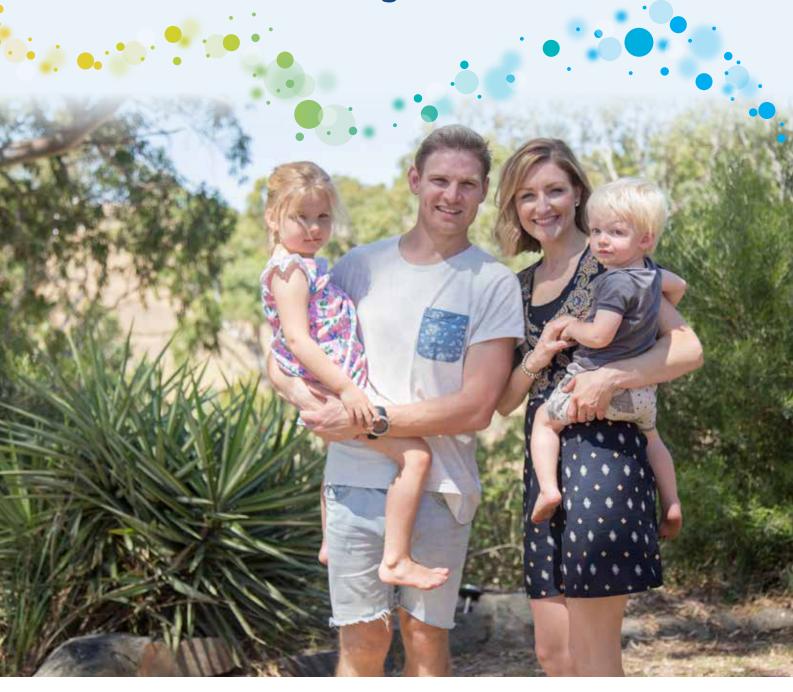
Super connected lifestyle locations

The rise of the 'e-change' movement





O1. Australia's lifestyle fixation

We Australians are simple creatures. We are and have been for more than a century obsessed with lifestyle. Give an Australian half a chance and they will take the lifestyle option every time. Lifestyle is a dividend of prosperity.

From the evolution of our Neighbours-styled suburbia to the recent formation of hipsterinspired apartments, what matters to Australians is the lifestyle connection between work and home

The idea of living in a three-bedroom brick veneer in the suburbs and commuting to work was a novel and aspirational idea in the middle of the 20th Century. And so too is the current idea of living a Manhattanesque apartment lifestyle within walking distance of the best jobs, cafes, bars, restaurants, sporting arenas and cultural facilities that an Australian capital city can deliver.

But there is more to the Australian fixation with lifestyle than the quarter-acre block and the inner-city apartment. For perhaps two generations a quiet revolution has been taking place. Australians the continent over have been forsaking suburbia and have made other lifestyle choices.

Different choices. Bold choices. Older Aussies admittedly have latched onto the concept of selling up in suburbia and relocating to coastal retreats like the Gold Coast, the Sunshine Coast, the Central Coast and the Mornington Peninsula. But this is not a uniquely Australian trend. The Americans have been retiring to Florida or to Phoenix for generations. The Brits have been doing the same to Spain's Costa Brava since the 1980s and possibly longer.

"Australians the continent over have been forsaking suburbia and have made other lifestyle choices."





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O2. The rise of lifestyle towns



The Australian lifestyle shift that I see is different. It augments rather than competes with the pull of the retirement coast. It taps into a fundamental Australian desire to live a different non-metropolitan life.

It is the Australian penchant for living in a small town beyond the metropolitan fringe and commuting back into town for work. Or, ultimate lifestyle, working locally. Or ultimate ultimate lifestyle, working in a city-funded job but from home. Oh what pure Australian bliss. And the lifestyle township itself can come in a range of sizes and locations.

There's seachange and treechange cuteness as well as the lifestyle impact of quite substantial provincial cities. There's authentic and working country towns as well as specialist resort towns. There's upmarket lifestyle towns and there's affordable lifestyle towns. There are places with views, there are places with water, there are places of historic significance, there's even places that have been master-planned.

Give an Australian half a chance and they will take the lifestyle option every time. One of those lifestyle options is an affordable property perhaps with space to spare, perhaps with views, definitely with character and within striking distance of a capital city.

