

Regional Tech Hub: a connected future for regional and remote Australians

RTH in review
November 2022

Con- nected future



for regional,
rural and remote
Australians.



The Regional Tech Hub supports people living and working anywhere in rural, regional, and remote Australia. We do this by providing independent and free information on the choice of digital technologies, applications available to them, and solutions for equipment, set-up, and installation.

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A word from



The Hon. Michelle Rowland MP

Minister for Communications

Connectivity is not only critical for Australia's economic growth and social sustainability, but has a profound impact on the way we live, work and connect with communities around us. While Australia's digital transformation accelerates, many communities across regional, rural and remote Australia are at-risk of being left behind when it comes to fast, affordable and reliable connectivity.

The Australian Digital Inclusion Index provides a window into how Australia fares when it comes to connectivity access in regional areas compared to metropolitan cities. The latest 2021 statistics reveal that the gap between metropolitan and regional areas is narrowing – a welcome improvement for 28 per cent of Australians now living in rural, regional and remote Australia.

However, there still remains a marked difference in the connectivity experience of millions of Australians living outside our major cities, with digital inclusion across regional Australia remaining much lower than the national average. Regional communities and businesses have long struggled with access to high-quality services. The vastness of this beautiful yet difficult continent coupled with low population density can make providing high-

quality connectivity a significant challenge for service providers. The Albanese Government recognises we can and must do better – and that's what our Better Connectivity Plan will achieve.

The Plan includes \$400 million dedicated to boosting mobile coverage, \$200 million for place-based connectivity solutions under the Regional Connectivity Program, \$30 million for on-farm connectivity and a national audit of mobile coverage to better identify and target blackspots.

A key pillar of our Plan is continued support for the Regional Tech Hub. This year marks the third year of Commonwealth investment in this important community service, and I am pleased to see the important contribution of the Regional Tech Hub in acting as a translator and direct point of contact for individuals living in rural, regional and remote Australia.

This document highlights not just the important work of the Hub to date, but sets a clear direction for the Hub to engage with more Australians and work collaboratively with key stakeholders to improve connectivity. The Albanese Government's investment and support of the Hub is recognition of this important work and vision.

I look forward to continuing to engage with the Hub and its partners to ensure all Australians – no matter where they live – have access to improved connectivity solutions.



The social toll of these disasters reinforces the value of high-speed, reliable and resilient broadband and mobile networks in regional areas to support public safety, day-to-day business, social contact, and access to essential services like health and education.



Fiona Simson

National Farmers' Federation President

Regional Australia is fast becoming the powerhouse of Australia's economy. According to the Regional Australia Institute, our regions combine to produce one-third of national output and employment for one in three working Australians. An impressive rise made possible by innovative local businesses backed by a vast network of logistics and service providers powering our regions.

Going forward, future economic growth and prosperity will depend on greater and improved connectivity across Australia. A well-connected regional Australia with access to fast, affordable and reliable connections will create a much larger and integrated market with more production and distribution networks. This will help realise the full potential of individuals, businesses and communities living and working in rural, regional, and remote areas, and enhance their contribution to Australia's economic future.

However, enhancing connectivity for all Australians is not merely economic. Infrastructure Australia's 2022 Regional Strengths and Infrastructure Gaps report ranked broadband and mobile connectivity gaps as one of the top four issues for 23 of the 48 regions surveyed, second overall in their combined list of priorities. The report acknowledged that the impact of this gap is wide-ranging, with some remote communities suffering from social exclusion due to limited or non-existent telecommunications infrastructure.

The patchwork of mobile and internet options across Australia has been laid bare by recent disasters, including floods, bushfires, and especially the COVID-19 pandemic. The social toll of these disasters reinforces the value of high-speed, reliable and resilient broadband and mobile networks in regional areas to support public safety, day-to-day business, social contact, and access to essential services like health and education.

