Central Highlands ICT Survey
Results

Centre for eCommerce and Communications
Lateral Plains

Prepared by:
Helen Thompson
George Fong
Jennifer Corbett
Barbara Fong

DOCUMENT SUMMARY

<table>
<thead>
<tr>
<th>Status:</th>
<th>Final</th>
</tr>
</thead>
<tbody>
<tr>
<td>Version</td>
<td>1.0</td>
</tr>
<tr>
<td>Date Saved:</td>
<td>30/11/2010 10:11</td>
</tr>
<tr>
<td>Document:</td>
<td>Central Highlands ICT Plan</td>
</tr>
</tbody>
</table>
Central Highlands ICT Plan

Project team

Report prepared by:
Centre for eCommerce and Communications (CeCC)
www.cecc.com.au

Project team:
Helen Thompson (CeCC)
George Fong Lateral Plains (LP)
Jennifer Corbett (CeCC)
Barbara Fong (LP)

With support from:
Paul Feely (CeCC)

Date of report:
October 2010
Executive summary

The Central Highlands Survey was conducted during the April to September 2010 period. A total of 305 valid responses were received. Where comparable questions were asked through the Moorabool ICT Study, these responses have also been included, bringing the total number of respondents across most questions to 525.

The majority of responses came from Moorabool Shire (220), Ararat Rural City (79), Northern Grampians (77), Pyrenees Shire (56), and Hepburn Shire (41). Seventy-six percent (76%) of respondents were aged between 35 and 64.

Ninety percent (90%) of respondents indicated they work, with the highest proportion employed in the Business and Government (32%), Agriculture (11%), Tourism (9%) and Service (7%) sectors.

Eighty-one percent (81%) of respondents use email very often for work purposes. Forty-nine percent (49%) very often conduct research on products/services, while 43% very often provide information about products/services. Other work-related services include instant messaging (21%), internet telephone (19%) and social networking (13%).

The main frustrations or barriers encountered in using mobile, internet or other ICT services at work included speed (36%), mobile coverage (29%), internet reliability and drop outs (12%).

Future opportunities for the use of mobile, internet, and other ICT services at work included improved mobile coverage (6%), increased use of mobile services (6%), video conferencing (4%) and improved access (4%).

Eighty-three percent (83%) of respondents commute between home and work, with the car being the most common method (89%), followed by walking (13%) and train (9%). Forty-one percent (41%) 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 (84%), followed by internet (15%), email (15%), and handsfree (14%). Mobile coverage (70%) 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 Northern Grampians Shire (17%), Pyrenees Shire (17%) and Ararat Rural City (15%).

Reasons why ICT services are not used when commuting include the trip is short (19%), driving is involved (14%), it is illegal (14%), or because there is no need (13%) or poor coverage (13%). Respondents confirmed ICT services would be used differently if they were to improve – 16% of respondents would increase use when mobile, 12% would increase use overall, and 8% would increase productivity.

Ninety-seven percent (97%) of respondents use a mobile phone. Telstra (70%) holds the largest market share for mobile phone services. Other mobile providers include Optus (14%) and 3 (5%). Voice calls (51% very often, 23% often) and messaging (43% very often, 24% often) are the most common mobile services accessed for work purposes.

Ninety-nine (99%) of respondents use the internet, with most accessing the internet at home (80%) and/or at work (68%) and spending either 1-2 hours (37%) or 3-6 hours (34%) online daily.
Internet services used very often for personal use include email and general web browsing (63%), researching services and products (34%), keeping in touch with family and friends (29%) and learning and education (22%). Thirty-one percent (31%) reported usage of Skype for personal use.

ADSL (54%), wireless 3G (29%) and satellite (17%) 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 TPG (7%), Activ8me (5%), Internode (4%) and Optus (4%).

Sixty-one percent (61%) of respondents pay more than $45 for monthly internet services (27% pay $45 - $59, 14% pay $60 - $74, 13% pay $75 - $99, 5% pay $100 - $149 and 2% pay more than $150).

Thirty-one percent (31%) of respondents always get good support from their ISP. Forty-six percent (46%) sometimes get good support.

While 40% of respondents plan to upgrade their internet service, many respondents are unsure of the timeframe (67%) or type of upgrade planned (38%). The most common reasons for not upgrading included no better options available (41%), or satisfaction with their current plan (22%). Cost (9%) was also a reason for not upgrading.

Sixty-nine percent (69%) of respondents rated their satisfaction with internet costs as average (33%) or below (23% poor, 13% very poor). Respondents were also dissatisfied with internet speed (33% average, 18% poor, 12% very poor). Usage would increase if the internet was faster (71%) and cheaper (55%).

The most important or pressing issues about the internet were confirmed as better and faster broadband (69% strongly agree, 19% agree) and reducing the cost of access (64% strongly agree, 20% agree). Respondents also supported enhanced internet safety and security (43% strongly agree, 23% agree) and better support for mobility (30% strongly agree, 26% agree).

