Telstra Outage Communications Process

Keeping You Informed

01   Keeping you informed

At Telstra, we are dedicated to providing high-quality services to our customers. We continuously strive to enhance these services to help Australians connect. We understand that reliable access to phone and internet services is essential for work, education, health, entertainment, social connection, and government services, as well as in times of emergency.

We also know how network disruptions can affect our customers. We work as quickly as possible to fix any major disruption to our services, and we're also committed to keeping customers in the loop while we work on it.

This document outlines the teams, systems, and processes in place for how we communicate major and significant local outages to our customers, key stakeholders, and the public in a timely manner. Our communication strategy involves a multi-tiered approach, utilising various channels such as email alerts, media and social media updates to ensure everyone is informed and updated in a timely manner.

We have dedicated Incident Management teams consisting of experienced professionals who are responsible for overseeing and restoring affected services during a natural disaster, major or significant local outage. Additionally, we employ advanced monitoring systems that enable us to detect outages swiftly and respond accordingly. This comprehensive approach is designed to support minimal downtime and a quick resolution to any issues that may arise.

By meticulously planning and executing our outage response strategies, we strive to uphold the trust and confidence of our customers and stakeholders, ensuring that they remain well-informed.

02   Communication Strategy

2.1.   Objectives

The primary objectives of the communication strategy during a natural disaster, major or significant local outage are to:

- Ensure timely and accurate information dissemination to all relevant stakeholders;
- Maintain transparency and trust with customers and the public;
- Minimise confusion and misinformation by providing clear and consistent updates;
- Coordinate effectively with other carriers and service providers to manage the outage impact; and
- Comply with regulatory requirements and industry standards for outage communication.

2.2.   Communication Channels

Utilising multiple communication channels helps ensure that information reaches all stakeholders effectively. The communication channels we can use include:

- Telstra Applications: My Telstra, T-Connect and Telstra Wholesale Hub to keep all customer segments informed.
- Website Updates: Regularly updated information on our website, including a dedicated outage page.

- Email Alerts: Direct communication with affected customers and stakeholders through email notifications where possible.
- SMS Notifications: Text messages sent to affected customers where possible to provide quick and concise updates.
- Social Media: Platforms like Twitter and Facebook to share real-time updates and engage with the public.
- Customer Service Channels: Dedicated phone numbers for customers to call and get information about the outage.
- Media updates: Official statements distributed to the media to provide updates on the outage.

03   Communication Process

Understanding the importance of keeping customers and stakeholders informed during major outages.

We believe in being transparent about the situation. Using the information available to us at the time of the major or significant local outage, we will communicate the scale and location of the outage, the likely cause, the types of services affected, the estimated timeframes for updates about the outage, and the estimated time to restore your service.

We will provide regular updates until the major or significant local outage is resolved. Updates will be provided:

- if there is any material change that relates to the outage (as soon as practicable after we become aware of the change); or
- once every six hours for the first 24 hours of the outage; and
- once every 24 hours after that.

You can also reach out to us through our dedicated phone numbers or online chat for any queries or support. Corporate customers will be notified via their account team.

3.1.   Detection and Response

Our monitoring systems can swiftly detect major or significant local outages, which triggers our Incident Management Teams, who assess, report and work to resolve outages.

This team also collects and analyses the data and information that allows us to communicate the situation to customers

3.2.   Communication with Customers

Communication with customers involves providing clear and timely information to keep them informed about the major or significant local outage. This can include:

- Email Alerts: Sending regular email updates to affected customers;
- SMS Alerts: Sending regular SMS updates to affected customers;
- My Telstra Alerts: Sending regular notifications to affected customers; and
- Public communication updates detailed at 3.3 of this policy.

Customers will also have access real time/near real time support for urgent assistance via our customer service channels which include:

- dedicated phone numbers;
- 24/7 online messaging support; and
- our extensive store network of nearly 300 stores nationwide

Operating hours for dedicated phone numbers and stores can be found at https://www.telstra.com.au/contact-usPublic Communication

Public communication involves sharing information with the public in a timely and transparent manner. This can include:

- Media updates: Providing regular statements and/or interviews to the media to provide updates on the major or significant local outage.
- Social Media Updates: Sharing real-time updates on platforms like Twitter and Facebook.
- Website Updates: Regularly updating information on our dedicated outage page.
- Customer Service Channels: Providing information through dedicated phone numbers and customer service representatives.

3.3. Communication with Other Carriers and Service Providers

Effective communication with other carriers and service providers that we have a commercial arrangement with, is crucial for managing the major or significant local outage impact. This includes:

- Coordination: Coordinating with other carriers and service providers to share information and resources.
- Collaboration: Collaborating and providing assistance on joint efforts to resolve the outage and minimise its impact.
- Publishing: Outage information will be made available through the Telstra Wholesale Hub website, notification via email, and its related online tools such as associated Application Processing Interfaces (APIs).

3.4. Communication with Relevant Stakeholders

Communication via email with relevant stakeholders involves keeping all affected parties informed about the major or significant local outage. This includes:

- Regulatory Authorities: updating regulatory authorities that are defined as relevant stakeholders under the Standard.
- Government: Informing Government bodies overseeing telecommunications regulations
- Media: Providing accurate and timely information to media outlets.
- Partners and Suppliers: Coordinating with partners and suppliers to manage the outage impact.

04 Conclusion

By planning and executing our outage response strategies, we strive to uphold the trust and confidence of our customers and stakeholders, ensuring that they remain well-informed. Our comprehensive approach to outage resolution and communication, which includes timely detection, accurate

information gathering, and transparent public communication, aims to minimise the impact of outages and provide clarity and peace of mind to all affected parties.

05   Definitions

Term	Definition

Major Outage	As per the '*Telecommunications (Customer Communications for Outages) Industry Standard 2024'* including defined exemptions:
	
	Major Outage means any unplanned adverse impact to a telecommunications network used to supply relevant carriage services to end-users that:
	
	    a) results in an end-user being unable to establish and maintain a carriage service; and
	
	    b) affects, or is likely to affect:
	
	        i. 100,000 or more services in operation; or
	        ii. all carriage services supplied using the telecommunications network in a State or Territory; and
	
	(c) is expected to be, or is, of a duration longer than 60 minutes.

Significant Local Outage	Significant Local Outage means any unplanned adverse impact to a telecommunications network used to supply relevant carriage services to end-users, that:
	    a) results in an end-user being unable to establish and maintain a relevant carriage service;
	    b) affects, or is likely to affect:
	        i. 1,000 or more services in operation in regional Australia; or
	        ii. 250 or more services in operation in remote Australia; and
	    c) is expected to be, or is, of a duration longer than:
	        i. if the services in operation are in regional Australia – 6 hours; or
	        ii. if the services in operation are in remote Australia – 3 hours; and
	    d) is not a major outage.

Natural Disaster	Natural disaster means an emergency event caused by a natural hazard (such as a fire, flood, storm, cyclone or an earthquake) that causes, or is likely to cause, widespread disruption to:
	
	  (a) a community; and
	  (b) the provision of relevant carriage services.

Term	Definition
	5.1.1. (1) If a carriage service provider receives a notification about a major outage or a significant local outage, and the sole or predominant cause of the outage is a natural disaster, the provider must, as soon as practicable after receiving the notification, make information (in an easily accessible form) about the outage available to the public using the carriage service provider's website. (2) The information communicated under subsection (1) must include the information set out in subsection 13(1).