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NBN Co Community engagement and migration education campaign

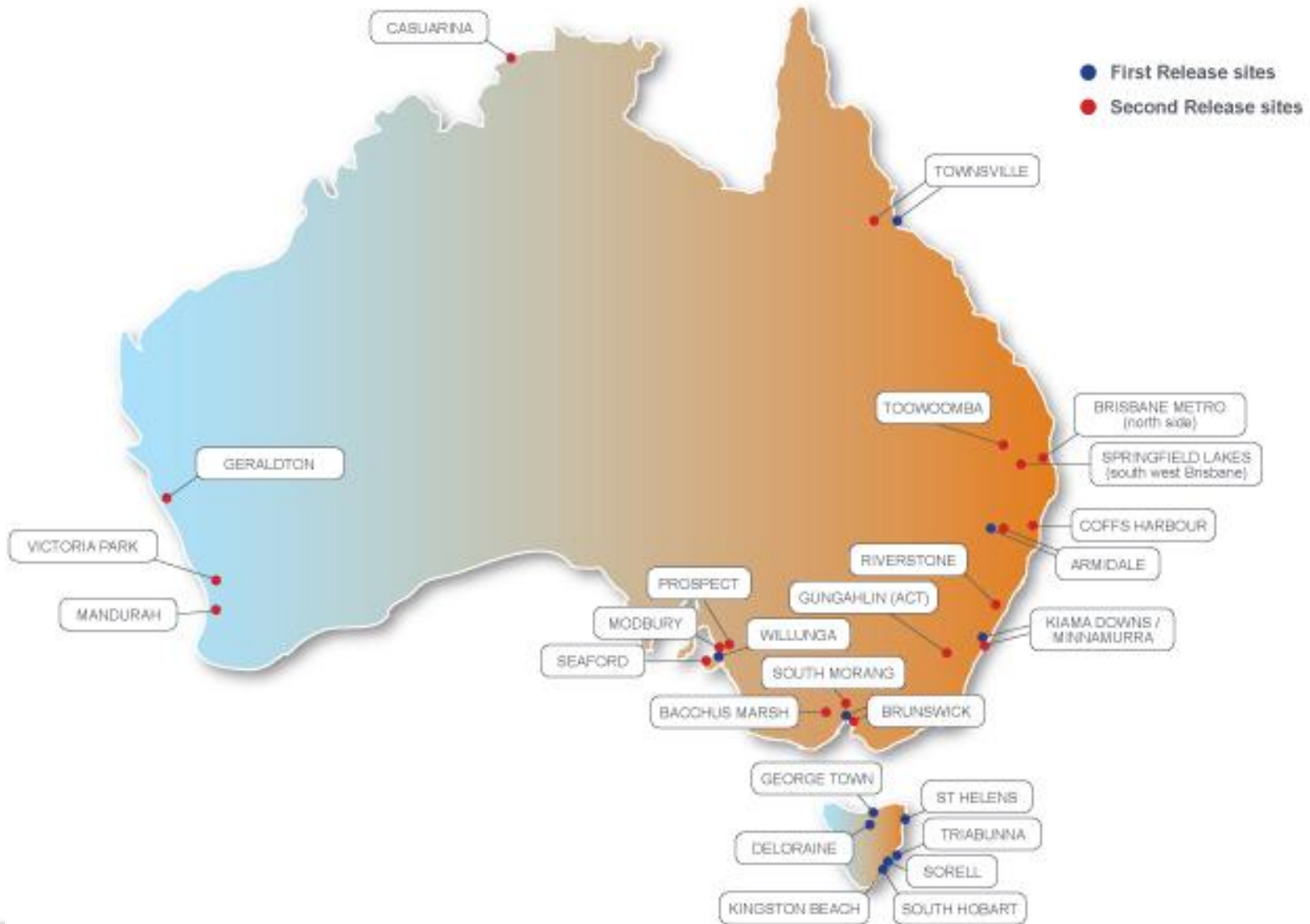
Mike Kaiser – Principal Government Relations and External Affairs

February 2011



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First and Second Release Sites



Commitment to Community Engagement

NBN Co's community engagement strategy focuses on:

- Building confidence in the national rollout.
- Ensuring stakeholder co-operation with planning, construction and operations.
- Managing community relations considerations associated with construction activity.
- Creating an understanding of benefits of NBN.
- Encouraging end-user consent rates.