Did you know that within 150 km (say two-hours drive) of the centre of Sydney there are more than 100 towns on the beach and in the country? And that they range in scale from the mini-metropolitan Newcastle (pop 308,000) and Wollongong (pop 246,000) to villages of less than 500 residents? The population of places like Moss Vale (pop 7,300) near Bowral increased by nine per cent between the 2006 and 2011 censuses. Berry (pop 1,700) near Nowra jumped 14 per cent and Gerringong (pop 4,000) south of Kiama increased by 11 per cent over the same time frame.

"Give an Australian half a chance and they will take the lifestyle option every time."



Source: KPMG Demographics-ABS Census data

O2. The rise of lifestyle towns

Continued from page 3 >

But it's not just New South Wales where Australians are seeking alternatives to big-city Sydney living. Consider Victoria arguably the home of this non-big-city lifestyle movement. Within a 150 km radius of the centre of Melbourne there are more than 160 towns offering an alternative way of living within striking distance of what is promoted as the world's most liveable city.

Melbourne holds more small towns within its gravitational pull than does Sydney. This is partly due I think to Melbourne's geography; Port Phillip Bay pushes the capital deep into the Victorian heartland allowing access from almost every direction. Plus there's the demographic impact of Ballarat's gold fields that has left a legacy of numerous small and extraordinarily appealing towns.

Victorians are streaming into lifestyle towns like Kilmore (pop 6,100) north of Melbourne up 30 per cent between the last two censuses. Castlemaine (pop 9,100) in the goldfields is up 25 per cent, Bannockburn (pop 3,500) a treechange commuter town outside Geelong jumped 41 per cent, and sleepy Indented Head

(pop 920) increased by 56 per cent between 2006 and 2011. These are not standard increases. These are population jumps that are being fuelled by the Australian desire to live where you want to live and to either commute back to Melbourne or to find work locally or indeed to work from home.

The situation with regard to a rising force of small-town and provincial-city living within striking distance of a state capital is replicated in every Australian state. There are over 140 such towns within 150 km of the centre of Brisbane including the Gold Coast and the Sunshine Coast. And there are more than 80 lifestyle towns within the same distance of the centre of Adelaide.

Sparsely settled Western Australia is different with a gravitational pull that can extend 175km from the capital, to take in over 50 such towns. The extent of the gravitational pull on workers in the smaller capital cities of Canberra, Hobart and Darwin is weaker. In these places lifestyle towns peter out at around the 75-km mark. Quality lifestyle is obtainable closer to these centres than is accessible outside bigger cities.

There are currently around 550 "lifestyle towns" offering commutable access (within 150 - 175km) to the job market of a large capital city. Add in towns offering commutable access (within 75km) to the job market of the smaller capitals of Canberra, Hobart and Darwin and there's around 600 towns containing more than 3.7 million Australians choosing to live near, but not within, a capital city. At the last census there were 1,800 cities, towns and settlements in Australia with more than 200 residents. About one-third of these towns containing 15 per cent of the Australian population could be defined as "lifestyle towns".

Five years earlier at the 2006 Census the number of lifestyle towns within striking distance of capital cities was 520. As a nation we are creating 15 new lifestyle towns beyond the edges of our capital cities every year. These new towns generally take the form of housing estates marketed by developers as treechange lifestyle communities that allow residents to either work locally, to commute back into the city or indeed to telecommute from home. What we are witnessing through the prism of the censuses is the evolution of a lifestyle option that is being pursued by about one-in-six Australians. It is the fusion of treechange and seachange with e-change. Super connectivity gives the Australian people even greater scope to pursue what they've always wanted in the past and what they will continue to want in the future, and that is lifestyle. Or more precisely, greater control over where they live and how they work.

