nbn Rollout Reports & Information

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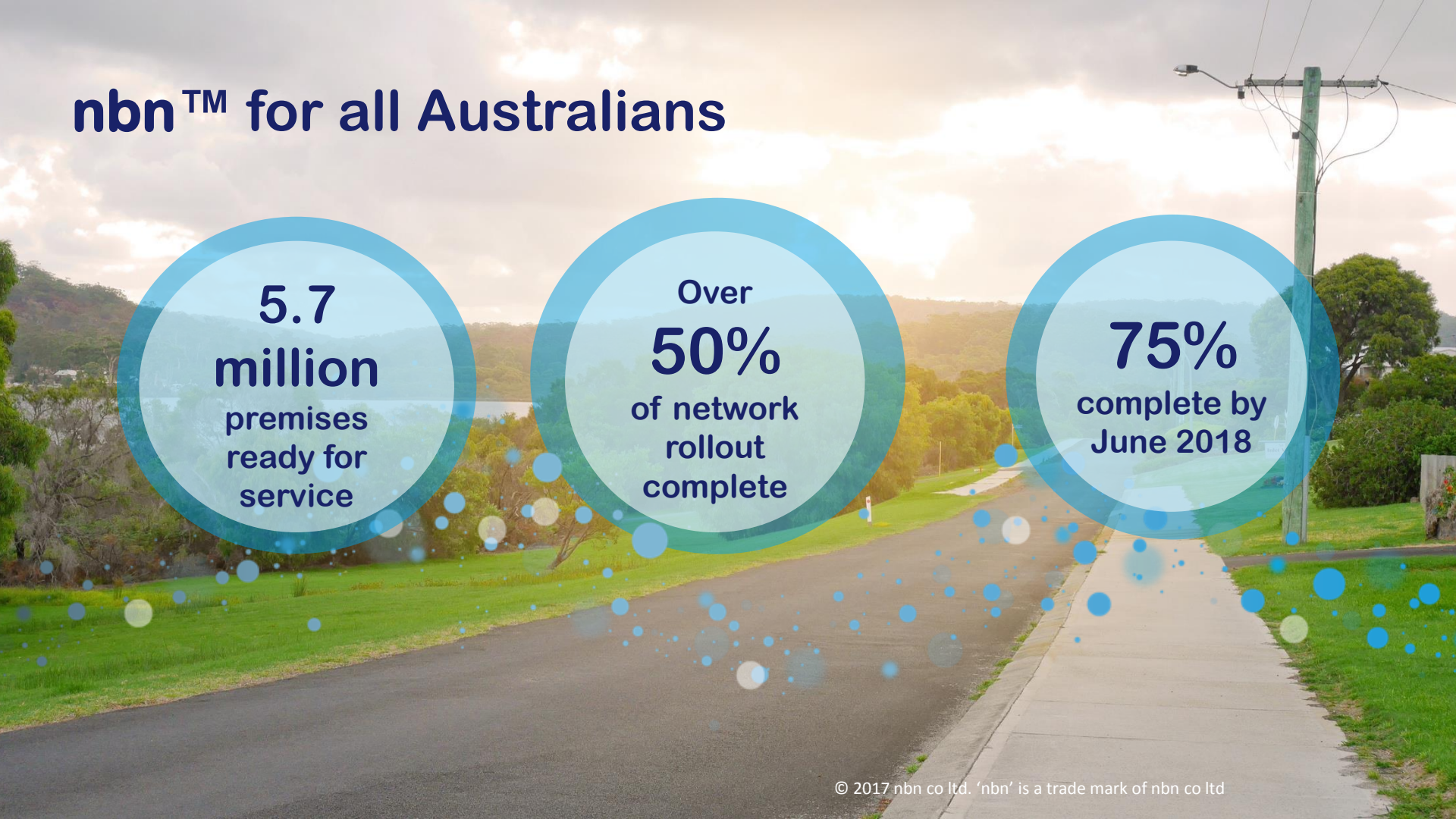
AUGUST 2017

