

Media Release

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Aussies turn to the internet for a little bit on the side (hustle)

The School of Life and nbn™ develop a guide to help Aussies follow their passions online

Aussies in search of greater life fulfilment and financial reward are predicted to take-up a 'side hustle' in the New Year by turning to the internet to sell their home-grown small business ideas, according to new research commissioned by nbn™.

The *nbn™ Side Hustle Report* reveals that the global trend is taking the nation by storm as Aussies look outside their day job to offer a product or service online in order to either earn extra income or pursue a particular passion. 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 one.

To help Aussies find fulfilment in the New Year, nbn™ has teamed up with The School of Life to create a *Side Hustle Guide* which provides the online tools they need to take their passions to the next to the level.

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

"Fortunately we're not limited to our day job to feel challenged and fulfilled in life; with access to fast broadband providing a platform for us to seek inspiration, pursue dreams and even make some extra cash on the side.

"The research shows Australians are obsessed with having a better lifestyle and looking for ways to find fulfilment outside of work. With January being one of the most popular times for people to reassess their career and life direction, we've worked with nbn™ on a guide to help Australians uncover their ambitions, skills and passions, as well as practical tips on how Aussies can embrace the internet to get their side hustle off-the-ground.

"For those looking to make a side hustle their New Year's resolution, access to the nbn™ network could be the answer, with the majority of Australians surveyed saying that faster broadband opens up a world of opportunities to find inspiration as well as new opens up markets to sell their product or service."



nbn connected Side Hustler – Paul Kristoff. Management consultant by day, editor of The City Lane blog after-hours.



Key findings from the nbn™ *Side Hustle Report* includes:

- **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 or services, online according to the *Telsyte Australian Digital Consumer Study 2017*.
- **E-inspiration:** Online tutorials (39 per cent), how-to-articles (37 per cent), online video tutorials (31 per cent) and social media content (30 per cent) are the most popular form of inspiration for Aussies in search of a side hustle.
- **Popular side hustles:** The most popular categories for side hustles include reviewing services or products (22 per cent), photography (21 per cent) and food/drink related (20 per cent). While females skew towards fashion (17 per cent vs. 5 per cent of males) or beauty (15 per cent vs. 3 per cent of males) males take the lead in tech-related hustles (24 per cent vs. 7 per cent females).
- **Hustle hesitation:** Aussies admit financial responsibilities (44 per cent) followed by uncertainty on what to do (36 per cent) are the two biggest factors that prevent them from starting a side hustle. Gen Y (51 per cent) and Gen X (47 per cent) feel more pressure due to financial reasons compared to their fellow Boomers (31 per cent).

To find out more about Aussies' search for fulfilment, and to find your side hustle, visit nbn.com.au/blog

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Notes to editors

References:

- The nbn™ **Side Hustle report** is based on a survey of 1,208 Australians aged 18 years and over during November and December 2016.
- The Telsyte Australian Digital Consumer Study 2017 is based on a survey of 1,060 Australians aged 16 and over conducted during November 2016.

About nbn™:

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- **nbn™** is building a new and upgraded, fast wholesale broadband network designed to enable communities across Australia to access fast broadband from their retail service provider. Our goal is to connect eight million homes and businesses by 2020.
- Fast broadband like that delivered via the **nbn™** network can provide a range of benefits for Australians such as opportunities to work from home, access to online education tools and options for on-demand entertainment.
- End-user experience, including the speeds actually achieved over the **nbn™** network, depends on the technology over which services are delivered to your premises and some factors outside our control like equipment quality, software, broadband plans, signal reception and how the end-user's service provider designs its network. Access to your work network will depend on factors outside our control like your organisation's IT policy and infrastructure.
- For more information on how to order a service over the **nbn™** network through a retail service provider, visit www.nbn.com.au.