2011							
	Under 150km	Over 150km	<150km %		Under 175km	Over 175km	<175km %
NSW	104	434	19%	WA	53	122	30%
VIC	164	186	47%		Under 75km	Over 75km	<75km %
QLD	143	270	35%	TAS	37	62	37%
SA	81	87	48%	NT	3	63	5%
				ACT	10	0	100%
Australia	595						

Australia's broadband

network

Source: KPMG Demographics-ABS Census data

Selected Lifestyle Towns	2006	2011	Growth 2006 - 2011
Yanchep	2,483	4,246	71%
Yandina	1,079	1,757	63%
Balhannah	1,032	1,596	55%
Margate	1,369	2,104	54%
Busselton	15,386	21,405	39%
Cairns	98,346	133,891	36%
Clunes - VIC	1,026	1,374	34%
Mount Barker - SA	11,541	14,452	25%
Inverloch	3,681	4,456	21%
Bundanoon	2,035	2,417	19%
Gerringong	3,591	3,998	11%

Source: ABS Census data





The rise of lifestyle towns





Total 600+ lifestyle towns

offering commutable access to the job market of a capital city



600 lifestyle towns = 3-4 million **Australians**

Timeline

2006

520 lifestyle towns

2011

What is an 'e-change'?



The idea of forsaking the city and the suburban commute and moving to a lifestyle town and maintaining your job by telecommuting

and seachange with e-change as super connectivity gives Australians greater control of where they live and how they

••••••••••••

Working from home trend:

According to ABS data:

2006

321,000 Australians working from home



354,000 Australians working from

Based on these figures Bernard Salt estimates:

almost 400,000 Australians or 4% of the workforce are now working from home

this figure might be closer to 1 million or 8% of the workforce

New nbn[™] research reveals:



1 in 6 Australians (approx 15%) are dissatisfied with a lifestyle that demands too much time spent commuting to work



More than 40% of respondents have considered making a seachange or treechange



76% of Australians who have made a seachange are happy with their lifestyle

Top example e-change zones:

- Kiama (NSW)
- Byron Bay (NSW)
- Surf Coast (VIC)
- Cairns (QLD)
- Armidale (NSW)
- Launceston (TAS)
- Busselton (WA)
- Victor Harbour (SA)
- Mandurah (WA)

03. The coming of the e-change age



Given this demographic and cultural landscape including the proven Australian predisposition towards lifestyle what do you think might happen in the 2020s when the nbn™ network delivers super connectivity via broadband access into small-town and provincial-city Australia? Because I think this will be a trigger event.

I think this will expand the existing shift in the way many Australians live and work. I think that within a decade of the advent of superconnectivity Australians living within the commute zone will begin to reconfigure their working arrangements by working more from home and perhaps even establishing innovative businesses from home. And Aussies being Aussies will insist on giving this new way of living a new name.

You have heard of treechange. You have heard of seachange. You have probably even heard of McMansions and hipsters and you may have heard of the Goat's Cheese Curtain, the imaginary line separating Australian city's Manhattanesque centre from the flatness of middle suburbia. But now stand by for Aussies doing a bit of an e-change

This is the idea of forsaking the city and the suburban commute and moving to a lifestyle town and maintaining your job by telecommuting. Not always possible in the pre-**nbn**™ network-rollout world. More easily achieved in a post-broadband-rollout world. Give Australians half a chance, give Australians a new way of living and working, and they will convert it into a better way of life. And along the way they will give it a cool new term just for good measure. I'm punting on "e-change" being that

Perhaps as early as the 2020s will see the rise of the e-change movement into lifestyle towns located beyond the edge of a capital city but within a two-hour commute time. The e-change zone generally covers Australian towns between say 30km and 150 km from a capital city CBD.

Many of these towns evolved as agricultural service centres but have been more recently shaped by retirees and lifestylers. While we are likely to see the majority of e-changers move to regions which are within a commutable distance from CBDs, we will also see growth in a number of other lifestyle locations which will become even more attractive as the **nbn**[™] network rollout reaches their area. When we include these areas into our e-change zones, there are around 600 locations that can be identified as hotspots for this type of lifestyle shift.

In the future with super connectivity it is expected that some towns in particular within the e-change zone will be the destination for city workers seeking a lifestyle shift. Move to a lifestyle town, telecommute using broadband, and come into the city perhaps once a week for face to face meetings. Sounds pretty damn good to many Australians. This is not to say that Australians haven't already embraced the idea of telecommuting.

