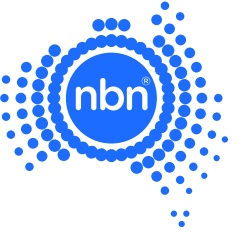




School Student
Broadband Initiative

An Australian Government initiative
powered by nbn



SCHOOL STUDENT BROADBAND INITIATIVE

Briefing to Head Start Meeting – 2 Sept 2024

WHAT IS THE SCHOOL STUDENT BROADBAND INITIATIVE

GOAL

TO PROVIDE FREE NBN HOME INTERNET FOR UP TO 30,000 FAMILIES AND CARERS WITH SCHOOL AGE CHILDREN AT HOME (FULL TIME/PART TIME) ACROSS AUSTRALIA CURRENTLY WITHOUT HOME INTERNET.

WHATS INCLUDED?

FAMILIES AND CARERS WILL HAVE ACCESS VIA THEIR CHOSEN PARTICIPATING INTERNET PROVIDER TO:

- FREE NBN HOME INTERNET UNTIL 31 DEC 2025
- WI-FI ROUTER
- UNLIMITED DATA
- 50/20 SPEED
- NO LOCK-IN CONTRACT

Please Note: The offer does not include a device (laptop/tablet) or online safety training.

HOW TO QUALIFY

FAMILIES AND CARERS MUST:

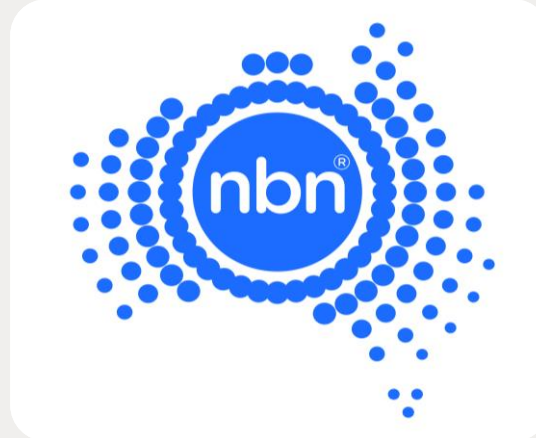
- BE CARING FOR A SCHOOL AGE STUDENT ENROLLED IN AN AUSTRALIAN SCHOOL K/P-12 IN 2024.
- NOT HAVE AN ACTIVE NBN CONNECTION NOW OR IN THE PAST 14 DAYS.
- LIVE IN A NBN SERVICEABLE PREMISES.

WHY NBN AND THE SCHOOL STUDENT BROADBAND INITIATIVE?



AUSTRALIAN GOVERNMENT INITIATIVE

- Election Commitment
- Support children in the digital classroom
- Ease cost of living pressures



NBN

- Commitment to social equity and digital inclusion
- Purpose is to 'lift the digital capability of Australia'
- Engage, collaborate and partner to achieve impact



FAMILIES

- Total choice and control
- Benefits for the whole household
- Opt-in offer ie: will not default onto a paid plan

SSBI PROGRAM OVERVIEW



**OVER 16,500
CONNECTED HOMES**
(28/08/2024)



**NATIONAL
REFERRAL CENTRE**
Enabling families and carers to
self-nominate for SSBI

WHO ARE WE WORKING WITH?

60 **NOMINATING
ORGANISATIONS**

520 **AMPLIFICATION
CONTACTS**

**PUBLIC, RELIGIOUS AND INDEPENDENT
EDUCATION BODIES
LARGE CHARITIES
SMALL COMMUNITY ORGANISATIONS
COMMUNITY HOUSING**

WHAT IS THE PROCESS?

PROMOTION OF SSBI



1. Promotion of SSBI across communication channels and refer families and carers to contact the NRC.

FAMILY CONTACTS THE NRC



2. Families and carers contact the NRC by calling 1800 954 610 (Mon-Fri 10am-6pm ADET) or completing a webform.

NRC CHECKS IF THE FAMILY QUALIFIES



3. NRC will ask some basic questions to ensure the family qualifies and issue a voucher.

USING THE VOUCHER



4. Families and carers will use the voucher to connect through your chosen participating internet provider before **31 December 2024**.

INTERNET PROVIDER ARRANGES CONNECTION



5. Chosen internet provider will arrange service – ready for family to begin using

NBN PROVIDES ONGOING PROGRAM SUPPORT

WHAT IS THE ROLE OF THE NATIONAL REFERRAL CENTRE



1. THE TEAM WILL ASSESS IF THE FAMILY OR CARERS QUALIFIES.

2. THE TEAM WILL ASK A HANDFUL OF BASIC QUESTIONS AND TRANSFER THE CALL TO THE CHOSEN INTERNET PROVIDER.

3. PROVIDING FOLLOW-UP SUPPORT FOR QUALIFYING FAMILIES AND CARERS AND AVAILABLE FOR ANY QUERIES SURROUNDING THE PROGRAM.

4. HANDLES ESCALATIONS AND RESOLVES COMPLEX CASES.

5. CALL BACK, WEBCHAT AND INTERPRETING SERVICES ARE AVAILABLE FOR FAMILIES AND ORGANISATIONS.

6. A DEDICATED AND TRAINED TEAM AVAILABLE TO ASSIST THE FAMILY AND CARERS WITH CONTACTING THE PARTICIPATING SSBI INTERNET SERVICE PROVIDER OF CHOICE.



**DO YOU
QUALIFY FOR
FREE HOME
INTERNET?**

OUR ASK: CAN YOU HELP US PROMOTE SSBI?

- **WHAT'S YOUR EXPERIENCE? HOW CAN YOU GET INVOLVED?**
- **WHAT HAVE YOU SEEN WORK WELL IN YOUR COMMUNITIES?**
- **WHAT EXISTING PARTNERSHIPS OR MECHANISM CAN BE BORROWED OR EXPANDED?**
- **WHAT ADVICE, LEARNINGS OR INSIGHTS ARE IMPORTANT TO SHARE?**



WHAT WE KNOW IS WORKING

WORD OF MOUTH IS #1 CHANNEL – GETTING SSBI SATURATION ACROSS A COMMUNITY WORKS.

HEARING FROM A ‘TRUSTED SOURCE’ – HAVING A LOCAL PERSON FROM A TRUSTED ORGANISATION TO EXPLAIN THE PROGRAM IS ESSENTIAL.

REASSURE – FEEDBACK TELLS US FAMILIES THINK ‘THIS SOUNDS TOO GOOD TO BE TRUE/ IT’S A SCAM’

FEWER PROCESS STEPS THE BETTER – SIMPLER AND EASIER THE PROCESS THE BETTER.

SUPPLEMENT SSBI OFFER – WHERE MIGHT THE TARGET AUDIENCE ALREADY BE ENGAGED OR OPEN TO RECEIVE THE SSBI MESSAGE.

CONTINUALLY COMMUNICATE – REPETITION COUNTS. SCHEDULE COMMS ACROSS CHANNELS AS REGULARLY AS POSSIBLE.

ADDITIONAL RESOURCES

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1. Australian Government SSBI webpage: <https://www.infrastructure.gov.au/SSBI>
2. National Referral Centre FAQs: <https://www.anglicarevic.org.au/student-internet-faqs/>
3. nbn SSBI webpage: <https://www.nbnco.com.au/campaigns/school-student-broadband-initiative>

OR EMAIL OUR TEAM:

SSBI_ENGAGEMENT@NBNCO.COM.AU

THANK YOU

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Inclusion

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