



# Great things happening in regional Australia

How the nbn<sup>®</sup> network is supporting  
regional economic and social  
development across Australia



Lifting the digital capability of Australia is the mission that guides nbn. It's a mission that doesn't stop at the edges of our major cities – the nbn® network is unlocking enormous economic opportunities - helping Australians in regional and remote Australia to do great things.

The rapid pace of change driven by the availability of fast broadband has transformed Australian society. No matter where you live, having the ability to work online, stay connected to family and friends, or access education or health services online is continuing to grow. Enabled by the rollout of the nbn network, average broadband speeds between 2011 and 2022 increased by 44mbps, and there are plans to boost this even further.

In a country as large as Australia, ensuring equity of access to fast broadband has been a key task for us. Right now people can access fast broadband through a connection to the nbn network; in regional areas. 75% of the population has access to Fixed Line services, including Fibre To The Premises connectivity, helping to support regional economic and social development, which in turn creates new jobs and business opportunities. We are on track to deliver upgrades to the nbn Fixed Wireless network this year. This is to complement the recently launched nbn Sky Muster® Plus Premium plans, offering uncapped data usage^^ at accessible wholesale price points.

According to research by Accenture, commissioned by nbn, between now and 2030, our network is set to add \$399bn to Australia's GDP, worth around \$68bn in 2030 alone. This comes on the back of \$122bn in higher GDP delivered between 2012 and 2022. In regional Australia, our investments in upgraded satellite and nbn Fixed Wireless capability will add \$3b to national GDP. By the end of 2025, more than 10.2 million premises in Australia, including an expected 1.4 million in regional areas, will have access to near gigabit-capable fibre connections#, supporting regional economic development every step of the way. Before the end of 2024 we expect we will have more to say about faster speeds on our Fixed Line plans, and the future of our satellite network where technological advances are making more possible every single day.

As an Australian owned and operated business, nbn will continue to drive innovation in connectivity, stretching and maximising the capabilities of our network infrastructure to help meet the evolving needs of Australian consumers.

We are excited about the future. Whether it's faster speeds, more data or greater value for money, we are working to give Australians the freedom to do great things.



**GAVIN WILLIAMS**

Chief Development Officer – Regional and Remote

^^Subject to fair use policy and shaping.

# Fast facts



## 4 in 5

Australian households are connected to the nbn network, including 75% of regional homes<sup>1</sup>



In June 2023, **12.9m** terabits of data were downloaded by Australians<sup>2</sup>



## 3 in 4

Australians who used the nbn network to work from home said they could not have done so without the nbn network<sup>3</sup>



Average users of the nbn network are saving **\$2,580** in travel costs, online alternatives and other means.<sup>3</sup>



Nearly

## 1 in 5

nbn users are boosting their income working remotely over the internet<sup>3</sup>



**16x** greater GDP uplift in remote Australia from the deployment of the nbn compared to metropolitan areas



Since 2011, the number of home broadband services has increased by **51%**

Between 2012 and 2022, average speeds are up 44Mbps and more than

**90%** of home internet downloads are using a fixed broadband service<sup>3</sup>



# 399 billion opportunities, and counting

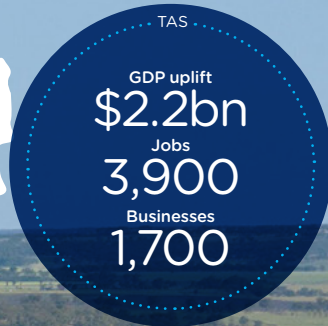
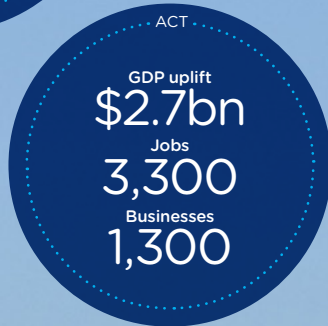
Between 2012 and 2022, the nbn network delivered a \$122bn boost to Australia's GDP, helped to create 169,000 jobs and 87,000 new businesses. GDP uplift from the nbn network has been 16 times greater in remote Australia, and twice as great in regional areas, compared to metropolitan Australia.

By 2030, the nbn network is forecast to add up to \$399bn to the size of the Australian economy, worth around \$68bn (or 2.7% of GDP) in 2030 alone.

For rural, regional and remote Australia, the additional GDP benefit is forecast to be \$97bn. Of this, \$64bn is forecast to come from network improvements already announced by nbn, including the Fixed Wireless network upgrade which is estimated to deliver a \$3bn boost.

All of this is giving Australians, no matter where they live, the freedom to do great things on the nbn network.





