4 October 2022

Media release

nbn encourages seniors to embrace the internet and enjoy more meaningful connections

nbn has launched its first national campaign aimed at seniors, their families and carers.

The *Made for More Meaningful Connections* campaign has been developed to counter the lower number of seniors that use the internet compared to others in the community.

The campaign connects seniors with the digital tools they need, both online and at community events, to make the most of the **nbn** network and is supported by a new, dedicated webpage **nbn**.com.au/GetConnected containing information on what to consider when purchasing a **nbn**-powered plan from a phone and internet provider[1].

The page also links to helpful resources like **nbn**'s Online Skills Check and Resources (OSCAR), as well as a checklist to help simplify the connection process.

The need for **nbn** to help improve seniors' online experience is clear - The 2021 Australian Digital Inclusion Index report highlighted that, while digital inclusion among senior Australians is improving, they still have a lower inclusion score overall.

On average, 73 per cent[2] of Australians feel included or highly included, but for those aged 65-74 this drops to 46 per cent[2] and drops even further for those 75 years or older to 27 per cent[2].

As part of the company's commitment to improving the digital capability for seniors, **nbn** will be hosting a range of community events aimed at providing seniors with information about the internet, connected devices, how to stay safe online, and tips to choose an internet provider and connect to the internet.

The campaign launched on 3 October 2022 and will run on TV, cinema, radio, digital and social media.

nbn Local General Manager, Chris Cusack, said:

"We're breaking down the barriers which prevent some older Australians from taking advantage of the digital world – we believe everyone should enjoy the benefits.

"Seniors tell us using the internet is vital to them, with almost three quarters[3] of older Australians who used our OSCAR tool rating their digital skills as important.

"The biggest opportunity for seniors to develop their digital skills is around the management of personal information online – around 60 per cent[3] are unsure about how their personal information is used.

"The digital tools we provide help seniors to navigate the digital world and provides them the information they need to use the internet safely and with confidence, so they can do their banking, shopping online, and connect with family and friends.

"It's easy to get this information. Seniors, a carer, or an immediate family member can contact a phone and internet provider to discuss what they use, or how they would like to use the internet and get a plan recommended to suit their needs. Visit **nbn**.com.au/GetConnected for more information."

ENDS

Media enquiries

Zara Hopcroft	NBN Co Media Hotline
Phone: 0429 347 940	Phone: 02 9927 4200
Email: zarahopcroft@nbnco.com.au	Email: media@nbnco.com.au

Notes to the editor

nbn hosts community events online and in person. Events can be set up upon request. Visit: https://www.nbnco.com.au/corporate-information/media-centre/events

1 Your experience, including the speeds actually achieved over the **nbn** network, depends on the **nbn** access network technology and configuration over which services are delivered to your premises, whether you are using the internet during the busy period, and some factors outside **nbn**'s control (like your equipment quality, software, broadband plan, signal reception and how your service provider designs its network). Speeds may also be impacted by the number of concurrent users on the **nbn** Fixed Wireless network, including during busy periods. Satellite end customers may also experience latency.

2 https://www.digitalinclusionindex.org.au/dashboard/Exclusion.aspx

3 Based on 11,421 surveys from the **nbn** Online Skills Check and Resources taken between March 2021 and September 2022.

For more information, visit www.nbn.com.au