Wimmera Southern Mallee ICT Survey Results

Centre for eCommerce and Communications

Lateral Plains

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Executive summary

The Wimmera Southern Mallee ICT Survey was conducted during the June to August 2010 period. A total of 318 valid responses were received.

The majority of responses came from West Wimmera Shire (103), Yarriambiack Shire (93), and Hindmarsh Shire (90). Twenty-eight percent (28%) of respondents were aged between 45 and 54.

Seventy-nine percent (79%) of respondents indicated they work, with the highest proportion employed in the agriculture (27%), business and government (16%), service (7%), health (7%) and community services (5%) sectors.

Seventy-one percent (71%) of respondents use email very often for work purposes. Fifty-one percent (51%) very often conduct research on products and services at work, while thirty percent (30%) provide information about products and services. Other work-related internet services used include instant messaging (16%), internet telephone (14%) and social networking (7%).

The main frustrations or barriers encountered in using mobile, internet or other ICT services at work included speed (44%), mobile coverage (40%), internet reliability and drop outs (20%) and cost (11%).

Future opportunities for the use of mobile, internet and other ICT services at work include increased use (16%), many (13%), increased use of mobile services (10%), video conferencing (9%) and increased productivity (8%).

Fifty-six percent (56%) of respondents commute between home and work, with the car being the most common means of transport (96%), followed by walking (14%) and bicycle (3%). Forty percent (40%) of respondents spend an average of one hour or less commuting each week.

Using a mobile phone is the predominant ICT service used when commuting (83%), followed by handsfree (19%) and the internet (16%). Mobile coverage (44%) was identified as the main frustration or barrier encountered in using ICT services when commuting. The highest priority areas for improvement in mobile phone coverage were West Wimmera Shire (25%), Yarriambiak Shire (18%), Hindmarsh Shire (15%) and Horsham Rural City (10%).

Reasons why ICT services are not used when commuting include because driving is involved (28%), the trip is short (20%), it is illegal (12%) and because of poor coverage (10%). Respondents confirmed they would use ICT services differently if they were to improve –

twenty-nine percent (29%) of respondents would increase their use when mobile, fifteen percent (15%) would have greater ease of use, fourteen percent (14%) would increase their productivity and twelve percent (12%) would increase their use.

Ninety-four percent (94%) of respondents use a mobile phone. Telstra holds the largest market share of mobile phone service providers (88%). Other mobile providers include Optus (7%) and Virgin (1%). Voice calls (45% very often, 22% often) and messaging (38% very often, 21% often) are the most common mobile services accessed for work purposes.

Ninety-five percent (95%) of respondents use the internet, with most accessing it at home (80%) and/or work (57%) and spending either 1-2 hours (36%) or 3-6 hours (34%) online daily.

Internet services used very often for personal use include email and general web browsing (86%), researching products and services (69%), keeping in touch with family and friends (66%) and learning and education (46%). Twenty-seven percent (27%) reported usage of Skype for personal use.

ADSL (54%), wireless 3G (27%) and satellite (24%) were the most common methods of internet access, with the largest share of the regional ISP market held by Telstra BigPond (43%). Other providers with market share include Activ8me (13%), TPG (7%), Dodo (5%) and SkyMesh (4%).

Twenty-six percent (26%) of respondents pay $45-$59 for their monthly internet service. Other respondents pay between $30-$44 (20%), $60-$74 (15%), $75-$99 (13%) and $15-$29 (15%).

Thirty-one percent (31%) of respondents always get good support from their ISP. Forty-seven percent (47%) sometimes get good support.

While fourty-five percent (45%) of respondents plan to upgrade their internet service, many respondents are unsure of the timeframe (72%) or type of upgrade planned (29%). The most common reasons for not upgrading included no better options available (34%), cost (24%), and satisfaction with their current plan (24%).

Sixty-two percent (62%) of respondents indicated that the reliability of their current internet services was either very good (29%) or excellent (8%). Support services were rated very good (26%) or average (37%) by sixty-five percent (65%) of respondents. Eighty percent (80%) of respondents rated their satisfaction with internet costs as average or below (39% average, 22.5% poor, 13% very poor). Internet speed received similar responses (42%

average, 18% poor, 14% very poor).

The most important or pressing issues about the internet were confirmed as better and faster broadband (73% strongly agree, 17% agree) and reducing the cost of access (18% strongly agree, 68% agree). Respondents also supported enhanced internet safety and security (45% strongly agree, 23% agree) and better support for mobility (32% strongly agree, 31% agree).

The opportunity for residents in the Wimmera Southern Mallee to submit feedback via the ICT survey remains available at www.cecc.com.au/cb_pages/CH_ICT_home.php.

Table of contents:

1. Introduction

The Wimmera Southern Mallee ICT Study included mapping current ICT adoption levels and service satisfaction, and attempted to identify areas of pent up demand for services. The goal was to develop an evidence base to assist the region in building and shaping its ICT policy in the coming years.

One way regional stakeholders got involved in the study was by completing the ICT survey (either online or in hardcopy). Participation through the survey informed the Research Team of local examples of telecommunications and broadband usage, demonstrated service gaps and assisted in identifying the positive impacts of local adoption of ICT.

This document summarises the outcomes of the Wimmera Southern Mallee ICT Survey which was conducted during the June to August 2010 period. A total of 318 valid responses were received during the data collection period, with the vast majority of participants choosing to complete the survey online.

The ICT survey comprised a total of forty possible questions. Some questions were compulsory, and were denoted by a red asterisk (*). The actual question set presented to respondents varied according to responses to a number of branching questions. For example, a respondent who answered Yes to a question about owning a mobile phone was then presented with a number of further questions e.g. provider, costs, type of service usage.

A copy of the online survey (Appendix 1) and hardcopy survey (Appendix 2) are included in this document.

2. Profile

Age

Twenty-eight percent (28%) of respondents were aged between 45 and 54 years, twenty-three percent (23%) were aged between 55 and 64 years, and twenty percent (20%) were aged between 35 and 44 years.
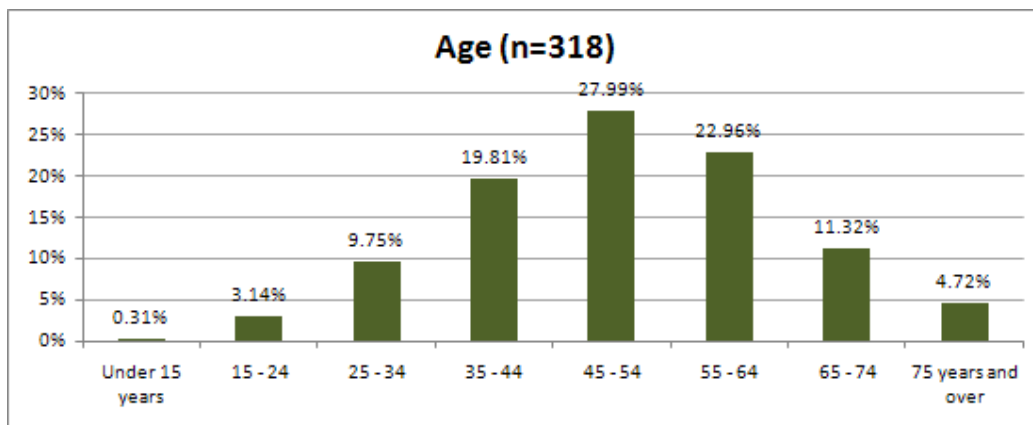
Local Government Areas

Responses included 103 from the West Wimmera Shire (32%), 93 from Yarriambiack Shire (29%), 90 from Hindmarsh Shire (28%), and 30 from the Horsham Rural City (9%).
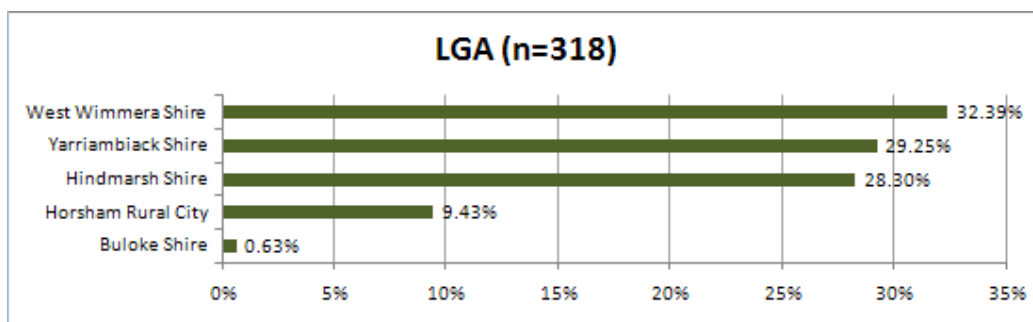
Towns

Respondents from each of LGAs came from a number of different towns.

West Wimmera Shire (n=103)

Town	%
Kaniva	25.24%
Edenhope	14.56%
Apsley	7.77%
Goroke	6.80%
Harrow	4.85%
Langkoop	4.85%
Serviceton	4.85%
Telopea Downs	4.85%
Ullswater	3.88%
Chetwynd	1.94%
Connewirricoo	1.94%
Minimay	1.94%
Miram	1.94%
Patyah	1.94%
Poolaijelo	1.94%
Wombelano	1.94%
Benayeo	0.97%
Bringalbert	0.97%
Charam	0.97%
Dergholm	0.97%
Gymbowen	0.97%
Kadnook	0.97%
Lillimur	0.97%
Mitre	0.97%
Ozenkadnook	0.97%

Yarriambiack Shire (n=93)

Town	%
Warracknabeal	35.48%
Minyip	12.90%
Murtoa	12.90%
Hopetoun	11.83%
Rupanyup	8.60%
Brim	6.45%
Beulah	4.30%
Kewell	2.15%
Woomelang	2.15%
Boolite	1.08%
Rainbow	1.08%
Yaapeet	1.08%

Hindmarsh Shire (n=90)

Location	Percentage
Nhill	51.11%
Rainbow	21.11%
Dimboola	11.11%
Jeparit	4.44%
Netherby	3.33%
Lorquon	2.22%
Yanac	2.22%
Antwerp	1.11%
Gerang Gerung	1.11%
Glenlee	1.11%
Tarranyurk	1.11%

Horsham Rural City (n=30)

Location	Percentage
Horsham	53.33%
Natimuk	10.00%
Wartook	10.00%
Brimpaen	6.67%
Laharum	6.67%
Lower Norton	3.33%
Telangatuk East	3.33%
Toolondo	3.33%
Wonwondah	3.33%

Buloke Shire (n=2)

Location	Percentage
Tyenna	50.00%
Wycheproof	50.00%

People over 18 years old in households

Seventy percent (70%) of households have 2 people over the age of 18 living in their household.
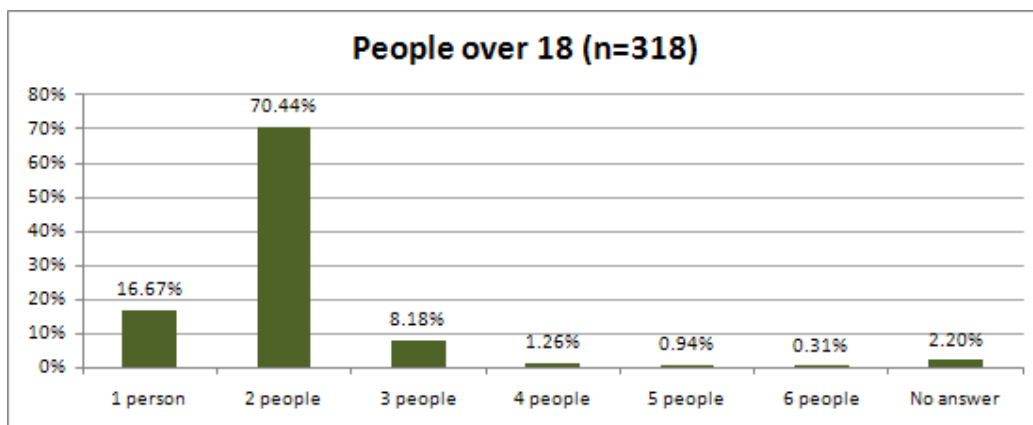
People under 18 years old in households

Sixty-one percent (61%) of households have no people under the age of 18 living in their household.
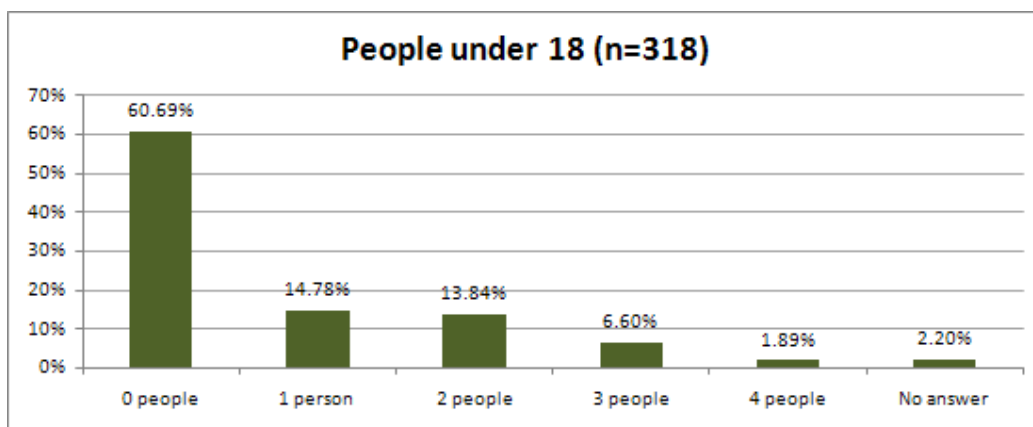
The average household size is 2 people (45%).

Household size (n=318)

Household size	Percentage
1 person	12.58%
2 people	44.65%
3 people	13.84%
4 people	16.67%
5 people	7.23%
6 people	2.52%
7 people	0.31%
No answer	2.20%
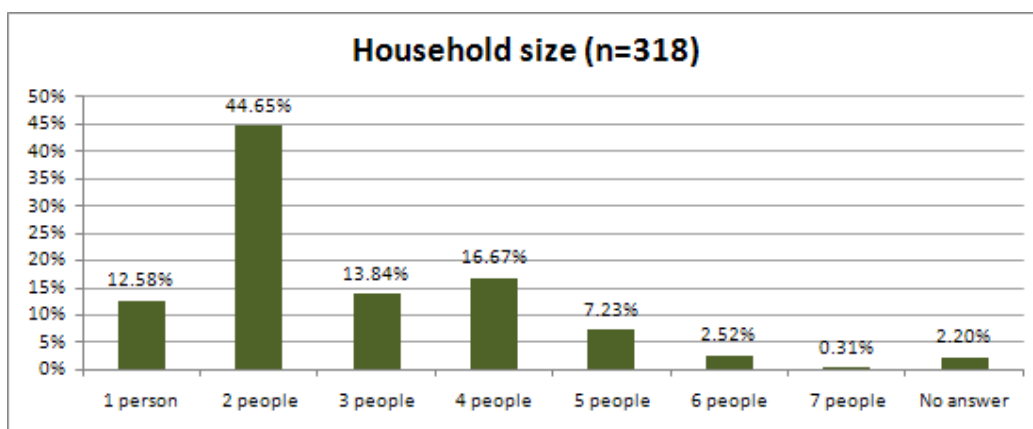
Work

Seventy-nine percent (79%) of respondents indicated that they work.

Work (n=318)

Work	Percentage
Yes	79%
No	21%
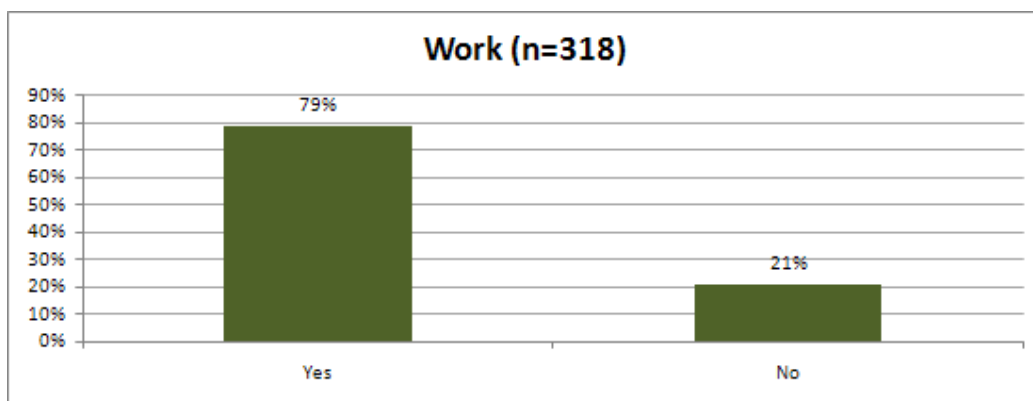
Work sector

The highest proportion of respondents were employed in the agriculture sector (27%). Other sectors represented included business and government (16%), service industry (7.17%), health (6.77%) and community services (5.18%) sectors.

Work sector (n=251)

Sector	Percentage
Agriculture	27.09%
Business & government	15.94%
Service industry	7.17%
Health	6.77%
Community services	5.18%
Education	4.38%
IT & communications	4.38%
Hospitality	3.59%
Financial industry	3.19%
Manufacturing industry	3.19%
Art	2.39%
Retail	2.39%
Business practice & management	1.99%
Building & construction industry	1.59%
Tourism industry	1.59%
Transport	1.59%
Mining industry	0.80%
Shipping	0.80%
Trade, imports & exports	0.80%
Library and information services	0.40%
Real estate industry	0.40%
Sport	0.40%
Utilities & energy	0.40%
No answer	3.59%

Use of internet services at work

Seventy-one percent (71%) of respondents used email very often for work purposes. Fifty-one percent (51%) very often conducted research on products and services at work, while thirty percent (30%) very often provide information about products and services.

Use of internet services at work (n=251)

Service	No answer	Never (1)	Rarely (2)	Sometimes (3)	Often (4)	Very often (5)
Email	16%					84%
Research on products/services	25%					75%
Providing information about your..	46%					54%
Online procurement	53%					47%
Client support	57%					43%
Research on competitors	71%					29%
Online sales	75%					25%
Other	82%					18%
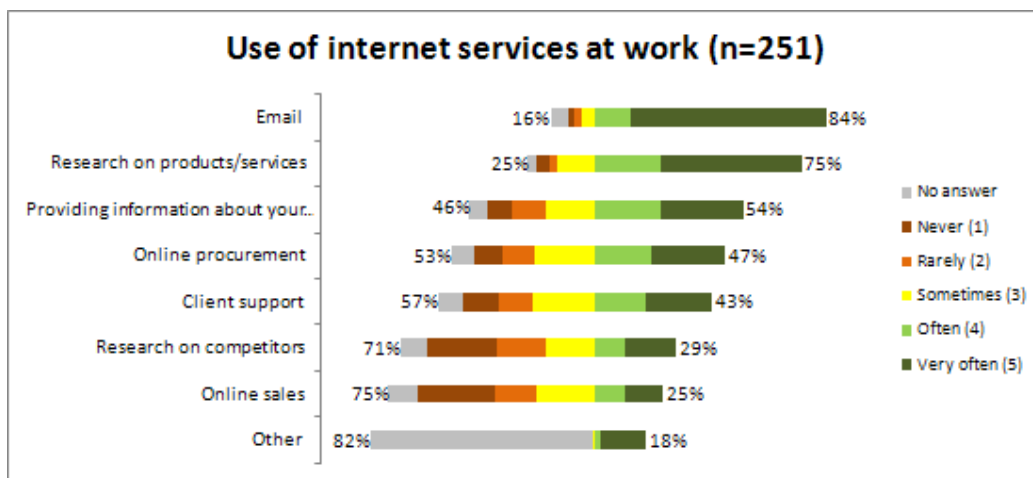
Use of ICT services at work

ICT services used very often for work purposes included instant messaging (16%), internet telephone (14%) and social networking (7%).

Use of ICT services at work (n=251)

Instant messaging	75%	25%
Internet telephone	80%	20%
Social networking	83%	17%
Video conferencing	89%	11%
Other	98%	2%

No answer
Never (1)
Rarely (2)
Sometimes (3)
Often (4)
Very often (5)
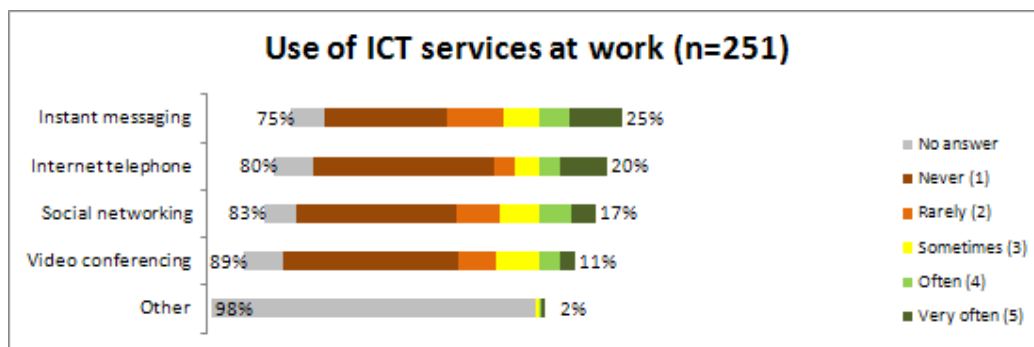
Frustrations or barriers encountered in using ICT services at work (n=251)

The main frustrations or barriers encountered in using mobile, internet or other ICT services at work included Speed (44%), Mobile Coverage (40%), Internet Reliability and Drop outs (20%) and Cost (11%).

Speed (44%)

- ADSL 2 seems to be no improvement on ADSL 1 - disappointed! Occasional drop-outs.
- ADSL speed is only just acceptable.
- Although on Broadband currently, it is still slow at times. Mobile reception is marginal at best, and only available with NextG.
- Always too slow and continual buffering.
- As a meter reader for GWM Water I am required to download my work each evening. At the moment the Warracknabeal Telstra Exchange cannot handle the speed of download required, so I have to drive 58km each way to the Horsham office to complete the download. This is a ludicrous situation in this day and age, and also expensive for GWM Water. Obviously this cost is passed on to the consumer. Also it is almost impossible to watch any video clip without it stopping and starting, and taking twice as long as it should to view.
- Broadband access too slow.
- Can drop out, slow.
- Cost, speed and connectivity.
- Downloads are really slow on ASDL - it is getting like dial up was five years back because you have to download so much more to finish up with the same information. Just keeping anti-virus and Windows updated takes about half my monthly 500MB. It is much more expensive in the country. My sister in Geelong gets 8GB for the same price that I have to pay for 500MB. Mobile phones - Telstra NextG is the only network which works around here. So we don't have an option and there is no competition, so we don't get the bargains city people can if they shop around. An Optus tower has been built at Minyip but is yet to be turned on.
- Drop out of service, slow response times even with ADSL1 (ADSL2 is not available at local exchange). Poor mobile coverage outside of town. Poor wireless internet coverage.
- Fluctuations in speed when downloading internet content.

- Getting in touch with call centres (Telstra) can be frustratingly long and hard to understand when trying to get a problem fixed, internet seems slower than in other areas.
- High cost and lack of speed.
- I find that the internet is slow and once I have left the town limits I loose mobile reception.
- I find the system we use very slow. I find that I can waste a lot of time waiting for documents to load and save.
- I get great service in Horsham but from our home it is not that great. We are able to get mobile phone access in one area of the house with our 3G phones but others who do not have 3G are unable to get any service. Our broadband satellite can drop in and out sometimes too and is much slower that other areas I've been in.
- I would use ICT a lot more if it was faster (current average speed is 45-55KB) and more reliable.
- Internet can be very slow and SMS' don't come through at all or very slowly sometimes.
- Internet is frequently down (not available). It is slow.
- Internet is slow. Hard to get information quickly sometimes when you are busy.
- Internet is so slow and service drops out.
- Internet is still slow and limited downloads. No mobile service for large area around farm.
- Internet is very slow.
- Internet is very slow and takes a long time to load. I often drop tasks because I become too frustrated with waiting for it to load or download.
- Internet rather slow at times (have the fastest available).
- Internet speed. Too many drop outs due to slow internet. Mobile phone distance from tower too far to be reliable. We try to bank online and do business but connection not good enough - reliability.
- Internet too slow and mobile phone only works within 10km or so.
- Internet very slow at times.
- Lack of coverage and slow speeds.
- Lack of mobile phone coverage, slowness of internet connection, expense associate with connectivity.
- Lack of phone coverage when out of town. Slowness and drop out of internet service.
- Lack of sufficient speed of internet compared to other larger areas (half internet speed in some cases compared to the likes of Ballarat). Poor mobile coverage on anything other than Telstra NextG and then that isn't even always that good.
- Latency is an issue which we struggle with as we try to move more applications into the cloud and affordable bandwidth is keeping us from upgrading to have video conferencing capabilities in out organisation.
- Loss of service can be difficult in some areas, especially in a risk management sense. Internet drop outs and slow connections can be frustrating and affect efficiency.
- Low speed. No mobile coverage.
- Mobile - no coverage. Internet - satellite is either too slow, too expensive or both.
- Mobile coverage is ridiculous. We can sometimes, maybe, possibly get coverage with expensive car kits although this definitely is not to be relied upon. Disgusting. Where I work is the end of the ADSL line from town. This allows very, very slow broadband into the office however where my workers live is another story as they live more than 5km from town.
- Mobile coverage restricts communication for environmental work throughout the Wimmera and Mallee. Satellite broadband at home now helps but not as fast as Melbourne customers.
- Mobile phone messages can come in up to 24 hours late. Internet is sooo slow.
- Mobile phones do not work where we live internet. Can be slow, cost of running and using internet, mobile phones.
- Mobile service is very unpredictable in our area. Good at home, but scratchy at the different farm locations. We only have digital phones so an upgrade with our phones may improve service. Internet is slow. We have a satellite connection, but our computer is 3 years old, so an upgrade may make this better.

