



Increasingly, people are looking for quality information when choosing between aged care facilities.

Will they find you?



Promotional Package Features

DB Informatics is pleased to be able to bring very affordable, expertly designed promotional services tailored specifically for the aged care industry.

We have worked with aged care facilities in designing a package of services to meet the specific marketing and promotional requirements faced by aged care organisations.

We appreciate that aged care organisations don't want slick and glitzy sales presentations by pushy salesmen. Rather, you need to promote your services, facilities and staff in a professional yet friendly and caring manner that demonstrates to your potential residents and their families that you provide a high quality, safe and enjoyable environment.

To assist you with this, DB Informatics offers a package of promotional services for you to choose from. Once you have decided that you want us to deliver your new, professional and very functional website you may also choose from our other design, brochure and print services on offer.

Why You Need a Website:

- ✓ Promote your organisation professionally through the internet
- ✓ Add value to the services you provide to residents' families
- ✓ Decrease administrative workload
- ✓ Helps to keep your beds full
- ✓ People are increasingly looking to the internet for information about products and services. If you are not there, you will miss out

Website Features:

- ✓ Custom designed front page
- ✓ Site content individually branded to your organisation's image
- ✓ Add to / delete from / edit your site content at any time via your web browser
- ✓ Your own domain name
- ✓ Up to 5 email aliases included

Design Services:

- ✓ Create a logo to professionally reflect and promote your organisation
- ✓ A professionally designed brochure that you can give to prospective clients to promote your services
- ✓ Promote a consistent, professionally branded image of your organisation through quality stationery sets

Print Services:

We can also arrange competitively priced, no hassle, printing for you if required:

- ✓ Brochures
- ✓ Business cards
- ✓ Letterhead
- ✓ With Compliments Slips
- ✓ Promotional Folders

All you need to do is give us the information we need to create a professional promotional package of services for your organisation and we do the rest.

What could be easier?

Please call Darren on 08 8277 8536 to discuss your requirements further or email to darren@dbinformatics.com.au

Aged Care Promotional and Marketing Package



adjust your sites

When you agree to purchase an Aged Care Packaged Website through DB Informatics, you also have the opportunity to select from the additional promotional services on offer:

<i>Service</i>	<i>Features</i>	<i>Cost (ex GST)</i>	<i>Cost (inc GST)</i>	<i>Tick to select</i>
Aged Care Website	<ul style="list-style-type: none"> ✓ Custom designed front page ✓ Site individually branded to your organisation's image ✓ Add / delete / edit your site content at any time via your web browser ✓ Your own domain name ✓ Up to 5 email aliases included 	\$4,500	\$4,950	✓
Website Hosting & Maintenance	<ul style="list-style-type: none"> ✓ Hosting on fast, secure web server ✓ Routine CMS Software updates ✓ Daily backups of your site ✓ 24/7 uptime monitoring ✓ Usage Statistics software ✓ Helpdesk support 	\$90 pm or \$960 pa	\$99 pm or \$1,056 pa	✓
Logo Creation	<ul style="list-style-type: none"> ✓ Reflect your organisation's vision and values through your logo ✓ Designer created in consultation with you 	\$400	\$440	
Promotional Tri-Fold Brochure	<ul style="list-style-type: none"> ✓ Themed according to your logo, organisational colours and images ✓ Layout developed with you ✓ Content provided by you 	\$550	\$605	
Stationery Package Design	<ul style="list-style-type: none"> ✓ Business Cards, Letterhead, With Compliments, Folder designs ✓ Themed according to your logo and organisational colours ✓ Layout developed with you 	\$350	\$385	
Printing	<ul style="list-style-type: none"> ✓ We can also arrange printing for you if required: <ul style="list-style-type: none"> ✓ Brochures ✓ Business cards ✓ Letterhead ✓ With Compliments Slips ✓ Promotion Folders 	See Print section for price details	See Print section for price details	
Internal Literature	<ul style="list-style-type: none"> ✓ Resident Handbook or Information Package design applied, formatted and presented in PDF file 	\$10 p/page min \$150	\$11 p/page min \$165	
Promotional CD-ROM	By negotiation			
Streaming Video File	By negotiation			

* Aged Care Quality Association Inc members receive a 10% discount on package total price (excludes printing which attracts a 5% discount)

Printing Package Details and Pricing

By accessing the design services provided by DB Informatics, you are not obliged to use the printing service that has been negotiated for you. However, it is provided to take the hassle out of finding, arranging and negotiating high quality, reasonably priced print services. After the designs are finalised, all you need to do is place the order with us and then wait for your stationery to arrive.