Customer Information Only

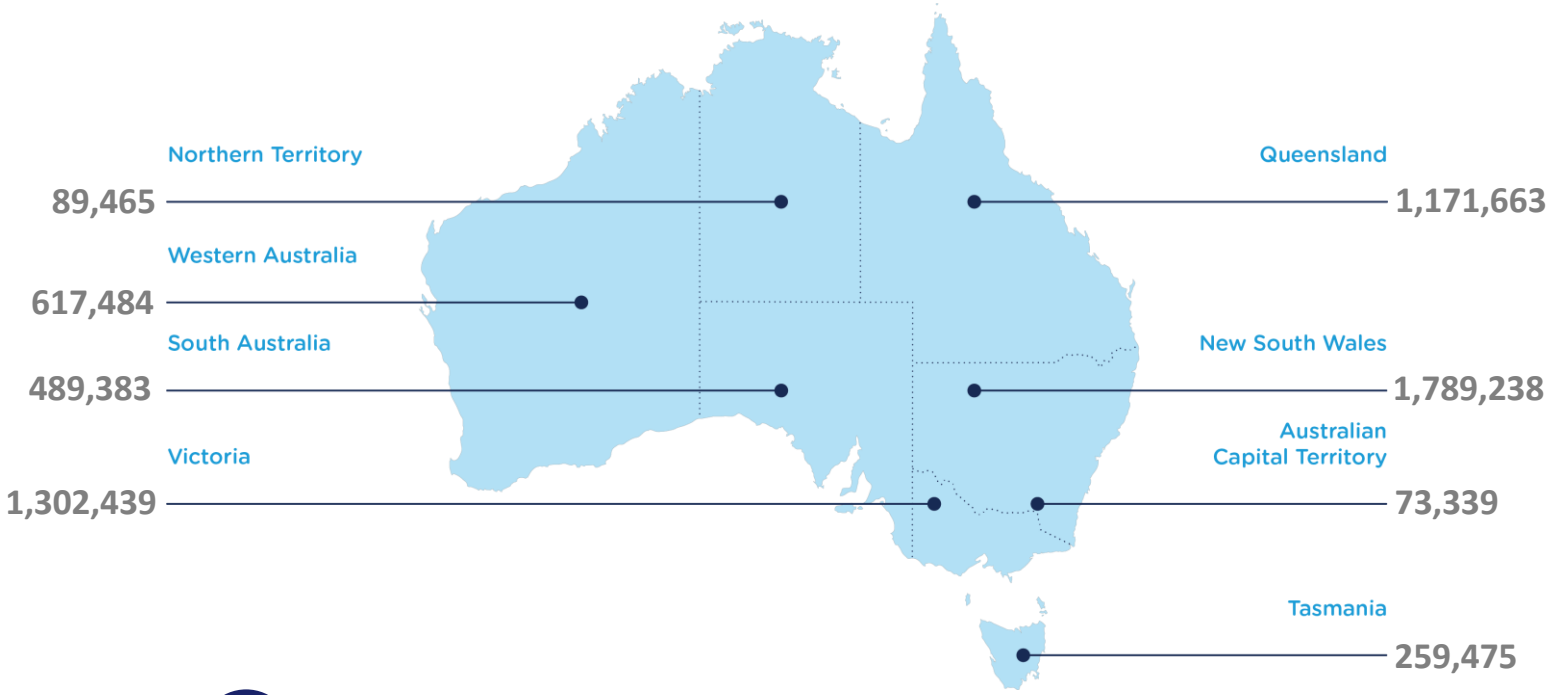
Agenda

- Introduce the nbn
- Monthly Reports
- Daily Reports
- Questions

nbn™ for all Australians



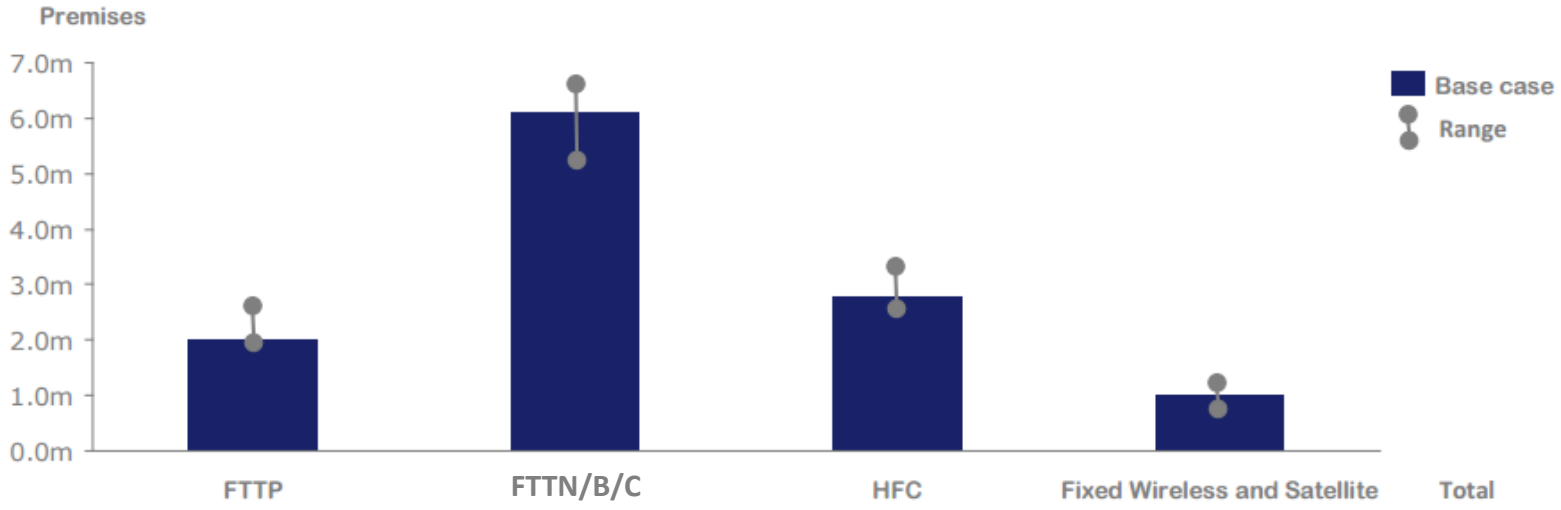
Ready for service premises by state



http://www.nbn.com.au/learn-about-the-nbn.html July 2017

The Multi Technology Mix

Forecast range by each technology type

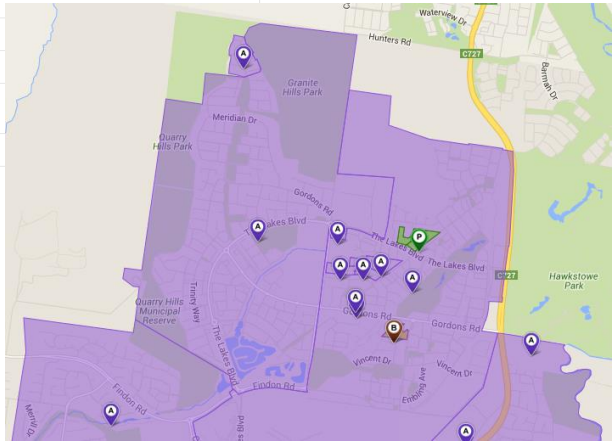


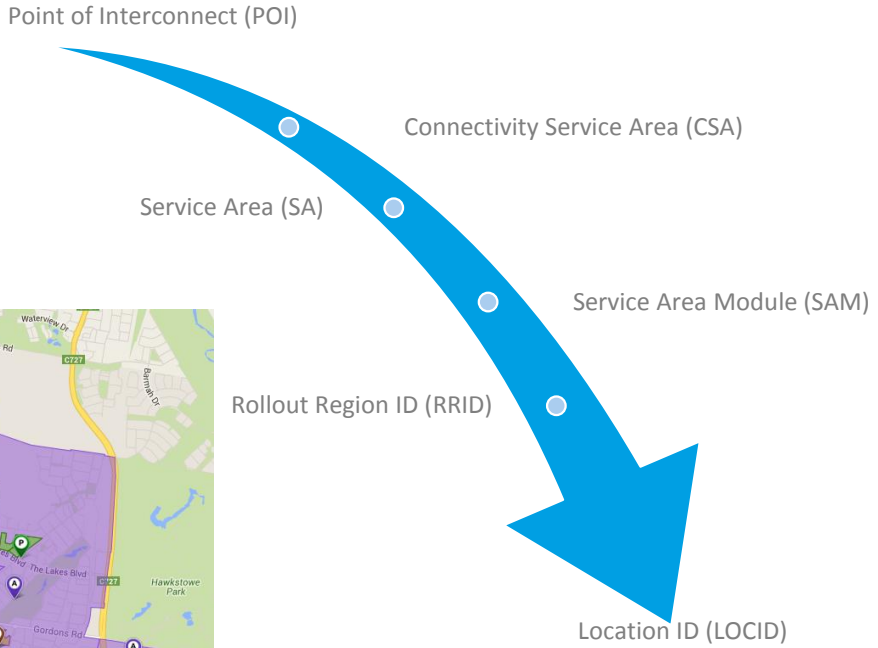
	FTTP	FTTN/B/C	HFC	Fixed Wireless and Satellite	Total
Corp Plan 17 (Premises)	2.0m – 2.5m	5.1m – 6.5m	2.5m – 3.2m	0.9m – 1.1m	11.9m

Understanding nbn reports and data

Details

Rollout Region ID	3SMR-08
Status	Ready for Service (Copper Switched Off)
Ready For Service	01 Aug 2014 (accurate as at 11 May 2015)
Build Commenced	Dec 2013
Preparation Commenced	Not available
Technology Type	Brownfields FTTP
Approx. # Premises	2503
Premises by technology	**Brownfields FTTP** 2,503 (100%) **Total** 2,503
Premises by service class	**Service Class 1** 142 (6%) **Service Class 2** 260 (10%) **Service Class 3** 2,101 (84%) **Total** 2,503
Service Area Module	3SMR-08 (South Morang 08)
Service Area	3SMR (South Morang)
Connectivity Service Area	CSA300000000809 (South Morang CSA)
Point of Interconnect	3SMR (South Morang)





Service Classes

Service Class	Technology	Service Class Definition	Orderable
Service Class 0	FTTP	The location is planned to be serviceable by FTTP	No
Service Class 1	FTTP	The location is serviceable by FTTP, but no PCD or NTD in place	Yes
Service Class 2	FTTP	The location is serviceable by FTTP, PCD installed, no NTD in place	Yes
