



Submission by the Registered Cablers Website Committee of Management

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About Registered Cablers Website Group

The Registered Cablers Website is operated by the following organisations:

- Australia Cabler Registration Service (ACRS)/National and Electrical Communications Association(NECA)
- Australian Security Industry Association Limited
- BISCI Registered Cablers Australia
- Fire Protection Association Limited
- TITAB Registrar
- International Copper Association Australia

Each organisation is represented in the Committee of Management.

This was accompanied with two documents:

Part A - Migration Assurance Policy Statement

Part B – Migration Assurance Framework



What is understood

The policy and framework have set out the roles and responsibility the various stakeholders are to discharge during the 18 month period from the day when nbn declares an area “Ready for Service” to facilitate the migration.

The cabling industry has been identified as a stakeholder and has had a role defined.

Role of the cabling industry

- providing information and services to assist end users in addressing in-home wiring
- ensuring members are updated with the latest information regarding wiring codes.

Comments and suggestions

The industry would like to congratulate the Minister and the department in developing this proposed policy and framework as it will provide a solid base to work from during the 18 months period.

The cabling industry will do all that is in its power to discharge its obligations.

What is seen as a challenge is the communications timeline. The communications campaign commences at the point in time the migration commences. It is understood that the 18 month intense communications is critical but it is the considered opinion of the Committee of Management that in parallel there must be a longitudinal public awareness campaign. A public awareness campaign targeted to all End Users to make informed and timely decision to prepare for the arrival of the network. A decision which if made in a vacuum will in many cases lead to huge levels of End User frustration, additional costs and potentially endangering the most vulnerable in our society.

Why have we formed this opinion?

There are a number of elements that contribute to the formation of this opinion.

1. The length of time the project has taken to date has led to “End User Communications Fatigue”
2. The expected role of the End User to identify equipment needed to be migrated

In Part B the End User role is defined as:



Role of end users

- informing themselves of the need for migration by reviewing national broadband network related communications material provided by nbn, RSPs, application service providers and other organisations
 - identifying equipment needed to migrate and initiating action with RSPs and application service providers to ensure a timely transition of services
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- ensuring they register services, where registers are in place for the identification of particular types of over-the-top services
 - placing an order with their preferred RSP when national broadband network services become available, early in the migration window
 - attending scheduled nbn, RSP and application service provider appointments
 - where the end user is changing to another RSP, placing cancellation orders with their existing RSP
 - arranging and covering costs associated with any additional upgrading of wiring or end user premises equipment that may be required.

The expectation that End Users will inform themselves of the need to migrate is thought to be over ambitious due to “End User Communications Fatigue”. The fatigue has been brought about due to the elapsed time from the announcement of the National Broadband Network and the current progress. Whilst the Committee of management recognise the enormity of the task required to roll out the nbn the public perception for a multitude of reasons is seen to be quite different.

The National Broadband Network was announced in 2009 and was well received and communicated to the End User. The understanding the End User was left with was that most of us were going to see it soon. Unfortunately the End User sentiment has waned. When the National Broadband Network was announced it was going to be built by a new wholly owned public enterprise known as NBN Co. NBN Co was going to connect to some 11 million premises over a period of 8 years. Due to a range of challenges which the industry recognise, five years down the track nbn has been passed just over 1 million premises and connected just over half a million premises¹. This has led most End Users to disconnect with the original excitement of the project and consider any present action unwarranted in preparation for the arrival of National Broadband Network. The expectation from many sectors of the End User community is it will be quite some time before anything happens.

¹ "National Broadband Network – Rollout Information The data contained in this document reflects nbn’s position for the week ending 30 July 2015"



The expectation that the End User will identify the equipment that needs to be migrated is a challenge. At this point in time most consumers are only aware that one service will change for the better and this is the Broadband service. Most End Users are not aware that the deployment of the National Broadband Network will disconnect their existing telephone service and for those that do they are not necessarily aware that this will have any impact on the Over the Top Services.

It is important to note that there are some 1.5 million monitored back to base home alarm systems, some 300 thousands personal alarm systems which are regularly monitored². In addition to this there is a large number of home alarm systems, personal alarm, smoke detection systems which are not monitored by a monitoring centre and are therefore unaccounted. In addition there is the need to consider smoke and fire detection lines and lift phones.

So the complexity of the equipment in a home can make it near impossible for an End User to discharge their role as expected leading to situations where systems may be unknowingly left inoperative.

It is the opinion of the Committee of Management that expecting the End User to identify the equipment is unrealistic particularly when the direct communications with the End User prior to the migration period is virtually zero. In addition to this, when the migration period commences they will be inundated with 7 pieces of communications from nbn and based on anecdotal evidence up to 40 more piece of communications from other sources.

Why a longitudinal communications campaign

Since the announcement of the rollout of the National Broadband Network an additional 1,000,000³ new residential dwelling have been built and an equivalent number of existing dwelling have undergone major renovation. The greater majority of these premises have had inadequate infrastructure provided for the installation of the equipment required to access the National Broadband Network⁴ in addition most of the alarm systems, fire detection, personal alarms purchased has been what will be legacy equipment that may or may not work over the National Broadband Network.