The Australian Bureau of Statistics has tracked working-from-home at five yearly censuses for almost 20 years. The most consistent definition of working from home applied between 2006 and 2011 when this number jumped 33,000 to 354,000. Allowing for a continuation of this trend there could well be close to 400,000 Australians or almost four per cent of the workforce now working from home. I suspect that by the 2026 census this proportion might be closer to eight per cent or around the one-million

WORKERS WORKING FROM HOME AT CENSUS

Year	Farmers and Farm Managers	Accommodation and Hospitality Managers	NON FARMER OR B&B WORKERS	TOTAL Workforce	% NON FARMER or B&B WORK AT HOME WORKERS
2011	71,285	8,921	354,275	10,058,328	3.5%
2006	85,212	10,772	320,851	9,104,178	3.5%

Source: ABS Census data

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04. The precedent of the United States of America

And it's not just employees and the self-employed who might be pursuing a bit of an e-change. Business too might find that it is less connected to the accoutrement and the services of the city centre. After all American business—big business—has for generations operated quite successfully from provincial locations.

The biggest business on earth as measured by revenue, America's Walmart, is based in Bentonville Arkansas which has an aspect (distance from a big city-400 km to Dallas) and a population (43,000) that is not dissimilar to Australia's Dubbo (400 km from Sydney). It may be a bit of stretch to suggest that with e-change Australia's biggest retailers might gravitate to Dubbo but I am sure the local mayor is open to

But it's not just Walmart that operates happily from provincial locations in the US. Dow Chemicals is based in Midland (pop 42,000) 200 km from Detroit, John Deere is based in Moline (pop 42,000) 250 km from Chicago, and Caterpillar is located in Peoria (pop 167,000) 200 km from Chicago. Australia was once quite decentralised in terms of manufacturing and

business prior to say WWII. But over recent decades the demands for efficiencies and ties to capital-city skill-sets and business services have centralised jobs.

Over coming decades it is quite possible—in fact probable given the Australian penchant for lifestyle—that some businesses might follow the American model of setting up their headquarters in a provincial city. Not to remote communities but perhaps to places better connected to an airport than to CBD head offices. Creswick for example outside Melbourne offers lifestyle plus quick and easy access to Tullamarine. Might Creswick morph into an Australian Bentonville? And all of this might be triggered and facilitated of course by and through the advent of access to the **nbn**™ network.

DECENTRALISED U.S. COMPANIES PROXIMITY TO MAJOR CITY

Decentralised U.S. companies	Local town	Population	Nearest major city	Distance from major city
Caterpillar	Peoria	167,000	Chicago	270km
Dow	Midland	42,000	Detroit	200km
Walmart	Bentonville	42,000	Dallas	570km
General Electric	Bridgeport	148,000	New York City	100km
John Deere	Moline	43,000	Chicago	280km

Source: Fortune Magazine Global 500, 2015, U.S. Census Bureau 2014 Population Estimates



05. Missing link plugged by e-change

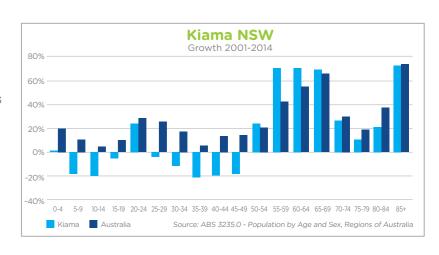


How can we be sure that super connectivity will trigger an e-change shift by the Australian people? Because such a shift is already underway in various guises for various segments of the population.

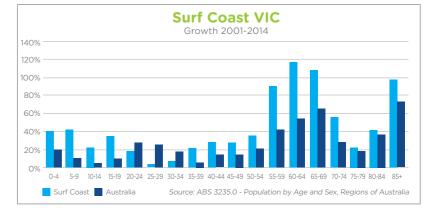
Take for example the township of Kiama (LGA pop 21,000) 120 km south of the Sydney CBD, which was one of the initial trial sites for the rollout of the **nbn**™ network in 2011. Between 2001 and 2014 the population of Kiama jumped 8 per cent which equated to an extra 1,500 residents over 13 years. Kiama was and will remain an attractive lifestyle destination. Much of the growth in Kiama's population in the 21st Century has focussed on the 50-plus segment. Retirees and lifestylers have flooded into Kiama while school-age kids and their 30-something and 40-something parents streamed out most probably in search of work. Provide work locally via super connectivity and the Australian penchant for living a Kiama lifestyle will shine

This logic applies to regions such as Byron Bay but perhaps with an even greater emphasis on the attraction and/or retention of 50-something and 60-something baby boomers. Boomers have commandeered Byron Bay which is all well and good but it is a movement and a demographic profile that is unsustainable. What Byron needs is young tax-paying workers and entrepreneurs who are happy to either commute or to telecommute.