Service Class 3	FTTP	The location is serviceable by FTTP, PCD and NTD in place	Yes
Service Class 4	Fixed Wireless	The location is planned to be serviceable by fixed wireless	No
Service Class 5	Fixed Wireless	The location is serviceable by fixed wireless, no NTD in place	Yes
Service Class 6	Fixed Wireless	The location is serviceable by fixed wireless, antenna and NTD in place	Yes
Service Class 7	Satellite	It is not yet determined the technology that will service this location.	No
Service Class 8	Satellite	The location is serviceable by Satellite but no equipment has been installed	Yes
Service Class 9	Satellite	The location is serviceable by Satellite and the equipment has been installed onsite	Yes
Service Class 10	FTTB / FTTN	Location is planned to be serviceable by FTTB or FTTN	No
Service Class 11	FTTB / FTTN	The location is serviceable by FTTB or FTTN, copper line required	Yes
Service Class 12	FTTB / FTTN	The location is serviceable by FTTB or FTTN, jumpering is required	Yes
Service Class 13	FTTB / FTTN	Location is serviceable by FTTB or FTTN, infrastructure in place	Yes
Service Class 20	HFC	Location is planned to be serviceable by HFC	No
Service Class 21	HFC	Location is serviceable by HFC but no physical connection to the property	Yes
Service Class 22	HFC	Location is serviceable by HFC but only the nbn™ utility box has been installed	Yes
Service Class 23	HFC	Location is serviceable by HFC, the nbn™ utility box and wall plate are installed	Yes
Service Class 24	HFC	Location is serviceable by HFC, and all the equipment is installed along with a NTD	Yes

