

CommsDay Wholesale Congress

Rob Joyce speech as part of the nbn Showcase

Wednesday 16 October 2024

CHECK AGAINST DELIVERY

1. Welcome and acknowledgement

Hi everyone and welcome to this year's NBN Showcase.

I want to start by acknowledging and celebrating the Traditional Owners of the land we are on today, the Wurrundjeri people of the Kulin Nation, and pay my respects to their elders, past and present.

It's great to see so many familiar faces here today but for those of you who don't know me, my name is Rob Joyce and I'm NBN's Head of Customer Strategy and Innovation.

What a pleasure it is to be here today and among leaders, partners, colleagues and friends from across the sector.

Of course, I echo Anna's earlier comments that CommsDay deserves much of the credit for bringing us all together.

So much about our industry is changing so quickly, but CommsDay are always right there and right across who's doing what, and where, and why.

This Congress is as much a testament to the enduring role of Grahame and his team as it is to the real power of relationships and partnerships of Australia's telco

sector.

2. Scene set – today's NBN Showcase

There are really two aspects to my role here today.

Firstly, I want to give you a quick overview of who you'll be hearing from this morning as part of this NBN Showcase and their particular focus.

And secondly, I want to create a bit of context for what you'll be hearing from us before I hand over to my colleagues to drill down a little deeper into the detail.

So let me start with the format this morning and some quick introductions.

Shortly I'll hand to **Bec Heap**, NBN's EGM of Products and Pricing.

Bec will talk you through business fibre, including how we are making it more affordable for businesses of all shapes and sizes.

You'll then hear from **Ohnmar McDonald**, EGM, Network Engineering.

Ohnmar will focus her comments on the network, including our recent record setting live field trial of multi-gigabit download speeds on the HFC network.

The baton will then go to **Andrew Walsh**, EGM, New Developments who will take you through how fibre connectivity is future-proofing new developments, enabling nbn's smart places IOT product suite and in turn bringing smart cities to life.

And **Kim Iliff**, GM Field Improve and Transform, will bring it all home by taking you through the work we've been doing in the field to improve the customer experience.

So that's the line up – it's a great line up – but before I hand over to Bec let me spend a few minutes setting the scene.

3. What customers are looking for

I think the best way to look at this is always from the customer perspective.

Our customers are living in a world where already almost every aspect of their lives now depends on reliable **connectivity**.

Connectivity is how they pay their bills and do their banking.

Connectivity is how they do their shopping and order & pay the bill when they eat out, eat in or take away.

Connectivity is how they entertain themselves and how they connect with their friends and families.

Connectivity is how they work, study and learn new skills.

And, for business, **connectivity** is how they improve their competitiveness, how they innovate, and tap into new market opportunities, how they improve their productivity, reach more customers and build more resilience into their operations.

Our job at NBN's is to operate an enormous, unique, critical piece of national infrastructure that helps deliver all of those benefits right across Australia.

And right now nearly 83 per cent of Australia's internet traffic is carried on the NBN network, and that volume that continues to grow rapidly, regardless of what you might read in the papers on a slow news day.

Today, more than 8.6 million Australian homes and business are connected to services over the NBN network.

That's over 21 million people that depend for their broadband connectivity needs on the network.

A network that's also fast – fibre-fast – with over 80% of the fixed line network now capable of gigabit speeds.

Focusing on fibre, as of today, we have upgraded nearly 500,000 fibre to the node, legacy copper to full fibre, bringing our total full fibre footprint to 2.4 million.

In fact, 3.7 million premises are now able to order a full fibre connection today and that will rise to a staggering 7 million premises by the end of next year.

4. Growth in demand

Contrary to some of what you might read in some sections of the media, network demand on the nbn network is heading in one direction only – upward.

Some of our latest stats, from June, show:

- Peak downstream traffic increased almost 20% from the same period the year before to almost 30 terabits per second;
- Average downstream usage per premise increased by 8.5% from the same period the year before to 497 gigabytes/month;
- Nearly 1 million services downloaded more than 1 Tera byte in June, an increase of 18% on the year before;

Uploads tell the same story: huge growth.

Average user uploads were 44.9 gigabytes in June, an increase of 17% on to the year before.

This rapid growth is why we continue to upgrade the network.

And why we are accelerating wholesale speed tiers that will make Australia 'future-ready' for the myriad applications coming over the horizon in the form of AI, AR, VR and much more.

And there is one overarching theme in all of this – SPEED.

I cannot say this clearly enough: Speed Is Critical, for many Australians, whether you're downloading a large presentation while working from home, or your kids are downloading a Fortnite or Call of Duty update, in these moments that matter for all of us, fast is never enough, no matter what the papers say.

Talking of which in a recent CommsDay article Prof William Webb stated that 50Mbps was more than enough for a fixed line connection ... let's hold that thought.

In a couple of weeks Sony launches its latest games console the PS5 Pro. This device will come as standard without a disk drive and users will need to download any games they want to play.

With typical games sizes now in the range of over 100 Gbytes this means that unless you're on a high-speed plan, it's going to take quite a bit of time to get playing.

This slide shows the time required to download some typical games on a 1 Gbps plan.

So, let's roll on to Christmas morning, you've bought yourself a PS5 Pro and you get gaming.

On 1Gbps you're up and running in minutes.

But on 50Mbps we're talking hours and hours and hours, around 7 hours some cases.

But seriously back to William Webb and his 50Mbps, I just hope he hasn't bought his Grandkids a PS5Pro for Christmas as they probably won't be playing Fortnite until Boxing Day!

And that was just one example, but the truth is many Australians want more speed so they can do more things on more devices more often.

This speed is vital for the economic, social, and environmental prosperity of our nation.

And because of that, speed is vital for us at nbn too.

So, uplifting speed is a priority - and we will be talking more about that through the course of this morning.

5. Looking forwards – and hand over to Bec

But perhaps the biggest question for us all is: Where is all of this taking us?

What does the future look like?

The short answer is: nobody really knows! Not even Prof. Webb by the looks of it.

The slightly longer answer is there's no version of the future that does not rely on connectivity to increase the productivity, inclusiveness and resilience of our economy.

And there is no version of the future where connectivity doesn't help enable better outcomes for Australians in areas like healthcare, education and closing the digital divide.

That's why, in the year ahead, we're on track to deliver over 675,000 fibre upgrades.

That's why we'll be increasing our near Gig Capable footprint to over 10 million households.

That's why we have 2.6 million homes and businesses already on high-speed tiers today, our fastest growing segment.

And that's why we'll continue to innovate across the fixed, wireless and satellite components of the network.

That's the future – and it's our job at nbn to prepare the network for it.

And someone who has a big role to play in this future and how we will address the “need for speed” is nbn's Top Gun of Products and Pricing, Bec Heap.

She's the next speaker on this Showcase – let's all please give her a warm welcome.

[Hand over to Bec]

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