



September 1, 2009

## **SERVICE LEVELS, FEES and CHARGES**

Councils can select from one of the 3 service levels (below) for the core BounceBack Community Notice Board Service.

In addition there are a number of optional modules and templated communication tools. This flexibility in pricing and service, provides a low cost entry point for any size Council, along with the opportunity to integrate broadcast or 'push' SMS functionality, engage additional departments and their requirements, or add degrees of sophistication and data integration to the service as each Council requires it.

Councils can elect to upgrade at any time from one level of service to the next, based on a pro-rata price adjustment.

\* Note: all pricing quoted is ex GST

### **CORE COMMUNITY NOTICE BOARD SERVICE**

#### **Gold**

- unlimited keywords
- multi-function: grounds, beaches, child care, festivals, major roadworks ...
- multiple keyword administrators with unique log-in, password, etc
- FREE analysis and reporting of usage
- FREE<sup>1</sup> SMS messages for up to six VIPs (per administrator above)
- data retention/archive services

\$990 set-up + \$4800 per year  
(or \$400/mth)

#### **Silver**

- unlimited keywords
- multi-function: grounds, beaches, child care, festivals, major roadworks ...
- single keyword administrator only
- administrator online access to usage stats
- FREE<sup>1</sup> SMS messages for up to six VIPs

\$660 set-up + \$3000 per year  
(or \$250/mth)

#### **Bronze**

- up to 10 keywords only
- single-function only: either grounds OR beaches OR child care OR festivals, etc
- single keyword administrator

\$330 set-up + \$1200 per year  
(or \$100/mth)



## ADDITIONAL MODULES

The following modules and options are available to:

- Deliver integration with other software systems:  
Eg Link keywords to website urls, RSS feeds or other readily accessible data sources in order to deliver the return message based on live data from these sources:
  - \$150 set-up + \$100/month
  - Any changes or amends to links will be charged at an agreed hourly rate
- Enable bulk SMS sending:
  - Intro Level
    - Facility to upload numbers, send SMS and purge data
    - \$50/month only (no set-up)
    - SMS charged in advance in \$250 blocks for 2000 (or 12.5c each)
  - Complete database management of mobile numbers/contacts:
    - Supply of a multi-relational database to allow profiling & SMS sent history per mobile phone number
    - Web interface for ratepayer self registration, opt-in and profiling
    - Automated opt-out facility
    - \$500 set-up + \$100/month
    - SMS charged in \$250 blocks for 2000 (or 12.5c each)

## COMMUNICATION TEMPLATES & INITIATIVES

All weather signs

- Core flute \$12.50 each
- Solid vinyl \$18.50 each

Information cards

- \$200 per '000

Press Release (draft copy)

- No charge

Information letters

- No charge

Designs & artwork for signs, cards, etc

- No charge

Assistance with newsletters, funding submissions and award nominations

- No charge

## CUSTOM DEVELOPMENT & COMPLEX SYSTEM INTEGRATION

- Is also available to 'mobile enable' access to back-end data sources and other software applications such as DAs, Work Orders, Inspections, Library, etc
- Such access can have additional security provisions – allowing access for staff, select groups or individual ratepayers
- SMS can also be used to initiate an action, request a call back or lodge a customer service request
- 'Unique' destination numbers (either 13, 1300, 199 or 04) can also be utilised if preferred but will need to be individually quoted, as variable third party costs will apply

Application Forms for the BounceBack Community Notice Board Service are available online at [http://www.bbsms.info/councils/how\\_to\\_order.php](http://www.bbsms.info/councils/how_to_order.php) or by ringing 1300 552 189.