



Australia's
broadband
network

nbn's guide to fulfilment on the side (hustle)

**How fast broadband is connecting Aussies to
a more fulfilled life outside of the nine-to-five**



About this guide

This guide was developed by nbn, the company building Australia's broadband network and offers advice on how to find your side hustle, from The School of Life.



About nbn

nbn (the company) was established on 9 April, 2009 to design, build and operate Australia's new broadband network.

nbn is a wholly-owned Commonwealth company - a Government Business Enterprise - and is represented by Shareholder Ministers; the Minister for Communications and the Minister of Finance.

For more information about **nbn**[™], visit www.nbnco.com.au.



About The School of Life

Opened in March 2014, The School of Life is devoted to developing emotional intelligence through the help of culture.

The School of Life addresses such issues as how to find fulfilling work, how to master the art of relationships, how to understand one's past, how to achieve calm and how better to understand and, where necessary change the world.

For more information about The School of Life visit www.theschooloflife.com

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Foreword by Christian Stenta

'How To Find A Job You Love' faculty
leader at The School of Life



Missions are things we tend to associate with astronauts.

If someone at a party asked you what you did, and you said you were involved on a mission of some kind, people might look at you a little strangely. But in truth, we'd all benefit from developing missions, or side projects of one kind or another, that give our lives a little more fulfilment and meaning.

Our working life will only be, at best, 50 years and thanks in part to the internet we have more choice over where we spend our time than ever before. Ironically though, the more choice we have, the easier it is to become frustrated and the harder it is to know where to start.

In truth, we can and should all have missions and even if we aren't lucky enough to find them in our day-to-day work, we can develop them in the form of side hustles. In an age of rapid

information exchange, where the internet has transformed the way we communicate and the opportunities it allows us to set up and do business, it's never been easier to research and put into practice some exciting new ventures.

With a side hustle that gives you a real sense of fulfilment, the next time you're at a party, you won't need to keep the conversation at the level of where you're employed. You can, with no space helmet to your name, legitimately announce that you're on this earth with an exciting mission to carry out.

To help Aussies find fulfilment online, **nbn** has teamed up with The School of Life to look at the rise of the side hustle, find out what (side) hustling Aussies are already undertaking and to provide a range of exercises to help Aussies uncover their passions and own side hustles.

"You can, with no space helmet to your name, legitimately announce that you're on this earth with an exciting mission to carry out."



Side Hustle: The trend taking the nation by storm

Side hustle

/s-ɪd/ /'h-s(ə)/

A way to make some extra cash that allows you flexibility to pursue what you're most interested in. It can also be your true passion - a chance to delve into fashion, travel or whatever it is you care about the most without quitting your day job¹.

Ryan works in finance but he has a side hustle music business.

"The report shows the majority of Australians (80%) are looking for fulfilment outside of work".

Aussies in search of better life fulfilment and financial reward are taking up side hustles by the millions - with the **nbn**TM Side Hustle Report² revealing that the global trend is now taking off in our own backyard.

