

Australia's National Broadband Network

ACCAN Conference – Sydney

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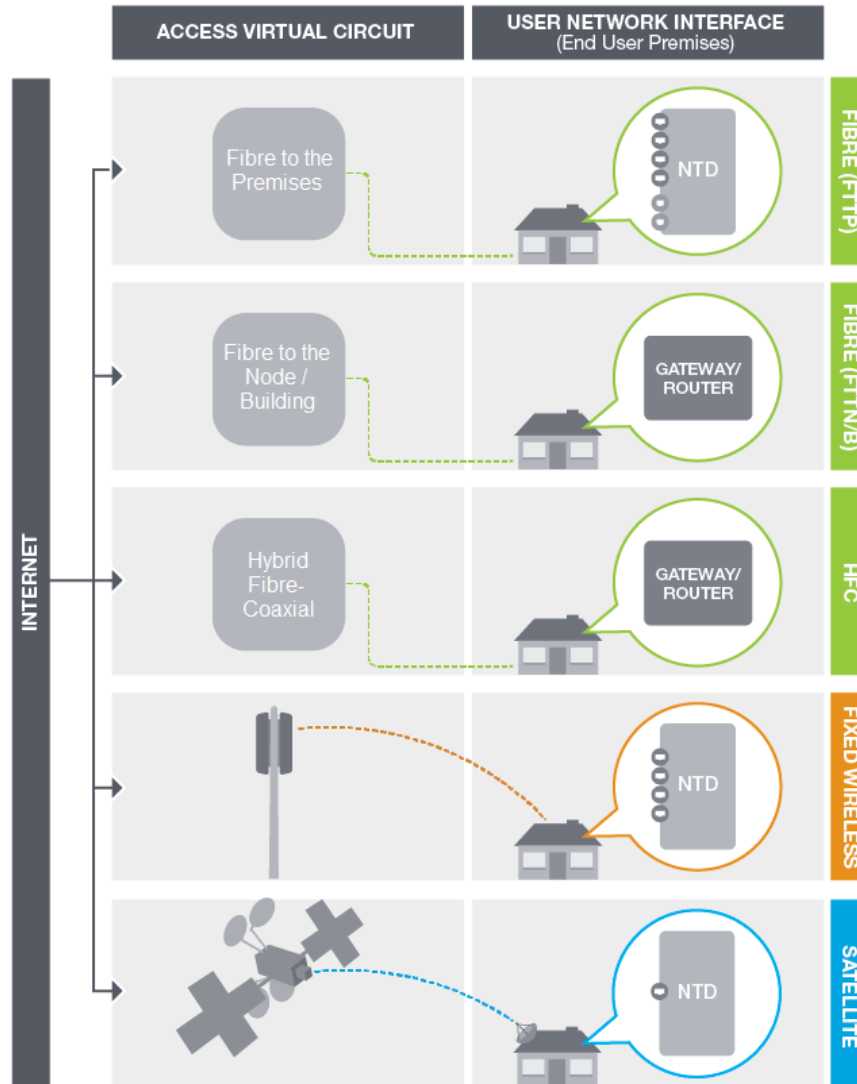
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This document sets out NBN Co's proposals in respect of certain aspects of the National Broadband Network. The contents of this document represent NBN Co's current position on the subject matter of this document. The contents of this document should not be relied upon by our stakeholders (or any other persons) as representing NBN Co's final position on the subject matter of this document, except where stated otherwise. NBN Co's position on the subject matter of this document may also be impacted by legislative and regulatory developments in respect of the National Broadband Network. All prices shown in this document are exclusive of GST.

The NBN rollout is transitioning to a faster, more cost effective approach by leveraging multiple technologies

- Interim statement of expectations – Sept 2013 ✓
 - Strategic review – Dec 2013 (MTM) ✓
 - Dept. Communications Audit on availability and quality – Feb 2014 ✓
 - Review of fixed wireless and satellite – April 2014 ✓
 - Audit of NBN Co public policy – July 2014 (Scales) ✓
 - Cost benefit analysis and regulation – Feb 2014 → August 2014
- ➡ New Statement of Expectations – Q2 2014 ✓
- ➡ New Corporate Plan – Late 2014
- ➡ Telstra negotiation – progressing well with goodwill on all sides

