



No bars, no problem? Exploring Starlink mobility for small business.

Description

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For small businesses across rural, regional, and remote Australia, staying connected is often a daily challenge. Whether you're on the road or working across vast distances, reliable connectivity is no longer a luxury—it's a necessity. Yet for many, it still remains frustratingly out of reach.

That's where Starlink Mobility is gaining attention. As a new SpaceX option that has recently entered the Australian market, Starlink Mobility offers another way for businesses to stay connected.

How does it work

Unlike the standard fixed Starlink setup for residential and business use, Starlink Mobility is built for use on the move. It allows users to maintain a satellite internet connection while travelling or operating in locations far from mobile coverage or fixed infrastructure.

Starlink Mobility supports features like Wi-Fi calling, meaning it can support voice calls. It also connects via satellites overhead, so it doesn't rely on mobile towers, making it particularly useful in areas where mobile coverage is patchy or non-existent.

Who it could benefit

For some rural, regional and remote businesses, the flexibility this technology offers can be significant—from business continuity to staff safety. Here are some use cases that suit this type of technology:

- Mobile operators—helping businesses like agronomists, contractors, vets, and mobile trades stay connected on the move.
- Tourism businesses—can offer Wi-Fi access to guests, maintain access to cloud-based systems, and access connectivity for safety in remote locations.



- Farm businesses—maintain connectivity across large properties, especially in mobile black spot areas.
- Emergency backup—it can also serve as a redundancy option, offering internet access during outages of fixed-line or mobile services.
- Safety—provides small businesses with peace of mind by ensuring access to connectivity in the event of an emergency.

Things to consider

As with any technology, it's not a one-size-fits-all solution. Some key considerations to be aware of include:

- Upfront cost: The hardware and monthly subscription can be more expensive than traditional fixed or mobile broadband options.
- Plan: Users will need to subscribe to a Starlink Mobility Plan, which is separate from the standard residential Starlink service and is priced differently.
- Line of sight: Like most satellite systems, Starlink needs a clear view of the sky—it may not work reliably near tall trees, in buildings, or in all terrains.
- May not suit all setups: For businesses operating in areas with widespread 4G/5G mobile signal coverage, this additional cost may not be necessary. However, it is always recommended to have a fixed internet connection (fibre, fixed wireless or satellite) at your main office/location.

What you'll need

To use Starlink Mobility, users will need a terminal that supports in-motion connectivity. Several models offer this capability, including the Starlink Mini, Standard V4, and the Flat High-Performance dish—all are designed to maintain a connection while on the move.

Regardless of which terminal, it must be mounted with a clear view of the sky and connected to a reliable power source, especially for off-grid or vehicle-based setups. The good news is that there are plenty of aftermarket mounting and wiring kits available to suit a wide range of vehicles, making installation more flexible for different use cases.

Final thoughts

Starlink Mobility is still a relatively new offering, but for some rural, regional and remote small businesses, it may be a valuable addition to their connectivity toolkit. While there are some considerations, this technology offers a level of flexibility that traditional mobile or fixed-line services often can't match, particularly in rural or remote settings.

As always, the right connectivity solution will depend on your specific location, business type, and day-to-day needs. If you're unsure, it's worth seeking independent advice to weigh up your options.

Reach out to the Regional Tech Hub if you want free advice and support on finding the best connectivity solution for you. Visit our [website](#) or call 1300 081 029—we're here to help!



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1. News
2. Resources

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1. regional
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4. remote business connectivity
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- 6. rural
- 7. small business
- 8. starlink mobility

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