# The nbn network is having a positive impact on the lives of Australians

We asked 1,500 nbn users about the impact of the nbn on their wellbeing, across five domains. 3 in 4 users said having the nbn network at home has had a positive impact on their satisfaction with life.<sup>4</sup>



Working from home and/or using job search platforms



Educating, formally or informally, from home



**77%** All Australians  
**78%** Regional  
**72%** Low income  
**92%** First Nations



**82%** All Australians  
**80%** Regional  
**74%** Low income  
**75%** First Nations

Results show users who reported either 'strong positive' or 'moderate positive' impact from using the nbn network at home. Full details are available in 'The economic and social impact of investment in the nbn network Methodology Report January 2024'.





Accessing telehealth or online medical information, resources or records



**77%** All Australians  
**77%** Regional  
**73%** Low income  
**68%** First Nations



Connecting with family and friends, or accessing news or community information



**74%** All Australians  
**73%** Regional  
**71%** Low income  
**80%** First Nations



Working, studying, accessing health or other online services helped users reduce their emissions



**85%** All Australians  
**87%** Regional  
**80%** Low income  
**64%** First Nations



## SUNSHINE COAST, QLD



## Cured Compliance

Smart devices are making our lives easier every day. So how can the nbn network support small businesses to adopt smart technology that can save them thousands of dollars?

Meet Cured Compliance, winners of the 2023 Innovate with nbn grant for agriculture. Cured Compliance is using the power of the internet to monitor fresh meat quality to ensure customers receive the best and freshest quality produce every time they visit their local butcher.

Their innovative platform is being used in butcher shops across Australia to monitor air temperature in fridges and meat cases, alerting the shop owner if there's an increase in temperature which could impact food quality. The same data is then collated and shared with food safety authorities to demonstrate compliance with regulations.

Their device could be the difference between a fridge full of meat spoiling and a bad eating experience for Australian consumers. Their innovation, harnessing the power of telecommunications, means Australian farmers' hard work isn't ruined because the fridge door wasn't shut properly.

**To learn more about Cured Compliance, view our case study by scanning the code.**



## MOREE, NSW



## McGregor Gourlay

The reach of nbn's full fibre network into regional Australia is enabling businesses such as Moree-based McGregor Gourlay the opportunity to expand their operations and adopt new and innovative business practices.

It's not just our farmers who are embracing new technologies and ways of doing things. Across the agribusiness supply chain, the need for businesses to be better connected is a critical component in helping them to drive digital adoption, improving efficiencies and helping them to compete in the online marketplace.

The upgrade to faster nbn full fibre in Moree means McGregor Gourlay's staff can simultaneously engage in videoconferencing calls while allowing the rest of the business to continue uninterrupted operation.

With Moree the centre of an agricultural growing region worth more than \$750m annually, McGregor Gourlay is helping to lead the local agribusiness sector and support the adoption of digital agriculture across north western New South Wales.

**Read more about McGregor Gourlay's story by scanning the code**







How the nbn network supports regional, rural and remote economic development (2012-2022)<sup>†</sup>

GDP UPLIFT	
Brisbane	Rest
\$11.7bn	\$10.3bn
JOBS	
Cities	Regional
22,300	12,000
BUSINESSES	
Cities	Regional
10,500	5,800



How the nbn network supports regional, rural and remote economic development (2012-2022)<sup>†</sup>

GDP UPLIFT	
Greater Sydney	Rest
\$27.2bn	\$10.3bn
JOBS	
Cities	Regional
39,500	12,700
BUSINESSES	
Cities	Regional
21,700	7,200

## SAN REMO, VICTORIA



## TerraLab

When your award-winning home business takes off, you need a network that can keep you and your customers connected. San Remo's TerraLab, the 2022 Innovate with nbn winner, has seen lots of change since winning the award.

"We're now selling our Australian-designed and managed STA Logger device into markets across north and south America and Europe", said TerraLab founder, Harley Schinagl. Since we last visited Harley, he and his wife Michelle have made the investment in nbn's Fibre to the Premises product, enabling them to better meet the data needs of their growing business, and family.

"TerraLab's work relies as much on sending data out as receiving it in; for this reason, the reliability of an nbn Fibre to the Premises connection allows us the opportunity to better support our customers located in Australia and around the world."

Harley expects to access the benefits of nbn's full fibre network later this year, giving him the opportunity to access faster speeds than are currently available to him via his existing connection.

**Find out more about TerraLab and the STA Logger by scanning the code.**



## FLINDERS ISLAND, TASMANIA



## Bitlink

Creating the next generation of curious minds remains a core mission for 2022 Innovate with nbn winners Bitlink. Their work to give primary school students in remote and isolated schools the opportunity to practically learn science, technology, engineering and mathematics (STEM) skills continues apace, thanks to the nbn network.

