

## How OntheNet Keeps You Informed During an Outage

At OntheNet, we understand how important reliable telecommunications services are for our customers, partners and communities. Access to phone and internet services is critical for business operations, emergency communications, education, healthcare, government services and staying connected with family and friends.

We recognise that outages and network disruptions can significantly impact customers. When outages occur, OntheNet is committed to restoring services as quickly as possible while ensuring customers, wholesalers, service providers, relevant stakeholders and the public remain informed throughout the incident.

This document outlines the systems, teams and processes OntheNet uses to communicate during major outages and significant local outages in accordance with the *Telecommunications (Customer Communications for Outages) Industry Standard 2024*.

OntheNet uses a coordinated communication approach across multiple channels to provide timely, transparent and consistent updates to affected customers and stakeholders. This may include updates through our website, SMS, email, support channels, social media and wholesale communication channels where appropriate.

Our teams work collaboratively to:

- detect and respond to outages;
- coordinate restoration activities;
- assess customer impact;
- provide accurate and timely communications; and
- support customers throughout the outage lifecycle.

By planning and executing our outage communication processes carefully, OntheNet aims to minimise confusion, maintain transparency and uphold customer trust during service disruptions.

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## Our Communication Strategy

OntheNet's outage communication strategy is designed to:

- Ensure timely and accurate information is communicated to customers and stakeholders;
- Maintain transparency and trust throughout the outage;
- Minimise misinformation and uncertainty through clear and consistent messaging;
- Coordinate communications internally and externally during incidents;
- Support customers requiring urgent assistance during outages; and
- Comply with applicable regulatory obligations and industry standards.

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## Communication Channels

OntheNet may use multiple communication channels during outages depending on the scale, severity and nature of the incident.

Communication channels may include:

- **Website Updates** – Information published on the [OntheNet](#) website on our status pages;
- **Email Notifications** – Updates provided to those affected;
- **SMS Notifications** – Time-sensitive outage communications where appropriate;

- **Customer Support Channels** – Assistance provided via support teams and service desk channels;
- **Social Media** – Public communications and outage awareness updates;
- **Media Statements** - Major outage communications where broader public awareness is required; and
- **Internal Communications** – Operational and executive coordination updates.

OntheNet may utilise one or more communication methods depending on the circumstances of the outage and information available at the time.

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## How OntheNet Communicates About Major Outages and Significant Local Outages

Major outages and significant local outages are governed by the Telecommunications (Customer Communications for Outages) Industry Standard 2024.

A **major outage** is generally an unplanned outage affecting:

- 100,000 services or more; or
- all services within a State or Territory, where the outage lasts, or is expected to last, longer than one hour.

A **significant local outage** is generally an unplanned outage affecting:

- 1,000 or more services in a regional area for six hours or longer; or
- 250 or more services in a rural area for three hours or longer.

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## Initial Communication

Where a major outage or significant local outage occurs, whether identified internally by OntheNet or notified to us by an upstream carrier or supplier, OntheNet will communicate available information to affected customers as soon as practicable.

Initial communications may occur through SMS, email, website notices or other appropriate communication channels, depending on the circumstances of the outage and the services impacted.

OntheNet will also:

- update relevant outage or service status information available through our support channels;
- ensure customer support teams are informed and equipped with the latest available information;
- communicate with enterprise, wholesale and channel partners through dedicated support pathways; and
- where appropriate, notify relevant government or regulatory stakeholders.

For significant or widespread outages, OntheNet may also communicate through public channels including media statements and social media platforms.

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## Ongoing Updates

OntheNet is committed to providing ongoing communications throughout the duration of an outage.

Updates will be provided:

- whenever there is a significant development or material change;
- where restoration timeframes change;
- where additional affected services or locations are identified; or
- where there is important customer information regarding interim impacts or workarounds.

For major outages and significant local outages, if there is no material new information available, OntheNet will continue to provide updates:

- every six hours during the first 24 hours; and
- every 24 hours thereafter until resolution.

Once services have been restored, OntheNet will communicate confirmation that services are operating normally again, where appropriate.

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## Information We May Communicate

During an outage, OntheNet will provide as much information as reasonably available at the time, which may include:

- the estimated number of affected services;
- the type of services impacted;
- the geographic areas impacted or likely to be impacted;
- known or suspected causes of the outage;
- expected restoration or next update timeframes;
- impacts to emergency calling services, where relevant; and
- available support or escalation channels for customers requiring urgent assistance.

As outage situations can evolve rapidly, information may change as investigations continue and restoration activities progress.

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## Communication with Relevant Stakeholders

Where appropriate, OntheNet may communicate with:

- regulatory authorities;
- government stakeholders;
- emergency management organisations;
- industry participants; and
- relevant suppliers or partners.

Communications may include information relating to:

- outage scale and impact;
- affected regions or services;
- restoration activities;
- emergency impacts; and
- operational status updates.

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## Natural Disaster Communications

Where outages are caused by natural disasters such as floods, cyclones, fires or severe weather events, OntheNet may prioritise website and public communication updates while restoration activities are underway.

Due to the nature of natural disasters, restoration timeframes and outage information may evolve rapidly and may initially be limited.

OntheNet remains committed to providing timely and transparent communication during natural disaster events and will provide updates as information becomes available.

Customers requiring support during natural disaster-related outages may contact [OntheNet](#) support channels for assistance.

## Definitions

Term	Definition
<b>Major Outage</b>	An unplanned adverse impact to a telecommunications network affecting 100,000 or more services (or all services within a State or Territory) for longer than 60 minutes.
<b>Significant Local Outage</b>	An unplanned outage affecting 1,000 or more services in regional Australia for 6 hours or longer, or 250 or more services in remote Australia for 3 hours or longer.
<b>Natural Disaster</b>	An emergency event caused by natural hazards such as floods, fires, cyclones, storms or earthquakes resulting in widespread disruption to telecommunications services.

## Conclusion

OntheNet is committed to delivering clear, transparent and timely communication during outages and service disruptions.

Through coordinated operational response, proactive customer communications and ongoing stakeholder engagement, OntheNet aims to minimise outage impacts and ensure customers remain informed throughout restoration activities.

By continually reviewing and improving our outage communication processes, OntheNet seeks to uphold customer confidence and maintain high standards of operational responsiveness and compliance.

## Contact and Support

For support during a service outage, customers can contact [OntheNet](#) Support or access service information through the [website](#).