Table of contents:

1. Introduction _____________________________________________________ 3

2. Profile __________________________________________________________ 4
   What is your age group? ____________________________________________ 4
   Which local government area do you live in? __________________________ 4
   Which suburb, town or city do you live in? ____________________________ 5
   Household Size ____________________________________________________ 10
   Do you work? ____________________________________________________ 10
   What sector do you work in? ________________________________________ 11
   Using the scale below, please indicate how you currently use the internet services in your work. ________________________________ 12
   Using the scale below, please indicate how you currently use the Information
   Communication Technology (ICT) services in your work. ____________________ 12
   Please describe any frustrations or barriers you encounter in using mobile, internet,
   or other ICT services where you work. (n=270) ________________________ 13
   What future opportunities are there for the use of mobile, internet, and other
   information communication technology (ICT) services in your work? (n=270) ____ 22

3. Commuting _____________________________________________________ 30
   Do you commute between home and work? ______________________________ 30
   What type/s of transport do you normally use to commute between home and work? 30
   In an average week, how many hours do you spend commuting between home and work? 31
   Do you use any ICT services (such as a mobile phone or the internet) when you
   commute? ________________________________________________________ 31
   Please describe why you don't use ICT services when you commute? (n=96)_____ 32
   Please describe how you use ICT services when you commute. ______________ 34
   Please describe any frustrations or barriers you encounter in using ICT services
   when you commute. (n=108)__________________________________________ 37
   Please describe how you would use ICT services differently if they were to improve.  
   (n=204) __________________________________________________________ 40

4. Mobile _________________________________________________________ 45
   Do you use a mobile phone? ________________________________________ 45
   Which mobile provider do you use? (For example, Telstra, Optus, 3, Vodafone) __ 45
   Using the scale below, please indicate how often you use these mobile phone
   services. ________________________________________________________ 45
   How would you rank the quality of mobile phone coverage in your local government area? 46
Please detail any priority areas for improvement in mobile phone coverage. (n=300)

5. Internet

Do you use the internet? __________________________ 56

Why don't you use the internet? __________________ 56

What sort of internet access do you use? (Select multiple responses if applicable) 56

Who is your internet service provider? (For example, Telstra Big Pond, RadCom, Optus, Internode, Activ8, TPG) ________________________________ 57

What monthly cost do you pay for internet service? __________________________ 58

Do you get good support from your internet service provider? ________________ 59

Do you plan to upgrade your internet service in the foreseeable future? ________ 59

Why do you have no plan to upgrade your internet service? _________________ 60

How do you plan to upgrade your internet service? ________________________ 61

When will your upgraded internet service be in place? ______________________ 62

Where do you use the internet most? (Select multiple responses if applicable) ___ 63

How many hours do you spend on average on the internet per day? ___________ 63

Using the scale below, please indicate how you currently use the internet for personal use.________________________________________________________ 64

For personal use, do you use your internet for other services? _______________ 64

Using the scale below, please indicate your level of satisfaction with your current internet service.__________________________________________ 65

Would you use the internet more... (Select multiple responses if applicable) ____ 65

Using the scale below, please indicate what you consider are the most important or pressing issues about the internet.________________________________ 66

Appendix 1 _______________________________________________________ 70

Online survey _____________________________________________________ 70

Appendix 2 _______________________________________________________ 71

Paper-based survey ________________________________________________ 71
1. Introduction

The Central Highlands 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 could get involved in the study was by completing a survey (either online or in hardcopy). Participation through the survey would inform the Research Team of local examples of telecommunications and broadband usage, demonstrate service gaps and assist in indentifying the positive impacts of local adoption of ICT.

This document summarises the outcomes of the Central Highlands Survey which was conducted during the April to September 2010 period. A total of 305 valid responses were received during the data collection period, with the vast majority of participants choosing to complete the survey online. In instances where comparable questions were asked through the Moorabool ICT Study, these responses have also been included. This brings the total number of respondents across most questions to 525.

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 that was presented to respondents varied according to responses to a number of branching questions. For example, a respondent who answers 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

What is your age group?

Seventy-six percent (76%) of respondents were aged between 35 and 64 (35–44 years 23.43% 45–54 years 30.29% and 55–64 years 22.67%.

Which local government area do you live in?

Responses included 220 from the Moorabool Shire, 79 from Ararat Rural City, 77 from Northern Grampians and 56 from the Pyrenees Shire.
Which suburb, town or city do you live in?

**Ararat Rural City (n=79)**

- Ararat: 64.56%
- Pomonal: 6.33%
- Elmhurst: 3.80%
- Lake Bolac: 3.80%
- Willaura: 3.80%
- Cathcart: 2.53%
- Mercom: 2.53%
- Moyston: 2.53%
- Crowlands: 1.27%
- Dobie: 1.27%
- Mafeking: 1.27%
- Tattyoon: 1.27%
- Warrak: 1.27%
- Wickliffe: 1.27%
- Willaura North: 1.27%
- Yella-Y-Poree: 1.27%

**Central Goldfields Shire (n=6)**

- Maryborough: 66.67%
- Alma: 16.67%
- Amherst: 16.67%
Central Highlands ICT Plan

### City of Ballarat (n=23)

- **Bellarat**: 21.74%
- **Black Hill**: 17.39%
- **Miners Rest**: 17.39%
- **Mount Helen**: 13.04%
- **Alfredon**: 4.35%
- **Bellarat East**: 4.35%
- **Brown Hill**: 4.35%
- **Buninyong**: 4.35%
- **Delacombe**: 4.35%
- **Mount Clear**: 4.35%
- **Soldiers Hill**: 4.35%

### Golden Plains Shire (n=23)

- **Dareen**: 17.39%
- **Teesdale**: 8.70%
- **Bannockburn**: 8.70%
- **Rokewood**: 8.70%
- **Heddon**: 4.35%
- **Happy Valley**: 4.35%
- **Linton**: 4.35%
- **Ross Creek**: 4.35%
- **She Oaks**: 4.35%
- **Smythesdale**: 4.35%
- **Smythesdale**: 4.35%
Household Size

Do you work?

