

Bounce Back 

COUNCILS™

Community SMS Notice Board

**Self-service
Community Information Solutions
Via SMS**



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- On any Council asset or issue,
- Or respond to SMS enquiries (by accessing a range of existing systems),
- As often as required.
 - Easier than a recorded message
 - Cheaper than 1900 numbers
 - Quicker than updating websites

Your Council

Keeps your information
up to date

Your Rate Payers
Access your information
anytime from any mobile

Bounce Back
COUNCILS



OR

Update message for
each keyword by mobile
or BBSMS website
whenever required



System
'Bounces Back'
your current message for
that keyword as a return txt

People send
keywords as a
txt message
to 199 22767



www.bbsms.info/councils 1300 552 189



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Key Benefits

BounceBack allows any size Council to:



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- Provide quicker & more accurate ratepayer information, while also
- Reducing peak call loads & the frustration of (identical) inbound calls,
- Freeing up valuable resources & reducing on hold times for those enquiries demanding personal attention



Key Features

- Secure, web based solution that's easily customised
- Works with your current policies & systems
- Works 24/7 on all phones & all networks
- Easily administered by non-technical people
 - Update hundreds of messages in 30secs
- Simple for end users
 - SMS is well understood
- No legislative exposure in terms of data security, privacy, spam, etc

Which also generates a lot of goodwill

Too wet? Find out by SMS

WYONG sporting teams caught in a deluge or headwinds no longer have to do a round-trip to find out if a match is still on.

Wyong Council has launched a text message service which will tell people the status of its sports grounds during wet weather or other unsavoury conditions.

Each of the grounds has been given a code which players can send to the BounceBack SMS number — 1300 552 189. They will immediately be advised whether matches will go ahead or not that day.

Sports liaison officer Maureen Wilson said the service was a "quick and easy" way for schools, clubs and individuals of the status of its sports grounds.

"BounceBack SMS can be used to check if grounds are available for training or sports played through the week," Ms Wilson said. "SMS is the way to go these days."

"It's quick, inexpensive and you can find out about a Wyong shire sports ground from anywhere in the world with one SMS."

The service costs 55 cents each message and will be updated by council staff by 1pm Monday to Friday.

Sports associations have their own systems in place to provide information on weekends.

The BounceBack SMS sportsground codes are available at www.wyong.nsw.gov.au

Ms Wilson said the council would still run its wet weather hotline for people who preferred to telephone.

Imagine wet weather without any phone calls!*

Yes it is possible! Council staff no longer have to dread the communications mayhem that comes with every good shower of rain.

A number of northern Sydney, Central Coast and Newcastle councils have implemented a new SMS service that allows schools, sports clubs, players and parents to simply read a ground code or keyword from their mobile, and instantly receive a return text message with current ground information.

The BounceBack service works across all mobile networks and all handsets, and is proving a big hit with club committees and busy families.

Not only is the service popular with ratepayers, but Council Recreation Officers are finding that the process to update messages across any number of sports grounds is literally taking seconds.

And being able to provide an easy and reliable information source is also taking the pressure off switchboards and customer service departments.

Councils have always suffered from an inability to quickly publish new information – websites take too long to change, while recorded messages and voice prompt systems with enough incoming lines can be costly.

"The beauty of our SMS system is it's a 'self service' model," said Darren Brogno, a co-founder of the BounceBack Councils service.

"Councils can meet their responsibilities by quickly and simply publishing new information, and then it's up to the sports clubs or other users to access that information. And these people can now do so anywhere, anytime, on any mobile."

To find out more visit www.bbsms.info/councils or telephone 1300 552 189.

*Copy supplied by Blink Mobile Technologies



Use SMS to check if ovals are wet

THE Wyong Shire's sporting community has an easier way of knowing if a ground is open or closed.

Wyong Council has launched a short message service, BounceBack SMS, outlining the status of council-controlled sportsgrounds on weekdays.

An SMS containing the

code of the sportsground to be played at can be sent to the service. The sender immediately receive advice on whether the ground is open.

The service costs 55 cents and information will be updated by the council's staff by 1pm Monday to Friday. Sports associations can provide weekend information.

The council's sports

liaison officer Maureen Wilson said SMS was the way to go these days.