A key recommendation was to further leverage existing technologies



Over the past 12 months, NBN Co activity has increased considerably, particularly in connecting customers

A few key points

The NBN rollout is gathering pace after the issues faced

- Accelerated rollout
- Changing our construction delivery model
- FTTN/FTTB construction and end user experiences

As at 4 September 2014:

- There are 437,340 premises able to order an NBN service and 251,153 premises are connected to the NBN
- In addition, NBN preliminary works and construction activity are underway for a further 635,000 premises across the country
- Working with mobile network operators to examine opportunities

Migration Communications – Multi-Channel Approach

Manage a smooth migration of all Australian home and business owners switching to the NBN
Increase end-user awareness and understanding of the NBN, and thereby increase intent to connect

- 18 month comprehensive multi-channelled communications campaign
 - NBN Co Direct Mail to consumers and business at disconnection – including 6 months and -3 months
 - Retail Service Provider Marketing
 - Public Relations – TV, Radio, Press, Online
 - Local Area Marketing – eg: Print, Door Knocking
 - Council and Community Groups
 - Door-to-door service calls
 - Medical alarm register
 - Local Advocates

National Broadband Network

Switching to the NBN

Your guide to connecting your phone and internet services (fibre edition)

NBNCo
Bringing broadband to life

National Broadband Network

To the resident,
<street address>
<town-city->-<postcode>

Dear Resident,

It's here, and it's time to switch now.
Great news, the National Broadband Network (NBN) is now available in your street. It's an upgrade to Australia's existing telecommunications network, providing the infrastructure for affordable high-speed internet and phone access for all Australians. So why wait to enjoy its benefits?

- **Super-fast** – the NBN delivers super-fast wholesale speeds of up to 100Mbps for downloads and 40Mbps for uploads, so you could enjoy a high-speed connection even if you live a long way from the exchange or have multiple devices connected.
- **Phone and internet** – NBN's fibre optic network is replacing Australia's existing telecommunications network. So even if you don't use the internet but you want to keep your landline phone service, you'll need to switch to the NBN.
- **Value for you** – standard installation of NBN equipment is free of charge and there is a great range of competitive plans available from phone and internet providers – meaning you can connect to the NBN for a price less than you might think. Remember to ask your preferred provider if they have any other fees.
- **Easy to switch** – just contact your preferred provider, choose the package that suits your needs and they'll do the rest.

Now's the time to switch.
The NBN will replace existing landline phone, ADSL internet and Teletra and Optus cable internet services in your area.¹
The countdown is already underway for these existing services to be switched off. Services will be permanently switched off on 00 Month 30000-5. If you want to continue making phone calls or accessing the internet using a landline connection, you'll need to switch to the NBN.

If you have questions, please see the enclosed brochure or visit nbnco.com.au

Yours sincerely,

Kieren Cooney
Chief Communications Officer, NBN Co

Switch now:
Call your preferred phone or internet provider.
Choose the package that suits your needs.
They'll do the rest.
For a list of providers in your area visit nbnco.com.au/learn/ispproviders

IT'S TIME TO SWITCH

1. Your experience including the speeds actually achieved over the NBN depends on some factors outside our control like your equipment quality, software, broadband plans and how your provider designs its network. 2. Site re-designing the NBN to provide these speeds to our wholesale customers, phone and internet providers. 3. Services not replaced by the NBN include Teletrac. 4. Optus cable internet may be switched off on a different date and existing customers will be advised separately.

Phone 1800 OUR NBN (1800 687 626) Visit www.nbnco.com.au Email info@nbnco.com.au

Migration First 15 Communities

- 27,000 scheduled to make the switch in 15 communities across five states
- Around 70% take-up (in line with NBN Co's corporate target)
- NBN Co's role is to drive activations and work with communities on the information they need to know ahead of migration
- Positive feedback and no 'big issues' from first communities since switch off date



NBN Co Upcoming Announcements

- The NBN is replacing most existing landline phone, ADSL internet and Telstra cable internet services in parts of:
 - South Hobart from 29 September 2014
 - Aspley from 28 September 2014
 - Gosford from 5 October 2014
 - Bacchus Marsh from 5 October 2014
- This month, a further 45,000 premises across Australia have been added to the NBN rollout schedule including parts of Queanbeyan, Berrimah, West Mackay, Nowra, Dubbo and Campsie to name a few.



Thank you!