Delivery Charges

All orders will be couriered to your door and courier charges will be passed on to you without mark-up. If you would prefer us to use your courier, please inform us at the time of placing the order.

Standard Printing Package Options (Individualised packages can also be quoted upon request)

Brochures (A4 Trifold)

<i>Quantity</i>	<i>Stock</i>	<i>Colour</i>	<i>Price Inc GST</i>
500	A4 Heavy Gloss Paper	Full Colour	\$500
1000	A4 Heavy Gloss Paper	Full Colour	\$600

Business Cards

<i>Quantity</i>	<i>Colour</i>	<i>Stock</i>	<i>Price Inc GST</i>	<i>Stock</i>	<i>Price Inc GST</i>
1 card x 250	Full Colour	Ivory Matt	\$90	Matt or Gloss Laminate	\$110
1 card x 500	Full Colour	Ivory Matt	\$110	Matt or Gloss Laminate	\$135
1 card x 1000	Full Colour	Ivory Matt	\$140	Matt or Gloss Laminate	\$180

Letterhead

<i>Quantity</i>	<i>Stock</i>	<i>Colours</i>	<i>Price Inc GST</i>	<i>Colours</i>	<i>Price Inc GST</i>
1000	White Bond	2 Colour	\$280	Full Colour	\$475
2000	White Bond	2 Colour	\$355	Full Colour	\$525
5000	White Bond	2 Colour	\$500	Full Colour	\$735

With Compliments Slips

<i>Quantity</i>	<i>Stock</i>	<i>Colours</i>	<i>Price Inc GST</i>	<i>Colours</i>	<i>Price Inc GST</i>
1000	White Bond 1/3 A4	2 Colour	\$245	Full Colour	\$405
2000	White Bond 1/3 A4	2 Colour	\$270	Full Colour	\$460

Envelopes

<i>Quantity</i>	<i>Colour</i>	<i>Stock</i>	<i>Price Inc GST</i>	<i>Stock</i>	<i>Price Inc GST</i>
500	1 Colour	DL Window	\$155	DL Windowless	\$155
1000	1 Colour	DL Window	\$180	DL Windowless	\$180

Display Folders

<i>Quantity</i>	<i>Stock</i>	<i>Colours</i>	<i>Price Inc GST</i>	<i>Colours</i>	<i>Price Inc GST</i>
250	White Gloss Card	1 Colour	\$530	2 Colour	\$660
500	White Gloss Card	1 Colour	\$685	2 Colour	\$810

Hosting & Maintenance Service

As a part of the hosting contract, DB Informatics delivers a maintenance agreement where any officially announced security issues are patched. Along with designated administrative support time (non-programming) a full upgrade to the latest stable version of eZ publish is applied once a year to ensure that your website is kept up to date and benefits from the bug fixes and new enhancements.

In order to qualify for the special pricing in this package, Aged Care organisations must both develop a website and enter into a Hosting and Maintenance Agreement with DB Informatics for a period of 3 years.

Further general points regarding our hosting are:

Hosting philosophy

DB Informatics has a long-term vision of providing an outstanding quality service. This vision embraces not only the software and content management solutions but also our hardware infrastructure and data delivery. Our servers and networks are pro-actively monitored to ensure peak performance is continually maintained. We consciously over specify our hardware to ensure headroom and reliability in peak operational periods.