"It's easy, quick, inexpensive and you can find out about a Wyong shire sportsground from anywhere in the world, all with one SMS," she said.

The council's wet weather hotline stills run for people who prefer to telephone.

Over 10 multi-purpose multi-charge Plan assessment available on all cards. Visit our new website for further www.bango-technics.com

COAST NEWS

Messages set to bounce back

WYONG Council has launched a short message service (SMS) that tells people the status of council-controlled sportsgrounds during weekdays.

BounceBack SMS will provide information on whether grounds are open or closed for training and competition sports sending an SMS containing the unique code of their sportsground.

They will immediately receive a response stating if the ground is open or closed.

Sending an SMS to BounceBack SMS will cost a flat fee of 55c and the information will be updated by council staff by 1pm Monday to Friday.

Sports associations have their own systems in place to provide information on a weekend.

The council's sports liaison officer Maureen Wilson said the service would allow a quick and easy way of communicating with schools, sporting clubs, sporting associations and individuals.

The BounceBack SMS phone number and sportsground codes can be found at www.wyong.nsw.gov.au

Work right on track

www.bbsms.info/councils 1300 552 189



Community SMS Notice Board

Council friendly

- Each facility has a unique keyword that users text
- One destination number for all message requests
 - *199BBSMS (199 22767)*
- Doesn't force a change in your current work practices
- Update information via any internet connection or direct from a nominated mobile
- Annual subscription license
 - options of ZERO or reduced Council fees per use
- No legislative exposure in terms of data security, privacy, spam, etc
- Marketing materials help you launch the initiative

Fully expandable

- Most common ratepayer enquiries can ultimately be made accessible via SMS messages
- Councils can, at their discretion expand the range of 'SMS accessible' information
- Begin with sports & wet weather, then progress to:
 - Festivals/events, day care vacancies, holiday activities, after hours contacts, closures/outages, waste collections
 - Application tracking or receive status updates on requests & process flows



Blink's BounceBack technology

Allows you to configure all sorts of information responses to simple SMS keyword enquiries which are handled by the BounceBack Server within your secure hosted environment



SMS Gateway

Blink
BounceBack
Message Server



Return the current entry in the Blink Subject Database



Return a section of a normal web page



Return result of query using interactive web page



Return result of a query to a database or application



Return a current value from a RSS feed



Initiate a "Call to Action" and receive a confirmation



Current Council clients

- Wyong Shire Council
- Gosford City Council
- Hornsby Council
- Newcastle City Council
- Penrith City Council
- Fairfield City Council
- Upper Hunter Shire Council
- Bankstown City Council



Award winning



ATUG 2009 AWARD

Innovations in Communications
Highly Commended

Presented to

Blink Mobile

For their BounceBackSMS service.

Rosemary Sinclair
Managing Director, ATUG

David Swift
Chairman, ATUG

Thursday 12 March, 2009



Co-founders: Ben Thomas-Brigden and Darren Besgrove

Blink and you miss a chance

Richard Noone

WHAT started as an innovative way to let sporting clubs keep track of ground closures on weekends has earned a Gosford company national recognition.

Blink Mobile Technologies received a highly commended award for innovation recently at the Australian Telecommunications User Group's 2009 excellence awards.

The emerging software provider was short-listed as a finalist in the "innovations in communications" category up against national and international firms.

It was the first time Blink Mobile had entered the awards with its BounceBack SMS service.

Managing director Darren Besgrove said the technology was developed on the Central Coast as an easy way for local sporting clubs, schools and community groups to receive timely information about ground closures or whether school excursions were going ahead despite rain.

"Instead of one poor coach having to ring around and tell 20 parents, the parent can simply text a code word to a phone number and get a text back with the latest information," he said.

The system is user driven in that the parent making the inquiry is charged a fee, usually about the cost of two text messages, saving the coach's phone bill and avoiding pitfalls associated with the much maligned tradition of telephone trees.

Mr Besgrove said the fact the service was user-pays and the information was requested, rather than "spammed" to an unsuspecting person's mobile had sparked interest of local councils, utilities and the private sector.

He said it also did away with privacy issues surrounding information being inadvertently sent to the wrong person.

Councils have adopted the local government version of the software to advise residents of road closures, water outages and other council works.

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