You can use this to determine the technology at a premise and what nbn technology is present

Key Reports

	Report	What does it show?	What can you use it for?	Frequency
FUTURE	1. Ready for Service Plan	Shows nbn roll out information over the next 12 months with indicative dates of when premises in each area will be ready for service.	Marketing planning for pre-RFS & RFS activity.	Monthly – released on the 10th business day of each month
FUTURE	2. Proposed Footprint List (PFL)	A detailed list of premises that are in the process of becoming ready for service. This contains address level information, and location ID's (LOC IDs)	Washing this list with your customer database to understand who can migrate to the **nbn**™ soon. Planning pre-RFS & RFS activity.	Daily
PAST	3. Historical Rollout Region List (HRRL)	Shows where we have previously rolled out nbn	Act as a trigger to start marketing activity to a particular area	Monthly – released on the 10th business day of each month
PAST	4. Historical Footprint List (HFL)	A detailed list of premises that are in RFS areas. This contains address level information and location ID's (LOC IDs). It also contains Service Class information which shows if a premise is serviceable or has an active nbn connection.	Washing this list with your customer database to understand who can over a service over the **nbn**™ today. Planning pre-RFS & RFS activity.	Daily
	5. nbn Ready & No Active Service	LOCID's and premises which are ready to get nbn yet do not have an active service.	Planning targeted marketing campaigns	Once a month mid-month

Key tips for using nbn reports

- ✓ **nbn** provides daily footprint files that can be downloaded to your computer or server
- ✓ The CSV file is a text based format file which can be used in Excel. The XML files are smaller than CSV in size and are used to import directly into programs
- ✓ Determine the purpose of downloading the files, i.e. are you wanting to look at what has already been released, or what is planned for release, or both? In that way you can download the specific files that you require
- ✓ The files contain a number of data fields, and to match with your address data, you can match on either the LOC ID, GNAF ID or the actual address

3 Year Plan

3 Year Plan Information

This file contains rollout information for the upcoming 3 years with approximate premises and ready for service (RFS) dates for FTTN, HFC and FW.

Service Type	SAM Identifier	FSA Identifier	FSA Name	Locality Name	FSA State	FSA Designation	CSA Identifier	CSA Name	POI Identifier	POI Name	Approx. premise count for the SAM	Expected date(s) of Ready for Service (if not already complete)	Predominant Technology*
"Brownfields Fixed-line", "Greenfields Fixed-line" or "Wireless".	The nbn unique identifier for a Service Area Module.	The nbn unique identifier for a Fixed-line Serving Area.	The expanded name of the FSA.	The towns or suburbs that are covered or partially covered by the FSA, and hence are under consideration for deployment within the timeframe of this plan.	The State that the FSA is located in.	"Metropolitan" or "Non-Metropolitan".	The nbn unique identifier for a Connectivity Serving Area.	The expanded name of the Connectivity Serving Area, to which the FSA is allocated.	The nbn unique identifier of the Point Of Interconnect.	The expanded name of the Point of Interconnect, to which the FSA is allocated.	The approx. premises count of projects within this SAM	Ready for service means the expected date for SAMs to be declared Ready for Service by nbn.	"FTTP" or "FTTN"
Brownfields Fixed-line	2ALS-01	2ALS	Alstonville	{Alstonville, Wollongbar}	NSW	Non-Metropolitan	CSA200000010366	Grafton 2 CSA	2GRN	Grafton	3100	{H2-2018}	FTTN
Brownfields Fixed-line	2APP-20	2APP	Otford	{Coalcliff, Helensburgh, Lilyvale, Otford, Stanwell Park, Stanwell Tops}	NSW	Non-Metropolitan	CSA200000010151	Campbelltown 2 CSA	2CBT	Campbelltown	2700	{H2-2018}	FTTN
Brownfields Fixed-line	2BAO-20	2BAO	Braidwood	{Braidwood}	NSW	Non-Metropolitan	CSA900000000724	Queanbeyan CSA	9QBN	Queanbeyan	700	{H1-2018}	FTTN
Brownfields Fixed-line	2BEG-20	2BEG	Bega	{Bega}	NSW	Non-Metropolitan	CSA200000010662	Nowra Bomaderry 2 CSA	2NWR	Nowra-Bomaderry	1900	{H2-2018}	FTTN
Brownfields Fixed-line	2BEG-21	2BEG	Bega	{Tathra}	NSW	Non-Metropolitan	CSA200000010662	Nowra Bomaderry 2 CSA	2NWR	Nowra-Bomaderry	900	{H1-2018}	FTTN
Brownfields Fixed-line	2BER-01	2BER	Berowra	{Berowra, Brooklyn, Cowan, Dangar Island, Mount Kuring-Gai}	NSW	Metropolitan	CSA200000001052	Asquith Depot CSA	2SYA	Asquith Depot	2300	{Q1-2018}	FTTN
Brownfields Fixed-line	2BER-02	2BER	Berowra	{Berowra, Berowra Heights}	NSW	Metropolitan	CSA200000001052	Asquith Depot CSA	2SYA	Asquith Depot	2300	{Jun-2017}	FTTN
Brownfields Fixed-line	2BGI-20	2BGI	Boggabri	{Boggabri}	NSW	Non-Metropolitan	CSA200000010850	Tamworth 2 CSA	2TAM	Tamworth	500	{H2-2018}	FTTN
Brownfields Fixed-line	2BGR-20	2BGR	Bungendore	{Bungendore}	NSW	Non-Metropolitan	CSA900000000724	Queanbeyan CSA	9QBN	Queanbeyan	1300	{Q4-2017}	FTTN
Brownfields Fixed-line	2BHA-20	2BHA	Barham-Koondrook	{Barham, Koondrook}	NSW	Non-Metropolitan	CSA300000010794	Shepparton 2 CSA	3SHP	Shepparton	1400	{H2-2018}	FTTN