Other lifestyle locales that are well positioned to attract and build communities showcasing young muscle, entrepreneurship, and tax-paying capacity include places like Victoria's Surf Coast (includes Torquay), Cairns, Busselton and South Australia's gateway to the Fleurieu Peninsula the municipality of Onkaparinga (includes McLaren Vale). This is more than an opportunistic or some might say a hedonistic pursuit of lifestyle. This is a lifestyle preference by a nation that has configured and morphed around the available technology and work opportunities. The technology and work opportunity equation is being reset by the rollout of the **nbn**™ network which will allow even more Australians to do a bit of an e-change.





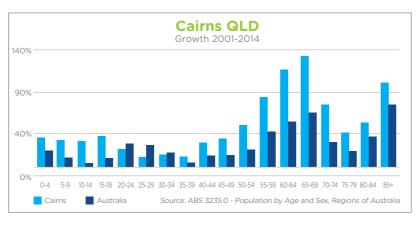


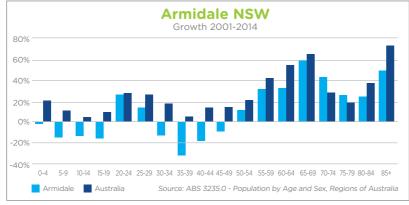


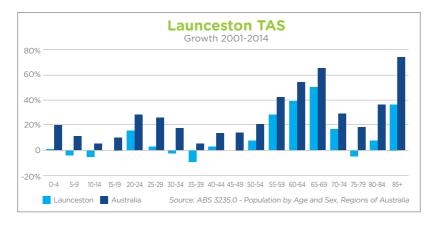
The key issue for lifestyle towns has been the demographic profile skew to retirees which is all well and good in the short term but over the longer term a community requires demographic diversity to be sustainable. Byron Bay and Kiama need more young people, more workers, more entrepreneurs, more taxpayers, more youth and more energy. But places like Cairns and Busselton already outstrip the Australian average in these age groups.

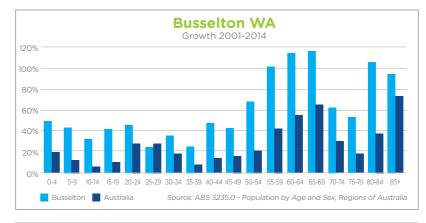
Here, it could be argued that the e-change shift as well as the well-established seachange shift is already underway. This same logic also applies, and in some cases is already apparent, in other traditional lifestyle destinations like Mandurah, Sunshine Coast, Sydney's Central Coast and even university towns like Armidale.

One way of delivering the demographic diversity required by lifestyle communities is to retain workers and their families. One way of retaining workers and their families is by offering access to wider job opportunities through superconnectivity.

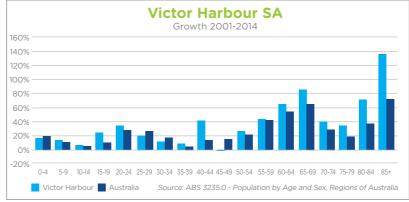


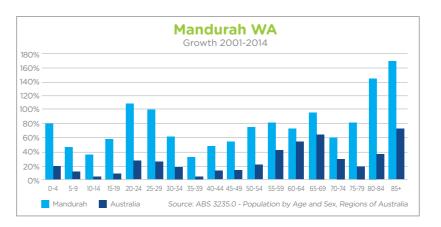






"One way of retaining workers and their families is by offering access to wider job opportunities through super-connectivity."







06. Survey says...

As part of a broader study of the Australian penchant for lifestyle nbn commissioned a national research group, Colmar Brunton, to survey 1,000 people on matters relating to lifestyle preferences.