Server hardware

Selected client server configuration is currently:

- Dual XEON 2.2GHz CPU with Hyper-threading
- 3 x 18GB 15KRPM SCSI Ultra160 Hot Swap hard-drives running hardware Raid 5
- 2GB ECC PC266 DDRAM (expandable to 16GB)
- Dual Redundant Hot Swap 400W Power Supplies
- Quad Redundant Hot Plug cooling fans



Backups and monitoring

DB Informatics performs disaster recovery server backups daily.

DB Informatics includes 24/7 website uptime monitoring.

DB Informatics also maintains an off-site backup server that is synchronised with the live server daily enabling absolute minimal downtime in the unlikely event of a fatal server disaster.

Physical Hosting

DB Informatics utilise a carrier-class secure telehousing facility within Adelaide. Our servers are connected by a fully switched direct connection to the backbone with internet bandwidth greater than 200Mb/s.

Facility features include

- 24/7 secured access with video camera surveillance, and security alarms
- Smoke and heat detection
- Redundant temperature control systems
- UPS and high-capacity diesel backup generator

Disk Storage

We have a default storage limit of 200MB per website. The CMS will utilise approximately 70MB of that leaving you with 130MB for your usage.

Statistics

We will include access to a high quality statistics product that analyses the log file of the web server and shows site traffic results in tables and graphically.

Summary					
Reported period	Month Aug 2005				
First visit	01 Aug 2005 - 00:00				
Last visit	31 Aug 2005 - 23:29				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic *	930	1797 (1.93 visits/visitor)	25052 (13.94 pages/visit)	117131 (65.18 hits/visit)	662.92 MB (377.76 KB/visit)
Not viewed traffic *			7589	10727	140.30 MB

Logo Worksheet

In order to assist the designer to create a logo that is ideally suited to your organisation, please consider the following questions and complete as much of the questionnaire as possible.

Project Summary:

Organisation Name:	
What text should be included in the main part of the logo? <i>Eg: slogan or name or nothing etc</i>	
What do you hope to achieve with your new identity or branding?	
What are your long term goals?	

Audience Profile:

Who are you wanting to target when promoting your service? <i>Eg – farmers, metropolitan, specific geography, cultures etc</i>	
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Perception/Tone/Guidelines:

What type of logo would you like? <i>Eg – iconic, photographic feel, abstract, sketchy, modern, traditional</i>	
Do you have any colours in mind for your logo? (if so, why?) <i>Eg – soft pastels, bright & vibrant, corporate blues, autumn oranges</i>	
Do you have any specific images or icons in mind that you would definitely like to see incorporated into your logo?	

Communication Strategy:

What attributes would you like your logo to reflect about your organisation?	
What is your tagline or slogan?	
What is the overall message you are trying to convey to your target audience?	
Where will your new logo be used?	

Competitive Positioning:

Provide a link to a logo that you like and tell us what you like about it: <i>Eg – could be another aged care provider</i>	
Provide a link to a logo that you don't like and tell us what you don't like about it: <i>Eg – could be another aged care provider</i>	
As a potential resident, what sets your organisation apart from other aged care	

facilities that would lead me to choose you?

Targeted Message:

State a single-minded word or phrase that will appropriately describe your organisation:

Website Worksheet

In order to assist the designer to create a website design that is ideally suited to your organisation, please consider the following questions and complete as much of the questionnaire as possible.

(NB: Some of these questions are repeated from the Logo Worksheet but not all clients will have completed the Logo Worksheet. If you have completed that worksheet, please feel free to put AA as your answer (As Above) or just copy and paste into this sheet.)