Ninety-percent of respondents indicated that they work.
What sector do you work in?

The highest proportion of respondents were employed in the Business and Government Sector (32%). Other sectors represented included Agriculture (11%), Tourism (9%), Service industry (7%) IT and communications (6%), education (6%), Manufacturing (5%) and Health 4.07%.
Using the scale below, please indicate how you currently use the internet services in your work.

Eighty-one percent (81%) of respondents used email very often for work purposes. Forty-nine percent (49%) of respondents very often conduct research on products/services at work. Providing information about products and services was the next most common service with 43% of respondents using this internet service at work.

Using the scale below, please indicate how you currently use the Information Communication Technology (ICT) services in your work.

Other services used very often for work purposes included instant messaging (21%), internet telephone (19%) and social networking (13%).
Please describe any frustrations or barriers you encounter in using mobile, internet, or other ICT services where you work. (n=270)

The main frustrations or barriers encountered in using mobile, internet or other ICT services at work included Speed (36%), Mobile Coverage (30%), and Internet Reliability and Drop outs (12%).

SPEED - 97 references - 35.93% of respondents

- Anti virus software slows internet communication
- As a farmer, I am incredibly frustrated with the internet service at my workplace. I would like the opportunity to make the most of modern technology but am disinclined to do so because the internet is incredibly slow and often unreliable. Our Agribusiness manager from the bank had difficulty connecting to the internet on his laptop during a business meeting the other day.
- Broadband can be very slow
- Can be slow and unreliable
- Can be very slow sometimes as we use it all of the time
- Cannot access broadband and hence high level transfer of data. The system is slow or cannot access internet at all.
- Connection speed is too slow
- Connection to phone/3G in Moonambel is so frustrating in Moonambel, we are trying to run a business at half the speed of competitors because of internet service always dropping out and mobile phone don't work in our area. Just the other day we had some because of internet service always dropping out and mobile phone don't work in our area. Just the other day we had some people staying in our accommodation that needed to be contacted urgently and there was no way for them to be contacted as there was no phone service. It is not only frustrating but has the potential of someone loosing their life because of it.
- Currently have dial-up internet, so slow speed which is restrictive. Currently debating whether to switch to satellite or wireless. Wireless may be unreliable as property is in a hollow. Too far from local exchange (Berrambool) to get ADSL. Hoping the NBN just may help people living out of town
- Dead spots, slowness at times
- Do not have mobile coverage, and the internet is via satellite and very slow
- Far too slow
- From home we are on satellite wireless which works OK. We need the highest level business broadband at both our offices (Rupanyup & St Arnaud) and home to enable us to fully utilise remote accessibility
- Frustrations are 1 Speed and 2 internet down no access
- Have trouble with internet and telephone services in Warrak. As my work emails are transferred to here it is difficult with the speed of service. There is virtually no mobile service here
- High cost wireless internet or slow speed high cost internet. Nest G mobile service sometimes intermittent.
- I am frustrated that in my home office the best speed I can have for ADSL is 512. I have a 10 pair optical cable line from my house to the street, but I have been told the exchange is full and the street line is at capacity.
- I find that the bandwidth to my work is not big enough. Also I find that the nextg network coverage is poor in area such as Glenlyon, Wheatsheaf, northeast Blampied and north Musk.
- In Moyston there is no broadband service available forcing me to use the more expensive Mobile Broadband, with sluggish speeds. The lack of service provider competition has forced me to stay with an unsatisfactory provider, resulting in high
costs and extremely frustrating customer service issues.