- Mobile services are non-existent. Internet is far too slow, restrictive (upload and download limits) and unreliable. For instance, we can't participate in online translating due to the mediocre Internet.
- My prepaid mobile phone does not work at home or in Beulah, only in bigger towns, regional centres & cities. My husband's mobile does work here fortunately. Internet is slow at times.
- My problems all occur at home (Wombelano). There is no broadband service only dial up which is very slow, frustrating and ties up the land line. No mobile voice access either. Can access SMS via mobile if you stand in the right spot which can vary from minute to minute.
- No mobile phone coverage. Satellite internet is slow and sometimes unreliable.
- No service on mobile telephone - coverage. Lack of speed at reasonable price and no access to ADSL2.
- Off site location, computer connection can be suspect, slow, frustrating.
- Often slow in loading data.
- Our internet is sooo slow! We are on wireless and it is very inconsistent in the speeds it picks up. All hardware is new!
- Poor bandwidth.
- Poor coverage of internet out of town and variable speeds of internet service.
- Poor coverage of mobiles, slow internet speed.
- Reception (from the farm 10km from Edenhope) is obtained via large external aerial (on roof) and is less than efficient and slower than it should be - and cuts out from time to time. Away from the external fixed aerial reception varies from nil to weak using a wireless attachment. If all else fails I have to drive into the town to get a signal.
- Reliability is generally good. Speed is often lower than normal, making file downloads a very inefficient activity. VOIP is virtually unusable for business.
- Satellite internet drops out often and speed is inconsistent.
- Simply lack of coverage and slowness.
- Slow & not consistent.
- Slow and drops out.
- Slow and lack of service.
- Slow and unreliable service. Would use VoIP more often if it worked.
- Slow download and lack of mobile phone coverage travelling to and from work.
- Slow internet service.
- Slow internet speed.
- Slow internet speed. Mobile phone reception is OK because we work close to the Western Highway which has good coverage for NextG. No other providers offer good enough reception to compete with Telstra.
- Slow internet speeds and drop outs.
- Slow internet when inputting and saving data online.
- Slow internet, mobile texts and voice mail can take days to arrive on my mobile phone.
- Slow satellite communications. Plan is too expensive for MB required for internet. Deal with large files.
- Slow speed on internet. Mobile, poor signal once away from the major centres.
- Slow speed, connections dropping out.
- Slow speeds of the internet, making it harder to use VoIP or Skype. We also encounter service dropouts on a regular basis.
- Slow speeds on uploads and downloads.
- Slow speeds. Management suspicion of utilising social media to promote products and services. Difficult to encourage other program staff to use blogs and online strategies to disseminate information. Really, really bad website knowledge within the office - meaning that files don't get uploaded correctly or the website isn't maintained adequately.
- Slow Speeds. Reliability. Waiting times when calling tech support or customer service among ISPs.
- Slow, intermittent internet speed and connections, patchy mobile service.
- Slow, keeps dropping out, not always available.

- Slowness especially when downloading.
- Slowness of access, signal drop out, black spots when travelling around shire.
- Slowness of connections.
- Slowness of internet service on a semi-regular basis.
- Slowness of speed at times.
- SMS messages sometimes take days to reach my phone. Connection speed is terrible. Lack of competition.
- Sometimes very slow.
- Sometimes we have no signal. Internet is slower in the rural areas than towns.
- Speed of internet connection.
- Speed. I live close to town so my internet speed is good. I have family that live further out and have poor internet speeds. While the NextG phone network is a great asset, fast and reliable current data costs prohibit it from being used to it's full potential.
- The cost of mobile browsing is high but good speed. Home internet is getting more bandwidth intensive (pictures and videos) so speed needs to keep pace and increase.
- The internet at work is slow... it is faster at home.
- The internet can be very slow, causing frustration especially when on the phone.
- The internet coverage has times when it does not kick in too quickly. The mobile coverage is better than it was however there are still dead spots where there is no coverage at all.
- The internet is a bit slow. Even when we use the current fastest product that is available, it just seems much slower than what our fellow city dwellers have.
- The only carrier we can use in our area is Telstra and the exchange data speed is limited to ADSL1. This limits the speed in which we can access, increases costs as there is less competition. ADSL2+ packages in Melbourne are far cheaper than the slower ADSL1 services we can access in Warracknabeal. I also use VoIP for all business calls and the quality would improve with faster connections. It is also frustrating that only Telstra 3G phones work in our area, it ties us to higher priced phone plans. Reception is patchy once you leave the town centre.
- The speed is not particularly efficient.
- The speed of the internet varies and sometimes fails. We rely on the internet for sending documents and information and receiving from our main branch. Mobile telephone reception varies. Only Telstra works in Jeparit. Visiting staff and representatives can struggle to place and receive calls.
- The system at times is particularly slow and is subject to drop out requiring rebooting.
- The Telstra mobile phone service is patchy & poor, not far outside Horsham City limits. The mobile phone service, provided by other carriers, is very poor. Broadband Internet access (ADSL) speeds are slow in Horsham - ADSL2+ is not available in this area. Broadband Internet access is also expensive - in comparison with ADSL2+ prices available in the larger regional cities, such as Geelong, Ballarat & Bendigo.
- There is very little mobile phone coverage in our area. At times it is impossible to use. Internet connection can be slow.
- Too many black spots with mobile phone coverage - internet is too slow.
- Too slow, poor reception.
- Unreliable internet and mobile services. Drop outs are frequent. Slowness of internet.
- Variable coverage. Those living with 5km of the postal have good internet coverage through ADSL. Those living beyond 5km have either very slow service via dial up, faster service via Telstra wireless internet or satellite.
- Very slow response.
- Very slow... even just to open a web page takes time.
- Video conferencing: the facilities are not yet established locally, nor widely used. The main reason for this is the 'clunkiness' of the applications due to slow internet speeds. We can see where the internet is heading and the exciting developments for near face-to-face contact, business applications etc but we know our internet speed will not allow us to be part of it. Downloading one CD of music takes about 30 minutes - minimum - that's not actually a big sized download! Videos are out of the question, unless you want to wait for hours. The cost of the internet is a lot higher here than in metropolitan areas. ADSL2 is

not guaranteed to bring the same speeds here as in metropolitan Melbourne, however, while the service there costs $29.95, here the exact same plan costs $79,95. Why? Since the service providers are not actually installing new infrastructure?

- We currently use wireless broadband which is better than dial up, but still slow to download or upload large files. Mobile phones do not work inside our office or home or in the general area except if you stand on a rise or hold your tongue in the right position. We often experience difficulties with communication to our drivers because of the dead areas where mobiles do not work.
- We have no mobile phone coverage and satellite internet - is far too slow and frustrating. We make the best of a bad lot! Would use it much more if faster!
- We have no mobile phone service and internet is very, very slow. It is extremely hard to do business from home.
- When we are dealing with people that are using higher speed internet connections we get left behind.
- Whole system has become so slow it gets very frustrating for clients and ourselves as you sometimes wait 5 minutes to get into where you need to be. Has got worse over the last 2 years.
- Work and live 15km away (with trees in between towers). Mobile - don't use a lot so pick a plan where we pay for what we use. The service is not 100% reliable and drops out. Internet - speed is quicker than dial up but still slow and find it difficult to view video content on web pages or very busy web pages (lots of content).

Mobile coverage (39%)

- Mobile coverage doesn't cover the entire area that I work. The internet is limited to only Telstra based ISPs limiting the choice. Country plans aren't the same as metro with less speed and less data for same price
- Although on Broadband currently, it is still slow at times. Mobile reception is marginal at best, and only available with NextG.
- As a meter reader for GWM Water I am required to download my work each evening. At the moment the Warracknabeal Telstra Exchange cannot handle the speed of download required, so I have to drive 58km each way to the Horsham office to complete the download. This is a ludicrous situation in this day and age, and also expensive for GWM Water. Obviously this cost is passed on to the consumer. Also it is almost impossible to watch any video clip without it stopping and starting, and taking twice as long as it should to view.
- As mobile service is in town centre only, we are unable to contact allied health workers/district nurses/patients or their families when they are more than 2-3km out of town.
- Coverage in some areas.
- Drop out of service, slow response times even with ADSL1, (ADSL2 is not available at local exchange). Poor mobile coverage outside of town. Poor wireless internet coverage.
- Even though I live and work at 7 kilometres from Edenhope tower mobile service on a hand held is very poor and nonexistent inside buildings. Wireless broadband can only be accessed with a permanent aerial mounted to the office.
- I find that the internet is slow and once I have left the town limits I loose mobile reception.
- I get great service in Horsham but from our home it is not that great. We are able to get mobile phone access in one area of the house with our 3G phones but others who do not have 3G are unable to get any service. Our broadband satellite can drop in and out sometimes too and is much slower that other areas I've been in.
- I have areas where I just drop out and can not get reception. The wireless network is not as good as it should be, to get good service I had to get an antenna, and this is still not good enough.
- Inadequate Telstra NextG mobile and internet reception at out Lorquon farm property.
- Internet can be very slow and SMSs don't come through at all or very slowly sometimes.
- Internet is still slow and limited downloads. No mobile services for large area around farm.

- Internet speed, too many time outs due to slow internet. Mobile phone distance from tower to far to be reliable. We try to bank online and do business but the connection is not good enough – reliability.
- Internet too slow and mobile phone only works within 10km or so.
- Lack of coverage and slow speeds.
- Lack of coverage. Both of us have mobiles to different service provider but there is no service at home. Yes we have the internet only because of a satellite and when that broke down we had no internet for May, June until mid July. No one wants to come out to Netherby to repair a satellite. Work gave me an Aircard to help me work from home, instead of travelling so much. No coverage it does not work in Netherby.
- Lack of coverage. As we are 16km out of town we do not have ADSL, therefore we found the need to go satellite, which at the time served its purpose, however, two years later we now find the need to change again to mobile so we can utilise online booking software. We are also having a new telephone system installed which will have connectivity to mobiles.
- Lack of good signal strength.
- Lack of mobile coverage. In our business we can have up to 50 guests staying on our property who are used to receiving reliable mobile services and coverage. The inconsistency of reception on our property and region creates frustration, anxiety, loss of business and is preventing us from growing our business to full potential. Loss of money. Free wireless internet is expected by guests nowadays as that is what they get in main cities. It is too expensive for us to provide, so many guests choose to stay elsewhere. Safety of our guests and local community is at great risk due to the lack of adequate communication services, such as reporting of fires and medical emergencies.
- Lack of mobile phone coverage, slowness of internet connection, expense associate with connectivity.
- Lack of mobile phone service when in the field.
- Lack of mobile service - we are currently waiting for 2 towers to be turned on it Apsley.
- Lack of phone coverage when out of town. Slowness and drop out of internet service
- Lack of range with mobile phone.
- Lack of reception for mobile services. Lack of good quality internet services. Lack of choices for providers to enable competition and thus lower prices.
- Lack of sufficient speed of internet compared to other larger areas (Half internet speed in some cases compared to the likes of Ballarat). Poor phone coverage on anything other than Telstra NextG and then that isn't even always that good.
- Live in Farming area that has very little service for mobile phones depending on the brand and type of phone owned. We have to use satellite internet because dial up is useless and expensive and wireless is not always the best option financially. Internet is ok but does have its problems at times. Weather can effect satellite transmissions and connections.
- Losing the signal.
- Loss of service can be difficult in some areas, especially in a risk management sense. Internet drop outs and slow connections can be frustrating and affect efficiency.
- Low speed, no mobile coverage.
- Mainly mobile phone service, very unreliable on the farm. Varies from no service to very little depending on part of farm. Internet service in the town is passable.
- Mobile - no coverage. Internet - satellite is either too slow, too expensive or both.
- Mobile and internet services drop in and out.
- Mobile coverage in and around our area is very poor. We use the landline all the time.
- Mobile coverage is ridiculous. We can sometimes, maybe, possibly get coverage with expensive car kits although this is definitely not to be relied upon. Disgusting. Where I work is the end of the ADSL line from town. This allows very, very slow broadband into the office however where my workers live is another story as they live more than 5 km from town.
- Mobile coverage restricts communication for environmental work throughout Wimmera, Mallee. Satellite broadband at home now helps but not as fast as Melbourne customers.

- Mobile coverage is often little or non existent, BigPond internet using same Next G service is the same.
- Mobile drops out in certain areas.
- Mobile is not available around property except at a few high points where it is intermittent.
- Mobile phone messages can come in up to 24 hours late. Internet is sooo slow.
- Mobile phones do not work in the house, currently on satellite internet - weather conditions control the use we have.
- Mobile phones do not work where we live. Internet can be slow, cost of running and using internet and mobile phones.
- Mobile reception is almost non-existent.
- Mobile service in the office is very limited - we had to return a wireless EFTPOS machine, as the mobile signal was too weak for it to work.
- Mobile service is glitchy - will drop out in the middle of conversation very often when even in full strength. When you call in particular another mobile, you quite often have to ring it a second time for it to work. The range isn't too bad, except between Kaniva and Edenhope (20km and from Kaniva side). The internet drops in and out like a yo-yo. It is a great technology to have but needs more stability.
- Mobile service is very unpredictable in our area. Good at home, but scratchy at the different farm locations. We only have digital phones so an upgrade with our phones may improve service. Internet is slow. We have a satellite connection, but our computer is 3 years old, so an upgrade may make this better.
- Mobile services are non-existent. Internet is far too slow, restrictive (upload and download limits) and unreliable. For instance, we can't participate in online translating due to the mediocre Internet.
- Mobile phone and internet dropping out on a constant basis, sometimes there is no service at all.
- My business is agricultural machinery sales, service & repairs and we take our service to the farms throughout the West Wimmera, Hindmarsh and the Southern Mallee. To achieve this we must have reliable phone and Internet coverage on the customer's farms. Much of the machinery we sell and service is worth hundreds of thousands of dollars and fault diagnoses are done with laptops. Even though the coverage has improved with NextG there are still many black spots. Phones often drop out of service and the Internet won't connect.
- My prepaid mobile phone does not work at home or in Beulah, only in bigger towns, regional centres & cities. My husband's mobile does work here fortunately. Internet is slow at times.
- My problems all occur at home (Wombelano) There is no broadband service only dial up which is very slow, frustrating and ties up the land line. No mobile voice access either. Can access SMS via mobile if you stand in the right spot which can vary from minute to minute.
- No mobile phone coverage. Satellite internet is slow and sometimes unreliable.
- No mobile phone coverage. Unreliable internet, never sure if able to connect and I find satellite expensive.
- No mobile phone service. Had to provide a satellite and it is still intermittent.
- No mobile service where we live.
- No mobile phone coverage.
- No service on mobile telephone coverage. Lack of speed at reasonable price and no access to ADSL2.
- No Vodafone access in Warracknabeal, I moved back here and have a 18 months of a 2 year contract remaining.
- Not very much service/reception for mobile phones in our office. Otherwise, I don't have any issues.
- Occasionally mobile reception to the north of the town and adjoining Nhill township is unreliable.
- Phone coverage is poor in some areas. Some providers not any good.
- Phone drop outs or poor service.

- Phones cut out depending on where in the house you are or which paddock, need a 6 metre antenna to get wireless internet.
- Poor coverage of mobiles, slow internet speed.
- Poor mobile service is some areas.
- Poor or zero network connection.
- Reception (from the farm 10km from Edenhope) is obtained via large external aerial (on roof) and is less than efficient and slower than it should be - and cuts out from time to time. Away from the external fixed aerial reception varies from nil to weak using a wireless attachment. If all else fails I have to drive into the town to get a signal.
- Regional coverage for mobile services - black spots.
- Service dropout.
- Simply lack of coverage and slowness.
- Slow and lack of service.
- Slow download, lack of mobile phone coverage travelling to and from work.
- Slow internet speed. Mobile phone reception is ok because we work close to the Western Highway which has good coverage for NextG. No other providers offer good enough reception to compete with Telstra.
- Slow internet, mobile texts and voice mail can take days to arrive on my mobile phone.
- Slow speed on internet. Mobile, poor signal once away from the major centres.
- Slow, intermittent internet speed and connections, patchy mobile service.
- Slowness of access signal drop out black spots when travelling around shire.
- SMS messages sometimes take days to reach my phone. Connection speed is terrible. Lack of competition.
- Some non-service areas with mobile.
- Sometimes we have no signal. Internet is slower in the rural areas than towns.
- The internet coverage has times when it does not kick in too quickly. The mobile coverage is better than it was however there are still dead spots where there is no coverage at all.
- The only carrier we can use in our area is Telstra and the exchange data speed is limited to ADSL1. This limits the speed in which we can access, increases costs as there is less competition. ADSL2+ packages in Melbourne are far cheaper than the slower ADSL1 services we can access in Warracknabeal. I also use VoIP for all business calls and the quality would improve with faster connections. It is also frustrating that only Telstra 3G phones work in our area, it ties us to higher priced phone plans. Reception is patchy once you leave the town centre.
- The speed of the internet varies and sometimes fails. We rely on the internet for sending documents and information and receiving from our main branch. Mobile telephone reception varies. Only Telstra works in Jeparit. Visiting staff and reps can struggle to place and receive calls.
- The Telstra mobile phone service is patchy and poor, not far outside Horsham City limits. The mobile phone service, provided by other carriers, is very poor. Broadband Internet access (ADSL) speeds are slow in Horsham - ADSL2+ is not available in this area. Broadband Internet access is also expensive - in comparison with ADSL2+ prices available in the larger regional cities, such as Geelong, Ballarat & Bendigo.
- There is no mobile coverage in the area except 3G. I am totally restricted to Telstra for any services.
- There is no service available. This is an isolated area and service is critical, especially in an emergency.
- There is very little mobile phone coverage in our area. At times it is impossible to use. Internet connection can be slow.
- To many black spots with mobile phone coverage, internet is to slow.
- Too slow, poor reception.
- Unreliable internet and mobile services. Drop outs are frequent. Slowness of internet.
- Variable coverage. Those living with 5km of the postal have a good internet coverage through ADSL. Those living beyond 5km have either very slow service via dial up, faster service via Telstra wireless internet or satellite.

- We currently use wireless broadband which is better than dial up, but still slow to download or upload large files. Mobile phones do not work inside our office or home or in the general area except if you stand on a rise or hold your tongue in the right position. We often experience difficulties with communication to our drivers because of the dead areas where mobiles do not work.
- We don't have any mobile coverage at our home and can only use our mobile at times when we are in an area with coverage.
- We have no mobile phone coverage and satellite internet is far too slow and frustrating. We make the best of a bad lot! Would use it much more if faster!
- We have no mobile phone service, and internet is very, very slow, it is extremely hard to do business from home.
- We have no phone mobile service in Harrow but I see there is a tower going up for Optus. We activ8 satellite internet service which is probably dearer than normal service.
- We have up to 50 guests staying on our property. They expect and are used to good mobile service particularly now with the new iPhones. Our extremely unreliable mobile reception from our property and surrounding area causes a lot of frustration and anxiety. On top of the lack of reception Telstra has also told us that our gold phone no longer works and that we must purchase a new one (which we cannot afford). The lack of good reception is preventing us from growing our business and is extremely debilitating. Our wireless internet is too expensive for us to provide to guests free of charge, which many are now used to from staying in major cities where ADSL is so cheap. Guests choose to stay elsewhere because of this. Safety is of prime concern. How can you report a fire or a medical emergency if your phone does not work? We are in a high risk fire area, with a lot of tourists - including many international tourists. This is simply not good enough.
- Work and live 15km (with trees in between from towers). Mobile - don't use a lot so pick a plan where we pay for what we use. The service is not 100% reliable and drops out. Internet - speed is quicker than dial up but still slow and find it difficult to view video content on web pages or very busy web pages (lots of content).

Internet reliability and drop outs (20%)

- ADSL2 seems to be no improvement on ADSL1 - disappointed! Occasional drop-outs.
- Being more than 10km from the exchange means the only option we have is satellite broadband. Previously wireless has been unreliable, expensive and problematic. Satellite is expensive (compared to ADSL) and we can't use VoIP because the way data is packeted. Get broken conversation and a lot of delay.
- Can drop out slow.
- Constant drop-out.
- Cost, speed and connectivity.
- Drop outs of service, slow response times even with ADSL1, (ADSL2 is not available at local exchange. Poor mobile coverage outside of town. Poor wireless internet coverage.
- Ease of use, reliability.
- Even though I live and work 7km from Edenhope tower mobile service on a hand held is very poor and nonexistent inside buildings. Wireless broadband can only be accessed with a permanent aerial mounted to office.
- Failure to connect to internet server (BigPond).
- I get great service in Horsham but from our home it is not that great. We are able to get mobile phone access in one area of the house with our 3G phones but others who do not have 3G are unable to get any service. Our broadband satellite can drop in and out sometimes too and is much slower than other areas I've been in.
- I have areas where I just drop out and cannot get reception. The wireless network is not as good as it should be, to get good service I had to get an antenna, and this is still not good enough.
- I would use ICT a lot more if it were a faster (current average speed is 45-55KB) and more reliable.
- Inadequate Telstra NextG mobile and internet reception at out Lorquon farm property.
- Internet and email are our main forms of receiving information for the local paper. To be disrupted days at a time, puts a huge time restraint on our deadlines. One time I had to

drive 1.5 hours away to access the internet to get my work done. This is a very unsatisfactory way to work.

- Internet is frequently down (not available). It is slow.
- Internet is so slow and service drops out.
- Internet speed - too many time outs due to slow internet. Mobile phone distance from tower to far to be reliable. We try to bank online and do business but connection not good enough reliability.
- Lack of phone coverage when out of town. Slowness and drop out of internet service.
- Lack of reception for mobile services. Lack of good quality internet services. Lack of choices for providers to enable competition and thus lower prices.
- Live in farming area that has very little service for mobile phones depending on the brand and type of phone owned. We have to use satellite internet because dial up is useless and expensive and wireless is not always the best option financially. Internet is ok but does have its problems at times. Weather can effect satellite transmissions and connections.
- Loss of service can be difficult in some areas, especially in a risk management sense. Internet drop outs and slow connections can be frustrating and affect efficiency.
- Mobile and internet services drop in and out.
- Mobile coverage is often little or non existent, BigPond internet using same NextG service is the same.
- Mobile phones do not work in the house, currently on satellite internet - weather conditions control the use we have.
- Mobile service is glitchy, will drop out in the middle of conversation very often when even in full strength, when you call in particular another mobile you quite often have to ring it a second time for it to work. The range isn't to bad, except between Kaniva and Edenhope (20km and from Kaniva side). The internet drops in and out like a yo-yo. It is a great technology to have but needs more stability.
- Mobile services are non-existent. Internet is far too slow, restrictive (upload and download limits) and unreliable. For instance, we can't participate in online translating due to the mediocre Internet.
- Mobile phone and internet dropping out on a constant basis, sometimes there is no service at all.
- My business is agricultural machinery sales, service and repairs and we take our service to the farms throughout the West Wimmera, Hindmarsh and the Southern Mallee. To achieve this we must have reliable phone and Internet coverage on the customer's farms. Much of the machinery we sell and service is worth hundreds of thousands of dollars and fault diagnoses are done with laptops. Even though the coverage has improved with NextG there are still many black spots. Phones often drop out of service and the Internet won't connect.
- No mobile phone coverage. Satellite internet is slow and some times unreliable.
- No mobile phone coverage. Unreliable internet, never sure if able to connect and I find satellite expensive
- Off site location, computer connection can be suspect, slow, frustrating.
- Our internet is sooo slow! We are on wireless and it is very inconsistent in the speeds it picks up. All hardware is new!
- Our internet isn't of a consistent quality to allow any cloud based services to be used in business critical applications. If we hosted those services here, our other sites wouldn't be able to use them.
- Poor connectivity.
- Poor coverage of internet out of town and variable speeds of internet service.
- Reception (from the farm 10km from Edenhope) is obtained via large external aerial (on roof) and is less than efficient and slower than it should be - and cuts out from time to time. Away from the external fixed aerial reception varies from nil to weak using a wireless attachment. If all else fails I have to drive into the town to get a signal.
- Satellite internet drops out often and speed is inconsistent.
- Slow and not consistent.
- Slow and drops out.

- Slow and unreliable service. Would use VoIP more often if it worked.
- Slow internet speeds and drop outs.
- Slow speed, connections dropping out.
- Slow speeds of the internet, making it harder to use VoIP or Skype. We also encounter service dropouts on a regular basis.
- Slow speeds. Reliability. Waiting times when calling tech support or customer service among ISPs.
- Slow, keeps dropping out, not always available.
- Slowness of access, signal drop out, black spots when travelling around shire.
- The only carrier we can use in our area is Telstra and the exchange data speed is limited to ADSL1. This limits the speed in which we can access, increases costs as there is less competition. ADSL2+ packages in Melbourne are far cheaper than the slower ADSL1 services we can access in Warracknabeal. I also use VoIP for all business calls and the quality would improve with faster connections. It is also frustrating that only Telstra 3G phones work in our area, it ties us to higher priced phone plans. Reception is patchy once you leave the town centre.
- The speed of the internet varies and sometimes fails. We rely on the internet for sending documents and information and receiving from our main branch. Mobile telephone reception varies. Only Telstra works in Jeparit. Visiting staff and reps can struggle to place and receive calls.
- The system at times is particularly slow and is subject to drop out requiring rebooting.
- Unreliable internet and mobile services. Drop outs are frequent. Slowness of internet.
- VoIP often drops out as does video conferencing.