But things are looking up. The National Farmers' Federation's regionalisation policy recognises that telecommunications and digital connectivity that were historically impediments to regionalisation, are becoming key enablers in the continued regionalisation of Australia. Through the rollout of the nbn network, and deployment of next generation mobile and IoT networks, more businesses can begin to remove digital connectivity from the list of barriers to regionalisation.

This is helped significantly by the quality service offered by the Regional Tech Hub (RTH) in helping every day Australians navigate the often complex world of connectivity and technology options. The RTH offers a powerful combination of regional roots, technological expertise, and practical communication to the seven million Australians living outside metropolitan areas. It is a truly independent, Commonwealth-funded program run by the National Farmers' Federation that was established to help people get connected, stay connected and better use their connection. Our regionally based team has firsthand experience in those issues facing grass-roots communities when it comes to phone and internet connectivity.

I am immensely proud of the contribution the Regional Tech Hub and its partners are making to bridge the digital and connectivity gap. The RTH's future direction offers an exciting and wide-ranging plan to grow its services' reach, ensure a quality and sustainable business model, and align with its stakeholders' current and future connectivity needs. I anticipate the positive impact the Regional Tech Hub will have on powering our regions and ensuring our farmers and communities continue to adopt digital technologies and remain socially inclusive over the decades to come.

Empowering rural, regional, and remote communities



The time is now; our regions are primed. Picture a scenario where regional Australia is digitally connected, connectivity literacy is high, and individuals and businesses are supported to make the most of technology solutions. For this vision to become a reality, people must be aware of their options, properly supported to harness their connectivity literacy and capability, and have access to modern technologies and infrastructure.

The Regional Tech Hub (RTH) was established to make strides in these areas. Though the challenge is daunting, the need remains. As the connectivity landscape is complex and ever-changing, the Hub's responsibility to translate, inform and resolve issues remains the cornerstone of everything we do.

We are proud to deliver this critical service for rural, regional and remote Australia. Last year we directly impacted over 10,000 people's lives and engaged with a further 100,000 by helping them get connected and stay connected. Since the launch on 8 December 2020, the Regional Tech Hub has gone through a period of ignition, consolidation, and renewal. We are entering our third year of operation and are focused on growth. We are embarking on an ambitious new direction with a steely sense of determination, purpose and excitement for the possibilities ahead.

Outlined here is not only a backwards glance at what we have achieved but also a look forward towards a future designed to achieve a significantly expanded reach for the RTH and offer new ways of interacting with us. We must continue to evolve and keep in touch with how people want to engage and what they want to engage on. This includes complementing the 1:1 bespoke service we are renowned for with a new 1:many delivery model—an exciting change that will undoubtedly enable us to scale our reach to even more people and businesses.

These additional 1:many services include a new outreach program and connectivity partnerships with regional organisations. We will be more visible in areas with connectivity blackspots and become a point of



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contact for local groups and regional communities struggling with mobile or internet connectivity. We will enhance our "on-the-spot" services to respond to immediate queries and develop new content via our web and social platforms. Finally, we will continue to build our library of resources for regional health, education and small business.

But we are not alone in this. The Australian Government has strongly backed our progress and new direction. In turn, we are working closely with the government and Minister to ensure a strong return on investment. As a program run by the National Farmers' Federation (NFF), we will also continue to lean on the NFF's networks, deep knowledge of regional connectivity issues, and policy reach.

We have also built strong relationships with key organisations and service providers across industry and regional communities. These relationships are critical

for re-engaging in a range of channels to spread the message of how we can service those in regional areas and extract information, data and trends to help us refine what we do.

We are confident we will achieve the priorities outlined in this plan. Through acknowledging our setbacks, learning from them and moving forward, we are doggedly determined to make a positive difference in better connecting regional Australians. The prosperity and growth of our regions and communities demand it.

Jennifer Medway
Regional Tech Hub Manager



Australia-wide information, local touch

The Regional Tech Hub supports people living and working anywhere in rural, regional, and remote Australia.