A series of online questions were asked of a representative sample of Australians weighted for age, gender and residential location. The overwhelming response to questions as to happiness with current lifestyle reflected dissatisfaction with certain aspects of city living. When asked about time spent travelling to and from work some 17 per cent of city respondents reported that they were unhappy. A similar proportion was unhappy with the time they spent with family (14 per cent), with friends (18 per cent), and pursuing their own hobbies and interests (18 per cent). An extraordinary 55 per cent of Australians said that they were unhappy with the cost of living.

When considering respondents who have moved for whatever reason, or who are considering a move, perhaps for lifestyle reasons, the results are also clear. About 40 per cent of Australians surveyed said they had considered a seachange and 32 per cent said that they had considered a treechange. These figures compare with just 18 per cent who had thought about a city change. Dreamy lifestyle locations trump practical workplace cities in the Australian mind.

And yet when it comes down to who had actually made the move some 26 per cent said they had changed cities, 14 per cent said they had moved to a seachange town and 15 per cent had moved to a treechange town. Australians are around two times as likely to think about moving to a lifestyle town as they are to actually move to such a town. No doubt commuting and the cost of living are motivating forces. But it always comes back to jobs. Commuting from a lifestyle town is impractical as a long-term proposition for most Australians.

This is a social movement just waiting to happen. Roll out super connectivity made available by access to the **nbn**™ network in the 2020s and Australians will look at ways of telecommuting from any of the by then 650 towns within striking distance of capital cities. Who knows, by 2030 perhaps the proportion of Australians living in this e-change zone (between 30 km and 150 km from a capital city CBD) might rise from 15 per cent today to closer to 20 per cent?

"This is a social movement just waiting to happen."

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Survey results

E-changersMain reason:



31% Cost of living



72%Lifestyle happiness

Reliable internet connection is important for:



76%Health access



68% Friends access



67% Leisure activities access

Baby boomers are selling up and relocating to the tune of 1 in 5



65%
A better living environmen



55% A slower pace of life



29% Housing affordability



26% Interests and hobbies

15%

from

traffic

Escape



Sea-change happiness
Work life balance:



Seachangers **69**%

National

average

58%



Doing things they



love:

Seachangers 61%



National average 57%

Source: Colmar Bruntor

07. Seeking and celebrating a super-connected e-change lifestyle

Australians truly are a simple people. We want to live the best lifestyle possible. What could be simpler? The problem is that for half a century or more the best lifestyle has been attached to the best jobs in the biggest, most densely populated and expensive cities.

Many Australians want access to a capital city but they don't want to live in the capital city. This equation once condemned many to either live in suburbia or to commute long distances daily from beyond the metropolitan fringe.

But now with the advent of e-change and super connectivity delivered by access to the **nbn**™ network there is the prospect that the Australian people will do what the Americans have already done, and that is build meaningful employment opportunities with either corporates, or government departments, or as self-employed businesses, in lifestyle locations. Not in the outback. Not in the Daintree. Not in the flat Wimmera or in the Mallee. But in the "e-change zone" where 600 towns deliver quality of life and, soon enough, super connectivity.

Give Australians super connectivity within the e-change zone outside capital cities and a social movement will follow.

"Give Australians super connectivity within the e-change zone outside capital cities and a social movement will follow."

08. Appendix

Methodology

The Super Connected Lifestyle Locations report was commissioned by **nbn** and developed by demographer Bernard Salt on behalf of KPMG during November - December 2015. The study examined hundreds of lifestyle town demographics combined with the results of a 1000-sample survey of Australians' lifestyle aspiration and behaviour. Source of all statistics and trends is Australian Bureau of Statistics (ABS). The supporting consumer research included in the report was commissioned by **nbn** and developed by Colmar Brunton, with an Australian sample size of 1000 Australians across every state and territory in November 2015.