Company Details

Organisation Name:	
Organisation Tag Line or slogan:	
Do you have a logo? If so please provide the highest quality version available.	
Do you have any organisational branding and/or colour scheme? If so, describe or provide details. <i>Eg - office stationery, signage etc</i>	
Briefly describe the services you provide:	
Who are you wanting to target when promoting your service? <i>Eg – farmers, metropolitan, specific geography, cultures etc</i>	

Website Details

Do you have an existing website? If so, what is the URL?	
Provide links to websites that you like and tell us what you like about them: <i>Eg – could be another aged care provider</i>	
Provide links to websites that you don't like and tell us what you don't like about them: <i>Eg – could be another aged care provider</i>	
What colours or colour schemes would you like? <i>Eg – soft pastels, bright & vibrant, corporate blues, autumn oranges</i>	
What type of look are you trying to achieve? <i>Eg: clean, high-tech, conservative, warm, flashy, etc.)</i>	
Do you have any high quality images for use in the design of your site? If so, please provide a digital version. If you do not have images, can you offer suggestions regarding what type of imagery you feel would best reflect your organisation? <i>(This does not relate to photos you will include in the content of the site)</i>	

Deadlines and Deliverables / Comments

Are there any other comments or specific ideas we should keep in mind while designing your project?

1 Standard Terms and Conditions

- 1.1 The approval of the client is required at various stages during the production, as shown in the Production Agreement. It is essential that the client approvals are given promptly in order to maintain the production schedule and to contain costs within the budget. Delays in approvals may lead to extra cost that will be the responsibility of the Client.
- 1.2 All sign-offs and approvals are final. Once the final scope, concept and script have been agreed upon and signed-off, they may not be varied (except for minor editorial refinements) without the likelihood of incurring additional expenditure and incurring delays for the schedule.
- 1.3 The budget for the program may be varied due to:
 - 1.3.1 Changes to the concept or script by the client after the concept or script is agreed
 - 1.3.2 Variations subsequent to the date of this agreement in the ruling market prices of materials, airfares, freight costs, car hire rates, insurance and other similar costs.
 - 1.3.3 And as a consequence, extra fees will be billed to the Client.
- 1.4 Any variation in the budget amount determined in accordance with the above provisions shall be reported immediately to the Client by DB Informatics Pty Ltd, which will obtain the Client's approval before committing to any increased expenditure.
- 1.5 If the payments outlined in the Payment schedule of the Production Agreement are not met, DB Informatics Pty Ltd reserves the right to suspend production of the site.
- 1.6 DB Informatics Pty Ltd will secure the copyright to material supplied by DB Informatics Pty Ltd in order to produce the website. This copyright is only obtained for its intended use. Any variations to the intended use should be notified to DB Informatics Pty Ltd, so those copyright clearances (and quotes for the additional copyright fees) can be obtained on behalf of the Client and charged to the Client accordingly.
- 1.7 The Client will secure all copyright for all materials supplied to DB Informatics Pty Ltd.
- 1.8 All prices quoted are valid for 1 month from the estimated delivery date. In the event that an Agreement (project) is delayed or placed on hold at the request of the client for a period greater than 1 month from the estimated delivery date, DB Informatics Pty Ltd reserves the right to resubmit a quote for incomplete work.
- 1.9 Losses or damage to equipment owned or hired by DB Informatics Pty Ltd to produce this program, are the responsibility of DB Informatics Pty Ltd. However, DB Informatics Pty Ltd may, at its sole discretion, insure all or part of the equipment in use for the production. The cost of such insurance will be charged to the production and included in the budget.
- 1.10 Upon giving notice in writing, the client may cancel or suspend the work being undertaken and upon receipt of any such notice, DB Informatics Pty Ltd shall cease or suspend work accordingly and shall do everything possible to mitigate consequential losses.
- 1.11 In the event of cancellation or suspension, the Client will be liable for all costs incurred to DB Informatics Pty Ltd in carrying out the work to the point of cessation or suspension including irrevocable commitments entered into by DB Informatics Pty Ltd on behalf of the client.
- 1.12 DB Informatics Pty Ltd takes no responsibility for the truth or accuracy of any statement or claim made in the Client's site.
- 1.13 DB Informatics Pty Ltd will seek approval of the Client before using any of the Client's finished site for its own marketing and sales purposes.
- 1.14 DB Informatics Pty Ltd may include its own credit on the site.
- 1.15 The Client's site will be produced in accordance with the attached Website Production Agreement (this document) and the Proposal referenced therein (to be read in conjunction with these Standard Conditions).
- 1.16 Certain scripts/code of the agreed development requires proprietary server software that is configured on DB Informatics' client server. DB Informatics Pty Ltd does not guarantee that the scripts/code of the agreed website will operate properly if located on another server. This simply means that the new server that you move to will need to be properly configured to run the scripts. DB Informatics Pty Ltd maintains no liability in this matter.
- 1.17 Neither party will be liable, or deemed to be in default, for any delay or failure to perform its obligations under this agreement if such failure results directly or indirectly from any cause beyond either party's reasonable control.
- 1.18 All outstanding amounts owing to DB Informatics Pty Ltd must be paid within 7 days.