We do this by providing independent and free information on the choice of digital technologies, applications available to them, and solutions for equipment, set-up, and installation. There is also a proactive emphasis on building skills, confidence, and literacy when using technology.

Our entire team is regionally based and located around Australia. Being a remote team based in a regional Australia helps galvanise the team's connection to those we work with. That close connection cultivates a strong passion, empathy and understanding that uniquely positions the RTH to respond to people's everyday connectivity challenges.

We provide:

- 1 **A friendly voice on the end of the phone or email support** to help people talk through their connectivity options or escalation issues. We are an independent and trusted source of information to help point people in the right direction and find solutions and systems that work for them.
- 2 We provide **moderated social media channels** for those wanting to connect with us online. Through the various platforms, we help people troubleshoot issues, respond to queries, link them with relevant content and contacts, and provide outage updates, as required.
- 3 We provide a wealth of **relevant resources, tools, troubleshooting guides and links via our website**. We are constantly updating our content using a range of formats to ensure the information is simple, easy to digest, and meets the needs of people in regional areas.
- 4 We **attend various events, allowing** us to engage with people in their communities. Our attendance raises awareness of our services and provides tailored information about regional internet and telecommunications issues and technologies. We aim to increase our attendance at bespoke events in partnership with organisations with a footprint in regional communities.
- 5 The RTH offers a **two-way information exchange** with partners, stakeholders, government and end users. We are uniquely positioned to identify common issues, challenges and outages early and communicate those to service providers. The collaborative nature of our work also ensures we hear what is happening on the ground and target our materials and information accordingly.

Progress

The Regional Tech Hub is delivering an essential service. Since December 2020, when the service launched, we have directly engaged around 100,000 people via our website, social media and in-person events, and helped 9,864 people across 2466 homes by providing bespoke connectivity reports and one-to-one support on escalation issues. The need for our service continues to grow, and we are working hard to meet that demand by looking at new ways of doing things and making changes to help us scale our operations and expand our reach.

Renewal

To help us grow, we have engaged our stakeholders and end users to ensure the Regional Tech Hub remains fit-for-purpose and meets community needs. We have taken a fresh look at how we do this and have implemented a number of exciting opportunities, both internal and outward-focused changes, to remain efficient and effective. Following is a summary of the renewal processes underway in 2022.



Australia-wide information, local touch

Change	Expected impact	Delivery	
Expansion of 1:1 service offerings —new café-style appointment system, short connectivity report option, prioritisation of on-the-spot issue resolution.	New channels create a more agile and responsive service for customers at a time that suits them.	Ongoing from	November 2022
New social media plan and expanded social media presence, particularly online troubleshooting.	Troubleshooting issues are dealt with on social platforms, more responsive service and increased literacy for page followers.	Ongoing from	November 2022
1:many approaches for engaging larger groups at dedicated RTH events.	Regional groups and organisations have a point of contact and can organise events for RTH to attend and offer free connectivity advice.	Ongoing from	November 2022
Re-engagement in regular connectivity meetings, events and industry discussions.	Stakeholders are more aware of RTH activities and opportunities to engage going forward.	Ongoing from	August 2022
Increased promotion and prioritisation of in-person events.	Increased reach and awareness of RTH services. Prioritisation of speaking opportunities and targeting areas of need.	Ongoing from	August 2022
New website resources, content, videos, how-to guides, and troubleshooting tips.	More straightforward and easy-to-follow information on common topic areas. New mediums, such as videos, ensure we reach a broad audience.	Ongoing from	November 2022
Connectivity reporting and communications review and enhancements.	Simplified individual reports to customers with clear instructions and information on the next steps.	Ongoing from	November 2022
Connectivity report automation process.	Significantly reduced wait times for customers to receive individualised reports.		December 2022
Website refresh.	Improved functionality, usability and aesthetic.		November 2022
Monthly RTH stakeholder newsletter.	Informal communication channel to ensure stakeholders are across RTH events and internal updates.	Bi-monthly from	November 2022
Weekly RTH Tech Tips.	A way of engaging NFF's audience with tips to enhance connectivity.	Weekly from	August 2022