Bernard Salt KPMG Partner Melbourne February 2016





nbn Australia's broadband network

Full list of e-change zones

State	Lifestyle Towns - excluding Capital Cities	Total number
NSW	Agnes Banks, Appin, Awaba, Armidale, Balmoral, Bargo, Belimbla Park, Berrima, Berry, Blackheath, Blue Mountains, Bowen Mountain, Bowral - Mittagong, Brooklyn, Bundanoon, Bundeena, Burrawang, Buxton, Catherine Field, Central Coast, Cessnock, Cobbitty, Colo Vale, Couridjah, Cowan, Dangar Island, Douglas Park, Exeter, Freemans Reach, Galston, Gerringong, Gerroa, Glenorie, Glossodia, Heddon Greta, Helensburgh, Hill Top, Jamberoo, Jilliby, Kangaroo Valley, Kiama, Killingworth, Kirkham, Kitchener, Kurmond, Kurrajong, Kurrajong Heights, Kurri Kurri - Weston, Lake Macquarie, Leppington, Linden, Lithgow, Luddenham, Maianbar, Maitland, Marrangaroo, Medlow Bath, Menangle, Menangle Park, Minmi, Mooney Mooney, Morisset - Cooranbong, Moss Vale, Mount Vernon, Mount Victoria, Mulbring, Mulgoa, Neath, New Berrima, Newcastle, Nords Wharf, Nowra - Bomaderry, Oakdale, Orchard Hills, Otford, Patonga, Paxton, Picton, Picton - West, Pitt Town, Raymond Terrace, Richmond North, Robertson, Seahampton, Shoalhaven Heads, Silverdale - Warragamba, Stanwell Park, Stanwell Tops, Summerland Point - Gwandalan, Tahmoor, Tapitallee, The Oaks, Thirlmere, Tomago, Wallacia, Wallerawang, Waterfall, Wilberforce, Wilton, Wollongong, Wyee, Wyee Point, Yanderra, Yarramundi, Yerrinbool	105
VIC	Aireys Inlet - Fairhandin, Ferningol Aireys Inlet - Fairhaven, Alexandra, Anglesea, Arthurs Seat, Avenel, Axedale, Bacchus Marsh, Ballan, Ballarat, Balnarring - Balnarring Beach, Bannockburn, Batesford, Beaconsfield Upper, Beaufort, Beeac, Bendigo, Birregurra, Blackwood, Blind Bight, Broadford, Bulla, Buln Buln, Bunyip, Buxton, Cannons Creek, Cape Paterson, Cape Schanck, Cape Woolamai, Cardigan Village, Castlemaine, Clunes, Clyde, Colac, Corinella, Coronet Bay, Cowes, Creswick, Dales Creek, Dalyston, Darnum, Daylesford - Hepburn Springs, Diggers Rest, Don Valley, Drouin, Drysdale - Clifton Springs, East Warburton, Eildon, Enfield, Euroa, Flinders, Garfield, Geelong, Gembrook, Gisborne, Gordon, Grantville, Greendale, Guildford, Harcourt, Hazeldene, Healesville, Heathcote, Hopetoun Park, Indented Head, Inverleigh, Inverloch, Kilcunda, Kilmore, Kinglake, Kinglake West, Koo Wee Rup, Korumburra, Kyneton, Lancefield, Lang Lang, Lara, Learmonth, Leongatha, Leopold, Lethbridge, Linton, Little River, Longwarry, Lorne, Macedon, Maldon, Malmsbury, Marong, Maryknoll, Marysville, Meeniyan, Melton, Meredith, Millgrove, Mirboo North, Moe - Newborough, Moriac, Morwell, Mount Egerton, Myrniong, Nagambie, Nar Nar Goon, Neerim South, Newhaven, Newstead, Nilma, Nyora, Ocean Grove - Barwon Heads, Officer, Pakenham, Panton Hill, Pioneer Bay, Point Lonsdale - Queenscliff, Poowong, Portarlington, Pyalong, Red Hill South, Rhyll, Riddells Creek, Rockbank, Romsey, San Remo, Seville, Seville East, Seymour, Shoreham, Smiths Beach, Smythesdale, St Andrews, St Leonards, Sunbury, Sunset Strip, Surf Beach - Sunderland Bay, Tallarook, Teesdale, Tooradin, Torquay - Jan Juc, Trafalgar, Traralgon, Trentham, Tylden, Tynong, Ventnor, Wallan, Wandong - Heathcote Junction, Warburton, Warneet, Warragul, Waterford Park, Werribee South, Whittlesea, Willow Grove, Wimbledon Heights, Winchelsea, Wonga Park, Wonga Park - South, Wonthaggi, Woodend, Woori Yallock - Launching Place, Yallourn North, Yarra Glen, Yarra Junction - Wesburn, Yarragon, Yea	164

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February 2016

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