Cost (12%)

- Mobile coverage doesn't cover the entire area that I work. The internet is limited to only Telstra based ISP's limiting the choice. Country plans aren't the same as metro with less speed and less data for the same price.
- As a meter reader for GWM Water I am required to download my work each evening. At the moment the Warracknabeal Telstra Exchange cannot handle the speed of download required, so I have to drive 58km each way to the Horsham office to complete the download. This is a ludicrous situation in this day and age, and also expensive for GWM Water. Obviously this cost is passed on to the consumer. Also it is almost impossible to watch any video clip without it stopping and starting, and taking twice as long as it should to view.
- Being more than 10km from the exchange means the only option we have is satellite broadband. Previously wireless has been unreliable, expensive and problematic. Satellite is expensive (compared to ADSL) and we can't use VoIP because the way data is packeted. Get broken conversation and a lot of delay.
- Cost, speed and connectivity.
- Download limit and relatively expensive plans.
- Downloads are really slow on ASDL - it is getting like dial up was five years back because you have to download so much more to finish up with the same information. Just keeping anti-virus and Windows updated takes about half my monthly 500MB. It is much more expensive in the country. My sister in Geelong gets 8GB for the same price that I have to pay for 500MB. Mobile phones - Telstra NextG is the only network which works around here. So we don't have an option and there is no competition, so we don't get the bargains city people can if they shop around. An Optus tower has been built at Minyip but is yet to be turned on.
- Getting good tech support. Getting good hardware support so that all computers network etc. High cost of getting mediocre IT hardware and support (travel costs).
- High cost and lack of speed.
- It's ridiculous that some mobile phone plans are better than land line plans and that we can really only reduce our expenses by bundling all our services with the one dominating service provider - Telstra which dictate the price we pay. This closes the door on other potential service providers seen in larger cities and Monopolies the entire region.

- Lack of mobile coverage. In our business we can have up to 50 guests staying on our property who are used to receiving reliable mobile services and coverage. The inconsistency of reception on our property and region creates frustration, anxiety, loss of business and is preventing us from growing our business to full potential. Loss of money. Free wireless internet is expected by guests nowadays as that is what they get in main cities. It is too expensive for us to provide, so many guests choose to stay elsewhere. Safety of our guests and local community is at great risk due to the lack of adequate communication services, such as reporting of fires and medical emergencies.
- Lack of mobile phone coverage, slowness of internet connection, expense associate with connectivity.
- Lack of reception for mobile services. Lack of good quality internet services. Lack of choices for providers to enable competition and thus lower prices.
- Latency is an issue which we struggle with as we try to move more applications into the cloud and affordable bandwidth is keeping us from upgrading to have video conferencing capabilities in out organisation.
- Live in a farming area that has very little service for mobile phones depending on the brand and type of phone owned. We have to use satellite internet because dial up is useless and expensive and wireless is not always the best option financially. Internet is ok but does have its problems at times. Weather can effect satellite transmissions and connections.
- Mobile - no coverage. Internet - satellite is either too slow, too expensive or both.
- Mobile phones do not work where we live. Internet can be slow, cost of running and using internet, mobile phones.
- No mobile phone coverage. Unreliable Internet, never sure if able to connect and I find satellite expensive.
- No service on mobile telephone coverage. Lack of speed at reasonable price and no access to ADSL2.
- Relatively high cost.
- Slow satellite communications. Plan too expensive for MB required for the internet. Deal with large files.
- Speed. I live close to town so my internet speed is good. I have family that live further out and have poor internet speeds. While the NextG phone network is a great asset, fast and reliable current data costs prohibit it from being used to its full potential.
- The cost of mobile browsing is high but good speed. Home internet is getting more bandwidth intensive (pictures and videos) so speed needs to keep pace and increase.
- The largest frustration in living in Brim and trying to run my business here is that the only internet service available is Satellite internet, and the only package that is even remotely enough for a single user to do what they need (and still leave out a hell of a lot) is the 5GB peak/10GB off-peak package which costs 129.95 per month. It is ridiculous and audacious that we are made to pay this amount for a god awful net service when 19km away in Warracknabeal they have ADSL for 49.95 for unlimited bandwidth per month. This needs to be fixed ASAP.
- The only carrier we can use in our area is Telstra and the exchange data speed is limited to ADSL1. This limits the speed in which we can access, increases costs as there is less competition. ADSL2+ packages in Melbourne are far cheaper than the slower ADSL1 services we can access in Warracknabeal. I also use VOIP for all business calls and the quality would improve with faster connections. It is also frustrating that only Telstra 3G phones work in our area, it ties us to higher priced phone plans. Reception is patchy once you leave the town centre.
- The Telstra mobile phone service is patchy and poor, not far outside Horsham City limits. The mobile phone service, provided by other carriers, is very poor. Broadband Internet access (ADSL) speeds are slow in Horsham - ADSL2+ is not available in this area. Broadband Internet access is also expensive - in comparison with ADSL2+ prices available in the larger regional cities, such as Geelong, Ballarat & Bendigo.
- Video conferencing: The facilities are not yet established locally, nor widely used. The main reason for this is the 'clunkiness' of the applications due to slow internet speeds. We can see where the internet is heading and the exciting developments for near face-to-face contact, business applications etc but we know our internet speed will not allow us to

be part of it. Downloading one CD of music takes about 30 minutes minimum - that's not actually a big sized download! Videos are out of the question, unless you want to wait for hours. The cost of the internet is a lot higher here than in metropolitan areas. ADSL2 is not guaranteed to bring the same speeds here as in metropolitan Melbourne, however, while the service there costs $29.95, here the exact same plan costs $79,95. Why? Since the service providers are not actually installing new infrastructure?

- We are lucky because we have access to high speed internet through the Department of Education, but at home we use wireless Broadband and find it expensive and frustrating to use.
- We have no mobile phone service in Harrow but I see there is a tower going up for Optus. We use the activ8 satellite internet service which is probably dearer than a normal service.
- We have up to 50 guests staying on our property. They expect and are used to good mobile service particularly now with the new iPhones. Our extremely unreliable mobile reception from our property and surrounding area causes a lot of frustration and anxiety. On top of the lack of reception, Telstra has also told us that our gold phone no longer works and that we must purchase a new one (which we cannot afford). The lack of good reception is preventing us from growing our business and is extremely debilitating. Our wireless internet is too expensive for us to provide to guests free of charge, which many are now used to from staying in major cities where ADSL is so cheap. Guests choose to stay elsewhere because of this. Safety is of prime concern. How can you report a fire or a medical emergency if your phone does not work? We are in a high risk fire area, with a lot of tourists - including many international tourists. This is simply not good enough.

Competition (5%)

- Mobile coverage doesn't cover the entire area that I work. The internet is limited to only Telstra based ISPs limiting the choice. Country plans aren't the same as metro with less speed and less data for the same price.
- Downloads are really slow on ASDL - it is getting like dial up was five years back because you have to download so much more to finish up with the same information. Just keeping anti-virus and Windows updated takes about half my monthly 500MB. It is much more expensive in the country. My sister in Geelong gets 8GB for the same price that I have to pay for 500MB. Mobile phones - Telstra NextG is the only network which works around here. So we don't have an option and there is no competition, so we don't get the bargains city people can if they shop around. An Optus tower has been built at Minyip but is yet to be turned on.
- I find it hard to get a good deal with any provider e.g. value for money.
- It's ridiculous that some mobile phone plans are better than land line plans and that we can really only reduce our expenses by bundling all our services with the one dominating service provider - Telstra which dictate the price we pay. This closes the door on other potential service providers seen in larger cities and Monopolies the entire region.
- Lack of reception for mobile services. Lack of good quality internet services. Lack of choices for providers to enable competition and thus lower prices.
- Lack of sufficient speed of internet compared to other larger areas (Half internet speed in some cases compared to the likes of Ballarat). Poor Phone coverage on anything other than Telstra NextG and then that isn't even always that good.
- Phone coverage poor in some areas, some providers not any good.
- Slow internet speed. Mobile phone reception is ok because we work close to the Western Highway which has good coverage for NextG. No other providers offer good enough reception to compete with Telstra.
- SMS messages sometimes take days to reach my phone. Connection speed is terrible. Lack of competition.
- The largest frustration in living in Brim and trying to run my business here is that the only internet service available is Satellite internet, and the only package that is even remotely enough for a single user to do what they need (and still leave out a hell of a lot) is the 5GB peak/10GB off-peak package which costs 129.95 per month. It is ridiculous and audacious that we are made to pay this amount for a god awful net service when 19km

away in Warracknabeal they have ADSL for 49.95 for unlimited bandwidth per month. This needs to be fixed ASAP.

- The only carrier we can use in our area is Telstra and the exchange data speed is limited to ADSL1. This limits the speed in which we can access, increases costs as there is less competition. ADSL2+ packages in Melbourne are far cheaper than the slower ADSL1 services we can access in Warracknabeal. I also use VoIP for all business calls and the quality would improve with faster connections. It is also frustrating that only Telstra 3G phones work in our area, it ties us to higher priced phone plans. Reception is patchy once you leave the town centre.
- The speed of the internet varies and sometimes fails. We rely on the internet for sending documents and information and receiving from our main branch. Mobile telephone reception varies. Only Telstra works in Jeparit. Visiting staff and reps can struggle to place and receive calls.
- There is no mobile coverage in the area except 3G. I am totally restricted to Telstra for any services.

Broadband access (4%)

- Being more than 10km from the exchange means the only option we have is satellite broadband. Previously wireless has been unreliable, expensive and problematic. Satellite is expensive (compared to ADSL) and we can't use VoIP because the way data is packeted. Get broken conversation and a lot of delay.
- Drop out of service, slow response times even with ADSL1, (ADSL2 is not available at local exchange). Poor mobile coverage outside of town. Poor wireless internet coverage.
- Lack of coverage. As we are 16km out of town we do not have ADSL, therefore we found the need to go satellite, which at the time served its purpose, however, two years later we now find the need to change again to mobile so we can utilise online booking software. We are also having a new telephone system installed which will have connectivity to mobiles.
- Lack of service in area.
- My problems all occur at home (Wombelano). There is no broadband service only dial up which is very slow, frustrating and ties up the landline. No mobile voice access either. Can access SMS via mobile if you stand in the right spot which can vary from minute to minute.
- No service on mobile telephone coverage. Lack of speed at reasonable price and no access to ADSL2.
- Phones cut out depending on where in the house you are or which paddock - need a 6 metre antenna to get wireless internet.
- The largest frustration in living in Brim and trying to run my business here is that the only internet service available is satellite internet, and the only package that is even remotely enough for a single user to do what they need (and still leave out a hell of a lot) is the 5GB peak/10GB off-peak package which costs 129.95 per month. It is ridiculous and audacious that we are made to pay this amount for a god awful net service when 19km away in Warracknabeal they have ADSL for 49.95 for unlimited bandwidth per month. This needs to be fixed ASAP.
- The only carrier we can use in our area is Telstra and the exchange data speed is limited to ADSL1. This limits the speed in which we can access, increases costs as there is less competition. ADSL2+ packages in Melbourne are far cheaper than the slower ADSL1 services we can access in Warracknabeal. I also use VoIP for all business calls and the quality would improve with faster connections. It is also frustrating that only Telstra 3G phones work in our area, it ties us to higher priced phone plans. Reception is patchy once you leave the town centre.
- The Telstra mobile phone service is patchy and poor, not far outside Horsham City limits. The mobile phone service, provided by other carriers, is very poor. Broadband Internet access (ADSL) speeds are slow in Horsham - ADSL2+ is not available in this area. Broadband Internet access is also expensive - in comparison with ADSL2+ prices available in the larger regional cities, such as Geelong, Ballarat and Bendigo.

Support (1%)

- Getting good tech support. Getting good hardware support so that all computers network etc. High cost of getting mediocre IT hardware and support (travel costs).
- Getting in touch with call centres (Telstra) can be frustratingly long and hard to understand when trying to get a problem fixed. Internet seems slower than in other areas.
- Lack of coverage - both of us have mobiles to different service provider but there is no service at home. Yes we have the internet only because of a satellite and when that broke down we had no internet for May, June until mid July. No one wants to come out to Netherby to repair a satellite. Work gave me an Aircard to help me work from home, instead of travelling so much, no coverage it does not work in Netherby.

Networking (1%)

- Lack of access to work network from home (not supported by current workplace IT infrastructure). Blocked applications including Skype - video/telephone conferencing would be an asset due to isolation from key clients based in Melbourne and Sydney. Unable to sync my iPhone with work calendar and email.
- Latency is an issue which we struggle with as we try to move more applications into the cloud and affordable bandwidth is keeping us from upgrading to have video conferencing capabilities in out organisation.
- Our internet isn't of a consistent quality to allow any cloud based services to be used in business critical applications. If we hosted those services here, our other sites wouldn't be able to use them.

Safety (0.80%)

- Loss of service can be difficult in some areas, especially in a risk management sense. Internet drop outs and slow connections can be frustrating and affect efficiency.
- Lack of mobile coverage. In our business we can have up to 50 guests staying on our property who are used to receiving reliable mobile services and coverage. The inconsistency of reception on our property and region creates frustration, anxiety, loss of business and is preventing us from growing our business to full potential. Loss of money. Free wireless internet is expected by guests nowadays as that is what they get in main cities. It is too expensive for us to provide, so many guests choose to stay elsewhere. Safety of our guests and local community is at great risk due to the lack of adequate communication services, such as reporting of fires and medical emergencies.

Maintaining websites (0.80%)

- Slow speeds. Management suspicion of utilising social media to promote products and services. Difficult to encourage other program Staff to use blogs and online strategies to disseminate information. Really, really bad website knowledge within the office meaning that files don't get uploaded correctly or the website isn't maintained adequately.
- Maintaining relevance and currency of information available on websites, more controls need to be implemented, resources for implementation need to be found.

Download limits (0.80%)

- Have wireless internet so cannot use large downloads associated with video conferencing.
- Download limit and relatively expensive plans.

None (0.80%)

- No problems.
- Nil.

Blocked websites (0.40%)

- Lack of access to work network from home (not supported by current workplace IT infrastructure). Blocked applications including Skype - video/telephone conferencing would be an asset due to isolation from key clients based in Melbourne and Sydney. Unable to sync my iPhone with work calendar and email.

Video conferencing facilities (0.40%)

- Video conferencing: The facilities are not yet established locally, nor widely used. The main reason for this is the 'clunkiness' of the applications due to slow internet speeds. We can see where the internet is heading and the exciting developments for near face-to-face contact, business applications etc but we know our internet speed will not allow us to be part of it. Downloading one CD of music takes about 30 minutes minimum - that's not actually a big sized download! Videos are out of the question, unless you want to wait for hours. The cost of the internet is a lot higher here than in metropolitan areas. ADSL2 is not guaranteed to bring the same speeds here as in metropolitan Melbourne, however, while the service there costs $29.95, here the exact same plan costs $79,95. Why? Since the service providers are not actually installing new infrastructure?

Suspicion of Web 2.0 (0.40%)

- Slow speeds. Management suspicion of utilising social media to promote products and services. Difficult to encourage other program staff to use blogs and online strategies to disseminate information. Really, really bad website knowledge within the office meaning that files don't get uploaded correctly or website isn't maintained adequately.

Technical support (0.40%)

- Slow Speeds. Reliability. Waiting times when calling tech support or customer service among ISPs.

Ease of use (0.40%)

- Ease of use, reliability.

Future opportunities for the use of ICT services at work (n=251)

Future opportunities for the use of mobile, internet, and other ICT services at work included increased use (16%), many (13%), increased use of mobile services (10%), video conferencing (9%) and increased productivity (8%).

Increased use (16%)

- A lot of opportunities just to be able to contact a truck driver to your property if they get lost.
- Am interested in using instant messaging and internet telephone to keep in touch with buyers and sellers of agricultural products in Australia and overseas.
- As more and more people use mobiles and the internet for communication we need a much more reliable service. Our trucks are all being fitted with IMAP which requires good uninterrupted internet service. Due to changing laws we also need to be able to send confirmation messages of changes to weekly schedules to our drivers. Something that is not possible at present. We use daily uploads to clients that requires fast uninterrupted service.
- Better internet would create more research.
- Business services.
- eLearning, Skype, video conferencing. Faster internet service would allow more efficient communication and coverage between clients and tutors. More remote support options. Better more reliable service would allow VoIP to be used and thereby reducing call costs.

- Easier data collection and recording of agricultural activities.
- Every opportunity that everyone that has service has: email, phone, communication, communication, communication.
- Faster broadband would enhance my business. As would contact via mobile phone.
- First things first, internet and mobile use, we would then be able to see future service in our work.
- Fleet logistics improvements with data transfer of job listings. With new phone apps the ability to parcel track could be done via phone for live updates other than separate hardware.
- Having internet available to children extend current use.
- Heaps just starting to have this access at work and will be doing more of it each day.
- I require my mobile and internet everyday 24/7. My business relies on having both these items. My company webpage is up-date all the time plus we receive more information about our product each day.
- If it gets cheaper I would also get Broadband in the shop office to hook the laptop up to. Currently I only have internet in the home office. But it needs to be faster and cheaper than the current $30 monthly for 500MB! Downloads these days are too big for the slower ASDL copper telephone lines.
- If service was better it could be more portable and used away from the office so could save time.
- Improved communication, improved research and analytical options, improved study and self improvement options, video conferencing to decrease travel time.
- In paddock reporting, data transfer.
- Increase business opportunities.
- It is our livelihood.
- Lots, everything is using less paper, so there is more electronically based work.
- Mobile communication would improve working conditions as above.
- Mobile in particular as a safety net and to allow business when in fields and away from the homestead office.
- Mobile internet access for information and marketing.
- Mobile would be handy for contact on farm.
- My home business relies heavily on the internet. Everything and everyone is turning to the internet as an essential part of their life.
- My use of these technological facilities will grow rapidly in the near future as I develop a new business. These will become essential mobile items.
- Need mobile phone coverage to bring us into the 20th century, let alone the 21st century. Need reliable IT services so we can use it regularly.
- Our work is an online system.
- Seeking information on grain marketing. Selling grain when away from farm office by mobile or internet services.
- Up to the minute grain pricing and weather and Agronomic issues.
- Use of internet makes up approx 80% of our business. This will probably plateau at this level.
- Using management program on mobile phones while travelling interstate.
- Using the new Telstra internet phone with screen we could talk to patients directly.
- Video conferencing to reduce the need and time taken to travel to meetings. Intranet.
- Video conferencing, Finance online on the farm, staff working from home, sales... the possibilities are endless.
- VoIP phones systems, mobile email and the likes.
- We use the mobile phones for our work and also the internet.
- Will be ongoing to the point of practically all contact with customers. Want to use a website to advertise, be contactable and to sell through.
- With work I make between 180-220 calls a month on my mobile and would most likely receive more. It is an essential part of my business as is the internet. These are both great inventions, great tools essential to my business and also my community networking. We need a new fibre network to replace our old copper UG network although. I only have a mobile because it is essential but I'm not a big fan of wireless. My

laptop is wireless and it plays up regularly. You can't beat hard wired. And all these radio frequency in our air space concerns me. The unseen pollution...

- Working both in agriculture and the food industry both the mobile and internet are vital and will be even more so in the near future.

Many (13%)

- A huge future.
- A lot.
- A lot of opportunities just to be able to contact a truck driver to your property if they get lost.
- All very much needed all the time.
- Big time work expansion and opportunities.
- Certainly increased opportunities if the service was consistent, equal to metro services, and better take up if there are improvements in service provision.
- Communications in general are very important to my work. I am sure that as time progresses there will be new applications and uses that we will adapt in our business.
- Daily.
- Ever increasing use of these in school.
- Every opportunity that everyone that has service has: email, phone, communication, communication, communication.
- Heaps just starting to have this access at work and will be doing more of it each day.
- Heaps! To have fulltime mobile service would free up a lot of my time and provide a lot of opportunities the internet is slow and frustrating.
- Huge future as our company is growing.
- Huge opportunities, the opportunities are endless and only growing in our industry.
- I work for a progress organisation that is subject to continuous improvement in facilities including electronic e.g. software, hardware etc.
- Immense - in terms of speed larger downloads, reduced costs, video conferencing, etc.
- It's the 21st century, everything virtually relies on ICT.
- Limitations are based on what we can be offered in our area.
- Lots.
- Lots, everything is using less paper, so there is more electronically based work.
- Plenty if we had service.
- Plenty of opportunities if we could access them and at a reasonable cost.
- Recently I heard a story of how GWM Water had replaced a million dollar pipeline communication and operational network with Telstra's 3G mobile service where monitoring and operation of valves and pumps could be carried out for the cost of a local call. The extension of this in other areas has enormous potential.
- Technology is always changing. I believe there are always opportunities for increasing the use of IT but with it also needs to come the training.
- The possibilities are endless however lets just work on getting what we have up and running correctly.
- This is ever increasing but would expand greatly with increased broadband speed.
- Unlimited.
- Until you know what is available you don't know what it can do. At the moment it is just that it is slow.
- Very strong opportunities.
- Video conferencing new applications we currently can't even dream of - see the gazillion applications for iPhone and Blackberry!
- Will be ongoing to the point of practically all contact with customers. Want to use a website to advertise, be contactable and to sell through.
- With improved capability immense potential.

Increased use of mobile services (10%)

- A lot of opportunities just to be able to contact a truck driver to your property if they get lost.

- As more and more people use mobiles and the internet for communication we need a much more reliable service. Our trucks are all being fitted with IMAP which requires good uninterrupted internet service. Due to changing laws we also need to be able to send confirmation messages of changes to weekly schedules to our drivers. Something that is not possible at present. We use daily uploads to clients that requires fast uninterrupted service.
- Easier data collection and recording of agricultural activities.
- Faster broadband would enhance my business. As would contact via mobile phone.
- First things first, internet and mobile use, we would then be able to see future service in our work.
- Fleet logistics improvements with data transfer of job listings. With new phone apps the ability to parcel track could be done via phone for live updates other than separate hardware.
- I require my mobile and internet everyday 24/7. My business relies on having both these items. My company webpage is up-date all the time plus we receive more information about our product each day.
- If service was better it could be more portable and used away from the office so could save time.
- In paddock reporting, data transfer.
- Mobile - I don't have to be indoors near a landline constantly. I wouldn't miss phone calls if I can't get to the landline in time. I can take the call immediately if I had mobile coverage. Internet - remote desktop assistance at higher speeds. Remove the need for landline phone since all calls could be routed over the broadband at a fraction of the cost.
- Mobile communication would improve working conditions as above.
- Mobile in particular as a safety net and to allow business when in fields and away from the homestead office.
- Mobile internet access for information and marketing.
- Mobile would be handy for contact on farm.
- More wireless services, greater security for wireless to operate.
- My use of these technological facilities will grow rapidly in the near future as I develop a new business. These will become essential mobile items.
- Seeking information on grain marketing. Selling grain when away from farm office by mobile or internet services.
- Using management program on mobile phones while travelling interstate.
- Using the new Telstra internet phone with screen we could talk to patients directly.
- VoIP phones systems, mobile email and the likes.
- We have a mobile workforce (interstate transport) and multiple sites. So having better internet speed and quality would allow us to collaborate in much more efficient or automatic ways. We would use VoIP and video conferencing.
- We need better communication services at work. More mobile phones.
- We use the mobile phones for our work and also the internet.
- With work I make between 180-220 calls a month on my mobile and would most likely receive more. It is an essential part of my business as is the internet. There are both great inventions, great tools essential to my business and also my community networking. We need a new fibre network to replace our old copper UG network although. I only have a mobile because it is essential but I'm not a big fan of wireless. My laptop is wireless and it plays up regularly. You can't beat hard wired. And I all these radio frequency in our air space concerns me. The unseen pollution...
- Working both in agriculture and the food industry both the mobile and internet are vital and will be even more so in the near future.

Video conferencing (9%)

- Being able to have this service in our area opens up a whole lot of work from home options, and keeps us up with modern technology which for a remote township like us is very important to minimize isolation. Video conferencing would be extremely beneficial due to our remote location also.

- eLearning, Skype, video conferencing. Faster internet service would allow more efficient communication and coverage between clients and tutors. More remote support options. Better more reliable service would allow VoIP to be used and thereby reducing call costs.
- Higher quality video conferencing and higher productivity levels.
- I would like to use video conferencing more to reduce travel and use my time more efficiently. This is true for both one on one conversations, and multi point conversations with up to fifteen people. Video conferencing will be much more engaging than simple teleconferencing.
- ICT is becoming a necessity in the workplace rather than an additional option. It would provide more opportunities for real time conferencing, professional development and real time programs in the classroom.
- I'd like to consider VoIP and we could use video conferencing more often if it were easy to use and cheaper.
- Immense - in terms of speed larger downloads, reduced costs, video conferencing, etc.
- Improved communication, improved research and analytical options, improved study and self improvement options, video conferencing to decrease travel time.
- Lots of opportunities to improve services through social media, networking, IM and website CMS technologies. Very interested in utilising tools such as Google Wave to facilitate distance learning and/or conduct meetings. Skype/VoIP technologies would be fantastic as so much more cost efficient!
- Online marketing. VoIP, video conferencing (which we are in the process of moving towards) communicating with youth etc.
- Possibly video conferencing.
- Using the new Telstra internet phone with screen we could talk to patients directly.
- Video conferencing.
- Video conferencing between rural churches for Sunday church services and other meetings.
- Video conferencing is definitely worth pursuing, given the large distances we have to travel to meetings. High speed broadband will enable businesses in the Shire to increase their competitive edge and streamline the way they do business. Online procurement will benefit from high speed broadband. Teleworking is another benefit, which saves in travelling time, and the costs of maintaining office space. Technology convergence demands high speed broadband.
- Video conferencing to reduce the need and time taken to travel to meetings. Intranet.
- Video conferencing with specialists in other major towns to diagnose patients' conditions. It would save the elderly long travel times to other areas and save the worry of finding someone to drive them to these appointments.
- Video conferencing, Finance online on the farm, staff working from home, sales… the possibilities are endless.
- Video conferencing. Managed applications served by Citrix or a similar platform. Offsite backup data synchronization.
- Video conferencing new applications we currently can't even dream of - see the gazillion applications for iPhone and Blackberry!
- We have a mobile workforce (interstate transport) and multiple sites. So having better internet speed and quality would allow us to collaborate in much more efficient or automatic ways. We would use VoIP and video conferencing.
- We have not hooked into Skype and telephone over the internet as yet, because of the unreliable service that we receive.