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Getting the job done – talking to the right people

The Regional Tech Hub is committed to building and maintaining strong relationships with community groups, advocacy organisations, regulators, and service providers. These include, but are not limited to, Better Internet for Rural, Regional and Remote Australia (BIRRR), nbn co, Telstra, Wireless providers (WISPs), Retail Service Providers, Australian Communications Consumer Action Network (ACCAN), Isolated Children's Parents' Association, Country Women's Association of NSW, the National Rural Health Alliance, the Telecommunications Industry Ombudsman, and NFF members.

These relationships are two-way. The RTH benefits from the ability to leverage experience and understanding of the issues and challenges in regional connectivity and leans on relevant groups for technical and stakeholder advice. The Hub also engages by sharing our learnings, acting on behalf of customers to resolve issues, using our networks and platforms to extend stakeholder information, and acting as an early spotter of outages or technical issues.

RTH Advisory Committee

An Advisory Committee was established in 2021 by NFF to provide strategic guidance and input on the delivery and implementation of the RTH. The Committee meets quarterly and includes stakeholders from across regional Australia's communications landscape. Committee members are:

- National Farmers' Federation
- Isolated Children's Parents' Association of Australia
- Better Internet for Rural, Regional and Remote Australia
- Country Women's Association of NSW
- Australian Communications Consumer Action Network
- National Rural Health Alliance.

Stakeholder group	Representation	
Industry & Community	<div><div></div><div></div></div> <ul style="list-style-type: none">• Better Internet for Rural, Regional and Remote Australia• National Rural Health Alliance• Country Women's Association of NSW• Isolated Children's Parents' Association• Australian Chamber of Commerce and Industry (and state branches)• Australian Digital and Telecommunication Industry Association Inc <ul style="list-style-type: none">• Australian Communications Consumer Action Network• Regional Australia Institute• Small Business Council of Australia (and state branches)• Business Council of Australia (and state branches)• National Farmers' Federation (and members)• Tourism Council of Australia (and state branches)	
Telecommunications companies	<ul style="list-style-type: none">• nbn Co• Telstra <ul style="list-style-type: none">• Optus• Vodafone	
Federal Government	<ul style="list-style-type: none">• Department of Infrastructure, Transport, Regional Development, Communications and the Arts• Department of Agriculture, Fisheries and Forestry <ul style="list-style-type: none">• Rural Research and Development Corporations• Regional Development Australia	
State Government	<ul style="list-style-type: none">• Relevant departments and government agencies across all state and territories	
Local Government	<ul style="list-style-type: none">• Local councils in all states• Australian Local Government Association	
Regional communities	<p>Community leaders and organisations including (but not limited to):</p> <ul style="list-style-type: none">• sporting clubs• Australia Post• farming systems groups <ul style="list-style-type: none">• schools• health services• rural fire services	
Media	<ul style="list-style-type: none">• Local media (newsletters, newspapers)• ABC (local, state and national levels)• Commercial radio and tv <ul style="list-style-type: none">• Industry-specific publications• Digital media: Google, Facebook, Instagram, Twitter, LinkedIn	



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State of play

7mil

or 28% of the population,
live in regional Australia

3.7mil

homes and businesses
in Australia

99%

Nearly all Australian adults (99%)
have access to the internet.

65th

Australia is ranked 65th in the
world for broadband speeds

22mil

There are 22m internet users in
Australia (91% of the population),
projected to reach 23.36 million
users by 2025.



Online

The most popular online activities of adult internet users in Australia are email, web browsing, banking, video streaming, and shopping.

85.2% of people do all or some of their shopping online.

71%

of mobile users say they feel safe in dangerous situations when they have their mobile device.

75% of triple 0 calls come from a mobile

93%

Most older Australians now have internet in their home, with 93 per cent having access in 2020, compared to 68 per cent in 2017.