Monthly Reports

Rollout Info Monthly

- **nbn** publishes the monthly roll out report on the 10th business day of the month
- This report can tell you how many premises are rolling out in each region to the end of FY18
- It also splits the roll out by technology
- This report is also sometimes known as the ready for service plan

CSA Identifier	CSA Name	POI Identifier	POI Name	Approx premises FTTP	Approx premises FTTN	Approx premises FTTB	Approx premises HFC	Approx premises FTTC
The nbn unique identifier for a Connectivity Serving	The expanded name of the Connectivity Serving Area, to which this SAM is	The nbn unique identifier of the Point Of Interconnect	The expanded name of the Point of Interconnect, to which this SAM is allocated	The premises count within this SAM once construction has been completed using	The premises count within this SAM once construction has been completed using	The premises count within this SAM once construction has been completed using	The premises count within this SAM once construction has been completed using	The premises count within this SAM once construction has been completed using
CSA300000010862	Thornbury 2 CSA	3TNB	Thornbury					1110
CSA200000001052	Asquith Depot CSA	2SYA	Asquith Depot			640		340
CSA200000010233	Penrith 2 CSA	2PTH	Penrith					2790
CSA200000010233	Penrith 2 CSA	2PTH	Penrith			260		2550
CSA200000010233	Penrith 2 CSA	2PTH	Penrith			40		2460
CSA300000010862	Thornbury 2 CSA	3TNB	Thornbury	120		60		830
CSA300000010862	Thornbury 2 CSA	3TNB	Thornbury	60		430		850
CSA300000010862	Thornbury 2 CSA	3TNB	Thornbury					2240
CSA300000010862	Thornbury 2 CSA	3TNB	Thornbury					2640
CSA300000010862	Thornbury 2 CSA	3TNB	Thornbury			50		2330
CSA300000010862	Thornbury 2 CSA	3TNB	Thornbury			130		2170
CSA300000010862	Thornbury 2 CSA	3TNB	Thornbury					1710

Example data only – not all columns included

Find this report on Marketing Resources > Wholesale Support Program > Disclosure Documents > Proposed Footprint List & Ready for Service Plan

Rollout Info Monthly

What can I use this for?

- Planning marketing activity and a guide to which areas should you be doing activity in and when
- Allows you to plan activity around the time of an area going RFS. For some of our technologies, we see an uptake of 30-40% or more in this time which shows why early activity is important
- It could also allow you to make business cases and other important planning decisions

Rollout Info Monthly

Real Example

One provider is very successful in regional QLD and wants to understand how many premises are going to be ready for service in the next few month in that location.

1. Open the report
2. In Column I ‘FSA State’ filter by QLD, then Column J ‘FSA Designation’ to non-metropolitan
3. In Column T it will tell you how many premises we expect to make ready for service along with the expected ready for service date in Column X
4. Repeat the steps above for each of the technologies in the report
5. You could then start to plan activity in those areas coming up for RFS

Historical Rollout Region List (HRRL)

- **nbn** publishes this report every Monday
- This report tells you when an area first became ready for service and shows when construction has been completed and orders can commence
- It also splits the roll out by technology
- This is very similar to the monthly rollout report and has the same column headers