Community Engagement Guiding Principles

- Proactive and timely engagement of stakeholders.
- Ensuring responsiveness to stakeholders.
- Delivering and honouring commitments made.
- Clear and timely provision of information.
- Ensuring representativeness of stakeholders.
- Timely and appropriate risk identification and issue escalation.
- Continuous evaluation and improvement of community engagement activities.

Community Engagement - Current Methodology

- Community relations representatives for each site
- Stakeholder briefings
- Community information sessions
- Community information line: 1800 881 816
- Community email: info@nbnco.com.au
- Website: www.nbnco.com.au
- Local advertising
- Fact sheets, brochures
- Information displays
- Consent Program



Community Engagement During Construction

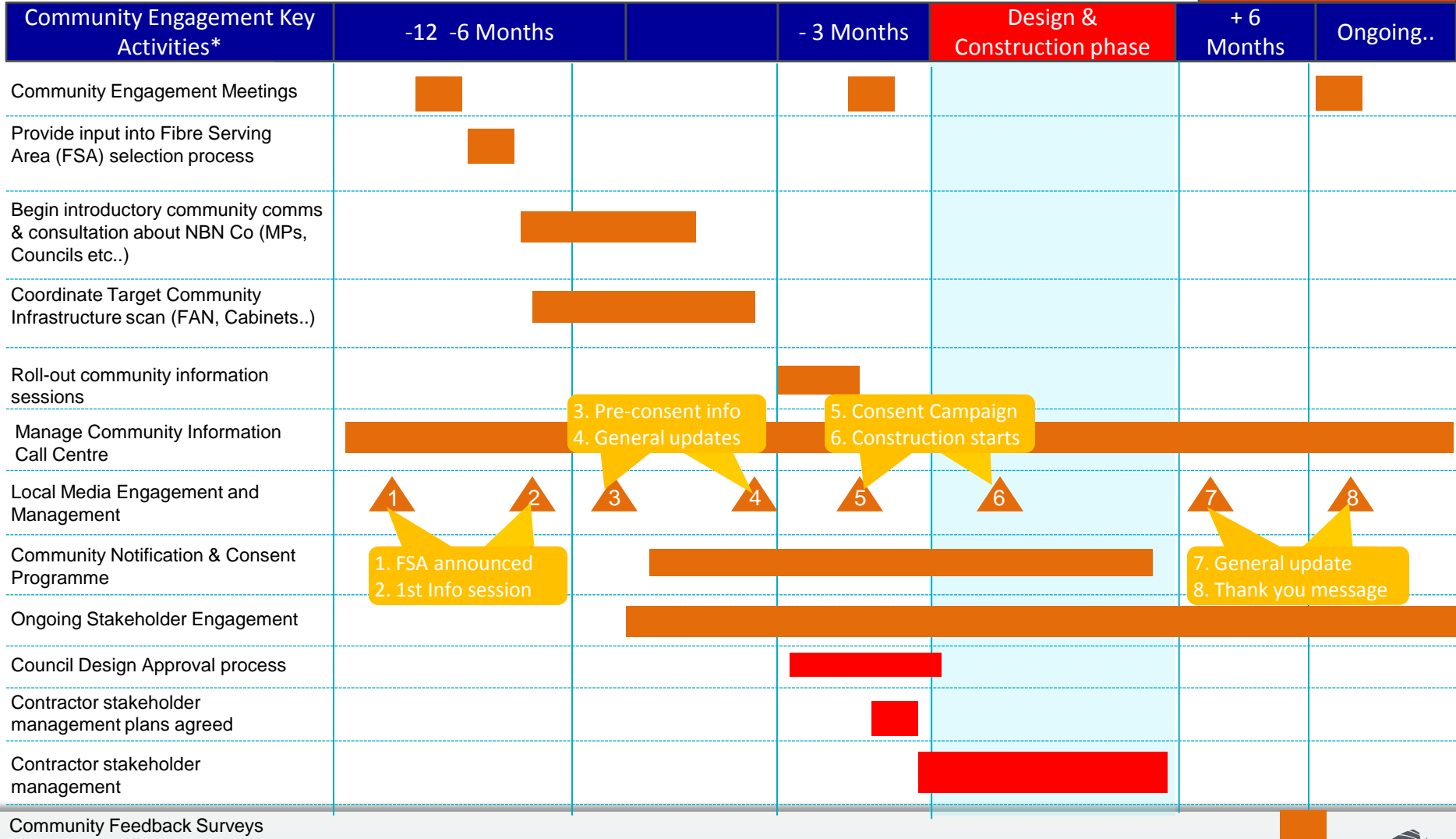
- Advertisements to be placed in local newspapers prior to construction commencement.
- Community bulletins and notifications on specific construction impacts including road closures, noise & dust etc.
- Leave behind flyers upon semi completion of work outlining timeframes in which contractors will return to complete work.
- Specific site plans to map premise lead-in information & restoration information.
- Wayleave consents.
- Thank you cards/notifications to be left upon final completion.