2 Hosting and CMS Maintenance Terms & Conditions

DB Informatics Pty Ltd ACN 097 054 932 agrees to provide, and the Client agrees to receive, access to the Web Hosting and related Services according to the following Terms and Conditions:

- 2.1 The Client is the person or entity who is applying or who is receiving Web Hosting Services from DB Informatics Pty Ltd.
 - 2.1.1 The Web Hosting Service is provided on an "AS IS, AS AVAILABLE" basis. DB Informatics Pty Ltd gives no warranty, express or implied, for the Web Hosting Services provided. This no warranty expressly includes any reimbursement for losses of income due to disruption of services by DB Informatics Pty Ltd or its providers beyond the fees paid by the Client to DB Informatics Pty Ltd for services.
 - 2.1.2 The Client will use the Web Hosting Services in a manner consistent with any and all applicable laws of the States of Australia and the Australian Federal Government.
 - 2.1.3 Use of any information obtained by way of DB Informatics Pty Ltd is at the Client's own risk, and DB Informatics Pty Ltd holds no liability for such use.
 - 2.1.4 DB Informatics Pty Ltd is not responsible for any damages arising from the Client's use of DB Informatics Pty Ltd or by the Client's inability to use the Web Hosting services for any reason.
 - 2.1.5 The Client is required to provide DB Informatics Pty Ltd with correct and up to date contact details for billing and technical notification purposes. DB Informatics Pty Ltd takes no responsibility for disruption to services due to inability to contact the customer.
 - 2.1.6 The Client must not on-sell or give away access to Web Hosting Services on DB Informatics Pty Ltd servers without the express prior written permission of DB Informatics Pty Ltd.
 - 2.1.7 We will archive your data onto backup mechanisms on a regular basis for the purposes of disaster recover. In the event of equipment failure or data corruption, we will restore from the last known good archive. In the event of corruption of all of our archives, or in the event that an old archive is used to restore data, you should be prepared to upload your data to your Web Site. You must maintain a recent copy of your data at your premises at all times. We will not be liable for incomplete, out of date, corrupt or otherwise deficient Client Data recovered from our backups.
 - 2.1.8 The Service is provided by DB Informatics Pty Ltd from its servers in Australia. DB Informatics Pty Ltd will determine in its absolute discretion from time to time the server location from which your Service is provided.
 - 2.1.9 In contracting with DB Informatics Pty Ltd for the Services, the Client obtains no rights to the hardware and other infrastructure and facilities used by DB Informatics Pty Ltd to deliver the Service.
 - 2.1.10 DB Informatics Pty Ltd will maintain its server environment to support the latest requirements of the eZ publish CMS. DB Informatics Pty Ltd therefore does not warrant that versions of eZ publish CMS software that have not been kept updated to the latest stable release will continue to operate effectively.