Locality Name	FSA State	FSA Designation	Established CSA Identifier	Established CSA Name	Established POI Identifier	Established POI Name	Transitional CSA Identifier	Transitional CSA Name	Transitional POI Identifier	Transitional POI Name	Transitional Start Date
The town or suburb covered by the Serving Area Module	The State that the Fixed-line Serving Area is located in	"metropolitan" or "non-metropolitan"	The nbn unique identifier for a Connectivity Serving Area	The expanded name of the Connectivity Serving Area, to which this SAM is allocated	The nbn unique identifier of the established Point Of Interconnect, to which this SAM is allocated	The expanded name of the established Point of Interconnect, to which this SAM is allocated	The nbn unique identifier for a Connectivity Serving Area associated with the transitional (interim) POI	The expanded name of the Connectivity Serving Area, associated with the transitional (interim) POI, to which this FSAM is allocated	The nbn unique identifier of the transitional (interim) Point Of Interconnect	The expanded name of the transitional (interim) Point of Interconnect, to which this FSAM is allocated	The OLT migration date from transitional (interim) POI to permanent POI
Armidale	NSW	non-metropolitan	CSA200000010850	Tamworth 2 CSA	2TAM	Tamworth	CSA200000000850	Tamworth CSA	2ULT	Sydney Interim Agg	21-Sep-2015
Armidale	NSW	non-metropolitan	CSA200000010850	Tamworth 2 CSA	2TAM	Tamworth	CSA200000000850	Tamworth CSA	2ULT	Sydney Interim Agg	09-Sep-2015
Armidale	NSW	non-metropolitan	CSA200000010850	Tamworth 2 CSA	2TAM	Tamworth	CSA200000000850	Tamworth CSA	2ULT	Sydney Interim Agg	09-Sep-2015
Armidale	NSW	non-metropolitan	CSA200000010850	Tamworth 2 CSA	2TAM	Tamworth	CSA200000000850	Tamworth CSA	2ULT	Sydney Interim Agg	21-Sep-2015
Minnamurra, Kiama Downs	NSW	non-metropolitan	CSA200000010662	Nowra Bomaderry 2 CSA	2NWR	Nowra-Bomaderry	CSA200000000662	Nowra Bomaderry CSA	2ULT	Sydney Interim Agg	20-Apr-2016
Brunswick	VIC	metropolitan	CSA300000010862	Thornbury 2 CSA	3TNB	Thornbury	CSA300000000862	Thornbury CSA	3WME	Melbourne Interim Agg	18-Nov-2015
Mundingburra, Aitkenvale	QLD	non-metropolitan	CSA400000010875	Townsville 2 CSA	4TNS	Townsville	CSA400000000875	Townsville CSA	4FOR	Brisbane Interim Agg	29-Feb-2016
Willunga South, Willunga	SA	metropolitan	CSA500000010831	Stirling 2 CSA	5STI	Stirling	CSA500000000831	Stirling CSA	5ADE	Adelaide Interim Agg	08-Mar-2016
Sorell	TAS	non-metropolitan	CSA700000000406	Hobart CSA	7HOB	Hobart					

Example data only – not all columns included

Find this report on Marketing Resources > Wholesale Support Program > Disclosure Documents > Historical Footprint List & Rollout Region List

Historical Rollout Region List (HRRL)

What can I use this for?

- Triggering your marketing campaigns in different areas as once an area goes RFS it get's mentioned in this report
- If an area went RFS more than 2 years ago, you could even consider a 'switch' campaign to target end-users currently connected to the **nbn**™ to try out your service

Historical Rollout Region List (HRRL)

Real Example

A new provider is considering targeting areas which are ready for service as they believe they have a strong offer which could make existing **nbn**™ users switch to them. They are looking at areas in NSW to consider targeting.

1. Open the report

2. In Column I ‘FSA State’ filter by NSW, then filter in Column AF ‘Ready for Service Date’ for those premises that went live in 2015 or before

3. Filter Column Z to by ‘Largest to Smallest’ to see which areas have the most amount of premises in the HFL

4. In Column F & G you can see which locality and suburb these premises are in

5. You could then start to plan activity your switching campaign, using the HFL if needed to get the actual premise addresses to do a targeted 1-1 campaign

nbn Ready & No Active Service

- This report provides you a list of premises which are ready for service, yet do not have an active service
- This runs across SC3 (FTTP), SC13 (FTTN / B), SC6 (FW) and SC9 (Satellite)
- You can also see if the premise is likely to be a business or residential premise from this report