During this period some 300,000⁵ End Users have purchased Over the Top Services and related equipment that may or may not function over the National Broadband Network. Assuming the network does rollout in accordance with the latest time line, then over the next 5 years another 300,000 End Users will potentially purchase equipment that will be superseded potentially during its warranty period.

² Information sourced from Australian Security Industry Association Limited and Personal Emergency Response Service Association.

³ ABS building activity report 8752.0 - Building Activity, Australia, Mar 2015, under the heading "Dwelling Units Commenced"

⁴ The number of homes not having the proper infrastructure is based on research done by the HIA's Economic Group and is titled Attitudes to and uptake to Smart Wiring in New Homes, 2012. The rate of homes having some Smart wiring is 32%, it is therefore assumed that the balance who don't Smart wire will have inadequate infrastructure

⁵ This estimate is based on the status quo remaining as to the number of End User with OTT services, which is 1.8million of the approximate 11 million premises.



Recommendations

The recommendations are predicated on the fact that the Registered Cablers Website is operated as a not for profit to assist the End User inform themselves of the options they have or will have when the National Broadband Network reaches their premises.

It should be noted that the site is not operated as a commercial site and that the consumer is not required to engage a cabler but makes it clear that they will have to engage a retail service provider so the RCWS is simply assisting the End User inform themselves.

The RCWS Committee of Management recommends a two prong strategy to assist the Department of Communications, the Ministers Office and for the public benefit:

1. Direct traffic to the Registered Cablers Website
2. Establish a longitudinal communications campaign

Direct traffic to Registered Cablers Website

Assist the efforts of the RCWS Committee of Management by engaging with the various stakeholders to use the Registered Cablers website as a source of public information.

Add links to the registered cablers' website using the Busby mascot onto the following website:

- Department of Communications website
- ACMA
- nbn's website
- ACAN
- RSPs

Establish a longitudinal communications campaign

The longitudinal communications campaign is leveraging the 72,000 plus cablers that are represented by the Registered Cablers Committee of Management. In short, it's harnessing the power of the cabler and make them an ambassador of the National Broadband Network.

People want to have access to relevant timely information which will assist them make an informed decision. These decisions are taken at various points in time which may not align with the migration time line and could have significant impact on the level of satisfaction the End User will have with the nbn.

Proposed action to develop a longitudinal communications campaign:

1. Inform End Users via the Department's website and nbn's communications channels (website, call centre) that there are steps that can be taken in preparation for the arrival of the nbn particularly if building, renovating or upgrading the telecommunications technology.



2. Provide a link for those wanting more information to the Registered cablers website

3. Provide funding to the RCWS to establish technical End User support at a localised level through the use of local Registered Cablers.

Funding to support the following activities:

1. Develop material to support the migration
2. Distribution of the material to the nearly 72,000 cablers
3. Support the marketing efforts of some local cablers to undertake a local mail out campaign.

Development of material to support the migration

Development of detailed technical instructions for cablers on the connectivity requirements for:

1. FTTP
2. FTTN/B
3. HFC
4. Fixed wireless
5. Satellite

The information will be provided under two sub headings:

1. Preparing for the arrival of the NBN
2. The nbn is here, you have to migrate

The funding required to allow the RCWS committee of management to develop the material is estimated at around \$30,000

- Technical writing
- Graphics design to improve accessibility

It is important that communications to the cablers is co-branded from the Department of Communications, the nbn and the Registered Cablers Website Committee of Management. This is critical to engage the cabler and make them ambassadors.

Distribution of material

It is proposed to use primarily an electronic information campaign as all five Registrars currently use this regularly.

It is necessary to augment this with the inclusion of copy into each Registrars hard copy Newsletter.

The funding required to support the hard copy inclusion is \$40,000

This will be divided into:



- I. Development of copy
- II. Incorporation of copy into the Newsletter

The funds to distribute the Newsletter will be disbursed in proportion to the number of cablers each Registrars has in their Registry.

Support marketing efforts of local cablers

As is well known one of the biggest issues with consumer marketing is the investment required to reach such a large audience. It is therefore proposed to undertake a mass marketing campaign by engaging the cablers through financial incentives to undertake their own marketing with the co branding of the Department of communications.

Two elements are critical to maximise the outcome of the proposed marketing campaign, these are:

1. Funding support from the Department to subsidise the cablers own marketing initiative
2. Message included in the marketing from the Department validating the need for the consumer to be well informed by accessing the Registered Cablers website or talking to a cabler

The cost of a direct marketing campaign via Salmat's Local Direct Marketing is around \$500,000 for 8.8million DL seize pamphlets.

By subsidising the cost of the marketing campaign to the first 1,000 cablers the campaign could be undertaken for around \$250,000.

Conclusion

For a modest outlay in comparison to the project cost, the Department could in fact improve the information the consumers have access to so they can prepare in advance of the arrival of the NBN, this then becomes a win – win.

Engage the cabling industry

Communicate to consumers and link them to those who can help.