- Internet access is very slow. Voip calls constantly break up and video calls are almost impossible. Mobile phone access on various parts of the property is non-existent.
- Internet can be slow or drop out
- Internet fairly slow. Poor mobile reception between many towns.
- Internet slow, many drop outs, mobile coverage patchy
- Internet speed too slow. Mobile coverage patchy.
- Internet too slow
- Internet: Speed and cost of network issues Mobile: Next G - poor reception in places
- Lack of mobile coverage in Halls Gap and Victoria Valley areas - No coverage on Western Highway at Armstrongs for about 4km. Internet speeds (both adsl and wifi) are very slow too slow at best and this impacts doing business and emergency or urgent response also.
- Limited bandwidth. Poor to non-existent signal strength for mobile phone and broadband devices. Intermittent availability of landline connections.
- Low speed, lack of reception
- Low speeds
- Mobile drop out, slow internet voip slows and/or drops out
- Mobile phone coverage is poor even with 3G. Phone is constantly looking for comms which shortens the life of the battery. Internet speed is very slow, changed from Bigpond Broadband to Telstra Business and seems to be slower.
- Mobile Phone drop outs, no broadband access, next G internet slow
- Mobile service not always available Internet slow and service not available
- Much work done from home, no adsl available as exchange does not permit. Dial up only. Too bloody slow
- My documents are often large files (word converted to pdf) and are too large to upload to website. It is frustrating to have to cut the document into sections and not be able to include attachments in the Council Agenda/Minutes.
- No mobile service within our shop, need faster internet for downloads.
- No signal for mobile at all, internet speed is very slow.
- Not much reliability (eg - if internet is down, can’t get some work done), also if everyone else is on the internet at the same time, slows work down considerably.
- On mobile, dropping out in areas internet can be slow/difficult or fall over when you seem to need it most
- On satellite as it is all that is available. Unable to have I-Phone for email due to a slow satellite connection.
- Only options are dial up internet or slow and expensive satellite internet. Although other better services are now available we cannot upgrade to them as the satellite dish that has been installed is not capable of supporting the faster services and we cannot upgrade to a newer satellite unless we actually pay for it ourselves. Mobile phone service is very unreliable - ie you have to stand completely still in certain positions in the house and hopefully you will maintain service. This is very frustrating when trying to run two home based businesses
- Our internet is VERY slow. It gets worse the more people we have in the office. We’re being encouraged to use the internet to transfer items as well as communicate to the public and yet we’re being hamstrung by low speeds.
- Outages for days at a time, slow download times.
- Poor coverage. Slow internet. Drop outs occasionally
- Poor Mobile service. Slow satellite internet.
- Regularly access online applications which are hampered by slow bandwidth
- SLOW delivery of internet is frustrating and costly
- Slow internet speeds - ADSL
- Slow internet when download quota is used up mobile reception in rural areas (a matter of safety when delivering product in out of the way places)
- Slow internet, slow latency, ADSL 1 only services, low data download limits, no competition, only Telstra as a provider, thus very expensive services!
• Slow network while video conferencing or instant messaging
• Slow speed (8)
• Slow speeds, drop outs, numerous black holes when travelling in the region.
• Slow speeds, high cost, drop outs (2)
• Slow, often fails
• Slowness of internet, drop out constantly of mobile service once travelling outside the township of Ararat.
• Slowness of working, need to be able to download more information at a cheaper rate and faster download time
• Slowness, lack of connectivity in certain areas, take my laptop everywhere but don’t have service in all areas
• Sometimes slow service
• Speed (2)
• Speed - it would be great to have faster download times to be able to use voip services and video conferencing more effectively
• Speed and cost of service [internet speeds during peak times]
• Speed and reliability
• Speed and consistency of coverage
• Speed and cost (2)
• Speed drops out
• Speed of downloads
• Speed of internet
• Speed of service for internet could be a lot better. Mobile telephone service is appalling, signal strength nearly non existent
• Speed, lack of quality of service
• The internet at our school is extremely slow making it difficult for students to use for all tasks.
• The internet is still slow even though I have switched to a satellite service. In comparison to my knowledge of internet costs in Melbourne, my costs are twice that of the city based on the same download capacity. My mobile coverage is only reliable in one section of my house and is extremely variable in the vineyard. You can be talking in the vineyard and take one step and lose coverage. I miss many calls when working there even though I have an F165 Telstra mobile.
• The slowness of the network
• The speed is the biggest limitation with ADSL and coverage for the mobile phone is limited in areas
• There is no broadband option other than satellite and there is no mobile phone service of any type. Satellite has a large latency making it near impossible to perform simple tasks on remote servers.
• Too Slow. C
• Two-way satellite Broadband is too slow to allow the use of services like Skype.
• Very slow and intermittent downloading/connections
• Very slow connections, sometimes taking several attempts
• Very slow internet. Limited mobile service
• Very slow speed
• Very slow to react sometimes
• Video conferencing facilities not readily available. Skype type options often not suitable due to speed of connectivity.
• We are on a remote system and our computers are often very slow. We also experience difficulties with emails and Outlook Express.
• We are using satellite to access the net and it can be slow at peak periods
• When it rains no service is available or if it is available it is very slow

MOBILE COVERAGE - 79 references - 29.26% of respondents
• Areas that don’t receive coverage eg Dereel can be very frustrating when trying to
contact workers or clients.