Increased productivity (8%)

- Continuous connection at faster speed will allow me to access information for my clients faster, allowing for more up to date information. Greater mobile coverage will ensure worker safety, and allow me to travel further to access remote families, who currently have to come to the office due to safety concerns. This could mean up to a 2 hour journey to access services which I should be able to provide in their own home.

- eLearning, Skype, video conferencing. Faster internet service would allow more efficient communication and coverage between clients and tutors. More remote support options. Better more reliable service would allow VoIP to be used and thereby reducing call costs.
- Heaps! To have full time mobile service would free up a lot of my time and provide a lot of opportunities the internet is slow and frustrating.
- Higher quality video conferencing and higher productivity levels.
- I would like to use video conferencing more to reduce travel and use my time more efficiently. This is true for both one on one conversations and multi point conversations with up to fifteen people. Video conferencing will be much more engaging that simple teleconferencing.
- If service was better it could be more portable and used away from the office, so could save time.
- Improved client service response time.
- Improved communication, improved research and analytical options, improved study and self improvement options, video conferencing to decrease travel time.
- In this day and age communication is the most important item a business can have. If you are not available during working hours, the client goes elsewhere (missed opportunity).
- Increased internet speed would help be more competitive when finding information required and give better understanding of equipment that may be used in food processing industry. As consultants it is important to keep up with new development in equipment and as these are generally video/picture based information - speed is important. When sending reports to it would be great to send one report not 2 or 3 as we need to split to send through in a reasonable time (5MB yesterday took over 20 minutes to send).
- Increased productivity.
- It is so frustrating when you have work to do on the farm and have to wait around for a phone call (fixed line) because you can't get mobile coverage.
- Lots of opportunities to improve services through social media, networking, IM and website CMS technologies. Very interested in utilising tools such as Google Wave to facilitate distance learning and/or conduct meetings. Skype/VoIP technologies would be fantastic as so much more cost efficient!
- Mobile - I don't have to be indoors near a landline constantly. I wouldn't miss phone calls if I can't get to the landline in time. I can take the call immediately if I had mobile coverage. Internet - remote desktop assistance at higher speeds. Remove need for landline phone since all calls could be routed over the broadband at a fraction of the cost.
- Mobile in particular as a safety net and to allow business when in fields and away from the homestead office.
- More efficient use of time, cheaper services, better communications with suppliers.
- Not sure, but more efficient delivery of existing services would be helpful.
- Our guests have told us of many services taken for granted overseas, yet we cannot access here as internet is too slow. The greatest improvement would be in time saved i.e. cost to the business.
- Video conferencing is definitely worth pursuing, given the large distances we have to travel to meetings. High speed broadband will enable businesses in the Shire to increase their competitive edge and streamline the way they do business. Online procurement will benefit from high speed broadband. Teleworking is another benefit, which saves in travelling time, and the costs of maintaining office space. Technology convergence demands high speed broadband.
- Video conferencing to reduce the need and time taken to travel to meetings. Intranet.
- We have a mobile workforce (interstate transport) and multiple sites. So having better internet speed and quality would allow us to collaborate in much more efficient or automatic ways. We would use VoIP and video conferencing.

Improved communication (8%)

- All of our work is organised through the communication networks.
- Becoming more and more part of our business as a means of communication.
- Better communication.
- Better communication with providers and customers and hence improved sales.

- Communications in general are very important to my work. I am sure that as time progresses there will be new applications and uses that we will adapt in our business.
- Continual reliance for communication with staff is a necessity.
- eLearning, Skype, video conferencing. Faster internet service would allow more efficient communication and coverage between clients and tutors. More remote support options. Better more reliable service would allow VoIP to be used and thereby reducing call costs.
- Every opportunity that everyone that has service has: email, phone, communication, communication, communication.
- Good or better communication.
- Great opportunities for contact with parents, students, other schools.
- Greater mobile coverage would enhance communication - continual access between Kaniva and Edenhope would be desirable.
- Higher quality of service, improved communications between local golf clubs and higher chances of all clubs becoming involved in activities.
- Improved communication, improved research and analytical options, improved study and self improvement options, video conferencing to decrease travel time.
- In this day and age communication is the most important item a business can have. If you are not available during working hours, the client goes elsewhere (missed opportunity).
- More efficient use of time, cheaper services, better communications with suppliers.
- Online marketing. VoIP, video conferencing (which we are in the process of moving towards), communicating with youth etc.
- Our work is becoming more & more reliant on communication within our business and the rest of the world, it is becoming essential to communicate effectively.
- We need better communication services at work. More mobile phones.
- Will be ongoing to the point of practically all contact with customers. Want to use a website to advertise, be contactable and to sell through.

Work form home or remotely or reduce travel (7%)

- Being able to have this service in our area opens up a whole lot of work from home options, and keeps us up with modern technology which for a remote township like us is very important to minimize isolation. Video conferencing would be extremely beneficial due to our remote location also.
- Better VoIP. Better (faster and more reliable) remote access to our organisation's LANs from around the region.
- Continuous connection at faster speed will allow me to access information for my clients faster, allowing for more up to date information. Greater mobile coverage will ensure worker safety, and allow me to travel further to access remote families, who currently have to come to the office due to safety concerns. This could mean up to a 2 hour journey to access services which I should be able to provide in their own home.
- eLearning, Skype, video conferencing. Faster internet service would allow more efficient communication and coverage between clients and tutors. More remote support options. Better more reliable service would allow VoIP to be used and thereby reducing call costs.
- I would like to use video conferencing more to reduce travel and use my time more efficiently. This is true for both one on one conversations and multi point conversations with up to fifteen people. Video conferencing will be much more engaging that simple teleconferencing.
- If it gets cheaper I would also get Broadband in the shop office to hook the lap top up too. Currently I only have internet in the home office. But it needs to be faster and cheaper than the current $30 monthly for 500MB! Downloads these days are too big for the slower ASDL copper telephone lines.
- If service was better it could be more portable and used away from the office so could save time.
- Improved communication, improved research and analytical options, improved study and self improvement options, video conferencing to decrease travel time.
- Mobile - I don't have to be indoors near a landline constantly. I wouldn't miss phone calls if I can't get to the landline in time. I can take the call immediately if I had mobile

coverage. Internet - remote desktop assistance at higher speeds. Remove need for landline phone since all calls could be routed over the broadband at a fraction of the cost.
- My home business relies heavily on the internet. Everything and everyone is turning to the internet as an essential part of their life.
- Remote access to data.
- Video conferencing is definitely worth pursuing, given the large distances we have to travel to meetings. High speed broadband will enable businesses in the Shire to increase their competitive edge and streamline the way they do business. Online procurement will benefit from high speed broadband. Teleworking is another benefit, which saves in travelling time, and the costs of maintaining office space. Technology convergence demands high speed broadband.
- Video conferencing to reduce the need and time taken to travel to meetings. Intranet.
- Video conferencing, finance online on the farm, staff working from home, sales… the possibilities are endless.
- Video conferencing. Managed applications served by Citrix or a similar platform. Offsite backup data synchronization.
- VoIP, remote access, ability to fix problems from anywhere.
- Wider scope for the provision of remote service to clients.
- Work from Home would be greatly enhanced if broadband was faster.

eCommerce or ebusiness or elearning or ehealth (7%)

- As a gallery, visual information is our key product, the internet and ICT services allow us to engage with audiences outside our region to gain critical support and engagement and promote future research into the collection. There are also opportunities in our education program to provide regional students with digital links to metropolitan peers and artists.
- Better health services.
- Business promotion. Internet sales.
- eLearning, Skype, video conferencing. Faster internet service would allow more efficient communication and coverage between clients and tutors. More remote support options. Better more reliable service would allow VoIP to be used and thereby reducing call costs.
- Education, health, recreations, social, business.
- Endless opportunities to improve customer online business.
- I see the internet as an opportunity to encourage online businesses to small rural communities. The internet is the way to connect people in isolated communities.
- ICT is becoming a necessity in the workplace rather than an additional option. It would provide more opportunities for real time conferencing, professional development and real time programs in the classroom.
- My business is a video game and PC Hardware development company. All our sales and client base resides on the world wide web. Internet service of ADSL or NBN's fibre optic line and not a wireless/satellite service is a must here.
- Our business, which is a small national business, would cease to exist without the Internet.
- Seeking information on grain marketing. Selling grain when away from farm office by mobile or internet services.
- The delivery of relevant education programs is becoming heavily reliant on the use of internet and ICT services and will continue to do so.
- Video conferencing, finance online on the farm, staff working from home, sales… the possibilities are endless.
- We are currently updating our systems to go online with bookings and reservation system maintenance, therefore needing better internet services.
- We can stop our business within five years if we don't get developed countries' Internet speed and bandwidth in the foreseeable future. Our entire business is Internet oriented.
- Wider application of my services on a wider geographic scale.
- Will be ongoing to the point of practically all contact with customers. Want to use a website to advertise, be contactable and to sell through.

Improved mobile coverage (6%)

- Complete coverage including wireless broadband and mobile phones.
- Continuous connection at faster speed will allow me to access information for my clients faster, allowing for more up to date information. Greater mobile coverage will ensure worker safety, and allow me to travel further to access remote families, who currently have to come to the office due to safety concerns. This could mean up to a 2 hour journey to access services which I should be able to provide in their own home.
- As we are run by the Government they are always trying to upgrade our services but it still comes back to coverage and speed.
- Who knows, apparently the town has an Optus tower. But what is it going to do for us?
- Recently I heard a story of how GWM Water had replaced a million dollar pipeline communication and operational network with Telstra's 3G mobile service where monitoring and operation of valves and pumps could be carried out for the cost of a local call. The extension of this in other areas has enormous potential.
- It is so frustrating when you have work to do on the farm and have to wait around for a phone call (fixed line) because you can't get mobile coverage.
- Greater mobile coverage would enhance communication - continual access between Kaniva and Edenhope would be desirable.
- There needs to be ongoing maintenance so that the services actually improve and the dead spots are a thing of the past.
- Better service, better working environment.
- There are Telstra and Optus towers being erected in Apsley at present.
- eLearning, Skype, video conferencing. Faster internet service would allow more efficient communication and coverage between clients and tutors. More remote support options. Better more reliable service would allow VoIP to be used and thereby reducing call costs.
- Mobile communication would improve working conditions as above.
- Need mobile phone coverage to bring us into the 20th century let alone the 21st century. Need reliable IT services so we can use it regularly.
- Heaps! To have full time mobile service would free up a lot of my time and provide a lot of opportunities the internet is slow and frustrating.
- Speed and reception.

VoIP (4%)

- Mobile - I don't have to be indoors near a landline constantly. I wouldn't miss phone calls if I can't get to the landline in time. I can take the call immediately if I had mobile coverage. Internet - remote desktop assistance at higher speeds. Remove need for landline phone since all calls could be routed over the broadband at a fraction of the cost.
- Better VoIP. Better (faster and more reliable) remote access to our organisation's LANs from around the region.
- VoIP phones systems, mobile email and the likes.
- VoIP.
- We have a mobile workforce (interstate transport) and multiple sites. So having better internet speed and quality would allow us to collaborate in much more efficient or automatic ways. We would use VoIP and video conferencing.
- I'd like to consider VoIP and we could use video conferencing more often if it were easy to use and cheaper.
- VoIP, remote access, ability to fix problems from anywhere.
- Am interested in using instant messaging and internet telephone to keep in touch with buyers and sellers of agricultural products in Australia and overseas.
- eLearning, Skype, video conferencing. Faster internet service would allow more efficient communication and coverage between clients and tutors. More remote support options. Better more reliable service would allow VoIP to be used and thereby reducing call costs.
- Online marketing. VoIP, video conferencing (which we are in the process of moving towards), communicating with youth etc.
- We have not hooked into Skype and telephone over the internet as yet, because of the unreliable service that we receive.

Increased speeds (4%)

- Better VoIP. Better (faster and more reliable) remote access to our organisation's LANs from around the region.
- Continuous connection at faster speed will allow me to access information for my clients faster, allowing for more up to date information. Greater mobile coverage will ensure worker safety, and allow me to travel further to access remote families, who currently have to come to the office due to safety concerns. This could mean up to a 2 hour journey to access services which I should be able to provide in their own home.
- As we are run by the Government they are always trying to upgrade our services but it still comes back to coverage and speed.
- Faster broadband would enhance my business. As would contact via mobile phone.
- We have a mobile workforce (interstate transport) and multiple sites. So having better internet speed and quality would allow us to collaborate in much more efficient or automatic ways. We would use VoIP and video conferencing.
- Immense - in terms of speed larger downloads, reduced costs, video conferencing, etc.
- In the current world of business you can't operate without ICT so with faster services or a service will lead to the growth of the business.
- Increased internet speed would help be more competitive when finding information required and give better understanding of equipment that may be used in food processing industry. As consultants it is important to keep up with new development in equipment and as these are generally video/picture based information - speed is important. When sending reports to it would be great to send one report not 2or3 as we need to split to send through in a reasonable time (5mb yesterday took over 20 minutes to send).
- E learning, Skype, Video conferencing. Faster internet service would allow more efficient communication and coverage between clients and tutors. More remote support options. Better more reliable service would allow VOIP to be used and thereby reducing call costs.
- Speed and reception.

Cost (3%)

- Mobile - I don't have to be indoors near a landline constantly. I wouldn't miss phone calls if I can't get to the landline in time. I can take the call immediately if I had mobile coverage. Internet - remote desktop assistance at higher speeds. Remove need for landline phone since all calls could be routed over the broadband at a fraction of the cost.
- Video conferencing is definitely worth pursuing, given the large distances we have to travel to meetings. High speed broadband will enable businesses in the Shire to increase their competitive edge and streamline the way they do business. Online procurement will benefit from high speed broadband. Teleworking is another benefit, which saves in travelling time, and the costs of maintaining office space. Technology convergence demands high speed broadband.
- Our guests have told us of many services taken for granted overseas, yet we cannot access here as internet is too slow. The greatest improvement would be in time saved i.e. cost to the business.
- Cheaper services would be great.
- If it gets cheaper I would also get Broadband in the shop office to hook the lap top up too. Currently I only have internet in the home office. But it needs to be faster and cheaper than the current $30 monthly for 500MB! Downloads these days are too big for the slower ASDL copper telephone lines.
- Immense - in terms of speed larger downloads, reduced costs, video conferencing, etc.
- More efficient use of time, cheaper services, better communications with suppliers.
- None unless cheap affordable service is provided.

Marketing (3%)

- Future opportunities to help in marketing decisions of our grain wool and sheep.
- Will be ongoing to the point of practically all contact with customers. Want to use a website to advertise, be contactable and to sell through.
- Social networking is being explored as an option.

- Seeking information on grain marketing. Selling grain when away from farm office by mobile or internet services.
- Lots of opportunities to improve services through social media, networking, IM and website CMS technologies. Very interested in utilising tools such as Google Wave to facilitate distance learning and/or conduct meetings. Skype/VoIP technologies would be fantastic as so much more cost efficient!
- As a gallery visual information is our key product, the internet and ICT services allow us to engage with audiences outside our region to gain critical support and engagement and promote future research into the collection. There are also opportunities in our education program to provide regional students with digital links to metropolitan peers and artists.
- Online marketing. VoIP, video conferencing (which we are in the process of moving towards), communicating with youth etc.
- Business promotion. Internet sales.

Increased reliability (3%)

- Better VoIP. Better (faster and more reliable) remote access to our organisation's LANs from around the region.
- We have a mobile workforce (interstate transport) and multiple sites. So having better internet speed and quality would allow us to collaborate in much more efficient or automatic ways. We would use VoIP and video conferencing.
- As more and more people use mobiles and the internet for communication we need a much more reliable service. Our trucks are all being fitted with IMAP which requires good uninterrupted internet service. Due to changing laws we also need to be able to send confirmation messages of changes to weekly schedules to our drivers. Something that is not possible at present. We use daily uploads to clients that requires fast uninterrupted service.
- eLearning, Skype, video conferencing. Faster internet service would allow more efficient communication and coverage between clients and tutors. More remote support options. Better more reliable service would allow VoIP to be used and thereby reducing call costs.
- We have not hooked into Skype and telephone over the internet as yet, because of the unreliable service that we receive.
- Need mobile phone coverage to bring us into the 20th century let alone the 21st century. Need reliable IT services so we can use it regularly.
- Certainly increased opportunities if the service was consistent, equal to metro services, and better take up if there are improvements in service provision.

None (3%)

- None (n=2).
- None due to lack of service.
- None unless cheap affordable service is provided.
- None until we have more towers or better service.
- We don't envisage using any additional form of technology at this stage other than what we already have.

Increased ease of use (1%)

- Mobile - I don't have to be indoors near a landline constantly. I wouldn't miss phone calls if I can't get to the landline in time. I can take the call immediately if I had mobile coverage. Internet - remote desktop assistance at higher speeds. Remove need for landline phone since all calls could be routed over the broadband at a fraction of the cost.
- Employment of resources to put things on the website to better inform others.
- Technology is always changing. I believe there are always opportunities for increasing the use of information and Technology but with it also needs to come the training.

Collaboration or sharing (1%)

- Video conferencing. Managed applications served by Citrix or a similar platform. Offsite backup data synchronization.
- Higher quality of service, improved communications between local golf clubs and higher chances of all clubs becoming involved in activities.
- We have a mobile workforce (interstate transport) and multiple sites. So having better internet speed and quality would allow us to collaborate in much more efficient or automatic ways. We would use VoIP and video conferencing.

More service providers (0.40%)

- If we had faster and more ISPs in our area our business would expand to also resell internet services. At the moment using only Telstra services, we cannot be price competitive.

Improved safety (0.40%)

- Continuous connection at faster speed will allow me to access information for my clients faster, allowing for more up to date information. Greater mobile coverage will ensure worker safety, and allow me to travel further to access remote families, who currently have to come to the office due to safety concerns. This could mean up to a 2 hour journey to access services which I should be able to provide in their own home.

Increased security (0.40%)

- More wireless services, greater security for wireless to operate.

3. Commuting

Commuting between home and work

Fifty-six percent (56%) of respondents commute between home and work.
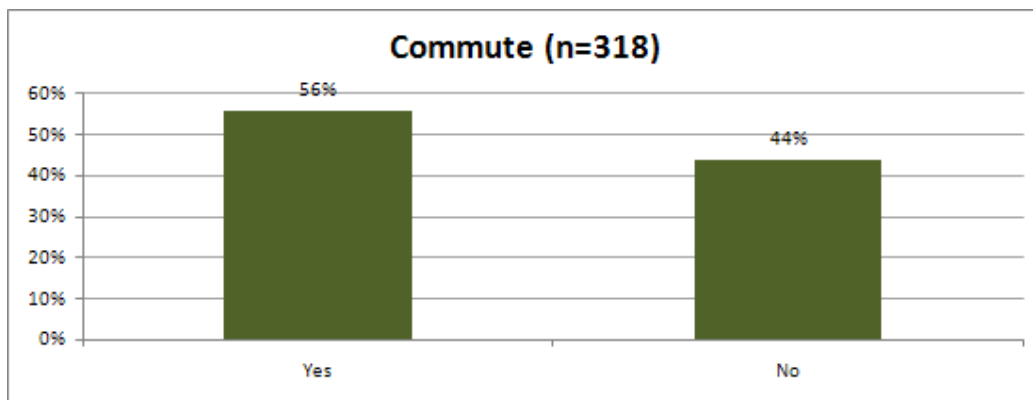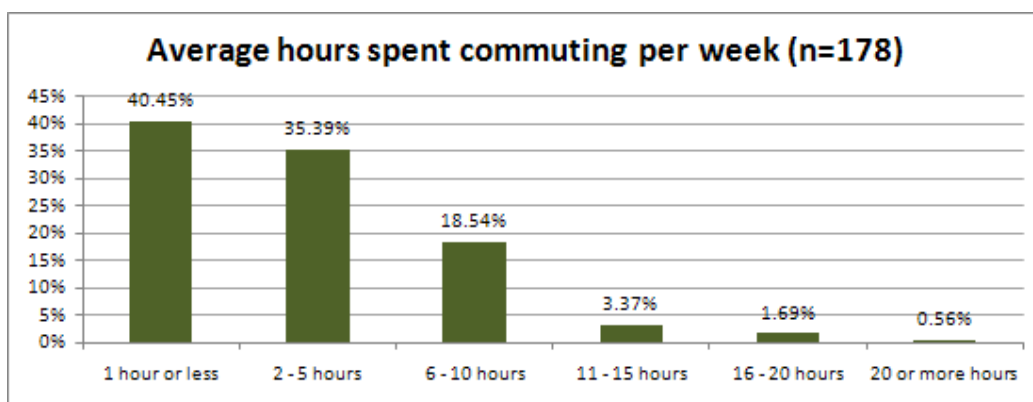

Types of transport used to commute between home and work

The car was by far the most common type of transport used for commuting (96%). Fourteen percent (14%) of respondents commuted between home and work by walking and three percent (3%) by bicycle.
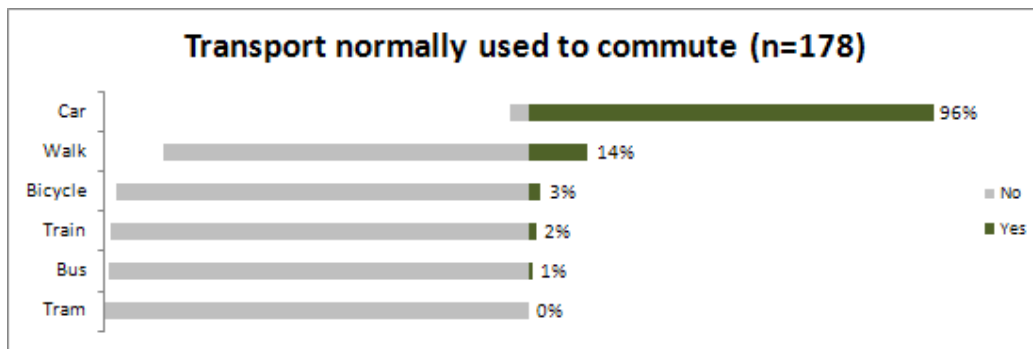

Hours spent commuting between home and work

Forty percent (40%) of respondents spend an average or one hour or less commuting each week.

Average hours spent commuting per week (n=178)

Category	Percentage
1 hour or less	40.45%
2 - 5 hours	35.39%
6 - 10 hours	18.54%
11 - 15 hours	3.37%
16 - 20 hours	1.69%
20 or more hours	0.56%

Use of ICT services when commuting

Fifty-one percent (51%) of respondents use ICT services when commuting.

Use of ICT services when commuting (n=178)

	Percentage
Yes	51%
No	49%
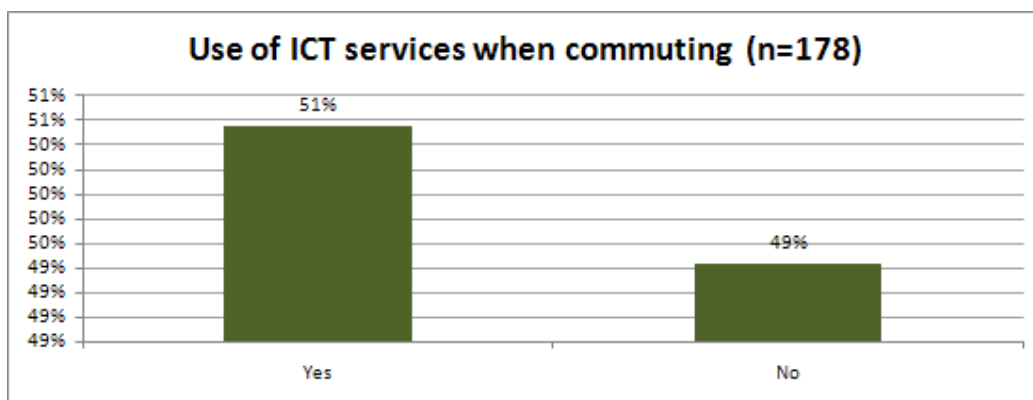
Why participants don't use ICT services when commuting (n=88)

Participants did not use ICT services when commuting because driving was involved (28%), the trip was short (20%), it is illegal (12.5%) or because of poor coverage (10%).

Driving (28%)

- Commutes are generally short and more efficient to concentrate on driving than concentrate on work when I get there.
- Am driving and don't use handsfree Bluetooth very often.
- Because I am driving (n=10).
- Because I am driving and it's only a short trip so can pick up any missed calls when I get to work.
- Because I am driving the car and do not have handsfree.
- Can't do that while driving.
- Can't drive and use devices at same time!
- Can't text and drive.
- Can't use mobile phone whilst driving.
- Concentrating on driving!
- Don't have handsfree and can't drive and use internet at the same time.
- I am driving. Plus the coverage is not actually that good.

- I need to concentrate when driving.
- It's dangerous to do much else when trying to drive.
- Only down the road and travel in own car.
- Unable to drive and use mobile phone at same time.