80% of older Australians in 2020 reported that they find technology difficult to keep up with.

As of February 2022, around 55% of internet traffic in Australia was accessed via laptops and desktops. Laptops and desktops are becoming increasingly popular for accessing the internet and exceeded the share of web pages accessed with mobile phones.



82% of the Australian population use their phones to communicate with their family and friends at least once a week.



No. of devices per household

33.8

forecast to reach 33.8 by 2025

20.5

internet-connected devices in 2021

In 2021, there was an average of 20.5 internet-connected devices per household in Australia. This number was forecast to reach 33.8 by 2025.

Australian's using Telehealth

500,000

in regional and remote areas

4.28mil

in major cities in Australia

In 2021, an estimated total of 4.28 million people in major cities in Australia used telehealth services over a 12-month period. By comparison, in regional and remote areas almost 500,000 people used telehealth services for a consultation with a health professional.

Regional Tech Hub

– in review

Snapshot of
performance

December 2020
to September 2022

2,466	Requests for assistance	32	Events attended(- covid-impacted)	
9,864*	Total number of people in households that received individualised support VIC – 340	866	1300 direct line calls received	
70,616	Total website visits	1,889	Facebook followers	
<div><div>TAS – 56</div><div>SA – 116</div><div>ACT – 18</div><div>NT – 31</div><div>VIC – 340</div><div>WA – 140</div><div>NSW – 574</div><div>QLD – 422</div><div>Enquiries by state</div></div>		1,800	Active users on RTH Discussion Board	
		465	RTH Community Discussion posts	
		186,706		Paid google ad impressions
		2,041,469		Facebook ad impressions
		Organic Facebook reach		: 845,901
		Paid Facebook reach		: 557,276
		Total Facebook reach		: 1,403,177
		Facebook page visits		: 9,688
		Facebook clicks		: 18,694

100k
people
are
directly
engaged
with the
Regional Tech Hub

December 2020 – Ignition		
Launch of the Regional Tech Hub at Parliament House on 8 December 2020. Website launched and first enquiries received.	Transition of BIRRR resources to the Regional Tech Hub, contributing to the overall awareness of RTH. Additional collateral was developed, including marketing, communication, and advertising information.	Social media presence established across all major platforms. Facebook cemented as the most impactful platform to engage with individuals.
2021 — Consolidation		
Dedicated phone line was installed and operated by RTH staff five hours a day, five days a week (calls are answered typically in 30 seconds). Call back capability outside these hours (calls returned on average less than two hours).	ABC coverage escalated awareness of the service in rural, regional, and remote Australia. Resulted in a significant increase in the volume of traffic to RTH services.	Stakeholder reference group was established to provide advice to roll out and continued development of the RTH.
RTH launched its advertising and marketing campaign, which included targeted regional print and social media ads. This resulted in a significant expansion of awareness of RTH services.	Launch of the RTH media kit. The media kit was circulated to a wide range of government and industry agencies, as well as local community groups.	RTH kicked off attendance at events that align with our regional and rural mandate. Attending events is an excellent channel to engage 1:1 with people on the ground and understand the challenges in regional areas.
Launch of the RTH Community Discussion Board. This private discussion board is a dedicated group for individuals to discuss ideas, troubleshoot issues and share relevant information.	RTH is represented on the Telecommunications Industry Ombudsman's Consumer Panel, contributing insights on the day-to-day challenges experienced by end users.	Significant website, form and process improvements were undertaken to ensure a streamlined and efficient service.
2022 — Renewal		
Launch of the RTH Facebook digital ad campaign, designed to increase click-through rate and consolidate RTH awareness and messaging.	Step up in engagement with local councils and key stakeholders to promote awareness of the RTH and reach out to individuals to help respond to connectivity issues.	Implementation of a suite of process and system upgrades resulted in a significant decrease in the wait times for connectivity reports and escalations.
Delivery of dedicated content messaging around education, health, and small business. This included a suite of new videos, factsheets and promotional activities via social media and print media.	Launch of "Regional Connectivity Month". The concept brought awareness to regional Australia about options for new or improved connectivity options and shone a spotlight on solutions for common complaints.	Delivery of the RTH website refresh to ensure the structure, user experience and content remains fit for purpose. Increase options for individuals to troubleshoot issues themselves.
Introduction of new agile service enquiry channels, including the café catch-ups (1:1 scheduled meetings), greater social media engagement in responding to issues and building greater awareness of RTH services.	Implementation of an automation process to streamline RTH data analysis activities in completing connectivity reports.	Increased focus on stakeholder engagement with key RTH partners. Re-engagement in various fora, including the Regional, Rural and Remote Communications Coalition and RTH Advisory Panel.
2023 → Growth (forecast)		
Adoption of improved systems, processes and procedures have significantly reduced the time taken to respond to queries.	Delivery of new resources and pathways for customers to resolve issues themselves with access to improved easy-to-understand guides, information and resources.	Move from 1:1 to 1:many service offerings have significantly increased the RTH's capacity to resolve common challenges and pre-empt connectivity issues.
Community partnerships established. The RTH is a one-stop-shop of resources and contacts to help community groups work with their members to resolve issues or better understand connectivity options.	New service offerings are delivered that provide on-the-spot responses to connectivity queries and options.	Prioritise social media interactions as a key platform for engagement and issue troubleshooting.