From their base in Launceston, the Bitlink team has distributed more than 1,000 of their 'IoT (Internet of Things) kits' to students, delivering interactive workshops virtually, teaching students and their teachers about the practicalities of modern technologies. The nbn network is allowing Bitlink to hold real time training sessions hosted from their headquarters, connected to schools across Tasmania.

Saving time through the use of online training platforms has helped to extend the reach of Bitlink's services, and reduced time lost on the road travelling between locations. The time saved has been invested in building new and innovative online tools and platforms. Their success in the innovate with nbn program has given them the opportunity to develop new education programs around areas such as cyber security and advanced manufacturing.

**Learn more about Bitlink by scanning the code.**





How the nbn network supports regional, rural and remote economic development (2012-2022)<sup>†</sup>

**GDP UPLIFT**

Greater Melbourne	Rest
\$23.8bn	\$5.2bn

**JOBS**

Cities	Regional
33,400	10,600

**BUSINESSES**

Cities	Regional
18,800	5,600



How the nbn network supports regional, rural and remote economic development (2012-2022)<sup>†</sup>

**GDP UPLIFT**

Hobart	Rest
\$1.2bn	\$1.0bn

**JOBS**

Hobart	Regional
1,900	2,000

**BUSINESSES**

Hobart	Regional
700	1,000

## KOONIBBA, SOUTH AUSTRALIA

## Community Wi-Fi

nbn remains committed to lifting digital inclusion for Aboriginal and Torres Strait Islander people. Through the Company's Community-wide Wi-Fi solution, Koonibba, a small remote Aboriginal community approximately 800 kilometres northwest of Adelaide and home to approximately 150 people, was able to gain internet access.

In February 2022 a community-wide Wi-Fi solution, powered by the nbn® Sky Muster® Plus satellite service, was installed. Connectivity was enabled across outdoor areas and inside key buildings such as the Youth Centre, Council Office and the Women's Centre. Community members use a portal to log in through their device and access the free Wi-Fi service, enabling them to undertake activities such as video calling, telehealth, instant messaging, email, basic web browsing, and accessing critical government services such as myGov.

Koonibba's connection is one of 109 Community Wi-Fi solutions deployed by nbn in conjunction with participating retailers. nbn is enabling more First Nations people to experience first-hand the social and economic benefits that come with greater access to crucial services, participation in the digital economy, education, health services, entertainment and keeping in touch with family and friends.

**Read more about our work in First Nations communities by scanning the code.**



## YIRRKALA, NORTHERN TERRITORY

## Laynhapuy Homelands



No matter where you live, access to health care when you need it is critically important. Thanks to the nbn network some of Australia's most isolated communities are just a few clicks away from help.

In 2021, during the COVID pandemic, our teams installed nbn Sky Muster satellite connections in the Laynhapuy Homelands, a community in the East Arnhem region of the Northern Territory. The connections enabled the community to access telehealth services, preventing long waits and commutes to seek medical assistance.

Satellite network improvements mean that, using nbn Sky Muster Plus Premium plans, the remote clinics can now access uncapped data for all internet usage^^. In town, the staff based in Yirrkala can access nbn Fibre to the Premises, which was delivered through a co-investment under the Regional Connectivity Program.

The nbn network has helped keep communities connected and in touch with health care staff. Staff can now access faster broadband at work, and in their staff quarters, because of nbn Fibre to the Premises in Yirrkala.

**Read more about Laynhapuy Homelands by scanning the code.**





How the nbn network supports regional, rural and remote economic development (2012-2022)<sup>†</sup>

**GDP UPLIFT**

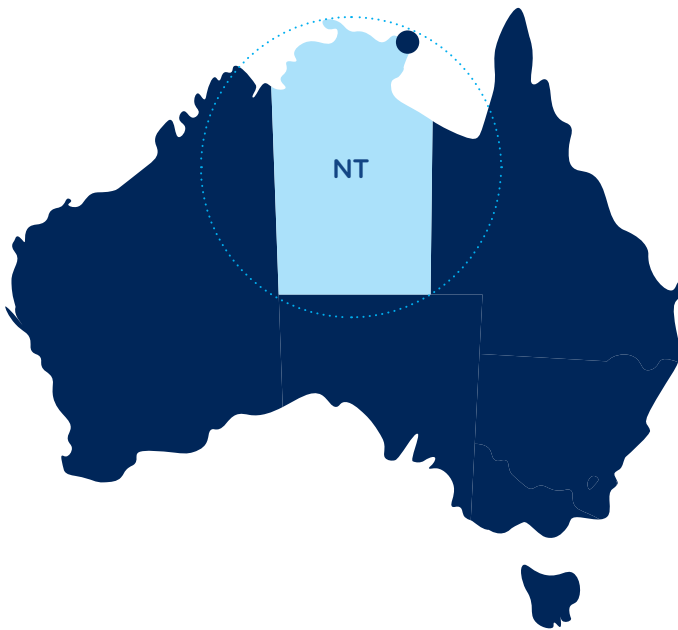
Adelaide	Rest
\$5.3bn	\$1.2bn

**JOBS**

Cities	Regional
8,700	2,500

**BUSINESSES**

Cities	Regional
3,800	1,500



How the nbn network supports regional, rural and remote economic development (2012-2022)<sup>†</sup>