Short trip (20%)

- Commutes are generally short and more efficient to concentrate on driving than concentrate on work when I get there.
- I only commute a short distance, but I use this technology all the time when I travel between Nhill and Melbourne.
- 5 minute drive to work - no handsfree kit.
- Because I am driving and it's only a short trip so can pick up any missed calls when I get to work.
- Because I walk the short distance.
- Because it takes 5 minutes to get to work.
- Commuting time is only a few minutes.
- Distance not great enough.
- I don't travel far enough.
- I live less than two kilometres from work. if I am out on a job then I use ICT services.
- I only have a very short distance to travel.
- I only live around the corner!
- Live very close to my work. Don't have the time to
- Living close to employment.
- Not required. Don't have hands free on my mobile. Only live 15 minutes from work.
- Only a few minutes to travel.
- Only down the road and travel in own car.
- Short distance and legalities of use of mobile phones whilst driving.

It's illegal (12%)

- Because you are not meant to use a phone and drive at the same time.
- Short distance and legalities of use of mobile phones whilst driving.
- It's illegal.
- Not legally allowed to being a P Plate driver.
- Illegal to drive and use phone - no Bluetooth or handsfree service in current car.
- No service and illegal to use mobile phone while driving - no handsfree kit.
- Illegal to use handheld mobile phone devices whilst commuting and I follow up any in coming calls when I am stationary.
- It is illegal.
- It is illegal when driving.
- It's illegal to drive and use mobile phone or the internet.
- It's against the law to use ICT while driving

Mobile coverage (10%)

- Because I can't get mobile service for a lot of the trip.
- I am driving. Plus the coverage is not actually that good.
- I don't use the phone in the car and mobile reception is scanty in our area.
- I make any phone calls either before I leave home or when I arrive in Horsham because mobile reception is not available for a significant part of the journey.
- Lack (or unreliability) of Mobile phone service.
- No mobile coverage.
- No service and illegal to use mobile phone while driving - no hands free kit.
- Poor to no mobile reception on my commute route.
- We do not have mobile phone service anywhere on our property.

Not possible (9%)

- Don't have handsfree and can't drive and use internet at the same time.
- Can't use mobile phone whilst driving.
- Can't text and drive
- Cant do that while driving.
- I go on a bus.
- Can't drive and use devices at same time!
- Unable to drive and use a mobile phone at the same time.
- I'm on a bike.

Don't have handsfree (9%)

- 5 minute drive to work - no handsfree kit.
- Am driving and don't use handsfree Bluetooth very often.
- Because I am driving the car and do not have handsfree.
- Do not have handsfree mobile.
- Don't have handsfree and can't drive and use the internet at the same time.
- Illegal to drive and use phone - no Bluetooth or handsfree service in current car.
- No service and it's illegal to use mobile phone while driving - no handsfree kit.
- Not required. Don't have handsfree on my mobile. Only live 15 minutes from work.

No need (8%)

- Not required. Don't have handsfree on my mobile. Only live 15 minutes from work.
- No need (n=5)
- Not necessary

Safety (5%)

- Commutes are generally short and more efficient to concentrate on driving than concentrate on work when I get there.
- Concentrating on driving!
- I need to concentrate when driving.
- It's dangerous to do much else when trying to drive.

The time to access information (1%)

- Takes too long to access information.

Don't know how (1%)

- Don't know how.

How participants use ICT services when commuting (n=90)

Using a Mobile Phone is the predominant ICT service used when commuting (83%), followed by handsfree (19%) and the Internet (16%).

Mobile phone (83%)

- Have it in the car, but don't use it while driving.
- Mainly mobile phone, discussing issues with upcoming editorials etc.
- Mostly we commute from work to the job (sometimes for eight hours or more) using mobile phones to keep in touch with customers, the workshop and the technical support from the companies that supply our products. We also need laptops for Internet access for technical support and emails. Our salesman needs the same for quotes and finance support.
- Talk, text and BigPond.

- Always on the phone.
- Frequent use of mobile phone including regular internet business and investment monitoring.
- Handsfree mobile. Especially in cases of emergencies. Check messages and return calls.
- Handsfree kit with mobile phone (n=6)
- Handsfree mobile phone. Can't do internet because I am driving!
- I am usually talking or texting on my mobile.
- I have a mobile handsfree kit in my car and I regularly gets calls whilst I'm on the road.
- I have a mobile in case I need it e.g. emergency or if others need to reach me.
- I receive calls from work and text messages.
- I stop the vehicle or use handsfree.
- I use email on my phone for work purposes.
- I use a mobile phone while walking to work.
- I use my mobile so I can be contacted at all times.
- I would no longer miss calls when travelling through no service areas.
- Incoming calls both direct and from our landline phone system.
- Keep in contact via mobile phone.
- Keeping the communication with clients on time of arrival if held up with other clients.
- Listen to music.
- Mobile phone (n=8).
- Mobile broadband stick. In contact via mobile phone.
- Mobile for home or work contact and as a safety measure.
- Mobile phone (when the service is available). I work across the shire of West Wimmera and 40% of the area covered is not mobile friendly and service not available.
- Mobile phone but the coverage is poor.
- Mobile phone conversations on hands free (n=2).
- Mobile phone for work in town back to farm chemical needs other. SMS used in same way.
- Mobile phone occasionally if the need arises and never when driving.
- Mobile phone only when commuting. Computer if not driving.
- Mobile phone service.
- Mobile Phone sometimes.
- Mobile phone to respond to calls and to catch up on messages.
- Mobile phone with Bluetooth.
- Mobile phone. Staff and clients contacting me.
- Mobile phone. Wireless attachment to computer.
- Mobile telephone communication between staff and community members.
- Mobile phone with car kit.
- Once in range I use a handsfree Bluetooth device for mobile phone communication.
- Phone calls (n=2)
- Phone handsfree - business contacts.
- Phone with speaker phone.
- Pull over to speak on mobile only use internet at home.
- Rare use of handsfree phone.
- Receive and ring mobile phone/emails.
- Several black areas where there is no phone reception between my home and workplace.
- SMS
- Some mobile calls.
- Take a call through Bluetooth if in range.
- Talk on mobile.
- Telephone calls
- The business uses both mobile and internet to keep in contact with head office in Queensland.
- To take appointments.
- Use mobile phone to order parts etc.

- Use mobile phone when necessary.
- Use of mobile phone with handsfree in vehicle.
- Using the mobile phone to communicate with clients and business.
- Usually don't as driving. Stop on the side of the road to accept calls or respond to text messages.
- When consulting (away from home in Melbourne) I would use a mobile phone and mobile broadband for email and research.
- Would only receive and make calls.

Handsfree (19%)

- Handsfree mobile. Especially in cases of emergencies. Check messages and return calls.
- Handsfree kit with mobile phone (n=6).
- Handsfree mobile phone. Can't do internet because I am driving!
- Handsfree when in range.
- I have a mobile handsfree kit in my car and I regularly gets calls whilst I'm on the road.
- I stop the vehicle or use handsfree.
- Mobile phone conversations on handsfree.
- Mobile phone with car kit.
- Phone handsfree - business contacts.
- Rare use of handsfree phone.
- Telephone calls relating to business activities. Hands free, where service permits. Sometimes research is done via internet using mobile phone.
- Use of mobile phone with handsfree in vehicle.

Internet (16%)

- Aircard - only use that when I am in Ballarat, it does not work in Netherby.
- Checking/responding to email online research.
- Email, MSN, Safari (Internet Explorer), Facebook.
- Frequent use of mobile phone including regular internet business and investment monitoring.
- Mobile broadband stick. In contact via mobile phone.
- Mobile phone only when commuting. Computer if not driving.
- Mobile phone with Bluetooth.
- Mobile phone. Wireless attachment to computer.
- Mostly we commute from work to the job (sometimes for eight hours or more) using mobile phones to keep in touch with customers, the workshop and the technical support from the companies that supply our products. We also need laptops for Internet access for technical support and emails. Our salesman needs the same for quotes and finance support.
- Once in range I use a handsfree Bluetooth device for mobile phone communication.
- Talk, text and BigPond.
- Telephone calls relating to business activities. Handsfree, where service permits. Sometimes research is done via internet using mobile phone.
- The business uses both mobile and internet to keep in contact with head office in Queensland.
- When consulting (away from home in Melbourne) I would use mobile phone and mobile broadband for email and research.

Email (7%)

- Checking/responding to email online research.
- Email, MSN, Safari (Internet Explorer), Facebook.
- I use email on my phone for work purposes.
- Mostly we commute from work to the job (sometimes for eight hours or more) using mobile phones to keep in touch with customers, the workshop and the technical support from the companies that supply our products. We also need laptops for internet access

for technical support and emails. Our salesman needs the same for quotes and finance support.
- Receive and ring mobile phone/emails.
- When consulting (away from home in Melbourne) I would use mobile phone and mobile broadband for email and research.

Frustrations or barriers encountered in using ICT services when commuting (n=90)

The main frustrations or barriers encountered in using ICT services when commuting included mobile coverage (44%) and reliability (31%).

Mobile coverage (44%)
- Calls dropping out, no signal in some area making calls impossible.
- Coverage is poor. There are areas we still cannot get any coverage. My principal lives in Yaapeet where there is no coverage at all so I cannot ring him on the mobile when it is urgent.
- Coverage is not good enough to be reliable. Just frustration. Phone drops out.
- Coverage of mobile phone is very poor along Western Highway or along the train from Stawell to Ballarat/Melbourne.
- Disconnection while talking because of lack poor reception.
- Harrow to Edenhope (32km/25 minutes) only mobile service for last 3km. Harrow to Horsham 88km/55 minutes mobile service intermittent throughout the journey.
- I have worked out where to ring and where not to get caught on the phone, as the black holes in our area make talking for long periods very difficult.
- I like not being in range at times, leaves me to concentrate on the driving! You can always return calls when you are back in range again.
- I use Telstra 3G with a Sony Ericson phone and there are quite a few blackspots with no connectivity.
- It only gets better as I head towards Mount Gambier.
- It takes me half hour to get to Horsham and I can only get service when I'm halfway there (15 mins from home).
- Lack of coverage and slowness causing drop outs.
- Lack of coverage, calls drop out.
- Lack of mobile service, either black spots or not consistent service.
- Lack of mobile service (n=5).
- Lack of service at times.
- Lack of service especially from the lodge (16km south of Nhill, through the West Wimmera shire, many areas have no signal).
- Mobile phone coverage is still patchy and non receptive in some areas.
- Mobile service drops out.
- Mobiles very patchy.
- No mobile phone service in all areas.
- No service in most areas.
- Not much coverage for people out of the town area. Services are limited. Could use internet on phone if better coverage.
- Phone reception can be dodgy.
- Phones dropping out from no service and the internet not connecting: this all affects our service to our customers (farmers and contractors) and ultimately our business.
- Poor mobile phone coverage is still an issue on many regional roads.
- Poor mobile service once away from towns and highway.
- Poor signal.
- Regional coverage for mobile services - black spots.
- Signal strength can be poor in some areas.

- Sometimes lack of coverage when I am away.
- Sometimes the phone may not be in a service area. Or my phone has gone flat.
- The service is not very good and tends to drop out in some areas, making it impossible to use.
- There are low spots where the phone doesn't work.
- There are spots where there is no coverage.
- Very poor to no mobile coverage.

Reliability (31%)

- Call drop outs (n=2).
- Calls dropping out, no signal in some area making calls impossible.
- Coverage not good enough to be reliable. Just frustration. Phone drops out.
- Cuts out.
- Cuts out often, very slow, emails download quickly, but any chatting or file downloads are very slow.
- Disconnection while talking because of lack poor reception.
- Drop out areas.
- Drop out of service in regional areas outside of towns.
- Dropping out/no service in places.
- Have to think where I am before ringing as it drops out.
- Hopeless service.
- Lack of coverage and slowness causing drop outs.
- Lack of coverage, calls drop out.
- Lack of mobile service, either black spots or not consistent service.
- Lack of privacy, power backups. Connections/dropouts.
- Mobiles very patchy.
- No real barriers or frustrations with SMS which seem to work in areas with very poor reception. The issue seems to be more to with the internal delays within telcos' for delivery of SMS messages.
- Occasional drop out of signal (n=2).
- Occasionally the reception drops out when you are half way through a conversation. Or the other person starts to 'break up' and I can't understand what they are telling me.
- Phone service dropping out (n=2).
- Phones dropping out from no service and the internet not connecting: this all affects our service to our customers (farmers and contractors) and ultimately our business.
- Regional coverage for mobile services - black spots.
- Signal dropping out occasionally.
- The service is not very good and tends to drop out in some areas, making it impossible to use.
- Variability and unreliability of service.

No issues (3%)

- Nil (n=2).
- No obvious barriers.

Speed (3%)

- Lack of coverage and slowness causing drop outs.
- Having slower download speeds than other people we are doing business with.
- Cuts out often, very slow, emails download quickly, but any chatting or file downloads are very slow.

Don't have handsfree (1%)

- I have to stop my car to answer the phone; it would be nice to have handsfree.

Unsure of legal implications when using handsfree (1%)

- Unsure of legal implications when using handsfree ICT.

How ICT services would be used differently if they were to improve (n=178)

If ICT services were to improve respondents would increase their use (29%), have greater ease of use (15%), increase productivity (14%) and increase their use when mobile (12%).

Increase use (29%)

- Daily facts and figures need to be reported from business to central location. 24 hour monitoring of data from business e.g. power, water, feed, temperature, video surveillance from remote site.
- Access them more often.
- Access to professional development, video conferencing, real time programs, consultation with other professionals. It would greatly improve my work life.
- As ICT services grow and become more reliable we will be spending a lot more time and money using them.
- As managed applications become more popular bandwidth, latency, availability and affordability for internet services will become more and more integral to the operation of our core business applications. Video conferencing is a big one which could save on travel cost, time and emissions. If the cost of bandwidth was low enough, a live disaster recovery site could be maintained at one of our organisations other sites in case of a major disaster.
- As the manager, I am required to be contactable for emergencies at all times. Unfortunately, this is not always possible due to service areas.
- Better signal and more communication.
- Continue to use more.
- Could be contacted by employer and nursing agency 24/7 rather than leaving a voicemail message which I might not receive for several days.
- Currently restricted to mobile voice calls for consistent service - if improved could utilise remote data transfer and access more.
- eLearning, Skype, video conferencing. Faster internet service would allow more efficient communication and coverage between clients and tutors. More remote support options. Better more reliable service would allow VoIP to be used and thereby reducing call costs.
- Expansion of services direct to community groups through high-speed broadband offering abilities to produce training films, podcasts, IM meetings: better website.
- Frequency.
- Google more if it was quicker.
- I could have the freedom and convenience of a mobile.
- I would be able to make a lot more calls rather than having to wait to use a landline.
- I would be able to use a broader range of services.
- I would be able to use ICT services if they were available.
- I would be able to use my phone a lot more to do work outside of the office. Accessing emails and file downloads is currently too slow to allow for this. I am often out talking to clients and am unable to access work related resources on my mobile due to slow internet.
- I would certainly make better use of the internet service from my home computer which is extremely slow.
- I would expand my use of video conferencing (Skype and the like) to convene meetings of my committee. I would also begin using Facebook to publicise more of our activities.
- I would invest in better quality technology as it would actually be able to be used here and not just in the city. I would make use of mobile phone internet and features that would be available.

- I would promote online business opportunities to people living in city populations to alleviate population loss in small rural communities.
- I would use it more if it worked better and faster.
- I would use them more.
- If the frustration wasn't there, then sure it would be used more.
- If we could get service we would probably have a mobile phone for farm use.
- Instant access to information means less time wasted waiting for a response, management information instantly available, and access to specialised software from mobile.
- It would improve the efficiency of my work, to be able to discuss issues with customers and clients, and not be worried about losing them in the middle of important talks. Also the ability to use my laptop to show clients what they would be receiving through a mobile internet modem.
- More frequent and better communication.
- More frequent updates of web pages and promotion of the golf clubs and Nhill tourism.
- More frequent use of social networking and instant messaging.
- More often as may be less frustrating.
- Offer services to wider geographic range. I do not want to work fulltime particularly in an office and find working from home suits my current semi-retired lifestyle.
- Phone call scheduling would become easier if service was more even throughout the region. Better service would mean not having to stop to make calls when driving because of range dropping in and out.
- Pick up extra work due to being contactable. Being able to answer emails.
- Probably increase my usage and frequency of use.
- Spend longer on the phone and conduct conferences while mobile to negate having meetings while in the office.
- This is an OH&S issue of safety in this rural and isolated and if ICT services were improved it would assist the safety of staff, enhance the connectivity of all stakeholders to give a better service to the residents of the shire.
- Use internet more.
- Use it more.
- Use mobile phone more.
- Use more often.
- Use more so if reception was improved.
- Use them more instead of the land line.
- We could communicate with mobile phones if we had service.
- Would be just nice to be able to receive or make calls without any hassles.
- Would love to be able to use internet whenever I wanted to instead of having to wait for a strong enough signal.
- Would rely on mobile phones much more.
- Would use it More and with confidence.
- Would use mobile phone more often.

Greater ease of use (15%)

- Access to professional development, video conferencing, real time programs, consultation with other professionals. It would greatly improve my work life.
- As ICT services grow and become more reliable we will be spending a lot more time and money using them.
- As the manager, I am required to be contactable for emergencies at all times. Unfortunately, this is not always possible due to service areas.
- Better signal and more communication.
- Could be contacted by employer and nursing agency 24/7 rather than leaving a voicemail message which I might not receive for several days.
- Currently restricted to mobile voice calls for consistent service - if improved could utilise remote data transfer and access more.

- eLearning, Skype, video conferencing. Faster internet service would allow more efficient communication and coverage between clients and tutors. More remote support options. Better more reliable service would allow VoIP to be used and thereby reducing call costs.
- Good service.
- I could have the freedom and convenience of a mobile.
- I would be able to use my phone a lot more to do work outside of the office. Accessing emails and file downloads is currently too slow to allow for this. I am often out talking to clients and am unable to access work related resources on my mobile due to slow internet.
- I would certainly make better use of the internet service from my home computer which is extremely slow.
- I would feel more secure in knowing that if something was to happen I could ring for help.
- If the frustration wasn't there, then sure it would be used more.
- Improved service would lead to less dropouts, better quality in conversations.
- It would just be easier and quicker.
- More frequent and better communication.
- More often as may be less frustrating.
- Phone call scheduling would become easier if service was more even throughout region. Better service would mean not having to stop to make calls when driving because of range dropping in and out.
- Probably wouldn't change all that much however would be less frustrated.
- This is an OH&S issue of safety in this rural and isolated area and if ICT services were improved it would assist the safety of staff, enhance the connectivity of all stakeholders to give better service to the residents of the shire.
- Well if I had the speed and data of the rest of the world the internet could be searched without the need to wait for videos or monitor data levels before speed shaping.
- Would be able to have better access to coverage instead of not being sure whether it is going to work today and when.
- Would be just nice to be able to receive or make calls without any hassles.
- Would be used more efficiently i.e. would not have to find a hill to get better signal.
- Would have reliable means of communication.
- Would love to be able to use internet whenever I wanted to instead of having to wait for a strong enough signal.
- Would use it more and with confidence.

Increase productivity (14%)

- Daily facts and figures need to be reported from business to central location. 24 hour monitoring of data from business e.g. power, water, feed, temperature, video surveillance from remote site.
- An improvement in services would increase productivity and promote business.
- As a farmer with an outside job I would be able to complete part of my evening work while in transit.
- As managed applications become more popular, bandwidth, latency, availability and affordability for internet services will become more and more integral to the operation of our core business applications. Video conferencing is a big one which could save on travel cost, time and emissions. If the cost of bandwidth was low enough a live disaster recovery site could be maintained at one of our organisations other sites in case of a major disaster.
- As the manager, I am required to be contactable for emergencies at all times. Unfortunately, this is not always possible due to service areas.
- Be able to call people when out of town easier, and they can contact me.
- Could be contacted by employer and nursing agency 24/7 rather than leaving a voicemail message which I might not receive for several days.
- eLearning, Skype, video conferencing. Faster internet service would allow more efficient communication and coverage between clients and tutors. More remote support options. Better more reliable service would allow VoIP to be used and thereby reducing call costs.

- I would be able to achieve more if the service wasn't so slow.
- I would be able to make a lot more calls rather than having to wait to use a landline.
- I would be able to use my phone a lot more to do work outside of the office. Accessing emails and file downloads is currently too slow to allow for this. I am often out talking to clients and am unable to access work related resources on my mobile due to slow internet.
- If ICT services were to improve, so would work efficiency.
- I'm not sure what we would do differently but it would be faster making our time more productive therefore lowering costs. Less travelling to meetings and more video conferencing, once again more productivity.
- Instant access to information means less time wasted waiting for a response, management information instantly available and access to specialised software from mobile.
- It would improve the efficiency of my work, to be able to discuss issues with customers/clients, and not be worried about losing them in the middle of important talks. Also the ability to use my laptop to show clients what they would be receiving through a mobile internet modem.
- It would just be easier and quicker.
- Less frustration would mean less wasted time calling back.
- Not have to use message bank so much or return calls.
- Phone call scheduling would become easier if service was more even throughout region. Better service would mean not having to stop to make calls when driving because of range dropping in and out.
- Pick up extra work due to being contactable. Being able to answer emails.
- We would be able to support our customers (farmers and contractors) better, saving them valuable down time by not having to travel long distances back to the workshop in Nhill. We would be better equipped for sales, finance, staff training and technical support.
- Work from home more often. Video conference, which would save my time and employer's money.
- Would be able to fit in more business activity with increased broadband speed.
- Would be used more efficiently i.e. would not have to find a hill to get better signal.
- Would love to be able to use internet whenever I wanted to instead of having to wait for a strong enough signal.

Increase use when mobile (12%)

- As the manager, I am required to be contactable for emergencies at all times. Unfortunately, this is not always possible due to service areas.
- Be able to call people when out of town easier, and they can contact me.
- Could be contacted by employer and nursing agency 24/7 rather than leaving a voicemail message which I might not receive for several days.
- Currently restricted to mobile voice calls for consistent service - if improved could utilise remote data transfer and access more.
- I could have the freedom and convenience of a mobile.
- I would be able to make a lot more calls rather than having to wait to use a landline.
- I would be able to use my phone a lot more to do work outside of the office. Accessing emails and file downloads is currently too slow to allow for this. I am often out talking to clients and am unable to access work related resources on my mobile due to slow internet.
- I would invest in better quality technology as it would actually be able to be used here and not just in the city. I would make use of mobile phone internet and features that would be available.
- If we could get service we would probably have a mobile phone for farm use.
- Instant access to information means less time wasted waiting for a response, management information instantly available and access to specialised software from mobile.

- It would improve the efficiency of my work, to be able to discuss issues with customers and clients, and not be worried about losing them in the middle of important talks. Also the ability to use my laptop to show clients what they would be receiving through a mobile internet modem.
- More frequent and better communication.
- Phone call scheduling would become easier if service was more even throughout region. Better service would mean not having to stop to make calls when driving because of range dropping in and out.
- Pick up extra work due to being contactable. Being able to answer emails.
- Spend longer on the phone and conduct conferences while mobile to negate having meetings while in the office.
- This is an OH&S issue of safety in this rural and isolated area and if ICT services were improved it would assist the safety of staff, enhance the connectivity of all stakeholders to give a better service to the residents of the shire.
- Use mobile phone more.
- Use them more instead of the land line.
- We could communicate with mobile phones if we had service.
- Would be just nice to be able to receive or make calls without any hassles.
- Would rely on mobile phones much more.
- Would use mobile phone more often.

Work from home or remotely or reduce travel (7%)

- As a farmer with an outside job I would be able to complete part of my evening work while in transit.
- As managed applications become more popular, bandwidth, latency, availability and affordability for internet services will become more and more integral to the operation of our core business applications. Video conferencing is a big one which could save on travel cost, time and emissions. If the cost of bandwidth was low enough a live disaster recovery site could be maintained at one of our organisations other sites in case of a major disaster.
- Currently restricted to mobile voice calls for consistent service - if improved could utilise remote data transfer and access more.
- eLearning, Skype, video conferencing. Faster internet service would allow more efficient communication and coverage between clients and tutors. More remote support options. Better more reliable service would allow VoIP to be used and thereby reducing call costs.
- I would be able to remotely monitor my equipment at work after hours in real time.
- I would be able to use my phone a lot more to do work outside of the office. Accessing emails and file downloads is currently too slow to allow for this. I am often out talking to clients and am unable to access work related resources on my mobile due to slow internet.
- I would be able to work remotely while travelling on the train. I would use the train more often because I wouldn't have to worry about driving.
- I'm not sure what we would do differently but it would be faster making our time more productive therefore lowering costs. Less travelling to meetings and more video conferencing, once again more productivity.
- May do less commuting - some more work at home.
- Offer services to wider geographic range. I do not want to work fulltime particularly in an office and find working from home suits my current semi-retired lifestyle.
- Spend longer on the phone and conduct conferences while mobile to negate having meetings while in the office.
- We would be able to support our customers (farmers and contractors) better saving them valuable down time by not having to travel long distances back to the workshop in Nhill. We would be better equipped for sales, finance, staff training and technical support.
- Work from home more often. Video conference, which would save my time and employer's money.

Video conferencing (4%)

- Work from home more often. Video conference, which would save my time and employer's money.
- As managed applications become more popular, bandwidth, latency, availability and affordability for internet services will become more and more integral to the operation of our core business applications. Video conferencing is a big one which could save on travel cost, time and emissions. If the cost of bandwidth was low enough, a live disaster recovery site could be maintained at one of our organisations other sites in case of a major disaster.
- I would expand my use of video conferencing (Skype and the like) to convene meetings of my committee. I would also begin using Facebook to publicise more of our activities.
- eLearning, Skype, video conferencing. Faster internet service would allow more efficient communication and coverage between clients and tutors. More remote support options. Better more reliable service would allow VoIP to be used and thereby reducing call costs.
- Spend longer on the phone and conduct conferences while mobile to negate having meetings while in the office
- I'm not sure what we would do differently but it would be faster making our time more productive there fore lowering costs. Less travelling to meetings and more video conferencing, once again more productivity.
- Access to professional development, video conferencing, real time programs, consultation with other professionals. It would greatly improve my work life.