New beginnings: the year of growth

The RTH has gone from strength to strength in reaching a growing number of people living and working in regional Australia. This journey from establishment to consolidation, and now renewed growth, has shaped the five key performance indicators (KPIs) for 2022-23 and covers the current contract term from 1 November 2022 to 30 June 2023.

The KPIs focus on quality service delivery, customer satisfaction, and increased reach. Each measurement is instrumental in benchmarking performance and identifying opportunities for improvement. However, the individual stories of people shine a light on the positive work we do in supporting individuals, businesses and communities, overcoming a problem or identifying new or different connectivity solutions. The case studies of real people we have worked with highlight the importance of the RTH services in resolving individual family or business connectivity challenges.

KPI	Deliverable	Measurement
1. Deliver a quality, timely service, supporting end users to get connected and stay connected.	1.1 Reduced time to complete connectivity reports 1.2 Reduced time to deliver an escalation service 1.3 Respond to phone enquiries immediately or respond to queries within 1 hour (during work hours) 1.4 1-hour response time to social media queries (during work hours) 1.5 Implement new service offering to increase the agility of responding to external connectivity queries	<ul style="list-style-type: none">• Tickets closed, including the number of connectivity reports completed• Number of phone calls received, logged, and closed• Average time taken to respond to tickets• Average length of time spent on website pages
2. 200,000 direct engagements via online services and platforms (social media, website visits, attendance at events and speaking opportunities).	2.1 Increased website and social media analytics 2.2 Attendance at in-person events 2.3 Prioritisation of presentation opportunities at events 2.4 Five sponsorship opportunities undertaken	<ul style="list-style-type: none">• Total monthly website visits• Total monthly Facebook reach• Number of social media followers• Number of unique engagements/queries on the RTH Discussion Board• Number of phone calls received
3. 90% of Regional Tech Hub users are satisfied with the service.	3.1 Overall positive result in periodic consumer feedback for satisfaction with their Regional Tech Hub experience	<ul style="list-style-type: none">• Annual survey results• Zendesk feedback report
4. Improved relationships with industry and consumer group stakeholders.	4.1 Regular consultation with industry and consumer groups and recorded in the Regional Tech Hub Monthly report	<ul style="list-style-type: none">• Weekly/monthly stakeholder engagement• Annual survey results
5. Fifty per cent growth in the technical services provided by RTH.	5.1 RTH increases the number of people that it supports	<ul style="list-style-type: none">• Annual increase in RTH customer support (tickets resolved) and outreach (social media reach)• RTH audience (reach) to more than double benchmarked on previous year's reach



The KPIs focus on quality service delivery, customer satisfaction, and increased reach. Each measurement is instrumental in benchmarking performance and identifying opportunities for improvement.

