outcomes -

Describe how the intended outcomes of the project can be sustained beyond the life of the project. Also describe the basis for conclusions that the intended outcomes will extend beyond the term of funding. (max 1 page)

Few people now debate whether the concept of a person browsing the web on a mobile phone is here to stay. In reality the concept of mobile versus the pc-accessed web is becoming blurred astonishingly quickly. A phone is now just an always connected computer and we use our smart phones for tasks which were inconceivable just a few years back. One of these, the 'mobile internet', is growing quicker than any other data uptake and continues to outpace pc web-access-growth. Mobile internet access will have over taken traditional pc access by 2014. Source: Morgan Stanley Research.

In the medium term the lack of common standards, sheer range of devices, operating systems, input options, sizes etc dictate that the content will have to be optimized to the device necessitating a mobile ready site. To give the reader a sense of the proportion of the problem the Ad.IQ rendering engine tracks up to 500 handset characteristics for 6000 hardware device variants.

The business model has inherent longevity and assumes an annual recurring license fee per customer. Initially the tool will be charged at a below market rate to build momentum, credibility and uptake focused in SME retail and tourism. In subsequent years the solution will be charged at market rates and rolled outside the walled gardens of retail and tourism in NSW. Initially the solution will focus on being a simple, robust and user friendly tool with the key functional requirements. Overtime we will offer 'bolt on' solutions as additional revenue streams such as; location based information, messaging tools and payment solutions.

As market appetite develops; driven by user uptake of the mobile internet, Optus is in prime position to extend the solution reach by market industry and geography. Existing customer revenue streams will diversify as additional functionality is made available through the site builder interface and mobility partner network.

Central Coast Tourism will integrate the technology developed through the pilot program into its core marketing strategy and further enhance the program over time to ensure it remains at the forefront of its digital marketing activity. The technology will allow Central Coast Tourism to offer new marketing and content delivery opportunities to the Central Coast Tourism industry and potentially increase the conversion of leads, bookings and direct enquiries to operators. Central Coast Tourism will not only use the technology platform to access its target market, but also engage directly with its audience on an ongoing basis and introduce strategies to maintain a relationship with consumers, with the objective of developing repeat visitation to the destination and brand followers.

B17. Business forecast for ICT solution

Forecast the following financial and operational figures contributed by this ICT solution following the completion of its development and pilot. Use the “most-likely” scenario for your forecasting.

Optus Mobility Partner	Project (2010/11)	2011/12	2012/13	2013/14
Jobs in NSW				
Total	5	7	9	11
ICT Staff	4	5	5	5
Non-ICT Staff	1	2	4	6
Financial				
Revenue	\$80,000	\$650,000	\$1,500,000	\$2,000,000
% Export	0	8%	20%	33%
Operating Profit/Loss	-\$310,000	\$95,500	\$740,000	\$1,028,000

B18. DeclarationConsortia Lead: Optus

*Please sign the declaration below: **Sign-off should be by the person who has delegated authority to sign on behalf of the organisation e.g. CEO, General Manager or authorised member of the Board of Management. Indicate your authority to sign this application: State Manager NSW Government***

I/We certify that the information given in this application is true and correct. I/We have read and acknowledge the Terms and Conditions (pg 17) with respect to assistance under this program. I/We agree the information disclosed in this application may be disclosed to other government agencies, reviewers and staff assisting with the administration or promotion of NSW Government funding programs.

[further certify on corporate ownership relationships]

Signature



Date 25/03/2011

Printed name Philip Brady


Position title State Manager NSW
Government

Consortia Partners


Please sign the declaration below: Sign-off should be by the person who has delegated authority to sign on behalf of the organisation e.g. CEO, General Manager or authorised member of the Board of Management. Indicate your authority to sign this application: Managing Director

I/We certify that the information given in this application is true and correct. I/We have read and acknowledge the Terms and Conditions (pg 17) with respect to assistance under this program. I/We agree the information disclosed in this application may be disclosed to other government agencies, reviewers and staff assisting with the administration or promotion of NSW Government funding programs.


Consortia Partner: Ad.IQ Global

Signature 	Date 25/03/2011
Printed name James Critchley	Position title in organisation Managing Director

Consortia Partner: [Wyong Shire Council

Signature 	Date 25/03/2011
Printed name Michael Whittaker	Position title in organisation General Manager

Consortia Partner: Central Coast Tourism

Signature 	Date 25/03/2011
Printed name Oliver Philpot	Position title in organisation CEO

Terms and Conditions

1. Submission of application does not guarantee funding. The costs for producing an application are borne by the applicant. The grant giving agency can withdraw funding in described circumstances and dates can be changed. Applicants should read the specifications for the relevant funding program to be fully informed of requirements.
2. Information received in applications and in respect of applications is treated as confidential. However, documents held by the grant giving agency are subject to the Freedom of Information Act, 1989. This means that the information contained in application forms and other relevant information may be released in response to a request lodged under the Freedom of Information Act.
3. The information provided in and supporting this application forms part of the agreement of performance with I&I NSW in respect of any assistance provided.
4. I&I NSW reserves the right to determine eligibility for financial assistance based on information provided in the application form and all other pertinent information.
5. In offering assistance, I&I NSW reserves the right for such assistance to be the subject of publicity and/or used for case studies.
6. Any assistance will be conditional on agreement being reached with I&I NSW on any public announcement of the project in NSW and the State Government's role in any official launch of the project. No public announcements should be made (by any parties) regarding this project prior to agreement being reached.
7. Any personal information provided to I&I NSW is voluntary and protected by the Privacy and Personal Information Protection Act 1998 (NSW) and the Health Records and Information Privacy Act 2002 (NSW). The information may be used to send you communications such as newsletters, flyers, and information about business-related activities. Please refer to our website www.business.nsw.gov.au for more information on our privacy policy and your rights to access or correct the information.
8. Where the Applicant has provided partners' personal information or any other person's information to I&I NSW, the Applicant hereby attests that consent has been obtained, in compliance with the Privacy and Personal Information Act 1998 and the Health Records and Information Protection Act 2002 (NSW), from all relevant persons for the disclosure of their personal information to I&I NSW and also for the publication of that personal information.
9. The applicant organisation will participate in any program evaluation conducted by I&I NSW.
10. Agreement to indemnify I&I NSW against all losses, liabilities, claims expenses and other costs arising in any way in connection with or as a result of this Application for Assistance or the Assistance provided and any related activity and any breaches to state or federal legislation including privacy legislation.

Checklist for applicants**Before sending your application, check that (tick boxes):**

- All the questions are answered
- The project addresses stated criteria for the Funding Program from which funds are being sought
- The declaration is signed by all parties
- Detailed Budget Worksheet is attached
- Attach Consortia Lead's last reported Financial Statements
- A copy of this application has been retained by the Consortia Lead
- Submit both hard and softcopy versions of this application including all attachments