No change in use (3%)

- Nil in regard to commuting.
- No change.
- None.
- Not much different.
- Wouldn't make any difference.
- You could only do this if you were a passenger - I am always the driver.

Hardware (1%)

- I would invest in better quality technology as it would actually be able to be used here and not just in the city. I would make use of mobile phone internet and features that would be available.
- Product stewardship - greater recycling of devices.

Improved safety (0.56%)

- This is an OH&S issue of safety in this rural and isolated area and if ICT services were improved it would assist the safety of staff, enhance the connectivity of all stakeholders to give a better service to the residents of the shire

Use of VoIP (0.56%)

- eLearning, Skype, Video conferencing. Faster internet service would allow more efficient communication and coverage between clients and tutors. More remote support options. Better more reliable service would allow VoIP to be used and thereby reducing call costs.

Different service provider (0.56%)

- I am totally restricted to Telstra for any services, please give us more service providers

4. Mobile

Mobile phone

Ninety-four percent (94%) of respondents use a mobile phone.
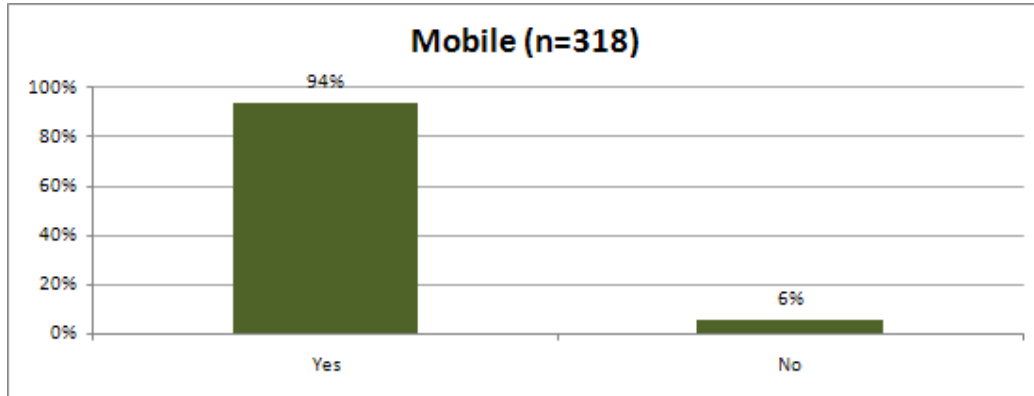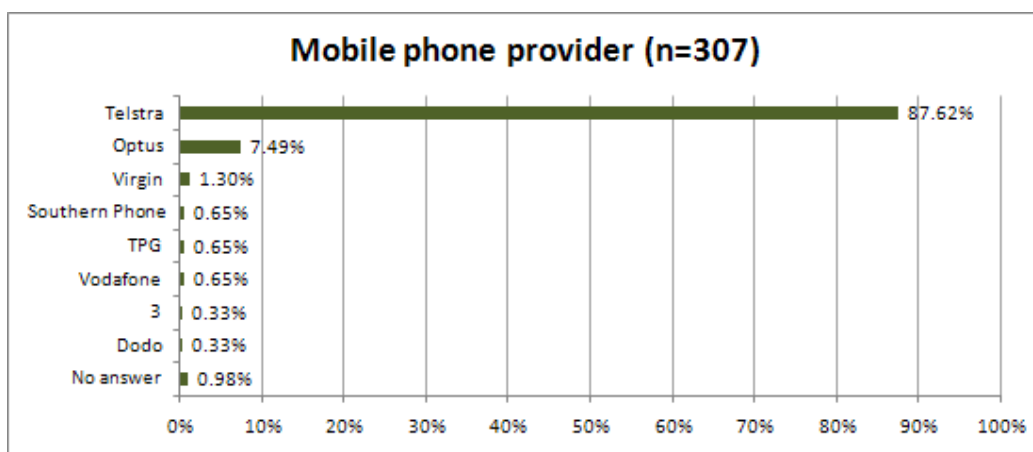

Why participants don't use a mobile phone

The most common reasons for not using a mobile phone included no reception (n=6) or not owning a phone (n=2).

- Because I don't have one (n=2).
- Because no reception where I live (n=6).
- Have a mobile phone to use when away. Cannot use it at home as there is no service.
- Have no need for one and service is no good.
- Haven't needed one for 70 years - so why now. And it (mobile phones) is one of the reasons our national debt has increased so rapidly.
- I don't really need one.
- I have a mobile phone but I have to travel about 10km out of town to use it - i.e. no reception. My phone plan is through Dodo.
- No reception or its very poor with frequent drop outs.
- No reliable service.
- No service at home or within several square km.
- We can't get service on them at all even with the so called rural phones and 3G.
- We have unreliable coverage over much of our district and my work area.

Mobile phone providers

Eighty-eight percent (88%) of respondents access mobile phone services through Telstra. Optus (7%) holds the next largest market share.

Mobile phone provider (n=307)

Provider	Percentage
Telstra	87.62%
Optus	7.49%
Virgin	1.30%
Southern Phone	0.65%
TPG	0.65%
Vodafone	0.65%
3	0.33%
Dodo	0.33%
No answer	0.98%

Use of mobile phone services

Sixty-seven percent (67%) of respondents use mobile voice calls (45% very often, 22% often) and 59% use mobile messaging (38% very often, 21% often) at work.

Use of ICT services at work (n=299)

Service		
Voice calls	33%	67%
Mobile messaging	41%	59%
Mobile internet	83%	17%
Video calls	96%	4%
Other	98%	2%

Legend: No answer, Never (1), Rarely (2), Sometimes (3), Often (4), Very often (5)
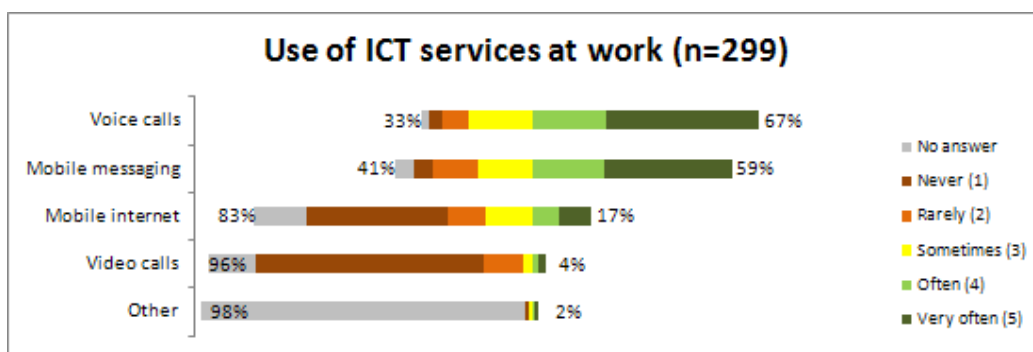
The quality of mobile phone coverage

Thirty-six percent (36%) of respondents rated the current quality of mobile phone coverage as poor, twenty-seven percent (27%) fair, twenty percent (20%) good, ten percent (10%) very good and three percent (3%) excellent.
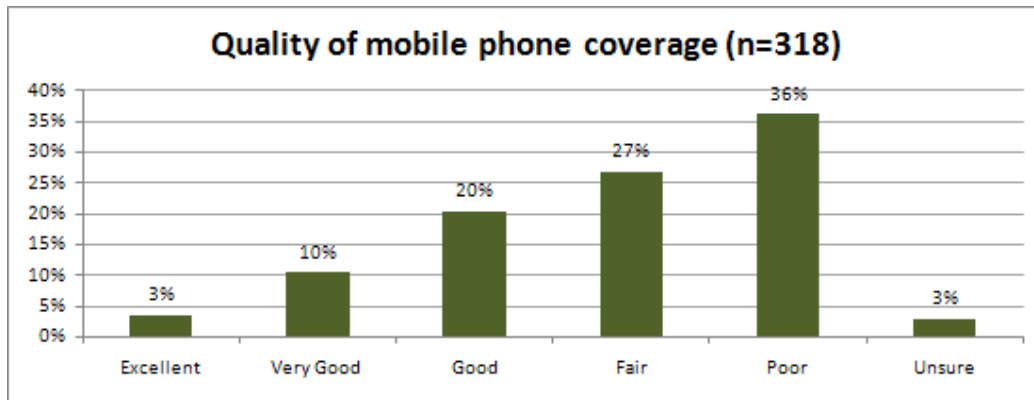
Priority areas for improvement in mobile phone coverage (n=318)

The highest priority areas for improvement in mobile phone coverage were West Wimmera Shire (25%), Yarriambiak Shire (18%), Hindmarsh Shire (15%) and Horsham Rural City (10%).

West Wimmera Shire (25%)

- There are still many black spots in the rural areas. It is important to be able to contact in times of emergency. I find I have particular problems in the Dimboola east area and east of Edenhope.
- Netherby, Yanac, Harrow, Telopea North.
- West Wimmera Shire have very poor reception.
- Between Nhill and Goroke and Goroke to Apsley.
- Western Highway - no coverage in some areas.
- Just north of Horsham in particular at Kalkee area. Just south of Horsham. The Wimmera in general could have better coverage in the more remote areas.
- Mobile reception at home is poor. No reception further toward Grampians and throughout most of the mountains, and wider through much of Wimmera and Mallee away from main towns.
- No mobile service is available at my home. A lot of improvement is needed!
- Once we get phone tower switched on we could make judgement in that area.
- No cover whatsoever in Apsley. I have to wait until I go to Naracoorte shopping before I can use mobile.
- Phone reception and message retrieval.
- No local service can only use mobile phone away from home.
- In rural areas outside of Edenhope and Kaniva very poor coverage.
- It's all a priority. Anyone could have an accident around this area and not be able to contact emergency assistance. Bit hard to pinpoint.
- Charam. Wombelano. Ullswater. Goroke. Harrow. Apsley.
- Living in a small valley there is no reception, although I have a telephone exchange outside my door!! Must travel nearly 30km from home to use my mobile phone.
- Unavailable.
- More coverage or towers.
- Harrow/Connewirricoo/Kadnook.
- No mobile phone service in my area.
- Calls drop as soon as you are mobile away from the town centres.
- There should be minimal areas between towns where there is no service. We travel 1 hour in Victoria to our next major town and 85% of the trip there is no coverage. 2 minutes out of town and there is no service.

- Improve consistency of reception, prevent drop outs etc.
- The whole shire.
- Strength of the signal from the Edenhope tower could be improved.
- Rural areas.
- Better service over more areas.
- Locals should be able to provide more accurate and defined details regarding their own individual areas.
- Any area away from a town.
- Goroke is desperate for mobile phone coverage, needs towers to be able to receive service.
- All areas require better coverage. It is not expensive to increase coverage, excuses by Telstra is all red tape. Other countries seem to provide good coverage in remote areas, so why not Australia.
- Goroke and surrounding areas.
- Between Goroke, Apsley, Frances, Edenhope.
- Better service.
- I would like to be able to make calls anywhere in Goroke. At present I can only make calls from certain areas.
- Need coverage as none in Goroke.
- As mentioned we have no service but a tower is erected for Optus which is supposed to be in service in July.
- Continuous cover should be available to cover harrow area linked with adjacent area terminals at Edenhope, Balmoral etc.
- Harrow.
- It is appalling that we have no service in harrow and surrounds yet we pay the same call plan rates as city dwellers with full service. In the event of a breakdown/accident/emergency we could not phone for help.
- Having mobile phone service here would be a good idea.
- Need a tower Coleraine-Harrow and Casterton corner.
- No service in the Telopea downs area where I regularly work.
- Mobile phone service is fine for voice calls if you stay on the highway.
- South of Kaniva through the little desert to Minimay.
- Coverage is generally good within 10km of the Western Highway and drops off as you get further away from the highway with no coverage in some areas i.e. Telopea Downs.
- Connectivity in all areas
- Out of town in Kaniva some areas need improvement.
- North of Sandsmere.
- Having our farm on the fringe of the Telopea Downs are we are aware that the service in the Teopea Downs area is very poor. Do not know of other areas because we have not needed to use phone when travelling in them.
- Coverage away from the western highway. More companies offering acceptable coverage.
- North and South of Kaniva.
- The Edenhope road 20km and out from Kaniva and most of the way to Edenhope. Minimay isn't very good.
- Better coverage.
- More service in areas outside town.
- Better coverage, no breaking up of service, no blackspots.
- Between Edenhope and Kaniva there is very patchy coverage. These are two major towns in our shire and there is not full coverage all the way there in case you need to use your phone.
- It would help if there was a service!
- Wider signal coverage!
- There is no service here.
- Out of town country.

- Unlike others I don't mind the peace and quiet when not in range. It's nice to 'switch off' from the world for blocks of time.
- No handheld cover. Patchy cover with car kit/external antenna.
- Minimay, Edenhope-Kaniva Road, Apsley.
- All area 10-15km of the highway.
- North and south of the Western Highway as reception drops off dramatically.
- Clear Lake, Miga Lake, Goroke.
- Need mobile phone coverage. We can only use it when on the road in a mobile phone coverage area.
- We don't get coverage for hand held mobile at all and car kit coverage is too poor to be of any use i.e. give us mobile reception.
- Need more towers for improved coverage.
- Telopea Downs.
- Right on the edge of communication limit. Got to go outside house to call on mobile.
- Better overall coverage.
- The whole area.
- Telopea Downs.
- Better reception improved services cheaper.
- Better coverage so phone works all the time and battery doesn't keep going flat searching for signal.
- We can use text from certain areas at home and on the property but phone calls can only be done in particular areas and often they drop out. Need better coverage.
- Reception in our area is very poor so use is limited. In fact we don't tell any one our number because we know they will not be able to get through.
- The whole of the west Wimmera Shire.
- Harrow, Wombelano, Charam, Goroke, Apsley.
- Mobile phone in our area has little or no coverage.

Yarriambiack Shire (18%)

- Parts if Borung Highway between Dimboola and Warracknabeal, and also Dimboola Minyip Road.
- Between Nhill and Hopetoun there are areas where the service drops out.
- I used to have an Optus phone but when I started working in Jeparit I needed to swap to Telstra as there is no Optus service in Jeparit. Also there are a lot of no signal areas between Rainbow, Warracknabeal and Jeparit, right through to the Western Highway.
- Jeparit has no Optus coverage. Dead spots between Hopetoun and Rainbow. Poor Optus coverage on Western side of Lake Hindmarsh.
- Lots of black spots. North of Rainbow especially Yaapeet.
- Service between Nhill and Rainbow. Service between Hopetoun and rainbow. Service between Warracknabeal and Rainbow.
- Between Horsham and Warracknabeal.
- Just north of Horsham in particular at Kalkee area. Just south of Horsham. The Wimmera in general could have better coverage in the more remote areas.
- Mobile reception at home is poor. No reception further toward Grampians and throughout most of the mountains, and wider through much of Wimmera and Mallee away from main towns.
- Yaapeet, between Hopetoun and Beulah along the Henty Highway.
- Out side town areas.
- Full service in all country areas.
- Boolite area between Sheep Hills & Donald.
- Between Brim East and Watchem, Donald.
- I only need to drive 10km out of Hopetoun and mobile coverage is gone, there is nothing from the other side of Hopetoun to Pinnaroo on the way to Adelaide, and nothing between Beulah and Warracknabeal and then Warracknabeal and Horsham... most frustrating.
- Complete mobile coverage for all areas in the local government area.

- Increased coverage.
- Wider coverage.
- Mobile drops out occasionally.
- Mobile coverage is not so good where I live now. There is only one place inside the house where the mobile has service. If I move away from that spot the service coverage cuts out.
- Just north of Hopetoun. In between Hopetoun and Warracknabeal. There is also no FM radio past Brim and that contributes to isolation in those areas. I feel FM radio would help the youth.
- As stated above around our area is very dodgy. This is a farming community and we need strong mobile coverage so our farmers can use their phone anywhere they need to.
- Flat stops between Minyip and Horsham. Flat stops between Minyip and Ararat
- Fair within town areas, poor out of town.
- Kalkee and Kewell plains areas. Banyena (some parts) and Boolite/Bangerang.
- Signal strength needs to be better.
- Crap.
- Warracknabeal Road as well as Minyip Murtoa Road turnoff to Horsham.
- I have a NextG phone.
- Better signal.
- Would use Optus but very poor reception in Murtoa even though they have a new tower in the town.
- I can have my mobile beside me but calls don't come through, they come up as missed calls. This happens frequently.
- Telstra is the only mobile service I can get, so I have no choice but to use them.
- Wimmera Highway between Horsham and Murtoa and between Marnoo and St Arnaud Henty Highway north of Warracknabeal.
- Lots of black spots/drop out zones along the highway towards Horsham and Stawell! Accident zones and no coverage in places so unable to call emergency services. One of the residents from our town died on the highway last week.
- Drops out a lot.
- Getting rid of the black spots.
- I answered unsure to the above as its very hit and miss with various blackspots between Horsham and Rupanyup and Rupanyup and Stawell.
- Better coverage for wireless broadband.
- More coverage.
- Any mobile coverage outside of 5km of Warracknabeal would be absolutely fantastic - would definitely make you feel safer driving knowing that if you needed you would be able to call for help!
- More of the area having access to coverage.
- On NextG we only have immediate service in town with a radius of approximately 10-15km then there's only signal at various spots along the way to the next town e.g. Horsham, Donald, Hopwtoun, Dimboola.
- To get rid over poor coverage areas. Improve signal strength on the roads between towns.
- Mobile coverage should be available along all highways without dead patches.
- Reliability in making and receiving voice calls.
- Telstra has almost a monopoly in this area. Optus works in some areas, but in other areas it does not. Therefore Telstra is allowed to charge whatever they like and people in the country are left with very few options.
- Mobile service is not available throughout the area.
- Area between Horsham and Warracknabeal.
- All areas between all towns do not have a lot of coverage. In towns are fine.
- The northern area of the shire is very inconsistent.
- More consistency.
- There are some areas with the LGA where the signal drops out or the signal is scratchy. In particular around the Beulah, Minyip, Rupanyup area.

- The use in towns is fine. Can't tell between towns until you have a mechanical problem and have to stop to use it and find it's not there e.g. somewhere between Warracknabeal and Horsham.
- In country areas there are black spots between towns and mobiles are useless when out of range. Also large trees block coverage in my son's home 12km from town.
- Have several dead spots in office and between home and office. Would like more stable coverage, better signal.

Hindmarsh Shire (15%)

- Antwerp area can be unreliable for reception.
- Rainbow, Jeparit and Dimboola.
- Improve the coverage by more towers, some black spots with poor coverage.
- Parts if Borung highway between Dimboola and Warracknabeal, and also Dimboola Minyip Road.
- There are still many black spots in the rural areas. It is important to be able to contact in times of emergency. I find I have particular problems in the Dimboola East area and east of Edenhope.
- A move to 3G or faster and an increase in download allowance.
- Areas in the North of the Shire worst affected for coverage.
- Lorqoun and Netherby (especially the Netherby pub).
- North/northwest Hindmarsh Shire.
- Netherby, Yanac, Harrow, Telopea North.
- Netherby is very patchy it is hard to work from mobile service due to coverage voice mail or text messages are usually delayed due to service. Due to patchy you have to stand in certain spots to sent text messages and to receive fair service to function the mobile phone.
- I think more towers could be put up. I have noticed that recently Optus have put a tower 5km from my house, but Telstra have not. If Telstra were to put cells on the tower it would greatly improve my mobile coverage.
- I don't have a 3G sim card, so I don't always get very good service indoors, or out on farms out of town.
- Netherby and Yanac area.
- Coverage is good in the towns and on the Western Highway but it needs to be improved in the rural areas.
- Telstra monopoly making it the only one that works effectively around Nhill.
- Some areas north of the Nhill township have very poor coverage.
- Whole area in general.
- Lower areas of Nhill and roads heading north of Nhill where areas have no coverage.
- Between Nhill and Goroke and Goroke to Apsley.
- Jeparit, Antwerp, Netherby, Yannac.
- Between Nhill and Hopetoun there are areas where the service drops out.
- All rural areas.
- Lorquon to Netherby area.
- I am totally restricted to Telstra for any services and only 3G at that.
- Rural areas away from country towns.
- 15km north of Nhill there is hardly any service.
- Lorquon.
- Yanac, Broughton.
- Western Highway no coverage in some areas.
- Pullut.
- Farmers increasingly need to be contactable all the time. This causes my husband much frustration as not good service across the farm and no reception in the house. Victoria is a small state. Hindmarsh shire is relatively flat it seems crazy that we cannot get better coverage.
- In smaller towns around the larger ones do not get coverage, so if you are a15-20km from a tower there is no coverage.

- I used to have an Optus phone but when I started working in Jeparit I needed to swap to Telstra as there is no Optus service in Jeparit. Also there are a lot of no signal areas between Rainbow, Warracknabeal and Jeparit, right through to the Western Highway.
- Jeparit has no Optus coverage. Dead spots between Hopetoun and Rainbow. Poor Optus coverage on Western side of Lake Hindmarsh.
- Lots of black spots. North of Rainbow especially Yaapeet.
- West of Rainbow is very patchy and not consistent.
- Service between Nhill and Rainbow. Service between Hopetoun and Rainbow. Service between Warracknabeal and Rainbow.
- Improvement of reception - to be better than poor and be consistent in all weather conditions.
- All around Yanac, service comes and goes.
- Just north of Horsham in particular at Kalkee area. Just south of Horsham. The Wimmera in general could have better coverage in the more remote areas.
- Mobile reception at home is poor. No reception further toward Grampians and throughout most of the mountains, and wider through much of Wimmera and Mallee away from main towns.
- Coverage is generally good within 10km of the Western Highway and drops off as you get further away from the highway with no coverage in some areas i.e. Telopia Downs.
- North of Sandsmere.
- Coverage away from the Western Highway. More companies offering acceptable coverage.
- North and south of the Western Highway as reception drops off dramatically.
- Warracknabeal Road as well as Minyip Murtoa Road turnoff to Horsham.
- On NextG we only have immediate service in town with a radius of approximately 10-15km then there's only signal at various spots along the way to the next town e.g. Horsham, Donald, Hopetoun, Dimboola.

Horsham Rural City (10%)

- Western Highway no coverage in some areas.
- More towers needed in the Grampians, Brimpaen, Wartook area.
- More towers are needed in the Grampians, Brimpaen, Wartook region.
- Haven.
- Telstra coverage in all rural areas greater than 6-8km outside the Horsham City limits. With all other mobile carriers the mobile phone coverage is patchy and poor within the Horsham City limits and very poor in rural areas.
- More phone coverage.
- We should never not be able to get 'service'.
- The coverage drops out in most of our regions 'outer' areas.
- Outlying areas just a few km from Horsham Central are appalling re coverage. I think its getting better but it's still not great.
- Between Horsham and Warracknabeal.
- South of Horsham.
- I just live near the city business district... but reception isn't good enough.
- Needs better rural coverage in the Horsham Rural City area.
- Just north of Horsham in particular at Kalkee area. Just south of Horsham. The Wimmera in general could have better coverage in the more remote areas.
- Mobile reception at home is poor. No reception further toward Grampians and throughout most of the mountains, and wider through much of Wimmera and Mallee away from main towns.
- Wartook Valley and Laharum.
- Natimuk - no access to wireless internet which would enable me to use my service when in Melbourne or other regional centres on business. Lack of competition in providers servicing the area. I have been forced to pay for a home phone line to support an ADSL connection - having moved from Melbourne in the last 18 months I resented the additional cost of supporting a home phone line when my partner and I have both

previously been able to rely purely on our mobile services. All mobile providers have poor reception at my home address. No longer being able to use wireless internet has restricted the mobility of my service when I travel. I am also locked in to a minimum 2 year service contract - which as a renter is a liability.

- Where we live in Toolondo we have no mobile coverage, which was an issue after the bushfires when Telstra wanted to remove the local phone box. Due to community concern of no (or poor) mobile coverage they have left the phone in place for the time being. I believe that the 3G system has some coverage here but we don't have that type of phone.
- Wartook Valley area.
- The Wartook Valley is a busy tourist area but most of the area has no mobile coverage. Most of Africa has better coverage than we do.
- In particular Wartook. Then Laharum-Wartook. And then Horsham-Laharum. Mobile phone coverage in Wartook is virtually non-existent except for the odd spot.
- I have virtually no 3G coverage at my house. So bad that I turn off my mobile when I get home.
- Clear Lake, Miga Lake, Goroke.
- I only need to drive 10km out of Hopetoun and mobile coverage is gone, there is nothing from the other side of Hopetoun to Pinnaroo on the way to Adelaide, and nothing between Beulah and Warracknabeal and then Warracknabeal and Horsham... most frustrating.
- Flat stops between Minyip and Horsham. Flat stops between Minyip and Ararat.
- Kalkee and Kewell plains areas. Banyena (some parts) and Boolite/Bangerang.
- Natimuk.
- Wimmera Highway between Horsham and Murtoa and between Marnoo and St Arnaud Henty Highway north of Warracknabeal.
- Lots of black spots/drop out zones along the highway towards Horsham and Stawell! Accident zones and no coverage in places so unable to call emergency services. One of the residents from our town died on the highway last week.
- I answered unsure to the above as its very hit and miss with various blackspots between Horsham and Rupanyup and Rupanyup and Stawell.
- On Next G we only have immediate service in town with a radius of approximately 10-15km then there's only signal at various spots along the way to the next town e.g. Horsham, Donald, Hopetoun, Dimboola.
- Area between Horsham & Warracknabeal.
- The use in towns is fine. can't tell between towns until you have a mechanical problem and have to stop to use it and find it's not there e.g. somewhere between Warracknabeal and Horsham.