- At times poor coverage
- Basically I use an eftpos machine, and it only works where I get Optus mobile phone range
- Cannot forward calls to mobile from landline. Business can be lost due to not being able to receive forwarded calls whilst working outside.
- Connection to phone/3G in Moonambel is so frustrating. We are trying to run a business at half the speed of competitors because of internet service always dropping out and mobile phone don’t work in our area. Just the other day we had some people staying in our accommodation that needed to be contacted urgently and there was no way for them to be contacted as there was no phone service. It is not only frustrating but has the potential of someone losing their life because of it.
- Dead spots, slowness at times
- Delays in SMS can be up to 3 days
- Do not have mobile coverage, and the internet is via satellite and very slow.
- Drops out, halts, disconnects. Can walk 500 metres in either direction from centre of town and I can receive a signal. Walk closer to centre of town no signal. In between towns no signal. To have best coverage with rural can only use Telstra and this is much more expensive than customers less than 20 minutes away - very restricted choices.
- Facebook, twitter and YouTube are blocked in my workplace. Tourists don’t have mobile coverage in Moonambel and come to our workplace frustrated and use our phones
- Fluctuations in mobile network coverage
- Have trouble with internet and telephone services in Warrak. As my work emails are transferred to here it is difficult with the speed of service. There is virtually no mobile service here
- I find that the bandwidth to my work is not big enough. Also I find that the nextg network coverage is poor in area such as Glenlyon, Wheatsheaf, northeast Blampied and north Musk.
- I need to travel through the shire and have difficulty in certain locations such as Navarre, Marnoo
- In our property most Mobile phones cannot get any reception, only the newest up to date Telstra mobile phones work in the yard but none in the units. We also have problems using the Eftpos machine if the phone is being used or if a fax is coming through, or if the internet is being used, very frustrating seeing we pay for three phone lines......
- In some areas lack of reception. Occasional system failures with internet
- Inconsistent service on mobile due to a lack of coverage, extra costs involved in setting up wireless broadband due to lack of coverage and then after setting up you are stuck with that provider. Telstra tell us that a tower is not warranted as there is not enough demand, how can there be demand when there is no service or very limited service.
- Internet access is very slow. Voip calls constantly break up and video calls are almost impossible. Mobile phone access on various parts of property are non-existent.
- Internet fairly slow. Poor mobile reception between many towns.
- Internet slow, many drop outs, mobile coverage patchy
- Internet speed too slow. Mobile coverage patchy.
- Internet: Speed and cost of network issues Mobile: Next G - poor reception in places
- Lack of coverage
- Lack of mobile coverage in Halls Gap and Victoria Valley areas - No coverage on Western Highway at Armstron’s for about 4km. Internet speeds (both adsl and wifi) are very slow to slow at best and this impacts doing business and emergency or urgent response also.
- Lack of mobile service in certain areas is frustrating.
- Lack of mobile service. Lack of broadband
- Limited bandwidth. Poor to non-existent signal strength for mobile phone and broadband devices. Intermittent availability of landline connections.
- Limited coverage in Beaufort. Always roaming therefore expensive to use mobile service.
- Low speed, lack of reception.
- Mobile coverage at Beaufort, Carisbrook, Dunolly & Talbot is not ideal. Neighbourhood Cable has not made it to the Northern side of the Western Freeway (Miners Rest) as yet.
- Mobile coverage in Avoca and between Ballarat and Avoca is disgraceful.
- Mobile coverage is patchy for both internet and phone.
- Mobile coverage is very minimal in Landsborough and surrounding districts and as our school travels to other surrounding schools frequently, sometimes we have no mobile coverage for up to 15 to 20 minutes during the trip.
- Mobile drop out. Slow internet voip slows and/or drops out.
- Mobile out of service at times. Specific wireless internet not available.
- Mobile phone coverage is dreadful once out of town centres. There is no coverage at all for Vodafone or 3 in our area.
- Mobile phone coverage is poor even with 3G, phone is constantly looking for comms which shortens the life of the battery. Internet speed is very slow, changed from Bigpond Broadband to Telstra Business and seems to be slower.
- Mobile phone does not work very well here at all. I usually have to call the caller back because the signal drops out.
- Mobile Phone drop outs, no broadband access, next G internet slow.
- Mobile phone dropout frequent. Restricted to satellite broadband for which we have to pay high ISP per megabyte.
- Mobile phone has very bad service where we live.
- Mobile service not always available. Internet slow and service not available.
- Mobile services are very scattered, you can literally walk from one side a house to the other and dramatically change your mobile reception from nil to full. There are many areas of my service catchment where there is no mobile service. The internet has fast and slow days. Our workplace is connected to the Grampians Rural Health Alliance system, but community access is much more limited.
- Mobile services do not work in the Navarre area very well. You either have to drive approximately one kilometre from the house to utilise mobile services or sometimes if your lucky you may receive a text if you are in the right place at the right time (very hard to know where this is).
- Mobiles work outside our home, but inside you have to be in certain places to get reception.
- Network access, signal (mobile phone), technology faults - printers etc.
- No mobile phone coverage.
- No Mobile Service.
- No mobile service at my home. I have to drive to the top of the road to answer messages from clients.
- No mobile service in the Moonambel area.
- No mobile service within our shop, need faster internet for downloads.
- No rural service for mobile phones in many outreach areas.
- No signal for mobile at all, internet speed is very slow.
- Not all mobile phone signals are available in our area. This affects our customers greatly as they cannot contact us once they are within the area.
- On mobile, dropping out in areas internet can be slow/difficult or fall over when you seem to need it most.
- Online banking often uses SMS codes to approve online transfers of money. This
becomes a big problem when you can't get any mobile reception to receive the SMS's.
- Poor coverage. Slow internet. Drop outs occasionally
- Poor mobile service outside of the main towns in the Shire.
- Poor Mobile service. Slow satellite internet.
- Reliable mobile phone coverage is not available all over the shire
- Rokewood has a mobile blackspot east of the bridge which makes mobile use almost impossible.
- Rokewood township has no mobile coverage.
- Slow internet when download quota is used up mobile reception in rural areas (a matter of safety when delivering product in out of the way places)
- Slow speeds, drop outs, numerous black holes when travelling in the region.
- Slowness of internet, drop out constantly of mobile service once travelling outside the township of Ararat.
- Speed and consistency of coverage
- Speed of service for internet could be a lot better. Mobile telephone service is appalling, signal strength nearly non existent
- The inability of families in our area to have access - too far from current services etc while I work in Halls Gap and all technologies work there is very limited range for mobile phones along the Halls Gap Ararat Road
- The internet is still slow even though I have switched to a satellite service. In comparison to my knowledge of internet costs in Melbourne, my costs are twice that of the city based on the same download capacity. My mobile coverage is only reliable in one section of my house and is extremely variable in the vineyard. You can be talking in the vineyard and take one step and lose coverage. I miss many calls when working there even though I have an F165 Telstra mobile.
- The only access to the Internet (and email) which we have is dial-up. ADSL is not available. We have no (or only very occasional) mobile phone coverage where we are.
- The place of my employment there is NO Telstra Next G mobile phone service. I can NOT take my mobile to work and be contacted by my family if an emergency arose, I can't help them. This would not be the problem if there was Telstra Next G mobile phone coverage in this area. Also passing customers that make a purchase at my work or if they have broken down in there car they have NO mobile phone coverage to call for help. Or even if there was a car accident mobile service is useless!!!
- The speed is the biggest limitation with ADSL and coverage for the mobile phone is limited in areas
- There is no broadband option other than satellite and there is no mobile phone service of any type. Satellite has a large latency making it near impossible to perform simple tasks on remote servers.
- There is no mobile coverage where we live or in most cases work
- There is no mobile service in Marnoo. I'm using wireless broadband with a broomstick antenna but the service is very unreliable.
- Variable mobile coverage at home/work
- Very slow internet. Limited mobile service
- Video conferencing limited to a few sites only. Voip cuts out and is disjointed. Mobile telephony cuts out. Internet services cut out when working remotely.