Powering up the RTH's reach

As the RTH enters its third year, our focus is changing.

The 1:many model prioritises:

Strategic community partnerships and a new outreach program



designed to engage a cross-section of regional groups (eg. local councils, farming systems groups, chambers of commerce etc.) to develop a relationship that delivers information to help respond to customer needs. From sharing collateral to in-person attendance at organised events and exploring other engagement opportunities.

New web-based troubleshooting guides

allow customers to step through troubleshooting issues online. We will use our analytics to understand the most significant areas of need and develop practical guides (video, factsheets, downloadable content) to resolve them.

Online widget for connectivity options

investigate the potential of creating a widget housed on the RTH website for people to navigate to their houses and use backend service map data to identify their individual connectivity options without needing to contact the Hub. This information will help build literacy and explain the technical jargon.

Café-style appointments

offer a new service of scheduled appointments with the tech team (like a virtual doctor's appointment) where customers can book a 20-minute session at a time that suits the customer and the team. This will enable faster responses and the opportunity to troubleshoot issues and questions in real-time.

Improved web content and collateral

offer additional online formats and ways of presenting information on those areas identified as a common need. This will be supplemented by more physical collateral and downloadable content.

Greater social media presence

prioritise staff resources to respond to social media queries online.

Continued focus on health, education and small business

new content developed to target additional information needs in these priority areas. Work closely with stakeholders to disseminate through relevant networks.



The team is building on the existing and successful 1:1 support service by expanding our reach through a new 1:many delivery model. While we will continue to deliver our bespoke service offerings, the overriding driver of this additional approach is the ability to scale and reach more people.

The past 20 months have given us relevant insights and consistent themes about regional connectivity challenges and opportunities. We will build on this intelligence to better target the information needs, connectivity literacy and support services that meet the various requirements of our customers. For example, we often find that younger people reach out to us as they want faster internet; older customers often want better internet coverage. We are receiving more and more enquiries from local councils and community groups

desperate for information on how to help their residents/ members can improve their internet and mobile connectivity. We intend to use the data and information our partners and we have gathered to be more proactive in reaching groups of people with specific challenges.

The third year of operations kicked off with a month-long "Regional Connectivity" campaign. It gives the RTH a shot-in-the-arm boost to outreach and, for some customers, a fresh look at our services. These new priority actions are complemented by several internal and external process and system reforms which are dramatically changing the way we do business, accelerating our response times, and ensuring a better experience for those who engage with us.



Journey ahead

The RTH has built a brand and presence in regional, rural, and remote Australia. We are excited by the opportunities identified to accelerate our reach. Over the past 20 months, we have achieved a great deal of positive impact, which has been felt by individuals who have worked with us to gain better awareness of their connectivity options or resolve their issues.

Our dedicated team have applied themselves to developing customised answers to the 2,500 enquiries we received and the 100,000 people we spoke to or engaged via social media, at events, and through our website.



A key component of our approach is re-engaging with our stakeholders. Year three of the program will see us continue to build on these relationships and expand what is possible through a renewed effort to shine a light on the positive change happening in regional connectivity, as well as help resolve those areas where work still needs to be done. Connectivity literacy remains a key priority and an area where we must work with community groups, advocacy organisations, regulators, and service providers to address this.

There is a strong sense of collaboration among stakeholders regarding the opportunity to collectively propel regional Australia forward by ensuring individuals and businesses have access to fast, reliable and affordable internet and mobile communications. Here at the RTH, we are laser-focused on ensuring we play our part in building the wave of change.





Australian Government
Department of Infrastructure, Transport,
Regional Development, Communications and the Arts

regionaltechhub.org.au