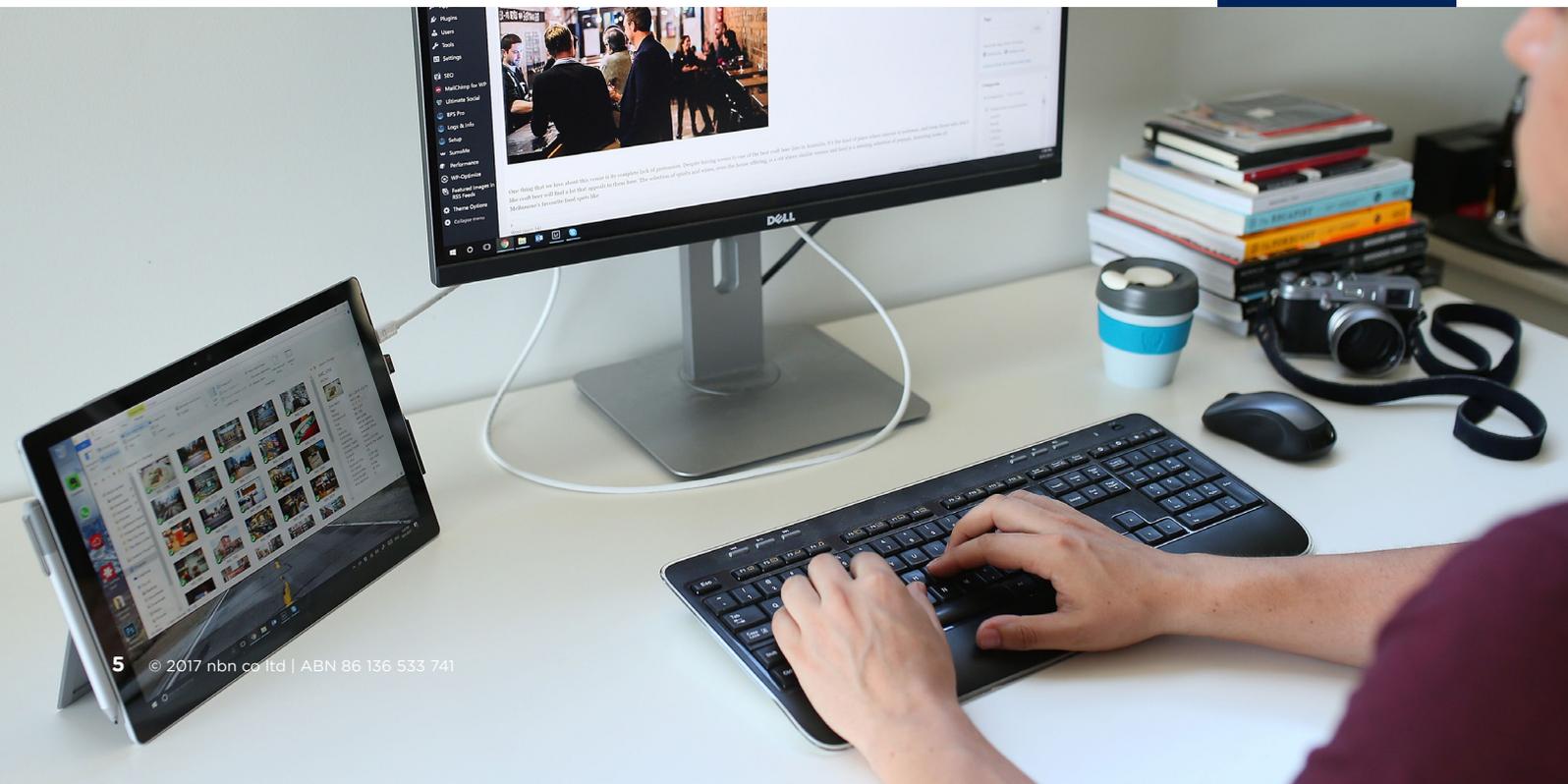
The report shows the majority of Australians (80 per cent) are looking for fulfilment outside of work, with one in four (25 per cent) Aussies admitting to already having their own side hustle.

Why are we side hustling?

According to the research, Australians are focused on having a better lifestyle and are looking online to find fulfilment outside of work. With 59 per cent of us agreeing that work doesn't need to fully satisfy needs, there is a huge potential for Aussies to gain satisfaction and fulfilment through pursuing passion projects online that could one day grow into meaningful careers.

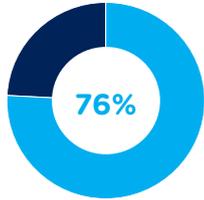
Side hustles have been popular overseas and the trend is now surging locally, as technology advances and access to fast broadband such as via the **nbn**TM network increases, Australians are realising the untapped opportunities that lie online. Whether it's producing a blog, online reviewing or even online coaching; there is a world of potential online waiting to be harnessed.

