



Major 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 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 major 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 major 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 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 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 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 a major outage, which triggers our Incident Management Teams, who assess, report and work to resolve a major outage.

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 outage. This includes:

- Email Alerts: Sending regular email updates 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-us>

3.3. Public Communication

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

- **Media updates:** Providing regular statements and/or interviews to the media to provide updates on the major 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.

3.4. 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 outage impact. This includes:

- **Coordination:** Coordinating with other carriers and service providers to share information and resources.
- **Collaboration:** Collaborating 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)

3.5. Communication with Relevant Stakeholders

Communication via email with relevant stakeholders involves keeping all affected parties informed about the major 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.

Ultimately, our goal is to provide exceptional service and maintain the highest level of trust with our customers, partners, and stakeholders. Clear, informative, and timely communication is essential in achieving this goal and in maintaining the integrity of our network.

05 Definitions

Term	Definition
Major Outage	<p>As per the '<i>Telecommunications (Customer Communications for Outages) Industry Standard 2024</i>' including defined exemptions:</p> <p>Major Outage means any unplanned adverse impact to a telecommunications network used to supply carriage services to end-users that:</p> <ul style="list-style-type: none"> a) results in an end-user being unable to establish and maintain a carriage service; and b) affects, or is likely to affect: <ul style="list-style-type: none"> 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.

Division 3 Exemptions

17 Major outage during natural disasters

- 1) This section applies where the sole or predominant cause of a major outage is a natural disaster.
- 2) A carrier (other than the responsible carrier) or a carriage service provider is not required to comply with any of the requirements in Divisions 1 or 2 in relation to the major outage.
- 3) The responsible carrier is only required to comply with subsection (4) in relation to the major outage.
- 4) The responsible carrier must, as soon as is practicable after the carrier detects the major outage, publish as much of the information in subsection 13(1) as the carrier has available, on its website.