Location ID	Premises Type (Likely based on Previous Customer)	Service Type	SAM ID	Service Class	Service Class Description	Service Level Region	Unit Number	Road Number 1	Road Name	Road Type Code	Locality Name	State Territory Code	RFS Disconnection Date
LOC000000310970	Business	Brownfields FTTB-Copper	4GUL-05	13	Serviceable by Copper, Existing Copper Pair in-place active with NBN Co.	URBAN	30	339	ROSS RIVER	RD	CRANBROOK	QLD	23/09/2016
LOC000000310991	Business	Brownfields FTTB-Copper	4GUL-05	13	Serviceable by Copper, Existing Copper Pair in-place active with NBN Co.	URBAN	4	339	ROSS RIVER	RD	CRANBROOK	QLD	23/09/2016
LOC000001021880	Business	Brownfields FTTB-Copper	5MOD-01	13	Serviceable by Copper, Existing Copper Pair in-place active with NBN Co.	URBAN	14	954	NORTH EAST	RD	MODBURY	SA	14/10/2016
LOC000001256891	Business	Brownfields FTTB-Copper	7KIN-04	13	Serviceable by Copper, Existing Copper Pair in-place active with NBN Co.	URBAN	13	29	CHANNEL	HWY	KINGSTON	TAS	10/02/2017
LOC000001257663	Residential	Brownfields FTTB-Copper	7KIN-04	13	Serviceable by Copper, Existing Copper Pair in-place active with NBN Co.	URBAN	87A	29	CHANNEL	HWY	KINGSTON	TAS	10/02/2017
LOC000001279757	Business	Brownfields FTTB-Copper	4GDN-01	13	Serviceable by Copper, Existing Copper Pair in-place active with NBN Co.	URBAN	37	2	SMITHS	RD	GOODNA	QLD	20/01/2017
LOC000001346802	Residential	Brownfields FTTN-Copper	2GRK-05	13	Serviceable by Copper, Existing Copper Pair in-place active with NBN Co.	URBAN		46	OLEANDER	ST	NORAVILLE	NSW	9/06/2017
LOC000001347851	Residential	Brownfields FTTN-Copper	2NAA-03	13	Serviceable by Copper, Existing Copper Pair in-place active with NBN Co.	URBAN	1	177	NARARA VALLEY	DR	NARARA	NSW	9/02/2018
LOC000001349174	Residential	Brownfields FTTN-Copper	2MOL-01	13	Serviceable by Copper, Existing Copper Pair in-place active with NBN Co.	MINOR RURAL	3	38	HILL	ST	MOLONG	NSW	19/01/2018
LOC000001352370	Residential	Brownfields FTTN-Copper	2MDG-03	13	Serviceable by Copper, Existing Copper Pair in-place active with NBN Co.	MAJOR RURAL	1	36	PERRY	ST	MUDGEE	NSW	9/03/2018
LOC000001352826	Residential	Brownfields FTTN-Copper	2PKE-01	13	Serviceable by Copper, Existing Copper Pair in-place active with NBN Co.	URBAN		64	BELLEVUE	RD	FIGTREE	NSW	13/04/2018
LOC000001355236	Residential	Brownfields FTTN-Copper	2GRK-04	13	Serviceable by Copper, Existing Copper Pair in-place active with NBN Co.	URBAN		9	GILBERT	AV	GOROKAN	NSW	9/06/2017
LOC000001364017	Residential	Brownfields FTTN-Copper	2GRK-03	13	Serviceable by Copper, Existing Copper Pair in-place active with NBN Co.	URBAN		5	MALVINA	PDE	GOROKAN	NSW	12/05/2017

Example data only

Find this report on Marketing Resources > Marketing Toolkit

nbn Ready & No Active Service

Real Example

My company is great at targeting inner-city units – in particular around Gold Coast. I would like to do a DM campaign to those that can get FTTB today in this area. I am choosing to use this list as I know there is no active service over the **nbn**™ network at the premise.

- Download the report from the nbn Customer Centre
- Look for the 'FTTN-FTTB' tab
- Set up a filter on Column C 'Service Type' for 'Brownfields FTTB' and 'Greenfields FTTB'
- Set up a filter on Column M 'State' for QLD
- Set up a filter on Column L 'Locality' – and select areas such as Varsity Lakes
- You may also want to avoid premises were the disconnection date has already passed as they may have chosen not to connect to the **nbn**™ network. You can do this by looking at Column N 'RFS Disconnection Date'

Daily Reports

Using the daily files / delta reports

- Each day nbn uploads HFL and PFL files for RSPs to download.
- These files come in both CSV and XML formats.
- There are 3 categories: HFL, PFL and HFL + PFL combined.
- For the combined category, there is a base file and a delta file. Rather than download the base file every day, you may only need to download it once a week or month, and on the other days you can download the delta file.
- To download any file, just click on the file name and select the location of where you would like to save it to.

Proposed Footprint List

- **nbn publishes this report every working day**
- This report can tell you the details of where the **nbn**™ network is rolling out, and their actual addresses
- The report is available in both a CSV and XML format and splits out by state (for Brownfields) and technology

NBN_LOC	GNAF_PE	ROLLOUT_	DISTRIBUT	FORMATT	SERVICE_C	SERVICE_C	SERVICE_C	READY_FOR_SERVI	DISCONNE	UNIT_NUM	UNIT_TYPI	LEVEL_NU	LEVEL_TYI	ADDRESS_	ROAD_NU	ROAD_NU	LOT_NUM	ROAD_NA	ROAD_SU	ROAD_TYI	LOCALITY_SECONDAI
LOC000053297261		2MIL-01	2MIL-01-0	UNIT 90, 2	0	Planned to be service		9/06/2017		90	UNIT				25	27		TULICH		AV	PRESTONS
LOC00003	GANSW71	2BON-64	2BON-64-(	UNIT 2, 40	0	Planned to be service		1/10/2017		2	UNIT				40			CAMPBELL		ST	WAVERLEY
LOC00016	GANSW71	2KEL-06	2KEL-06-0	UNIT 6D, 7	0	Planned to be service		9/06/2017		6D	UNIT				7			MERIDIAN		PL	BELLA VISTA
LOC00001	GAQLD155	4HFD-20	4HFD-20-(	LOT 27, 17	0	Planned to be service		1/10/2017							17		27	SKYLINE		DR	BLUE MOUNTAIN HEI
LOC00005	GAQLD162	4GNV-01	4GNV-01-(	33 MCSWI	0	Planned to be service		1/10/2017							33			MCSWEENEY		CR	GORDONVALE
LOC00002	GAVIC421	3FIN-22	3FIN-22-1(	26 TERN A	0	Planned to be service		1/09/2017							26			TERN		AV	ROSEBUD WEST

Example data only – not all columns included

Find this report on Marketing Resources > Wholesale Support Program > Footprint Lists > PFL

Proposed Footprint List

What can I use this for?