INTERNET RELIABILITY AND DROP OUTS - 33 references - 12.22% of respondents
- 2 frustrations are 1 Speed and 2 internet down no access
- As a farmer, I am incredibly frustrated with the internet service at my workplace. I would like the opportunity to make the most of modern technology but am disinclined to do so because the internet is incredibly slow and often unreliable. Our agribusiness manager from the bank had difficulty connecting to the internet on his laptop during a
business meeting the other day.
- Can be slow and unreliable.
- Cannot access broadband and hence high level transfer of data. The system is slow or cannot access internet at all.
- Connection to phone/3G in Moonambel is so frustrating. We are trying to run a business at half the speed of competitors because of internet service always dropping out and mobile phone don't work in our area. Just the other day we had some people staying in our accommodation that needed to be contacted urgently and there was no way for them to be contacted as there was no phone service. It is not only frustrating but has the potential of someone loosing their life because of it.
- In some areas lack of reception. Occasional system failures with internet
- Internet can be slow or drop out
- Internet slow, many drop outs, mobile coverage patchy
- Lack of reliability of service
- Limited bandwidth. Poor to non-existent signal strength for mobile phone and broadband devices. Intermittent availability of landline connections.
- Mobile drop out Slow internet voip slows and/or drops out
- Mobile service not always available Internet slow and service not available
- Network access, signal (mobile phone), technology faults - printers etc.
- No service, service dropping out
- Not much reliability (eg - if internet is down, can't get some work done), also if everyone else is on the internet at the same time, slows work down considerably.
- Occasional drop outs.
- On mobile, dropping out in areas internet can be slow/difficult or fall over when you seem to need it most
- Outages for days at a time, slow download times.
- Poor coverage. Slow internet. Drop outs occasionally
- Slow speeds, drop outs, numerous black holes when travelling in the region.
- Slow speeds, high cost, drop outs (2)
- Slow, often fails
- Slowness, lack of connectivity in certain areas, take my laptop everywhere but don't have service in all areas
- Speed and reliability
- Speed drops out
- There is no mobile service in Marnoo. I'm using wireless broadband with a broomstick antenna but the service is very unreliable.
- There are often interruptions to our internet and everything freezes. Often end up losing emails etc. Problem is with the internet and not computer.
- Unstable use of internet and email services. Technical support available for 3 hours per week.
- Video conferencing limited to a few sites only. Voip cuts out and is disjointed. Mobile telephony cuts out. Internet services cut out when working remotely.
- VOIP quality varies significantly.
- When it rains no service is available or if it is available it is very slow
- When using video conferencing have had trouble connecting

**BROADBAND ACCESS - 21 references - 7.78% of respondents**

- Telstra's Next G network is the only one available. While it is quite fast it is VERY expensive this is a cost my business cannot do anything about.
- Access all across the shire
- Availability of the internet at work is fine but the rest of the LGA area in Golden Plains has fairly limited internet access (because the infrastructure is not there to support better connections etc). I work with young people and for some it's a bit of a struggle to get access to internet and some are still on dial up - if better connection is available, I think it will open up a whole lot more opportunity to work with young
people using ICT services.

- Cannot access broadband and hence high level transfer of data. The system is slow or cannot access internet at all.
- I am frustrated that in my home office the best speed I can have for ADSL is 512. I have a 10 pair optical cable line from my house to the street, but I have been told the exchange is full and the street line is at capacity.
- In Moyston there is no broadband service available forcing me to use the more expensive mobile broadband, with sluggish speeds. The lack of service provider competition has forced me to stay with an unsatisfactory provider, resulting in high costs and extremely frustrating customer service issues.
- Lack of mobile service. Lack of broadband
- Lack of wireless internet coverage outside of Beaufort and Avoca
- Mobile coverage at Beaufort, Carisbrook, Dunolly and Talbot is not ideal. Neighbourhood Cable has not made it to the Northern side of the Western Freeway (Miners Rest) as yet.
- Mobile out of service at times Specific wireless internet not available
- Mobile phone drop outs, no broadband access, next G internet slow
- Mobile phone dropout frequent restricted to satellite broadband for which we have to pay high ISP per megabyte.
- Much work done from home, no adsl available as exchange does not permit. Dial up only. Too bloody slow
- No problems where I work as broadband available, alls good. Cannot work from home as no broadband only dialup and satellite services not much faster than dialup.
- On satellite as it is all that is available. Unable to have iphone for email due to a slow satellite connection.
- Only options are dial up internet or slow and expensive satellite internet. Although other better services are now available we cannot upgrade to them as the satellite dish that has been installed is not capable of supporting the faster services and we cannot upgrade to a newer satellite unless we actually pay for it ourselves. Mobile phone service is very unreliable - ie you have to stand completely still in certain positions in the house and hopefully you will maintain service. This is very frustrating when trying to run two home based businesses
- Only Telstra 3g coverage, so limits choice
- Slow internet, slow latency, ADSL 1 only services, low data download limits, no competition, only Telstra as a provider, thus very expensive services!
- The inability of families in our area to have access - too far from current services etc while I work in Halls Gap and all technologies work there. There is very limited range for mobile phones along the Halls Gap Ararat Road
- The only access to the Internet (and email) which we have is dial-up. ADSL is not available. We have no (or only very occasional) mobile phone coverage where we are.
- There is no broadband option other than satellite and there is no mobile phone service of any type. Satellite has a large latency making it near impossible to perform simple tasks on remote servers.