Northern Grampians Shire (3%)

- More towers needed in the Grampians, Brimpaen, Wartook area.
- More towers are needed in the Grampians, Brimpaen, Wartook region.
- Telstra customers get network services throughout the Grampians... with Vodafone you have to be on top of a mountain range to get good network strength.
- Mobile reception at home is poor. No reception further toward Grampians and throughout most of the mountains, and wider through much of Wimmera and male away from main towns.
- Flat stops between Minyip and Horsham. Flat stops between Minyip and Ararat.
- Kalkee and Kewell plains areas. Banyena (some parts) and Boolite/Bangerang.
- Wimmera Highway between Horsham and Murtoa and between Marnoo and St Arnaud Henty Highway north of Warracknabeal.
- Lots of black spots/drop out zones along the highway towards Horsham and Stawell!!!! Accident zones and no coverage in places so unable to call emergency services. One of the residents from our town died on the highway last week.
- I answered unsure to the above as its very hit and miss with various blackspots between Horsham and Rupanyup and Rupanyup and Stawell.

Highway (3%)

- Parts if Borung highway between Dimboola and Warracknabeal, and also Dimboola Minyip road.
- Western Highway no coverage in some areas.
- I used to have an Optus phone but when I started working in Jeparit I needed to swap to Telstra as there is no Optus service in Jeparit. Also there are a lot of no signal areas between Rainbow, Warracknabeal and Jeparit, right through to the Western Highway.
- Yaapeet, between Hopetoun and Beulah along the Henty Highway.
- Wimmera Highway between Horsham and Murtoa and between Marnoo and St Arnaud Henty Highway north of Warracknabeal.
- Lots of black spots/drop out zones along the highway towards Horsham and Stawell!!!! Accident zones and no coverage in places so unable to call emergency services. One of the residents from our town died on the highway last week.
- Mobile coverage should be available along all highways without dead patches.
- Borung highway northwest of the shire.

Buloke Shire (2%)

- Just north of Horsham in particular at Kalkee area. Just south of Horsham. The Wimmera in general could have better coverage in the more remote areas.
- Mobile reception at home is poor. No reception further toward Grampians and throughout most of the mountains, and wider through much of Wimmera and Mallee away from main towns.
- Boolite area between Sheep Hills and Donald.
- Between Brim East and Watchem, Donald.
- On NextG we only have immediate service in town with a radius of approximately 10-15km then there's only signal at various spots along the way to the next town e.g. Horsham, Donald, Hopetoun, Dimboola.
- Borung highway northwest of the shire.

Fire risk or emergency (1%)

- There are still many black spots in the rural areas. It is important to be able to contact in times of emergency. I find I have particular problems in the Dimboola East area and east of Edenhope.
- It's all a priority. Anyone could have an accident around this area and not be able to contact emergency assistance. Bit hard to pinpoint.
- It is appalling that we have no service in harrow and surrounds yet we pay the same call plan rates as city dwellers with full service. In the event of a breakdown/accident/emergency we could not phone for help.
- Lots of black spots/drop out zones along the highway towards Horsham and Stawell! Accident zones and no coverage in places so unable to call emergency services. One of the residents from our town died on the highway last week.

Ararat Rural City (0.31%)

- Flat stops between Minyip and Horsham. Flat stops between Minyip and Ararat.

5. Internet

Internet

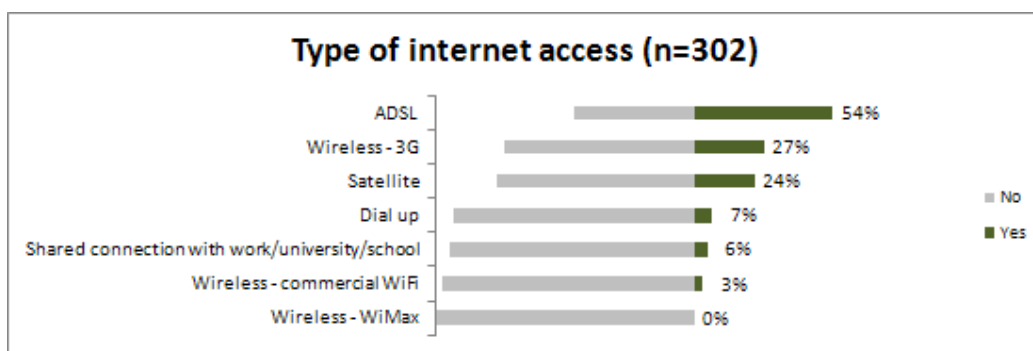Ninety-five percent (95%) of respondents use the internet.
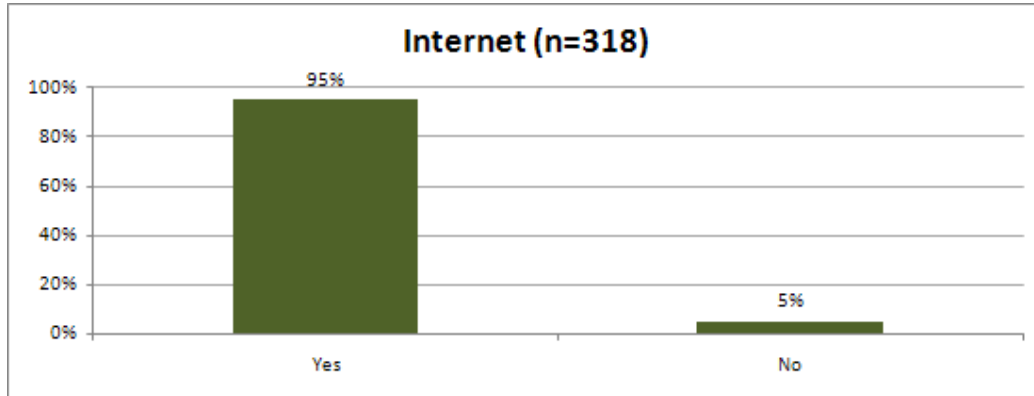
Why participants don't use the internet

The most common reasons for not using the internet included no computer (n=5) and no computer skills (n=3).

- Don't have a computer (n=5).
- Haven't got good enough service.
- Lack of affordable access.
- No computer but sometimes I use it at the local learning centre.
- No computer skills (n=3).
- No coverage for internet at home. Dial up far too slow to be worthwhile. Broadband and wireless not available.
- No need at present.
- Not much service and no computer.
- We have no service.

Types of internet access used

The most common types of internet access were ADSL (54%), Wireless 3G (27%) and Satellite (24%).

Type of internet access (n=302)

ADSL	54%
Wireless - 3G	27%
Satellite	24%
Dial up	7%
Shared connection with work/university/school	6%
Wireless - commercial WiFi	3%
Wireless - WiMax	0%

Legend: ■ No ■ Yes

Internet Service Provider

Telstra BigPond holds the largest share (43%) of the internet service provider market. Other providers that share the regional ISP market include Activ8me (12.58%), TPG (6.92%), Dodo (4.72%) and SkyMesh (4.4%).

ISP n=318

Telstra BigPond	43.08%
Activ8me	12.58%
TPG	6.92%
Dodo	4.72%
SkyMesh	4.40%
Internode	3.14%
Optus	2.83%
Bordernet	2.52%
Oz Isp	2.20%
Westnet	1.26%
Exetel	0.94%
iinet	0.94%
Netcore	0.94%
Netspace	0.94%
TADAust Connect	0.94%
AAPT	0.63%
Bendigo Community Telco	0.63%
Harbour IT	0.63%
M2 Telecom	0.63%
Megalink	0.63%
Southern Cross Telco	0.63%
SuperNerd	0.63%
Virgin	0.63%
aaNet	0.31%
AOL	0.31%
Aussie Broadband	0.31%
Gotalk	0.31%
GRANET	0.31%
iPrimus	0.31%
No answer	4.72%

Monthly cost of internet service

Twenty-six percent (26%) of respondents pay $45-$59 for their monthly internet service costs. Other respondents spent between $30-$44 (20%), $60-$74 (15%), $75-$99 (13%) and $15-$29 (15%) per month.
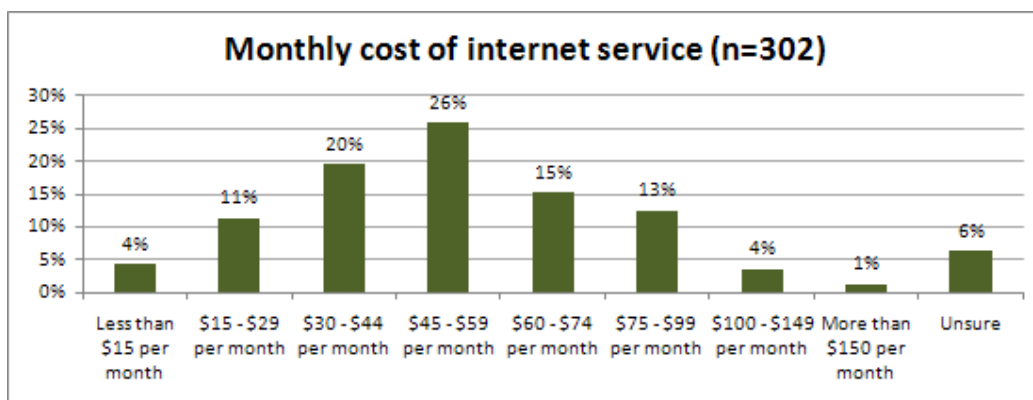
Support from ISPs

Respondents were happy with support from their internet services provider. When asked "do you get good support?" forty-seven percent (47%) indicated they received good support sometimes, and thirty-one percent (31%) indicated they always receive good support.
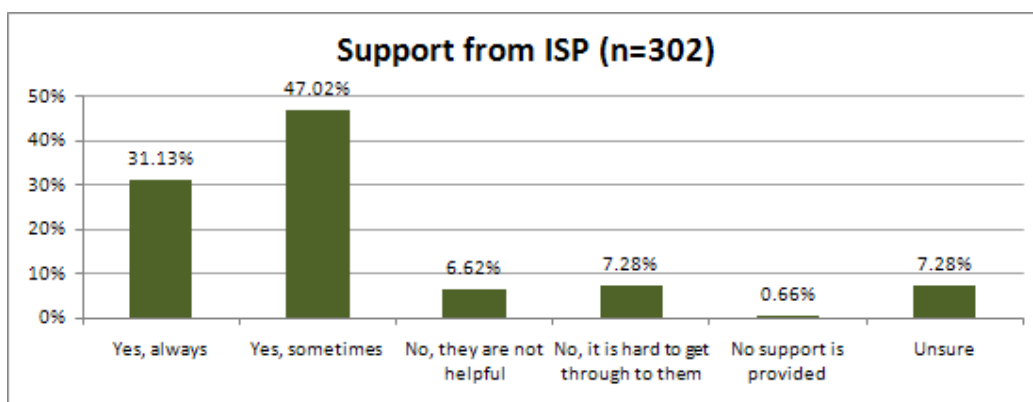
Plans to upgrade internet service in the future

Forty-five percent (45%) of respondents have plans to upgrade their internet services.
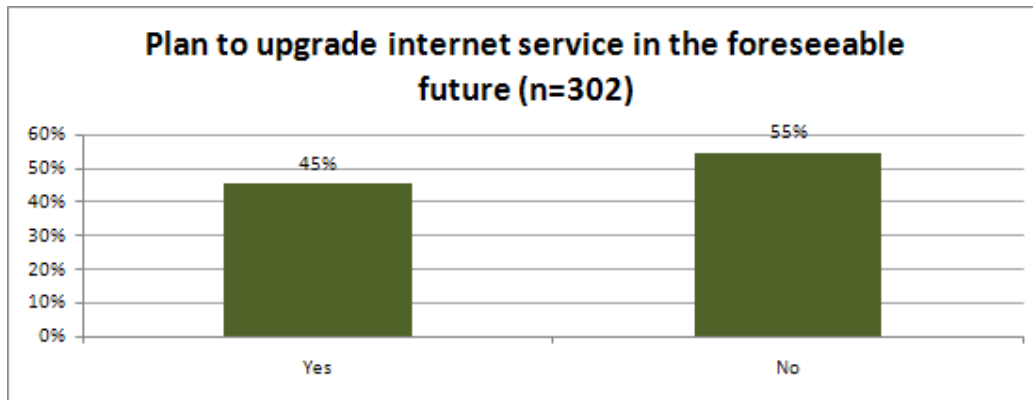
Why participants have no plan to upgrade their internet service (n=165)

The most common reason for not planning to upgrade internet service was because no better option available (34%), cost (24%), respondents were satisfied with their current plan (24%), or just upgraded (10%).

No better option available (34%)

- 50GB a month on ADSL2 - it's not perfect and it's by no means fast but it does okay for my family. At work - internet is very slow. Different ISP though.
- Ability to upgrade not available.
- As far as we are aware, the ADSL service we have is the best we can current get. If something better we would seriously consider doing so.
- Because ADSL2 is not available in my area.
- Because I am on a high service now.
- Because I'm currently on the fastest plan I can receive until Telstra or the NBN upgrade infrastructure!
- Because there is nothing to upgrade to. Only dearer plans which still don't give any better service because of the area.
- Because this is the best we can get - no other service is provided or available to us. I would love one of those plans like city people get - $59 for local calls, broadband internet and mobile service... wouldn't that be nice. No, in the country they see how much they can slug you for everything.
- Because we have only 1 service available.
- ADSL2 is not available.
- Can't get any faster connection.
- Cost and no faster connection that I am aware of.
- Cost! Fibre optic not available.
- Current speed under ADSL is okay. I will probably upgrade to a faster speed once the service is available and I see the costs of service and equipment.
- Currently on the best available service.
- Don't think there is anything that is better.
- Happy with the current service and see no improved alternatives in the short term.
- Have tried in the past however are in an area that is classed as a black hole.
- I am totally restricted to Telstra for any services, the service is so crap I lose connection down time is bad and I pay $70 a month. I want another service provider.
- I am using the best available to me. If I could afford or had access to a better ISP I would swap.
- I believe I currently have as best I can afford.

- I can't get better than I have at present.
- I have as good as I can get at the moment with wireless 3G, but if higher speed became available at the same cost as today, then I would move up.
- I have no choice.
- I think I have the best available.
- I use the top level of service available at present.
- I would if could be made better otherwise why bother.
- No better coverage available.
- No mobile tower, no 3G wireless broadband service available.
- No point - too far out for ADSL so have to use wireless. Checked wireless with another provider and at our place the speed was no better (in fact not quite as good). If good fast broadband was available would upgrade. Don't want to go satellite because of costs.
- Not available.
- Not until we can get broadband.
- Nothing better available.
- Nothing better available.
- Nothing better on offer.
- Nothing to upgrade to!
- Plans are too expensive, internet speed is too slow, and service is not always available.
- There is no service for upgrading.
- There are no alternatives except maybe for Wi-Fi. Not sure whether that is a real improvement and worth the investment. We would certainly upgrade if the option was there.
- There are no alternatives. $59 per month is already expensive enough.
- There is no alternative that I am aware of.
- There is no better package out at the moment.
- There is no other option where I live.
- There isn't any other option!
- Too expensive with no improved service.
- Tried wireless and didn't work.
- Unless there is something better that comes along for a better price, why would I?
- Upgrade to what?
- We are on the best signal through current provider (contract), if we were to upgrade would probably change provider as we experience drops in service.
- We are on the fastest and biggest usage program we can use on ADSL2. Will be too costly to change to anything else.
- We are waiting for the National Broadband service to come. At the moment I think we have the best available.
- We cannot get any faster internet speed. In 2008 the fastest we could get was 1500K connections; this was increased to 8000K in 2009. It is a long way off the ADSL2+ of 20,000K.
- We have upgraded as far as we can.
- We have, just recently, transferred from TPG to Internode. Internode provides the best value ADSL service in this area. We would only consider upgrading our internet service if ADSL2+ was made available in Horsham.
- We would like wireless but it is not always available in our area and the plans are expensive and locked into contracts.
- What can we upgrade it to?

Cost (24%)

- Already on the plan we can afford.
- At this stage other plans would be more costly.
- Because dial up keeps dropping out. I refuse to pay larger amounts regularly for service that I don't get value for. It is more due to the Telstra phone lines being of extremely poor quality.

- Because it is too expensive, and for the limited amount that I use it, and as I am on a Single Parent Pension, I cannot justify the cost - I have looked into it on many occasions, as I find dial-up far too slow. The only advantage upgrading would be the speed as I cannot see an increase in my usage. Not cost effective to upgrade!
- Because it's sooo slow and I don't want to pay more money for frustrating internet.
- Because there is nothing to upgrade to. Only dearer plans which still don't give any better service because of the area.
- Because we only have ADSL and not ADSL2. Lack of providers to choose from and to top that off we pay a lot more for a slower speed than our counterpart city neighbors. For instance you can get ADSL2 100GB download at the fastest internet speed available for $30-$50 and so many choices on providers. This is so not acceptable to be disadvantaged in internet speed and providers and charges. The government should be ashamed of themselves. I am not happy at all and refuse to upgrade because of this (shameful).
- Concerned about the cost to upgrade.
- Cost.
- Cost and for my needs what I have is sufficient.
- Cost and no faster connection that I am aware of.
- Cost! Fibre optic not available.
- Current speed under ADSL is okay. I will probably upgrade to a faster speed once the service is available and I see the costs of service and equipment.
- Don't want further costs.
- Extra cost on a pension is out of reach.
- Happy with what I have at present. Would welcome a change only if service and costs are comparable.
- I already pay too much for the ADSL service from Telstra. It is quite fast enough for my purposes.
- I am using the best available to me. If I could afford or had access to a better ISP I would swap.
- I believe I currently have as best I can afford.
- I cannot afford to upgrade.
- It is too expensive.
- My internet service is very, very slow. I plan to investigate the cost of a faster service.
- No point - too far out for ADSL so have to use wireless. Checked wireless with another provider and at our place the speed was no better (in fact not quite as good). If good fast broadband was available would upgrade. Don't want to go satellite because of costs.
- Plans are too expensive, internet speed is too slow, and service is not always available.
- Satisfactory service and all that can be afforded.
- Satisfied. Would upgrade for higher speed but at no more cost.   Would upgrade if my ADSL plan could include coverage for occasional mobile use when I am away from home.
- The costs are far too high for me to expand my needs.
- There are no alternatives. $59 per month is already expensive enough.
- There is a cost and a time factor every time you change over anything. It seems to take ages to get new things sorted and trying to find someone who knows how to help can be a problem.
- Too bloody expensive.
- Too costly.
- Too costly and the service is not reliable.
- Too expensive.
- Too expensive.
- Too expensive with no improved service.
- Unless there is something better that comes along for a better price, why would I?
- Unless we can get a more consistent service - less dropouts - why upgrade. Cost is a factor - we pay many dollars more than our city counterparts.
- We are on the fastest and biggest usage program we can use on ADSL2. Will be too costly to change to anything else.

- We would like wireless but it is not always available in our area and the plans are expensive and locked into contracts.
- Wireless needs to be cheaper.

Satisfied (24%)

- It is sufficient.
- Good enough.
- If it's not broken don't fix it!
- I live with an IT person who has all his internet already hooked up. I use his internet sometimes, but that is about it.
- Reasonably happy with what we have at the moment.
- Current speed under ADSL is okay. I will probably upgrade to a faster speed once the service is available and I see the costs of service and equipment.
- At present it is servicing our needs.
- I'm happy with the internet service we have at home at the moment. We are looking at travelling around Australia in a few years time and so then I will be looking for something that will meet our needs. I am not responsible for arranging our work provider.
- Satisfactory for current situation - until children are a bit older.
- Happy with what I have at present. Would welcome a change only if service and costs are comparable.
- Happy with it.
- Wireless broadband works very well.
- Because what is on offer for me at this minute, I am happy with. If some faster service is available in the future I may be persuaded.
- Reasonably happy at the moment.
- I'm satisfied.
- 50GB a month on ADSL2 - it's not perfect and it's by no means fast but it does okay for my family. At work - internet is very slow. Different ISP though.
- Sufficient at present. Expect better system with government broadband program in the future.
- Already on the plan we can afford.
- 110% happy with current server. If however another server can offer a better service with all the extras I have I may consider it.
- It is ok with how we use it.
- Capacity provided by existing plan normally is adequate.
- Because I don't use the internet very much the system I have is sufficient for my needs.
- Am happy at the moment with the plan I am on.
- Works well.
- Satisfied.
- Satisfactory service and all that can be afforded.
- It is adequate for our home needs at this time.
- Current provider meets our needs.
- Happy with the current service and see no improved alternatives in the short term.
- Ok as is.
- Happy with service at the moment but if something better becomes available in future then we would upgrade.
- Satisfied. Would upgrade for higher speed but at no more cost.   Would upgrade if my ADSL plan could include coverage for occasional mobile use when I am away from home.
- Cost and for my needs what I have is sufficient.
- We are satisfied.
- I have high speed broadband which is sufficient.
- We have just upgraded from dial up to ADSL. This with a wireless modem our needs are being met. Dialup virus upgrades took up to 4 hrs, ADSL takes 4 minutes.
- Quite satisfied at present.
- What we have is adequate for the moment - we do not use all that we pay for.

- No need. It is sufficient for my needs.

No response (12%)

Just upgraded (10%)

- Because we just did. Gone from dial-up, to satellite on the roof to now wireless.
- Have just changed from Telstra BigPond to Dodo due to constant poor signal and very poor service and support. Very disappointed with BigPond.
- Have upgraded only recently.
- I have only just upgraded from slow ADSL1 to fast ADSL1.
- I just upgraded to ADSL2+.
- I upgraded it 2 months ago.
- I upgraded to a higher download limit about 3 weeks ago.
- Just changed.
- Just got it put on.
- Just had it upgraded at home. Work will be upgrading in relation to the installation of VoIP.
- Just upgraded to a faster plan. Could be faster though. Not meeting expectations.
- Only upgraded last week.
- We have just done it.
- We have just upgraded from dial up to ADSL. This with a wireless modem our needs are being met. Dialup virus upgrades took up to 4 hours, ADSL takes 4 minutes.
- We have, just recently, transferred from TPG to Internode. Internode provides the best value ADSL service in this area. We would only consider upgrading our internet service if ADSL2+ was made available in Horsham.
- We just did last week and don't want to encourage the kids to spend all their time on it.

No need (8%)

- Adequate for current use.
- Ample for my needs.
- Because I don't use the internet very much the system I have is sufficient for my needs.
- Because it is too expensive, and for the limited amount that I use it, and as I am on a Single Parent Pension, I cannot justify the cost - I have looked into it on many occasions, as I find dial-up far too slow. The only advantage upgrading would be the speed as I cannot see an increase in my usage. Not cost effective to upgrade!
- Do not need upgraded service.
- Don't use it very much.
- No need.
- No need. It is sufficient for my needs.
- Not needed at this time.
- Our current need is sufficient.
- Present service caters for needs.
- Well I have all I need at the moment. It is just that it is so slow to get on. Has got worse in the last 12 months.
- What we have is adequate for the moment - we do not use all that we pay for.

Reliability (4%)

- I am totally restricted to Telstra for any services, the service is so crap I lose connection down time is bad and I pay $70 a month. I want another service provider.
- Unless we can get a more consistent service - less dropouts - why upgrade. Cost is a factor - we pay many dollars more than our city counterparts.
- We would like wireless but it is not always available in our area and the plans are expensive and locked into contracts.
- Too costly and the service is not reliable.

- Because dial up keeps dropping out. I refuse to pay larger amounts regularly for service that I don't get value for. It is more due to the Telstra phone lines being of extremely poor quality.
- No point - too far out for ADSL so have to use wireless. Checked wireless with another provider and at our place the speed was no better (in fact not quite as good). If good fast broadband was available would upgrade. Don't want to go satellite because of costs.

Speed (3%)

- There is nothing I can do to make it work faster.
- I can't see any benefit at this stage without an increase in the speed.
- Because it's sooo slow and I don't want to pay more money for frustrating internet.
- Can't get any faster connection.
- Plans are too expensive, internet speed is too slow and service is not always available.

Locked into a contract (3%)

- Locked into a 24 month contract. Cannot change to ADSL without incurring large fees.
- We are on a plan for two years.
- Have a year and a half to go on a Telstra contract for 3G Wireless.
- We would like wireless but it is not always available in our area and the plans are expensive and locked into contracts.
- We are on the best signal through current provider (contract), if we were to upgrade would probably change provider as we experience drops in service.

Time (1%)

- There is a cost and a time factor every time you change over anything. It seems to take ages to get new things sorted and trying to find someone who knows how to help can be a problem.
- I do not have time to look into this and would hope that Telstra would let me know of new and improved offers.

Support (1%)

- Poor service, if they can't fix the problem over the phone. You wait until they are good and ready to organise someone to visit you.
- There is a cost and a time factor every time you change over anything. It seems to take ages to get new things sorted and trying to find someone who knows how to help can be a problem.

Limited choice of providers (1%)

- I am totally restricted to Telstra for any services, the service is so crap I lose connection down time is bad and I pay 70.00 dollars a month I want another service provider.
- Because we only ADSL and not ADSL2. Lack of providers to choose from and to top that off we pay a lot more for a slower speed than our counterpart city neighbors. For instance you can get ADSL2 100GB download at the fastest internet speed available for $30-$50 and so many choices on providers. This is so not acceptable to be disadvantaged in internet speed and providers and charges. The government should be ashamed of themselves. I am not happy at all and refuse to upgrade because of this (shameful).

Don't organise it (1%)

- Not sure, only work for the company, so cannot speak for the owner.
- I'm happy with the internet service we have at home at the moment. We are looking at travelling around Australia in a few years time and so then I will be looking for something that will meet our needs. I am not responsible for arranging our work provider.

