

CommsDay Wholesale Congress – Brendan Donohoe speech as part of the

nbn Showcase

Introduction

- Thanks Anna
- Hi everyone, I'm Brendan Donohoe, Executive General Manager for Sales at **nbn**, great to be here with you all again today.
- Today I'm going to talk about how we're improving the way we show up in market, and also share some insights, trends and big opportunities for growth that you're going to want to jump on.

What you're telling us:

- Firstly, building on what Anna said, your honesty is so important.
- We get a lot of feedback around how we can show up better in the market, which will in turn help your success too.
- At the end of last year my remit has expanded to include residential sales as well as business sales, and that created an opportunity for us to look at our partnerships with you more holistically.
- This merger was also based on feedback from you.
- Many of you said that working with business reps and residential reps was too confusing and time consuming – you want just one point of contact with **nbn**, so that's what we did.
- We also developed six key principles for success, and I'm going to touch on three of them today.

Win-win model:

- Firstly, building a win-win model.
- We need to understand what's unique to each of you, focus on what's relevant to you and stop selling things that aren't relevant.
- When you win in the market, we win too.

Connection:

- Secondly, connection.
- My team has a target – as do I - of spending 30 per cent of our working hours in-market to better understand the needs of you and your customers.
- And these interactions happen across multiple touchpoints – in workshops, in stores, in contact centres, with digital teams, with operations, with sales teams, small business, enterprise and customer teams and so on.
- Our account managers can establish where **nbn** is causing problems that need to be solved, whether it is offering clear value propositions or whether there is sufficient sales training.
- We know that not every RSP will bring every **nbn** product to market, so let's work together to find out what's best for you and your customers.

Building credibility:

- Next, building credibility.
- We need to understand and fit into your strategy, not the other way around.
- We need to truly listen to the feedback you're giving us.
- We need to advocate for RSPs within **nbn** – bringing your needs and insights to the forefront of the sales process.

Refreshed sales cadence

- In addition, we're refreshing our sales cadence.
- You told us that we do too much, we push information out to you too frequently, we tell you at the last minute, we don't do proper consultation – all of which can impact your ability to productise and resell.
- So, we're working on:
 - One - coordinating and consolidating what we communicate out to you – focussing on what you really need to know and delivering it in a format that's easy for you to pick up and deploy.
 - Two - providing you with a rolling 12 month plan once a quarter so you can see what's coming up and plan accordingly with clear direction and targets, as well as intel from our product, marketing and rebates teams. This will kick off in January – and it's designed to fit into your quarterly planning schedules, not the other way around.

Value we can deliver back to you:

- As I said before, these partnerships truly are a two-way proposition and we're regularly sharing our insights back out to the market.
- We can bring a unique perspective, anonymising and sharing market insights at an aggregate level that can really help partners inform decisions.
- So – cast your mind back a few years, who would have thought that a bank would be reselling **nbn**?
- 11% of our base is wholesale.
- 20% of our weekly numbers are coming from wholesale – punching well above its weight
- And, 12% of the Fibre Connect orders are coming through wholesale, so there's a big opportunity to drive that harder.

Changing customer needs

- 21 connected devices in the average Aussie home, and its ever growing.
- Business digitisation – which the pandemic accelerated – continues. Last year, 38% of businesses were looking to upgrade their connection, today it's 48%.

Helping you improve your customer experience

- I also want to touch on some of the other ways how we're continuing to help you help your customers...
- Our recent 'Home of the future' study captured the positive impacts of upgrading to a higher speed tier – with 9 out of 10 **nbn** users reporting

greater reliability for streaming, more devices running online at the same time with fewer interruptions, and the ability to upload and download work files quicker.

- Alongside this, we know customers have a much better experience on full fibre – more reliability, access to higher speeds - so Fibre Connect remains one of our top priorities for FY24.
- We have more than 2 million premises ready for order nationally, with 700,000 apartments in 50,000 strata buildings across the country becoming ready to connect to FTTP in the next six months.
- We're seeing a big churn opportunity through the Fibre Connect program as well – 38 per cent of end users are using Fibre Connect as an opportunity to change their internet service provider.
- Alongside this, our HFC and FW investments continue.

RSP incentives

- We have significant incentives for RSPs, running across both business and residential products to support sales across Fibre Connect, drive uptake of higher speed tiers and first time connects. These will continue well into next year too.
- And, our marketing development fund for Fibre Connect will also continue into 2024, with dollar for dollar matching of funds.

Business

- From a small to medium business perspective, our new plans deliver more value than ever before – more uploads, high speeds, built in services and support at an attractive wholesale price.

New opportunities

- On average, 10 – 12 thousand premises are ready to connect to nbn each month, which brings me to my final point before I hand over to Dr Jo Dutton, Acting EGM for Technology Transformation.
- Out of home connectivity is another huge opportunity for growth.
- According to the International Data Corporation (IDC), by the year 2030, there will be one million non-premise connections in Australia with traffic growing to 4,411Gbps – 21 times the amount of traffic generated last year.
- **nbn's** Smart Places is specifically designed for IoT applications including traffic lights, CCTV, smart signage and property management systems.
- Have a look at how Brabham Estate, Peet and Development WA collaborated with **nbn** New Developments to pilot Smart Places...
- Thank you.