

DIGITAL SWITCHOVER

Skybridge was contracted by the Department of Communications between 2010 and 2014 to roll out the Digital Switchover Household Assistance Scheme and Digital Switchover Satellite Subsidy Scheme.

The Digital Switchover Household Assistance Scheme (HAS) helped full-rate pensioners make the switch to digital television.

The Digital Switchover Satellite Subsidy Scheme (SSS) helped customers in rural and remote locations access digital television services via satellite. Unlike HAS, this was not a fully-subsidised service; the customer contributed a portion of the cost taking into account the size of equipment used and remoteness of the location.

REQUIREMENTS

For both programs, Skybridge was contracted to provide set-top box, antenna, ancillary equipment, and all installation and maintenance, including customer appointment scheduling and after-care.

The SSS program had additional requirements, including provision and installation of satellite equipment and management of the customer contribution component of the program.

The Commonwealth Government was under significant scrutiny on both programs and placed significant obligations on delivery partners with respect to HSE compliance, particularly around asbestos management and delivering value for money to Australian taxpayers.

THE PROCESS

Skybridge made significant investment in HSE systems for this program. They included:

- Skybridge's installer app, Skyportal, mandated completion of Site Safety Analysis (start-up checklist) prior to each installation including photograph of harness point when working at heights was required
- Certain outcomes (such as ACM management) managed within Skyportal required Contractors to obtain a Permit to Work authorisation to continue through the installation.

The Digital Switchover programs required the ability to flex up quickly to meet spikes in order volumes. As the rollout was reliant on customers opting into the program, reminder letters were issued to customers in a staged process producing spikes in opt-in volumes over the course of the program.

THE RESULT

Following its initial pilot contract in Mildura, Skybridge won seven out of nine subsequent contracts to deliver the HAS and SSS programs. During this time, we serviced over 150,000 customers, representing more than two-thirds of the entire program volume delivered by all contractors appointed by the Government. Also, Skybridge delivered over 30,000 satellite digital television installations.

Of particular note, in June 2013 Skybridge delivered 17,000 installations in the first eight weeks of the Melbourne metropolitan program. This was followed by 50,000 further installations by the switchover date of 10 December 2013.

CLIENT TESTIMONIAL

"Skybridge worked very closely with the Department from the beginning of this four year project to develop technology and process solutions as each stage of the rollout progressed. They responded innovatively and responsibly to HSE requirements and helped set new industry standards for this work. Their can-do attitude resulted in full on-time and on-budget outcomes."

Di Stewart
Assistant Secretary, HAS and SSS
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