**COST - 18 references - 6.67% of respondents**

- Cost of services is high compared to much faster services for less in metro.
- High cost wireless internet or slow speed high cost internet. Nest G mobile service sometimes intermittent.
- In Moyston there is no broadband service available forcing me to use the more expensive mobile broadband, with sluggish speeds. The lack of service provider competition has forced me to stay with an unsatisfactory provider, resulting in high costs and extremely frustrating customer service issues.
- Inconsistent service on mobile due to a lack of coverage, extra costs involved in setting up wireless broadband due to lack of coverage and then after setting up you are stuck with that provider. Telstra tell us that a tower is not warranted as there is not
enough demand, how can there be demand when there is no service or very limited service.

- **Internet**: speed and cost of network issues
- **Mobile**: Next G - poor reception in places
- **Limited coverage in Beaufort. Always roaming therefore expensive to use mobile service**
- **Mobile phone dropout frequent restricted to satellite broadband for which we have to pay high ISP per megabyte.**
- **Only options are dial up internet or slow and expensive satellite internet. Although other better services are now available we cannot upgrade too them as the satellite dish is not capable of supporting the faster services and we cannot upgrade to a newer satellite unless we actually pay for it ourselves. Mobile phone service is very unreliable - ie you have to stand completely still in certain positions in the house and hopefully you will maintain service. This is very frustrating when trying to run two home based businesses**
- **SLOW delivery of internet is frustrating and costly**
- **Slow internet, slow latency, ADSL 1 only services, low data download limits, no competition, only Telstra as a provider, thus very expensive services!**
- **Slow speeds, high cost, drop outs (2)**
- **Slowness of working, need to be able to download more information at a cheaper rate and faster download time**
- **SPEED AND COST OF SERVICE [INTERNET SPEEDS DURING PEAK TIMES]**
- **Speed and cost (2)**
- **Telstra's Next G network is the only one available. While it is quite fast it is VERY expensive this is a cost my business cannot do anything about.**
- **The internet is still slow even though I have switched to a satellite service. In comparison to my knowledge of internet costs in Melbourne, my costs are twice that of the city based on the same download capacity. My mobile coverage is only reliable in one section of my house and is extremely variable in the vineyard. You can be talking in the vineyard and take one step and lose coverage. I miss many calls when working there even though I have an F165 Telstra mobile.**

**NONE - 8 references - 2.96% of respondents**

- **At work is fine. We have access to adsl broadband which is relatively fast. At home is a different story!!**
- **I do not encounter any frustrations or barriers when using ICT services where I work, however for the large majority of the time I am working from the office, so that could be why.**
- **No work issues.**
- **None (3)**
- **None in my workplace**
- **We haven’t needed these services in our business/lives yet**

**NO NEED - 3 references - 1.11% of respondents**

- **I work at Sovereign Hill in 1850's costume. Using a Mobile phone is not appropriate. LOL**
- **I work behind a counter there is no time to use internet.**
- **I work in a hospital and don’t require to use these services**

**COMPETITION - 2 references - 0.74% of respondents**

- **People in the regions are not fast adopters and rarely think to Google something. This means that few retailers see the benefits or advantages of the internet. This is a real shame as the web offers unlimited opportunities and holds the key to the future**
- **Slow internet, slow latency, ADSL 1 only services, low data download limits, no
competition, only Telstra as a provider, thus very expensive services!

**TECHNICAL SUPPORT - 2 references - 0.74% of respondents**
- Frustrated at lack of support in a small town. In the city it is far easier to get a tech to your door.
- Unstable use of internet and email services. Technical support available for 3 hours per week.

**WEBSITES BEING BLOCKED - 2 references - 0.74% of respondents**
- Facebook is block, instant messaging is blocked. The CIO does not believe in voip technology
- Facebook, twitter and youtube are blocked in my workplace. Tourists don't have mobile coverage in Moonambel and come to our workplace frustrated and use our phones

**HARDWARE PROBLEMS - 1 reference - 0.37% of respondents**
- Network access, signal (mobile phone), technology faults - printers etc.

**MULTIPLE SERVICES - 1 reference - 0.37% of respondents**
- Need for multiple services - NextG for travel, ADSL 2, separate arrangements for mobile - plus work connectivity

**SPAM - 1 reference - 0.37% of respondents**
- Spam

**What future opportunities are there for the use of mobile, internet, and other information communication technology (ICT) services in your work? (n=270)**

Future opportunities for the use of mobile, internet, and other information communication technology (ICT) services at work included Many (10%), Improved Mobile Coverage (6%), Increased Use of Mobile Services (6%), Video Conferencing (4%) and Improved Access (4%).

**MANY - 27 references – 10.00% of respondents**
- A great deal, not to mention safety issues with no mobile spots
- A great many
- A lot.
- All of the above
- Anything that new technologies help with our business
- As well as the health industry I also have interests in the tourism industry. There is a big scope for use of these services but not if there is no service
- Endless (2)
- Everything that comes available we will look at assess and use
- Everything, if we had a decent service here we would have our restaurant till linked to
our office and we would have an electronic booking service instead of a manual one. We would have our restaurant kitchen linked to our office and suppliers.