1. Entrepreneur, Do the Side Hustle: 5 Better Ways to Earn Extra Cash, <https://www.entrepreneur.com/slideshow/230431>
2. The **nbn Side Hustle report** is based on a survey of 1,208 Australians aged 18 years and over during November and December 2016

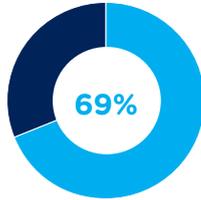


Why are we looking for more?

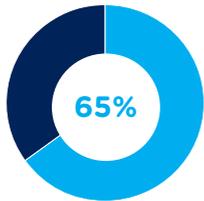
The nbn™ Side Hustle Report shows that Australians have a strong sense of ambition, to do more and learn more, and this is creating a sense of dissatisfaction in the workplace.



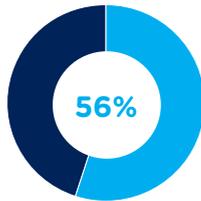
Being an ambitious nation, Australians are also looking to learn new skills - in fact over three quarters (76 per cent) of Australians agree they'd like a side hustle to do just that.



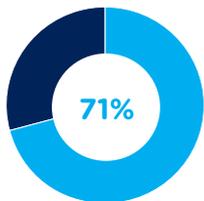
Many Aussies want to give their life further meaning and purpose (69 per cent).



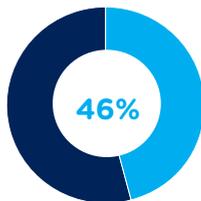
Nearly two thirds (65 per cent) would start a side hustle to be their own boss.



Over half (56 per cent) of Aussies want a side hustle because they're sick of their work routine.



The majority (71 per cent) of people want to pursue passion projects.



Almost half (46 per cent) of people no longer feel challenged in their current job.

In life, we need to develop a plan and courageously stick to it; thereby reducing the amount of times that, because we have no clear goal, we get swept along by the plans of others. Conceiving of new ventures - of new side hustles - requires us to bravely throw off an attitude of inner serfdom, where we imagine that only other people have the right to plan their lives and everyone else must just surrender to the whims of employers.

We need to think about both what we are good at and like doing, and what other people need most. A mission is different from an ambition. An ambition starts with what we want. A mission centres around what others need. The most successful side hustles combine both. Wherever our skills and aptitudes intersect with the needs of the world, that is our distinctive zone: and this is where we might locate the most interesting new opportunities that are unique to us.

We also need to take an honest look at our own aptitudes and interests. What truly are our talents? What can we personally contribute? What makes us feel most alive? These questions hold the opportunities to unlock our side hustle.

- Christian Stenta, 'How To Find A Job You Love' faculty leader at The School of Life

What's stopping us from side hustling already?

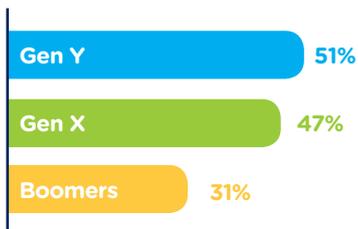
Financial responsibility

Aussies admit financial responsibilities are the biggest factor preventing them from starting a side hustle.



44% admit financial responsibilities prevent them from starting a side hustle

In particular, Gen Y (51 per cent) and Gen X (47 per cent) feel more pressure due to financial reasons compared to the fellow Boomers generation (31 per cent).



Deciding what to do

Financial responsibility is followed by uncertainty on what to do, with more than a third of Aussies (36 per cent) saying they're not sure what their side hustle would be.

Aside from the uncertainty, half of all Aussies say they would like to pursue a side hustle but have no idea what they would do.



35% would like to pursue a hustle but don't think they have the skills



51% of all Aussies say they have no idea what they would do

So how can you shake this sense of dissatisfaction and yearning for more?

How can you find your side hustle?