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NBN Co Community Engagement Team Key Activities

Illustrative Only



3. Pre-consent info
4. General updates

5. Consent Campaign
6. Construction starts

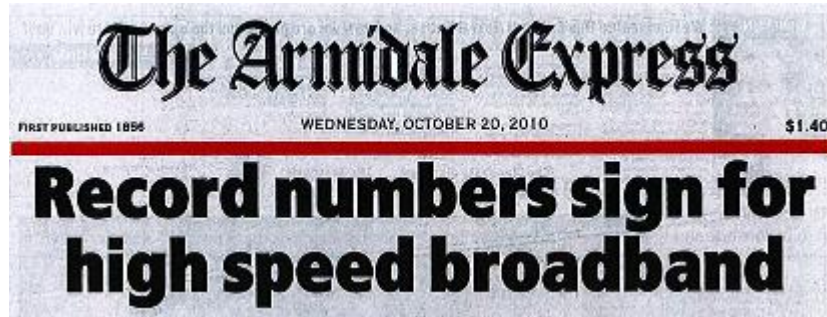
1. FSA announced
2. 1st Info session

7. General update
8. Thank you message

Results

1 Positive Local Media

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Consent forms available

Sign-up for broadband

By MARTIN RASINI

THE company tasked with rolling out the Federal Government's national broadband network is urging residents and businesses located within the Townsville first-release site to sign up and prepare their properties for the high-speed service.

NBN Co is only weeks from starting construction of the network in the area and will install optical-fibre cable free of charge from street to premises for those who sign consent forms, to be returned by September 7.

NBN chief executive Mike Quigley said the company did not want residents to miss the opportunity to



READY... Mike Quigley

Broadband take-up is positive

Results in FRS: 2 High Consent Rates

Community consent in the first release sites has been very high with an overall average of 74.2%



Results in FRS:

3 Low Levels of Complaints

Construction related issues have been relatively low across the first release sites:

Willunga 25

Kiama 43

Armidale 10

Townsville 21

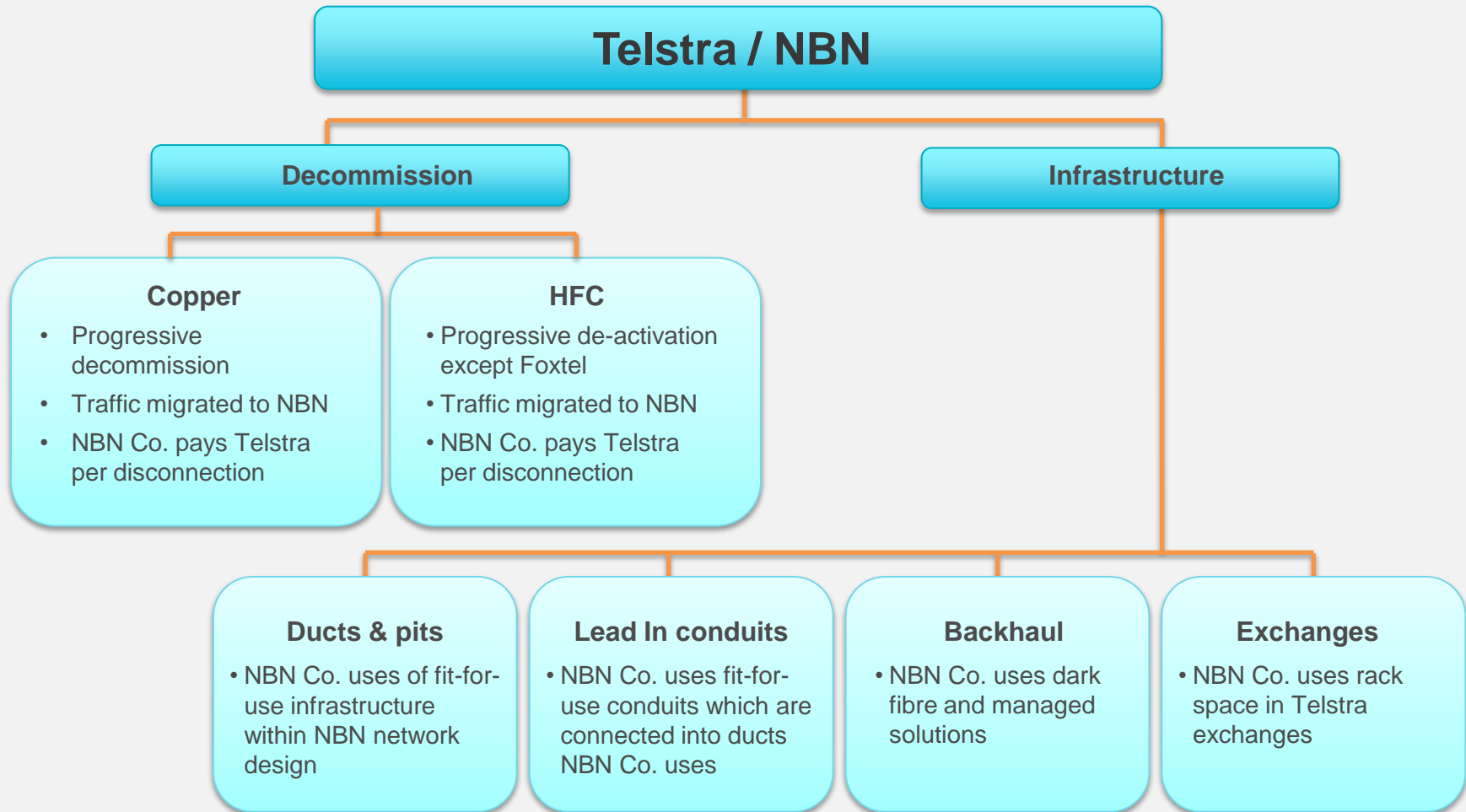
Brunswick 24

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Migration education campaign



Telstra Negotiation



Migration Public Information Campaign

- NBN Co will fund a public information and education campaign.
- Campaign to have end user focus – in readiness for imminent migration from copper to fibre.
- The campaign will be carried out in conjunction with the industry and in consultation with the Commonwealth.
- Timing – the campaign will commence prior to national rollout and will continue until completion of migration in relevant areas.

Migration Public Information Campaign

The campaign will cover:

- The timing for provision of new services.
- The nature of the services.
- The role and responsibilities of RSPs and NBN Co.
- The action that the consumer will need to take.
- The extent to which existing equipment is reusable.

Migration Public Information Campaign

What will the campaign involve?

- Call centre.
- Widespread advertising.
- Direct 'marketing'.
- Website and other social media.

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