- Executing direct marketing activity to areas that will shortly be ready for service
- Understanding which of your existing ADSL customers are about to be able to order a service over the **nbn™**
- Other activity which require you to know addresses – for example, door knocking or outbound

Proposed Footprint List

Real Example

My RSP is great at targeting unit block in VIC. I would like to know the addresses of those that are coming up for RFS so I can plan a specific campaign for these buildings.

- Download the PFL files.
- You need to set two filters
  - One on Column AI ‘Service Type’ for FTTB, and another for Column AD for ‘State’ for VIC
- If you then look in Column I ‘Ready for Service’ you can see the date nbn expects to make this premise ready for service
- From here you could look at specific buildings coming up so that you can plan your campaign

Historical Footprint List

- **nbn publishes this report every working day**
- This report can tell you how many premises are ready for service, and their actual addresses
- The report is available in both a CSV and XML format and splits out by state (for Brownfields) and technology
- You can also determine if a premise is yet to connect to the nbn by the service class.

NBN_LOCATION_IDE	GNAF_PERSISTENT_ID	ROLLOUT_REGIO	DISTRIBUTION_A	FORMATTED_ADDRESS	SERVICE_CLASS	SERVICE_(	SERVICE_(	READY_FOR_SERVICE	DISCONNECTION_DA
LOC000089725113	GAWA_146970034	6GLT-03	6GLT-03-03	276 SEVENTH ST, WON	3	Serviceable by fibre,		22/01/2014	11/09/2015
LOC000056088496	GAWA_147440868	6APP-01	6APP-01-00-MPS	UNIT 8, 822 CANNING H	2	Serviceable by fibre,		3/06/2015	20/01/2017
LOC000007893573	GAWA_146907894	6MSP-04	6MSP-04-06	71 MURDOCH DR, SING	3	Serviceable by fibre,		4/09/2015	10/03/2017
LOC000076674955		6MDR-03-SCR-01	6MDR-03-00-MP	SHOP 8, 4 ZEPHYR MEW	3	Serviceable by fibre,		9/05/2015	11/03/2016
LOC000005411598	GAWA_146788426	6APP-03	6APP-03-11	9 CREST AV, MOUNT PL	1	Serviceable by fibre,		14/08/2015	10/03/2017
LOC000106183993	GAWA_146900502	6MDR-04	6MDR-04-12	128 LESLIE ST, DUDLEY	2	Serviceable by fibre,		25/03/2015	14/10/2016
LOC000055917171	GAWA_148094817	6SPT-02-SCR-01	6SPT-02-00-MPS	UNIT 6, 11 SOUTH PERT	3	Serviceable by fibre,		2/05/2015	26/02/2016
LOC000132319566		6VIC-05	6VIC-05-02	26A STREATLEY RD, LAT	3	Serviceable by fibre,		17/04/2015	11/11/2016
LOC000006427608	GAWA_146886632	6MDR-04	6MDR-04-07	20 DENHAM ST, DUDLE	3	Serviceable by fibre,		25/03/2015	14/10/2016
LOC000074748652	GAWA_162983371	6MDR-03-INF-01	6MDR-03-00-MP	APT 1203, 3 MARCO PO	3	Serviceable by fibre,		22/07/2015	20/01/2017

Example data only – not all columns included

Find this report on Marketing Resources > Wholesale Support Program > Footprint Lists > HFL

Historical Footprint List

What can I use this for?

- Executing direct marketing activity to premises that have become ready for service
- Understanding which of your existing ADSL customers can now get connected to **nbn**™, including those which are coming up for disconnection
- Other activity which require you to know addresses – for example, door knocking or outbound

Historical Footprint List

Real Example

I work for a telco who has an existing ADSL base and I think some of our customers are coming up for disconnection. I have the addresses of my current customers and want to check their disconnection dates against this file so I can plan an outbound call campaign.

- Download the HFL files.
- You will need to do a V-Look Up taking the list of your current customer addresses against the list of all addresses in the HFL
- To help with data matching, the address can either be used as individual components or a standard string, or the individual components can be merged to form specific strings to align with your company's address format.
- If you have GNAF information about your customer base you can also filter on this
- From here you can see which of your customers can connect to the **nbn**™ today, and their disconnection date

Thank You

Appendix

How to do a V-Look Up

A VLOOKUP uses the following syntax in Excel:

vlookup(lookup_value, table_array, col_index_number, [range_lookup])

- In the below example, to return the volume for TAS, the lookup_value is TAS, which is in cell A2.
- The table_array are the columns that are involved in the lookup, with the first column being the column that is being looked up. In this example, columns E – G will need to be involved in the lookup.
- The col_index_number is the column number of the value being returned after the first column. In this example the value that is needed is in column G, which is column #3.
- The range_lookup is optional and not required for this exercise.
- So the vlookup syntax for this example is VLOOKUP(A2,E:G,3).

B2 | =VLOOKUP(A2,E:G,3)

	A	B	C	D	E	F	G
1	State	Value			State	Volume	Value
2	TAS	$600			ACT	10	$100
3					NSW	100	$1,000
4					NT	15	$150
5					QLD	40	$400
6					TAS	60	$600
7					VIC	80	$800
8					WA	55	$550