Every day I'm (side) hustlin'

How fast internet is enabling Aussies to find more fulfilment

With increased access to fast broadband such as via the **nbn™** network, Aussies have a wealth of information and resources at their fingertips like never before.

Online hustles: Almost half (47 per cent) of side hustles people are inspired by are mainly online.

Endless possibilities: Three quarters (75 per cent) of people say the online world is opening up the opportunity for more people to embrace a side hustle.

Fast broadband: 57 per cent say they couldn't succeed with their side hustle without fast internet at home.

Money matters: Over one in three Australians (37 per cent) have made money using the internet, and almost half (41 per cent) of people connected to the **nbn™** network are already selling products and services³.

E-inspiration: Online tutorials (39 per cent), how-to-articles (37 per cent), online video tutorials (31 per cent) and social media posts (30 per cent) are the most popular form of inspiration for Aussies in search of a side hustle.

Social success: 38 per cent of people say they follow people on social media who have a successful side hustle and over half (52 per cent) are inspired to find their own side hustle after seeing the success of others.

The most popular categories for side hustles:



22%
reviewing services or products



21%
photography



20%
food & beverage related

Men vs Women

Fashion and beauty related side hustles are more popular with women (17 per cent vs. 5 per cent of males) and for men, tech-related side hustles are extremely popular (24 per cent vs. 7 per cent females).



Fashion



Tech



3. The Telsyte Australian Digital Consumer Study 2017 is based on a survey of 1,060 Australians aged 16 and over conducted during November 2016.

The (side) hustlers



From law books to lifestyle blogging

Paul is a qualified lawyer, however realised that this profession wasn't for him and decided to transition to be a management consultant and start blogging for a side hustle. Seven years on, Paul's blog turned online magazine - The City Lane - is now a flourishing side hustle, dedicated to providing readers with interesting articles and news related to travel, food and culture.

"I started my career as a lawyer, and while I enjoyed the profession for a while, I soon realised my heart wasn't in it - so I changed careers and looked for fulfilment elsewhere - starting a side hustle in the form of a lifestyle blog.

"While I have put in the hard yards to build The City Lane, I am still so surprised at how simple the concept of having a side hustle is - I have built a successful side business, by following my passion and interest.

"The site has come a long way from where it started - it now hosts hundreds of global reviews, images, videos and even a podcast on beer - so fast internet through the **nbn**[™] network is vital for me so that I can continue to upload and run a busy and popular online magazine."



Influential by day, influencer by night

Jason runs Webpire Marketing and specialises in online marketing / SEO / social media strategies as his full time job. He consults mostly with tourism boards and tourism businesses to improve their online exposure through just about any form of online channels. However his true passion - and now his side hustle - is being a photographer and social media influencer.

"I run a marketing company by day, however it is outside my nine to five that I am able to really pursue what I love. Photography started as a passion for me - just taking snaps here and there on weekends and holidays - but I quickly fell in love with capturing all the amazing landscape our beautiful country has to offer.

"Photography has now turned into a side hustle for me, and a fruitful one at that, I'm able to follow my dreams and make some extra cash.

"It's funny to think that a simple photography Instagram account has led to so much satisfaction and opportunity. Fast broadband facilitated by the **nbn**[™] network means I am able to upload and edit images and manage deliveries quickly and easily online - meaning I am able to spend more time doing what I love; taking beautiful photos."

"I run a marketing company by day, however it is outside my nine to five that I am able to really pursue what I love."

