



Is Your Internet Setup Holding Back Your Business?

Description

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If you run a small business on your farm, in a country town or remote location, you would know how important a good internet connection is. From taking orders to running EFTPOS, talking to customers, or using online cloud platforms, the internet keeps your business alive and moving.

In my role as Small Business Lead at the Regional Tech Hub, I'm always chatting with business owners about the headaches they have with getting good coverage inside their shop, office, or shed. The good news is, with a few simple tweaks (which we'll get to shortly) many find they can fix the problem or at least understand what steps to take to make things better.

Faster nbn® speeds and better coverage

From mid-September, nbn® is increasing speeds on many Full Fibre (FTTP) and HFC plans. This means:

- quicker downloads and uploads.
- more people and devices online at the same time without things slowing down.

For those outside fibre areas, there's great news - nbn® has finished upgrading its Fixed Wireless network, doubling the area each tower covers. Many regional and rural businesses can now access:

- higher speeds.
- more reliable connections.
- less congestion during busy times of day.



But here's the catch – these upgrades will only make a difference if your setup inside your business is ready for it.

6 easy ways to improve your business internet

1. Check your plan and needs

Think about how many people and devices are using the internet at the same time, what you use it for (like video calls, EFTPOS, or cloud storage), and your busiest times. If you're now able to get faster speeds, you may need to change your plan to see the benefit.

2. Upgrade old gear

If your Wi-Fi router is over five years old, it may be holding you back. New routers with Wi-Fi 6 or Wi-Fi 7 can:

- handle more devices without slowing down.
- give better speed and coverage.

3. Locate your router in the right place

Your router works best when it's:

- in the middle of your building and preferable up high, away from the floor.
- clear of thick walls, metal cabinets, or mirrors that block the signal.

If you have a large building or patchy coverage, think about adding a mesh Wi-Fi setup – this links extra access points together to spread strong Wi-Fi across your whole business.

4. Use cables for important equipment

For things like point-of-sale machines, desktop computers, local servers, or security cameras, a wired Ethernet connection is faster and more reliable than Wi-Fi.

5. Have a backup connection

A backup, like mobile broadband (4G/5G) or another fixed service, can keep your business online if your main service goes down.



6. Keep testing and checking

Run a free speed test every now and then and especially during your busiest times. Compare your results to the speeds you're paying for. If you're not getting close, talk to your retail service provider (RSP).

Why do this now?

With faster connectivity services becoming increasingly available across fixed and satellite solutions, your business could benefit straight away. A quick check of your gear and setup could mean:

- faster internet speeds.
- smoother service for your customers.
- less frustration for you and your team.

The internet is changing constantly making a few small changes now can set you up for years to come.

Need a hand?

The Regional Tech Hub offers free, independent help to regional, rural, and remote Australians to improve their phone and internet services. We can talk you through your options, explain the jargon, and help you get the best connection for your needs.

In addition, our webpage regionaltechhub.org.au/small-business-phone-and-internet-connectivity/ contains a toolkit of resources to help business owners set up and achieve the best possible connectivity.

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