Plans to upgrade internet service

Twenty-nine percent (29%) of respondents were unsure about the type of upgrade they planned. Forty-two percent (42%) want to increase internet access speeds (25% to 1Mb per second or more, 6% from dialup to broadband, and 7% to more than 512k per second) and twenty-nine percent (29%) want to increase thier monthly download limits.
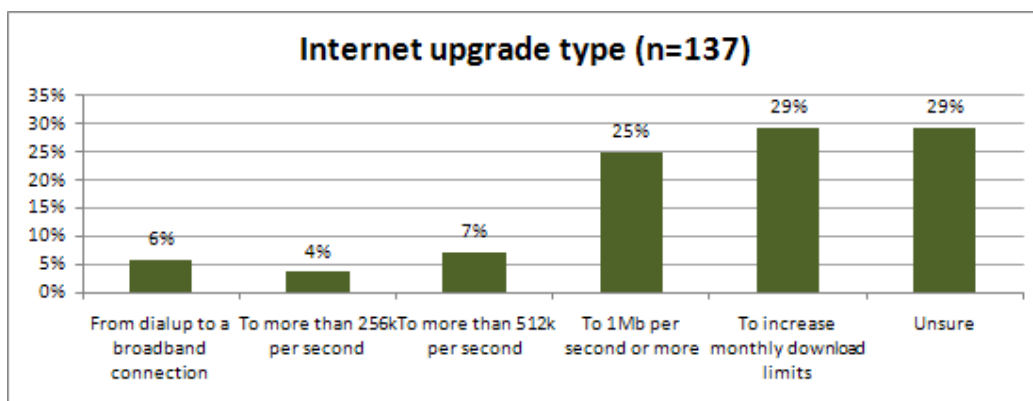

When will your upgraded internet service be in place?

Seventy-two percent (72%) of respondents were unsure of the timeframe for their internet upgrade. Fourteen percent (14%) would upgrade within 1-3 months, nine percent (9%) within 7-12 months and six percent (6%) within 4-6 months.
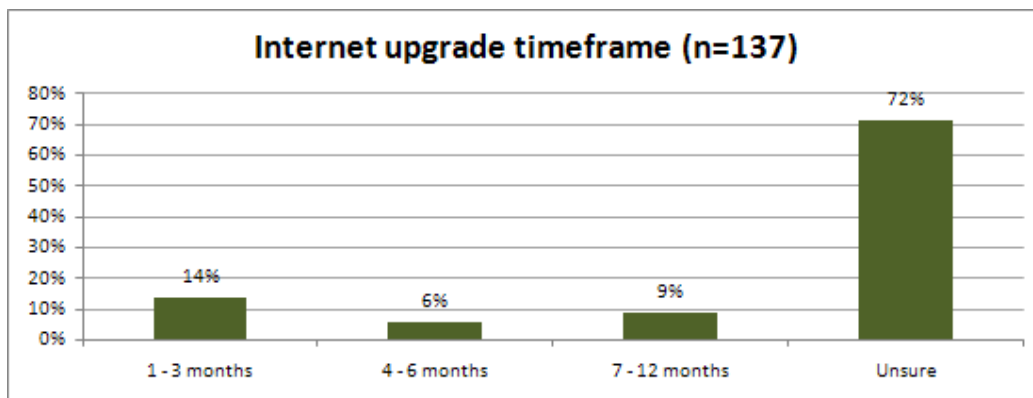
Where the internet is used most

The places where the internet is used most are at home (84%) and at work (57%).
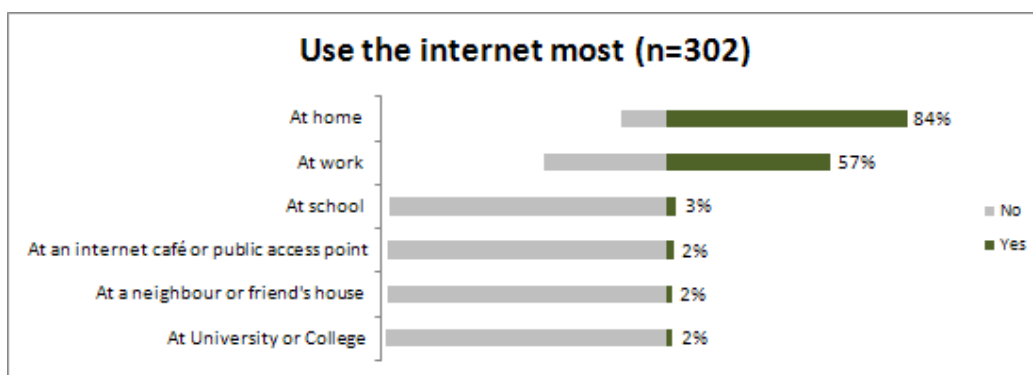
Average hours spent on the internet per day

Thirty-six percent (36%) of respondents spend on average 1-2 hours per day on the internet. Thirty-four percent (34%) spend on average 3-6 hours, fifteen percent (15%) spend more than 6 hours per day on the internet, and thirteen percent (13%) spend less than an hour.
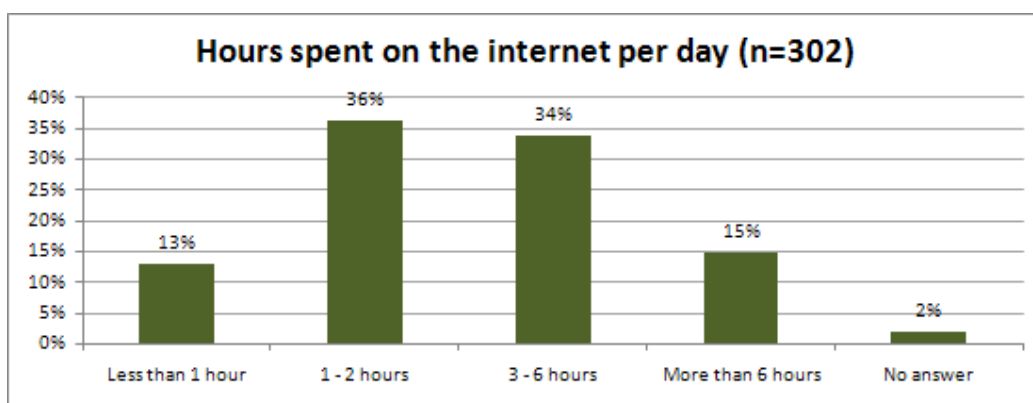
Personal use of the internet

Internet services are very often used for personal use include email and general web browsing (86%), researching services and products (69%), keeping in touch with family and friends (66%), learning and education (46%) and purchasing goods or services (41%).

Personal use of the internet (n=302)

Email and general web browsing — 14% | 86%
Researching services and produces — 31% | 69%
Keeping in touch with family and friends — 34% | 66%
Learning and education — 54% | 46%
Purchasing goods or services — 59% | 41%
Social networking — 67% | 33%
Downloading music and movies — 83% | 17%

Legend:
- No answer
- Never (1)
- Rarely (2)
- Sometimes (3)
- Often (4)
- Very often (5)
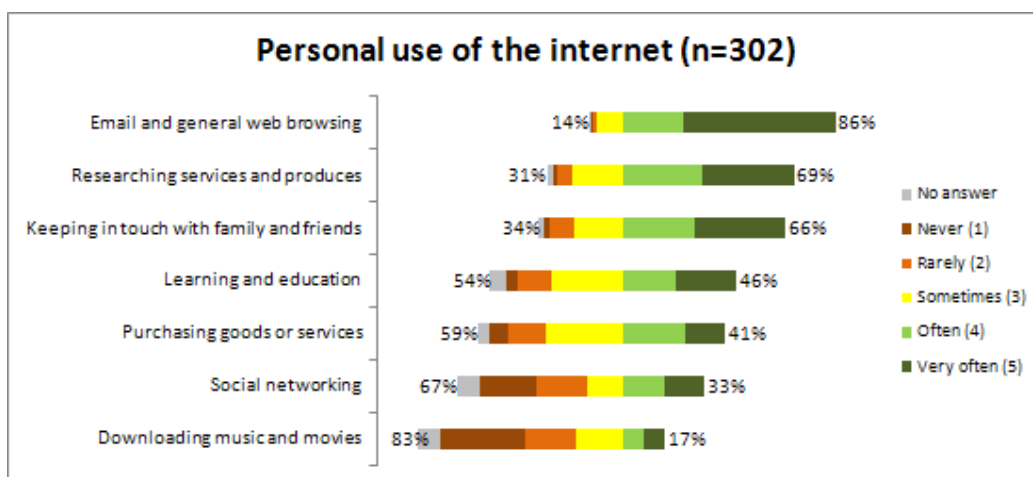
Use of the internet for other services

Twenty-seven percent (27%) of respondents use Skype for personal calls and video.

Personal use of other internet services (n=302)

I don't use any other services — 55%
I use Skype for free calls and video — 27%
I have an internet phone service provided by an.. — 5%
I have an internet phone connection through my ISP — 4%
I have a virtual private network connection into work — 3%
Other — 2%

Legend:
- No
- Yes
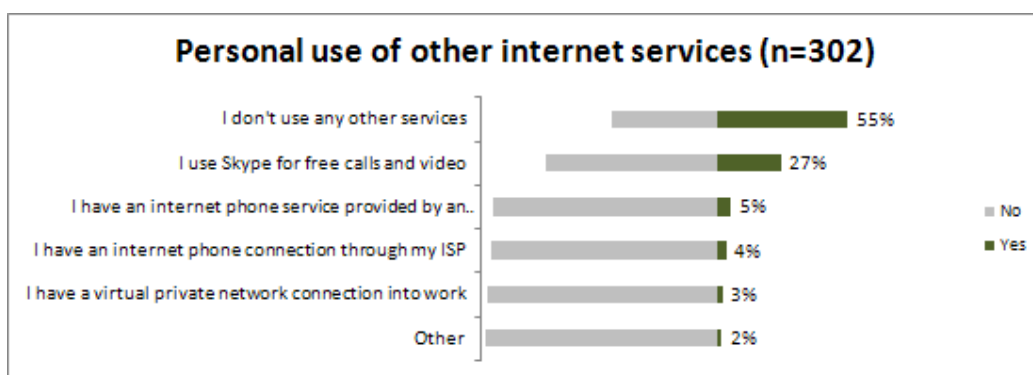
Level of satisfaction with internet service

Sixty-two percent (62%) of respondents indicated that reliability of current internet services was either very good (29%) or excellent (8%). Support services were rated very good (26%) or average (37%) by sixty-five percent (65%) of respondents. Eighty percent (80%) of respondents rated their satisfaction with internet costs as average or below (39% average, 22.5% poor, 13% very poor). Internet speed received similar responses (42% average, 18% poor, 14% very poor).

Internet service satisfaction (n=302)
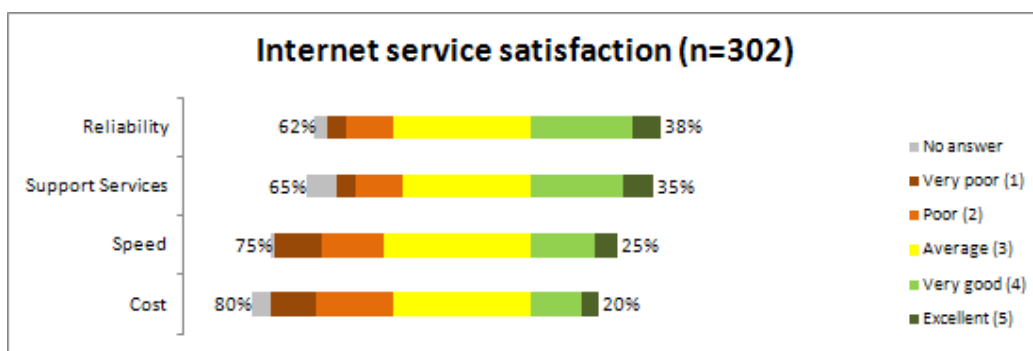
Increased use of the internet

Internet usage would increase if it was faster (76%) and cheaper (68%). Twenty-two percent (22%) of respondents would use the internet more if digital telephone and telephone were integrated, twenty-one percent (21%) if they knew more about how to use things. Seven percent (7%) wouldn't change usage, indicating the internet was fine as it is now.
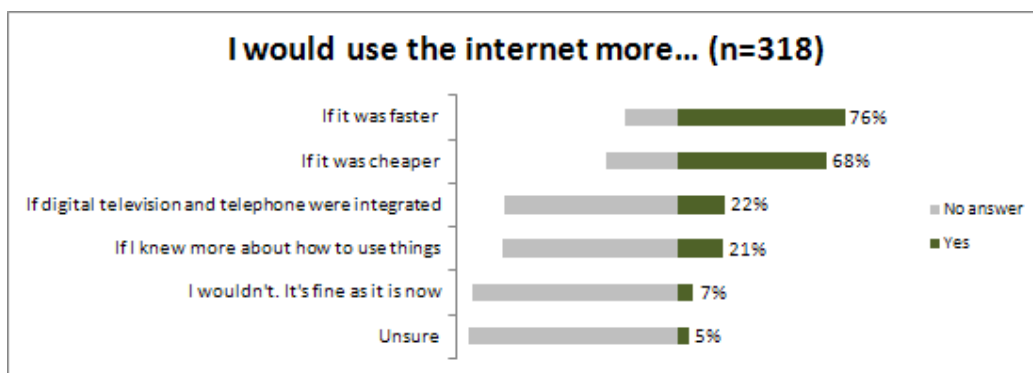
I would use the internet more… (n=318)

Using the scale below, please indicate what you consider are the most important or pressing issues about the internet.

Seventy-three percent (73%) of respondents strongly agree and seventeen percent (17%) agree that better and faster broadband is the most pressing and important issue about the internet. There was also significant support for reducing the cost of access (18% strongly agree, 68.55% agree), enhancing internet safety and security (45.6% strongly agree, 23% agree) and for better supporting mobility (32% strongly agree, 31% agree).

The most important or pressing issues about the internet (n=318)

Issue	No answer	Strongly disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Strongly agree (5)
Better and faster broadband	10%					90%
Reducing the cost of access	13%					87%
Enhancing safety and security	32%					68%
Better supporting mobility	36%					64%
Increasing ease of use	43%					57%
Other	98%					2%

Legend:
- No answer
- Strongly disagree (1)
- Disagree (2)
- Neither agree nor disagree (3)
- Agree (4)
- Strongly agree (5)

Appendix 1

Online survey

ICT Survey

Welcome to the ICT online survey. This survey is supporting ICT studies in the Central Highlands and Wimmera Southern Mallee regions of Victoria. This survey consists of a total of 40 possible questions which may be asked depending on the responses you provide. As you provide your responses the questions will expand to display more of the possible questions. This survey includes some compulsory questions and will not submit until you have provided answers to them. The compulsory fields are denoted by a red asterisk (*).

Profile

* What is your age group?

- Under 15 years
- 15 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65 - 74
- 75 years and over

* Which local government area do you live in?

Please choose...

* How many people over 18 years old live in your household?

* How many people under 18 years old live in your household?

Only numbers may be entered in this field

Work

* Do you work?

- Yes
- No

Commuting

* Do you commute between home and work?

- Yes
- No

Mobile

* Do you use a mobile phone?

- Yes
- No

Appendix 2

Paper-based survey

Background

If you live or work in the Central Highlands region, please take a few minutes to complete the Central Highlands Survey. If you would prefer to complete the survey online you can do so by going to http://www.cecc.com.au/ch_ict_survey.

Anecdotal evidence from the business community and residents suggests that the Central Highlands region is falling behind metropolitan Melbourne and the State in terms of ability to access mobile, internet and other important Information and Communications Technology (ICT) services.

The Mayors and CEOs of the City of Ballarat, Rural City of Ararat and Shires of Moorabool, Central Goldfields, Golden Plains, Hepburn, Northern Grampians and Pyrenees have engaged the University of Ballarat's Centre for eCommerce and Communications and Lateral Plains to review ICT in the Central Highlands region.

This survey is one part of a broader study which is being undertaken to review ICT in the Central Highlands region. Survey results and information will provide an evidence base to support future planning and development at the local and regional level. Further information can be accessed via the ICT Project link at http://www.cecc.com.au/ch_ict_study.

Completed surveys

Completed surveys can be returned to the local government office in your area or be mailed to:

Central Highlands ICT Survey
Centre for eCommerce and Communications
P.O. Box 691
BALLARAT   VIC   3353

More information

Visit www.cecc.com.au/ch_ict_study or please contact:

Helen Thompson
Centre for eCommerce & Communications
University of Ballarat
Phone: (03) 5327 9418
Email: h.thompson@ballarat.edu.au

George Fong
Lateral Plains
Phone: (03) 5335 2243
Email: george@lateralplains.com

Section 1: Profile

1.1 What is your age group?

▢ Under 15 years

▢ 15 - 24

▢ 25 - 34

▢ 35 - 44

▢ 45 - 54

▢ 55 - 64

▢ 65 - 74

▢ 75 years and over

1.2 Which local government area do you live in? _____

1.3 Which suburb, town or city do you live in? _____

1.4 How many people over 18 years old live in your household? _____

1.5 How many people under 18 years old live in your household? _____

Section 2: Work

2.1 Do you work?
▢ Yes   ▢ No

If you answered NO to this question please go to Section 3: Commuting.

2.2 Which suburb, town or city do you work in? _____

2.3 What sector do you work in?

▢ Agriculture	▢ Aviation industry	▢ Building & construction
▢ Business & government	▢ Business practice &	▢ Consumer affairs
▢ Financial industry	▢ Food industry	▢ ICT industry
▢ Industry development &	▢ Insurance industry	▢ IT & communications
▢ Manufacturing industry	▢ Mining industry	▢ Real estate industry
▢ Science & research	▢ Service industry	▢ Shipping
▢ Telecommunications industry	▢ Tourism industry	▢ Trade, imports & exports
▢ Utilities & energy	▢ Other:	

2.4 Using the scale below, please indicate how you currently use the <u>internet</u> services in your work. *1=never, 2=rarely, 3=sometimes, 4=often, 5=very*

	1	2	3	4	5
Email	☐	☐	☐	☐	☐
Providing information about your products/services	☐	☐	☐	☐	☐
Online procurement	☐	☐	☐	☐	☐
Online sales	☐	☐	☐	☐	☐
Research on products/services	☐	☐	☐	☐	☐
Research on competitors	☐	☐	☐	☐	☐
Client support	☐	☐	☐	☐	☐
Other: _____	☐	☐	☐	☐	☐

2.5 Using the scale below, please indicate how you currently use the <u>Information Communication Technology (ICT)</u> services in your work. *1=never, 2=rarely, 3=sometimes, 4=often, 5=very often*

	1	2	3	4	5
Instant messaging (e.g. MSN)	☐	☐	☐	☐	☐
Social networking (e.g. Facebook or MySpace)	☐	☐	☐	☐	☐
Internet telephone (e.g. VoIP)	☐	☐	☐	☐	☐
Video conferencing	☐	☐	☐	☐	☐
Other: _____	☐	☐	☐	☐	☐

2.6 Please describe any frustrations or barriers you encounter in using mobile, internet, or other ICT services where you work.

_____

_____

_____

2.7 What future opportunities are there for the use of mobile, internet, and other information communication technology (ICT) services in your work?

_____

_____

_____

Section 3: Commuting

3.1 Do you commute between home and work?

▢ Yes

▢ No

If you answered NO to this question please go to Section 4: Mobile.

3.2 What type/s of transport do you normally use to commute between home and work? *(Select multiple responses if applicable)*

☐ Car

☐ Bus

☐ Train

☐ Tram

☐ Bicycle

☐ Walk

3.3 In an average week, how many hours do you spend commuting between home and work?

▢ 1 hour or less

▢ 2 – 5 hours

▢ 6 – 10 hours

▢ 11 – 15 hours

▢ 16 – 20 hours

▢ 20 or more hours

3.4 Do you use any ICT services (such as a mobile phone or the internet) when you commute?

▢ Yes

▢ No

If you answered YES to this question please go to Question 3.6.

3.5 Please describe why you don't use ICT services when you commute?

_____

_____

_____

Please go to Question 3.8.

3.6 Please describe how you use ICT services when you commute.

_____

_____

_____

3.7 Please describe any frustrations or barriers you encounter in using ICT services when you commute.

_____

_____

_____

3.8 Please describe how you would use ICT services differently if they were to improve.

_____

_____

_____

Section 4: Mobile

4.1 Do you use a mobile phone?

☐ Yes

☐ No

If you answered YES to this question please go to Question 4.3.

4.2 Why don't you use a mobile phone?

_____

_____

_____

Please go to Question 4.5.

4.3 Which mobile provider do you use? *(For example, Telstra, Optus, 3, Vodafone)*

_____

4.4 Using the scale below, please indicate how often you use these mobile phone services. *1=never, 2=rarely, 3=sometimes, 4=often, 5=very often*

	1	2	3	4	5
Voice calls	☐	☐	☐	☐	☐
Mobile messaging (SMS)	☐	☐	☐	☐	☐
Video calls	☐	☐	☐	☐	☐
Other_____	☐	☐	☐	☐	☐

4.5 How would you rank the quality of mobile phone coverage in your local government area?

☐ Excellent

☐ Very Good

☐ Good

☐ Fair

☐ Poor

☐ Unsure

4.6 Please detail any priority areas for improvement in mobile phone coverage.

_____

_____

_____

Section 5: Internet

5.1 Do you use the internet?

☐ Yes

☐ No

If you answered YES to this question please go to Question 5.3.

5.2 Why don't you use the internet?

_____

_____

_____

Please go to Question 5.16.

5.3 What sort of internet access do you use? *(Select multiple responses if applicable)*

☐ ADSL

☐ Shared connection work/university/school

☐ Wireless - 3G

☐ Wireless - Commercial WiFi

☐ Wireless - WiMax

☐ Satellite

☐ Dial up

☐ Other: _____

5.4 Who is your internet service provider? (For example, Telstra Big Pond, RadCom, Optus, Internode, Activ8, TPG)

_____

5.5 What monthly cost do you pay for internet service?

☐ Not applicable or unsure

☐ Less than $15 per month

☐ $15 - $29 per month

☐ $30 - $44 per month

☐ $45 - $59 per month

☐ $60 - $74 per month

☐ $75 - $99 per month

☐ $100 – $149 per month

☐ More than $150 per month

5.6 Do you get good support from your internet service provider?

☐ Yes, always

☐ Yes, sometimes

☐ No, they are not helpful

☐ No, it is hard to get through to them

☐ No support is provided

☐ Not applicable or unsure

5.7 Do you plan to upgrade your internet service in the foreseeable future?

☐ Yes

☐ No

If you answered YES to this question please go to Question 5.9.

5.8 Why do you have no plan to upgrade your internet service?

_____

_____

_____

Please go to Question 5.11.

5.9 How do you plan to upgrade your internet service?

☐ From dialup to a broadband connection

☐ To more than 256k per second

☐ To more than 512k per second

☐ To 1Mb per second or more

☐ To increase monthly download limits

☐ Unsure

5.10 When will your upgraded internet service be in place?

☐ 1 - 3 months

☐ 4 - 6 months

☐ 7 - 12 months

☐ Unsure

5.11 Where do you use the internet most? (Select multiple responses if applicable)

☐ At home

☐ At work

☐ At school

☐ At University or College

☐ At an internet café or public access point

☐ At a neighbor or friend's house

5.12 How many hours do you spend on average on the internet per day?

☐ Less than 1 hour

☐ 1 - 2 hours

☐ 3 - 6 hours

☐ More than 6 hours

5.13 Using the scale below, please indicate how you currently use the internet for personal use. *1=never, 2=rarely, 3=sometimes, 4=often, 5=very often*

	1	2	3	4	5
Email and general web browsing	☐	☐	☐	☐	☐
Keeping in touch with family and friends	☐	☐	☐	☐	☐
Researching services and products	☐	☐	☐	☐	☐
Learning and education	☐	☐	☐	☐	☐
Social networking	☐	☐	☐	☐	☐
Downloading music and movies	☐	☐	☐	☐	☐
Purchasing goods or services	☐	☐	☐	☐	☐

5.14 For personal use, do you use your internet for other services? *(Select multiple responses if applicable)*

☐ I don't use any other services

☐ I use Skype for free calls and video

☐ I have an internet phone connection through my ISP

☐ I have an internet phone service provided by an independent VoIP provider

☐ I have a virtual private network connection into work

☐ Other: _____

5.15 Using the scale below, please indicate your level of satisfaction with your current internet service. *1=very poor, 2=poor, 3=average, 4=very good, 5=excellent*

	1	2	3	4	5
Speed	☐	☐	☐	☐	☐
Reliability	☐	☐	☐	☐	☐
Cost	☐	☐	☐	☐	☐
Support services	☐	☐	☐	☐	☐

5.16 Would you use the internet more... (Select multiple responses if applicable)

☐ If it was cheaper

☐ If it was faster

☐ If I knew more about how to use things

☐ If digital television and telephone were integrated

☐ I wouldn't. It's fine as it is now

☐ Unsure

5.17 Using the scale below, please indicate what you consider are the most important or pressing issues about the internet. *1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4=agree, 5=strongly agree*

	1	2	3	4	5
Better and faster broadband	☐	☐	☐	☐	☐
Reducing the cost of access	☐	☐	☐	☐	☐
Enhancing safety and security	☐	☐	☐	☐	☐
Better supporting mobility	☐	☐	☐	☐	☐
Increasing ease of use	☐	☐	☐	☐	☐

Other _____

Thank You

Thank you for participating in this survey.

Would you like to receive further information on this project as it progresses (for example, a link to the survey results and ICT study results)?

◉ Yes

☐ No

If YES, please provide your email address: _____