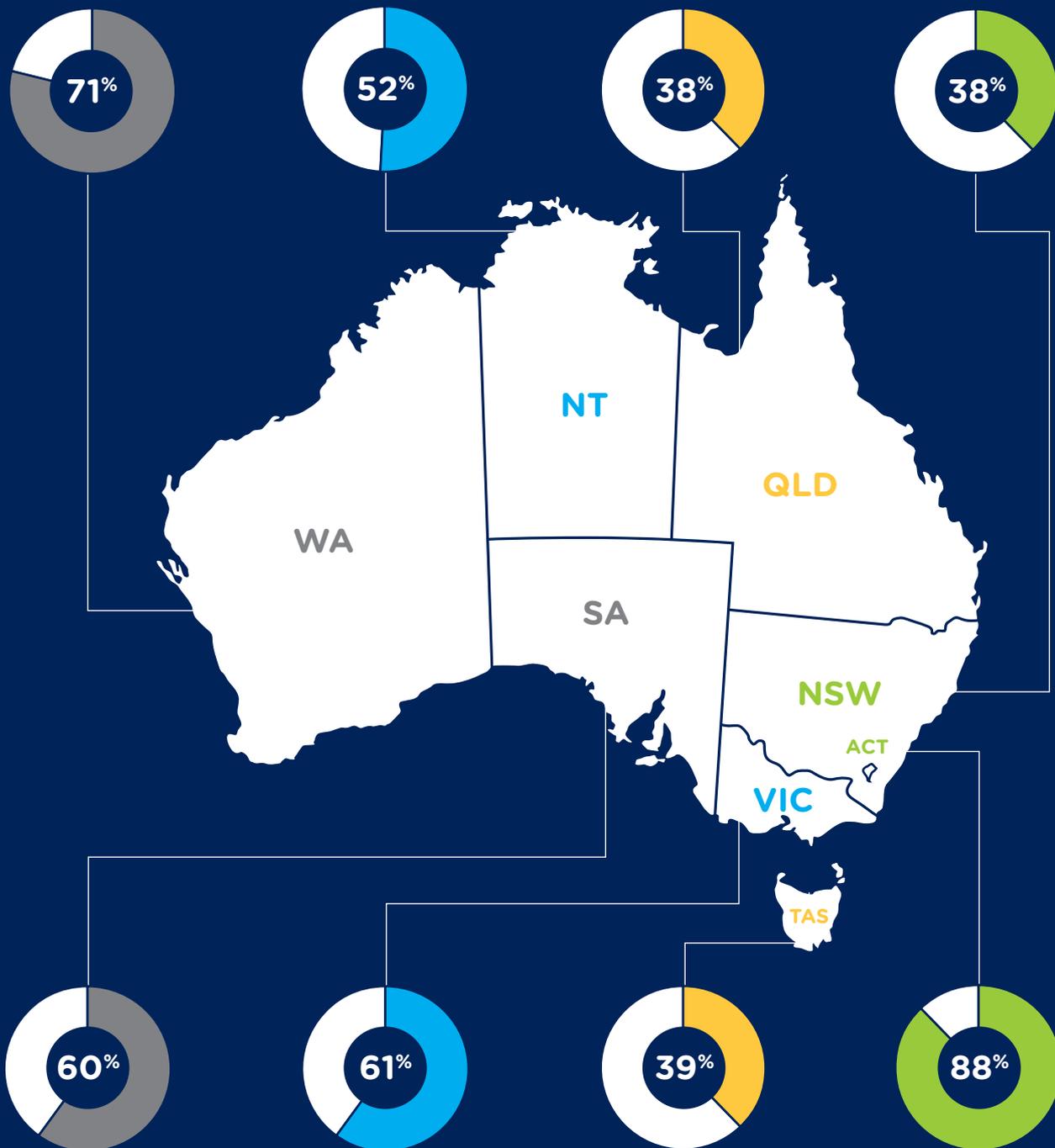
State-side hustling

WA: 71 per cent of people in WA admit to wanting a side hustle because they'd like to be their own boss.

NT: An impressive number (52 per cent) of people in the NT know what they would want to pursue as their side hustle.

QLD: Perhaps the most business savvy state, 38 per cent of QLD residents saying they would like to start a side hustle because they've noticed a gap in the market for a good or service they can offer.

NSW: People in NSW are less confident in their ability than other states, with 38 per cent admitting they don't think they have the skills for a side hustle.