3 Payment

- 3.1 The Client agrees to a once off set up fee and an Annual Payment as agreed (dependant on size of hosting allocation) for Web Hosting Services. In addition set-up fees may be charged for additional services.
 - 3.1.1 200MB of data storage is included per month with all hosting accounts. Excess data storage will be charged at \$0.40 per MB per month plus GST.
 - 3.1.2 1000MB of data transfer is included per month with all hosting accounts. Excess bandwidth will be charged at \$0.18 per MB plus GST.
- 3.2 Payment can be by cheque, money order, direct deposit or credit card and in accordance with the terms on the DB Informatics Pty Ltd invoice which will be forwarded to the Client by email.
 - 3.2.1 The Client will receive an invoice by email for renewal of Annual Payment no less than two (2) weeks prior to renewal date of Annual Payment.
 - 3.2.2 A late charge of 5% will be applied after 7 days from the due date of any late Annual Payment. If payment is not received by DB Informatics Pty Ltd within 10 days of the due date, DB Informatics Pty Ltd has the option of terminating the Client's Web Hosting Services.
- 3.3 DB Informatics Pty Ltd reserves the right, in its sole discretion, to deactivate the Client's Web Hosting account(s) upon an indication of credit problems including delinquent payments.

4 Change

4.1 DB Informatics Pty Ltd reserves the right to modify these Terms and Conditions in any way and as required. Notice of such changes will be delivered to users via postings on DB Informatics Pty Ltd's Web Site only. Continued usage of Web Hosting Services indicates your acceptance of the Terms and Conditions in their amended form.

5 Trademarks and Copyrights

5.1 The Client warrants that it has the right to use the applicable trademarks of the Client, and grants to DB Informatics Pty Ltd the rights to use such trademarks, if any, in connection with DB Informatics Pty Ltd's promotion of, referencing of, cataloguing of, or indexing of DB Informatics Pty Ltd's Web Hosting clients.

5.2 The Client hereby agrees that any material submitted for publication on DB Informatics Pty Ltd through Web Hosting Services received by the Client will not violate or infringe any copyright, trademark, patent, statutory, common law or proprietary rights of others, or contain anything libellous or harmful.

6 Hardware, Equipment, and Software

6.1 The Client is responsible for and must provide all telephone, computer, hardware and software equipment and services necessary to access the Web Hosting Services. DB Informatics Pty Ltd makes no representations, warranties, or assurances that the Client's equipment will be compatible with DB Informatics Pty Ltd's Services.

7 Internet Etiquette

7.1 Users of Internet and electronic forums should be considerate of the expectation and sensitivities of others on the network when posting material for electronic distribution. The network resources may not be used to impersonate another person or misrepresent authorisation to act on behalf of others or DB Informatics Pty Ltd. All messages transmitted via DB Informatics Pty Ltd 's service should correctly identify the sender; users may not alter the attribution of origin in electronic mail messages or postings. Users must not attempt to undermine the security or integrity of computing systems or networks and must not attempt to gain unauthorised access.

7.2 Due to the public nature of the Internet, all information should be considered publicly accessible, and important or private information should be treated carefully. DB Informatics Pty Ltd is not liable for protection or privacy of electronic mail or other information transferred throughout the Internet or any other network DB Informatics Pty Ltd or its customers may utilise.

7.3 Use of distribution lists via unsolicited electronic mail or other electronic mailings is strictly prohibited. DB Informatics Pty Ltd reserves the right to deactivate the Client's Web Hosting account(s) upon an indication of such activity. The Client hereby agrees to indemnify and hold harmless DB Informatics Pty Ltd from any claim resulting from the Client's or another party's use of electronic mail service(s) on the Clients Web Hosting account(s).

8 Termination

8.1 Unless a fixed term is stated in the contract, the Client may cancel the Web Hosting Services upon the conditions that requests for cancellation must be made in writing with 30 days prior notice and sent to DB Informatics Pty Ltd. Cancellation will not take effect until received. The used pro-rata time portion of Annual Payment that has been made is not refundable unless cancellation is requested in the first thirty (30) days of the Agreement. Setup fees are not refundable, unless cancellation is requested in the first thirty (30) days of the Agreement.

8.2 DB Informatics Pty Ltd reserves the right to suspend Web Hosting Services without notice for any unpaid or partially paid balances. The Client is responsible for any legal fees incurred for the collection of any unpaid amounts.

8.3 Spamming (the practice of sending unsolicited, unwelcome mass mailings to people) is strictly prohibited. Any Client found to be Spamming will have their Web Hosting Services immediately terminated and find themselves billed for any unpaid balances as well as for any damages that occur as a result of it.