**GDP UPLIFT**

Darwin	Rest
\$1.1bn	\$300m

**JOBS**

Darwin	Regional
1,300	600

**BUSINESSES**

Darwin	Regional
500	100

## BUSSELTON, WESTERN AUSTRALIA

## Busselton Jetty

The team at Busselton Jetty is dedicated to both environmental preservation and global storytelling, a mission that has only gained momentum since their win in the inaugural Innovate with nbn program. Beyond its distinction as the southern hemisphere's longest timber-piled jetty, the site now features 13 captivating underwater sculptures, handcrafted by 12 Western Australian artists, enhancing the marine ecosystem and captivating visitors with their beauty and wonder.

Utilising the power of the nbn network, Busselton Jetty connects students from remote Western Australia to the underwater world, fostering educational experiences previously inaccessible to them. This connectivity has extended internationally to Sugito Higashi, Busselton's sister city in Japan, allowing students to explore Australia's unique marine environment from afar. Looking ahead, Busselton Jetty envisions a bright future, leveraging upgraded network capabilities to expand virtual excursions and citizen science programs. Through the transformative power of the nbn network, this regional tourism icon and education provider is reaching new audiences, enriching the marine environment, and cultivating economic opportunities in Western Australia.

**For further insights into Busselton and its connected Jetty, we invite you to scan the code.**



How the nbn network supports regional, rural and remote economic development (2012-2022)

### GDP UPLIFT

Perth	Rest
\$15.4bn	\$5.1bn

### JOBS

Cities	Regional
14,400	3,800

### BUSINESSES

Cities	Regional
6,200	1,900



Unless otherwise stated, the figures quoted in this research are drawn from “The economic and social impacts of the nbn network - Key insights report” and/or “The economic and social impacts of the nbn network - Methodology report” (Accenture report), prepared by Accenture, commissioned by nbn and available for download from <https://www.nbnco.com.au/corporate-information/media-centre/media-statements/accenture-economic-modelling-reveals-gdp-benefits-of-faster-stronger-nbn>

1. Communications and media in Australia: How we use the internet (June 2023)

2. Ibid

3. Accenture report

4. Survey was run over period of five days in August 2023. Respondents asked to consider the way they use the internet and the impact of the use of home internet over the last 12 months. See page 42 of ‘The economic and social impact of investment in the nbn network Methodology Report January 2024’.

#Regardless of the retail service an end customer purchases, the actual wholesale speeds delivered by nbn’s highest wholesale speed tiers of 500 to close to 1000 Mbps will be less than 1Gbps due to equipment and network limitations and the peak information rate may fall anywhere in this range. In addition, the HFC Home Ultrafast bandwidth profile downstream service provided to retail providers is a ranged profile with a maximum sustained information rate of 750 Mbps. References to speeds are not end customer speeds; they are wholesale layer 2 peak information rate bandwidth provided to retail providers. NBN Co provides wholesale services to phone and internet providers. nbn® wholesale speed tiers available to providers vary depending on the access technology in an end users’ area.

#A customer’s experience, including the speeds actually achieved over the nbn® network, depends on some factors outside nbn’s control (like equipment quality, software, and how a retail service provider designs its network) and the nbn technology used for the connection. Speeds may be impacted by network congestion on nbn’s Fixed Wireless network, including during busy periods.

^^A customer’s experience, including the speeds actually achieved over the nbn network, depends on the nbn access technology and configuration over which services are delivered to your premises, whether you are using the internet during the busy period, and some factors outside of nbn’s control (like your equipment quality, software, chosen broadband plan or how your provider designs its network). For nbn Satellite, customers may also experience latency.

† Source Accenture report.

## Australia's network, giving regional and remote Australia the freedom to do great things

### Reaching further with nbn Fixed Wireless

By the end of 2024, we are expecting the nbn Fixed Wireless network will expand to offer more than 780,000 premises access to the nbn Fixed Wireless network, many for the first time. We're also enabling faster nbn speeds, including at the busiest times#.

### Faster nbn speeds, for home, work & play

By the end of 2025, we expect 10.2 million premises across Australia, including 1.4 million in regional Australia, will be able to connect to near gigabit speeds via nbn full fibre (FTTP) network services#.

### Fit for the future

We're investigating how emerging satellite technologies can continue to deliver connectivity for Australians continuing our commitment to lift the digital capability of Australia.