SA: Almost two thirds (60 per cent) of people from SA want to start a side hustle to pursue passion projects.

VIC: Although people in VIC would like to pursue a side hustle, nearly two thirds (61 per cent) are undecided as to what they would pick.

TAS: Although people in TAS would like to pursue a side hustle, 39 per cent are undecided as to what they would pick.

ACT: An impressive 88 per cent of residents in ACT look for fulfilment in their lives outside of work.

How to: Find your side hustle

Half of all Aussies would like to pursue a side hustle, but have no idea what to do. A further one in three know what their side hustle would be, but have no idea where to start - but they'd like to. As a nation, people would like help understanding what their side hustle could be and over three in five people would be interested in hints, tips, video tutorials and inspiration to help them uncover their side hustle. In light of this, nbn™ has teamed up with The School of Life to develop a guide to help Australians uncover their ambitions, skills and passions.

Key ingredients

Although there are no set rules, key ingredients to starting your side hustle are passion, persistence and time, according to the nbn™ Side Hustle Report.

Where to start

The philosopher Soren Kierkegaard wrote that: "no one is ever granted even as little as a half an hour out of his entire life where he is absolutely content in every way." This might seem a little gloomy, but his thought contains a useful lesson. That it is precisely in these frustrations that we might find help.

Many of our best ideas and inventions come about when we start to take our own problems seriously. It might be that we discover a new career or sideline by taking time to reflect on the root causes of our exasperation. A team

of Australian scientists at CSIRO, for example, maddened by the limitations of tangled cables, and imagining that many others were equally frustrated, put their unique talents to work to invent the world's first wireless internet. Similarly, the Australian bookshop owner J Birchall, invented the modern notepad when he grew frustrated by how impractical it was to carry around loose sheets of paper on windy days.

A product or service that could make your life easier is like a roadmap for the hidden wants and needs of other people. Flashes of annoyance can be reinterpreted as entrepreneurial beacons, gently guiding us to new, more enlivening occupations.

Whenever we feel as if we're stuck, bored or dissatisfied we can treat this as a disguised invitation to embark on new, more fulfilling ventures.



Honing in on your passion

No one can tell you what your side hustle should be; you need to unlock it for yourself. The following exercise is designed to help you think about what really makes you happy.

1

Think of an event or activity in the past that made you feel truly alive. Ask yourself “why did it make me feel so alive?” and answer the question honestly – don’t assume that a ‘worthy’ answer is required.

2

Once you have identified the reason, ask yourself “why” again and keep doing this three or four times until you break down the pleasure you derive from the activity to get to the ultimate reason why you enjoyed it. A sample exercise might go something like this:

What activity made me feel alive recently? Cooking

Why? Because I like trying new recipes

Why? Because I enjoy making food for my friends to enjoy

Why? Because I am a sociable person, and I enjoy bringing people together and engaging in conversation

3

Brainstorm what other things you could do that would lead to the same kind of ultimate satisfaction. From this you could conclude that you might find satisfaction volunteering to talk to people, perhaps as a trained counsellor or holding a networking or social event to bring people together in your neighbourhood or even at your workplace.

4

Think about where you could find out more information about your areas of interest – jump online, read up, search blogs, watch videos – to learn as much as you can in your passion area.

5

Brainstorm the types of people or communities who might help you find a side hustle in the area you’re most interested in and reach out to them to make your first step. For example:

If you’re interested in cooking, is there a blogger, a social media influencer, a food photographer that could help you get started and teach you a few tricks? Are there online courses you could take that would connect you to the cooking community?

6

Once you have decided on an idea and jump into it, it’s surprising how satisfying it is to see incremental progression of your idea. For example:

If you’re set on following your passion for cooking get online – create a blog to promote your skills and connect with other food bloggers, or set up a YouTube channel and connect with consumers who love to watch recipes being made.



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This report was published by nbn co limited, the company building Australia's broadband network, and is endorsed by The School of Life.

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