- Evolving all the time
- Great opportunities for use of ultranet if technical hitches and support are smoothed out and resolved.
- Heaps Hepburn shire does not supply any services to my work place
- Huge - we rely completely on it in our accounting practice. Having the ability for staff to work more flexibly is imperative to the ongoing success of the practice and the attraction and retention of staff into rural areas
- If there was coverage it could be endless
- If we could rely on ICT the opportunities are endless
- Limitless - provided the connections are reliable and fast.
- Limitless if the coverage is there.
- Lots of scope
- Many - the next phase of our expansion plan - hindered by no broadband
- Many.
- My business depends on it.
- My business is dependent on ICT. I work in the ICT industry supporting a large number of organisations and improved ICT services will directly assist the way that we work and provide the required support
- Significant. Majority of work systems are rolled out on a statewide electronic basis (including time capture and attendance systems)
- The opportunities are increasing dramatically
- The possibilities are endless if the was a reliable service
- With the patchiness of services in this area, you are very limited as to what services are provided and how these services come together. I have a young teenage family and ICT is the way of the present and will only be utilised more in the future. This gives local children a backwards start into the area as the infrastructure is not reliable to keep them us with there city counterparts.

IMPROVED MOBILE COVERAGE - 15 references - 5.56% of respondents

- A great deal, not to mention safety issues with no mobile spots
- An improved optic land line to remote locations or a fast local area network covering the district.
- Better mobile reception, faster internet
- Enables me to operate a better business and having mobile coverage will help in customer service.
- I spend a lot of time out of the office and am increasingly frustrated by lack of mobile coverage for telephone and mobile email access.
- If it was more accessible I would use it more often but I find it quicker to use a land line on those impossibly frustrating days
- If there was coverage it could be endless
- If this area were to get better Telstra mobile phone coverage!!
- Keeping up with metropolitan services
- More people would visit the region if they had better mobile phone coverage. Eg for checking on children etc
- Opposite to above
- Optus tower being built for those with Optus phones
- Telstra only response is that they have noted our repeated reports of lack of mobile service. Broadband internet may be available at our exchange sometime in the next five years.
- We would like to provide our customers with the use of internet facilities, plus enable them to make calls from their room, (another thing that for some reason won't work) I think having a mobile in our place would be a waste of time and money.
- Would like to run wireless mobile broadband in the shop but need better coverage
INCREASED USE OF MOBILE SERVICES - 15 references - 5.56% of respondents

- Definitely more remote internet access - being able to log in while visiting clients on the road and complete forms in real time.
- Efficiencies for staff, being able to contact staff in the field
- Everything from purchasing, to customer contact, to information retrieval and supply is now done online and mobile by most companies and customers we service and to do this currently is very difficult. Better ICT would make us very competitive in the current market place and would allow further expansion / growth of our business.
- Field capture of data and mobile office abilities can be implemented if coverage is improved.
- I do discount vouchers and things that can be down loaded onto your mobile phone straight off the internet instead of having to print out a voucher
- I spend a lot of time out of the office and am increasingly frustrated by lack of mobile coverage for telephone and mobile email access.
- If it was more accessible I would use it more often but I find it quicker to use a land line on those impossibly frustrating days
- Mobile computing
- Mobile data processing, input and upload/ download.
- Mobile workplaces and a quicker connection to remote office sites
- Online training for staff, mobile information
- Phasing into iphone
- Significant improvements in teleconferencing, voip, mobile messaging, clinical contact with patients, radiology, pathology, hospital.
- With high speed capability I would be able to carry much more work from home. Would seek further consulting opportunities. Plan to uses mobile far more in the future, cost permitting.
- Would like to run wireless mobile broadband in the shop but need better coverage

VIDEO CONFERENCING - 12 references - 4.44% of respondents

- Ability to attend seminars via video conferencing, webinars, data back up, storage of data
- Better voice and video conferencing
- Email and internet connection vital for my role as a coordinator and facilitator for farmer and landcare groups. Skype would be handy. High speed for transmission of large files, photos, etc would be very useful
- Future opportunities for ICT services in my work include the use of video conferencing for meetings that otherwise need to be conducted via a teleconference or which require long travel times. There is also the possibility of the use of netbooks or tablet
- Hopefully more widespread opportunities for some work at home by connecting to the Hepburn Shire network. Council meetings broadcast on internet.
- Improvement to video conferencing - currently slow disjointed conferencing - time delay - loss of signal in some areas
- Online training for staff, mobile information
- Significant improvements in teleconferencing, voip, mobile messaging, clinical contact with patients, radiology, pathology, hospital.
- Skype, video conference expansion, better safety for travellers, use by travellers, stronger, more effective communications across the 650 businesses in my network.
- The voip and video conferencing are two elements that have recently been tried, and discussions with Melbourne individuals/companies is increasing and these would be used more if it was easier/reliable
- Video conferencing to reduce travel to meetings, sharing of big documents like googledocs
- Video conferencing, online study, skype.

**IMPROVED ACCESS** - 11 references - 4.07% of respondents

- An improved optic landline to remote locations or a fast local area network covering the district.
- As I provide internet services for businesses improved broadband options in Dereel would have significant impact on my business. At the moment I am actively seeking to move my business to Ballarat due to the lack of infrastructure in Dereel.
- As well as the health industry I also have interests in the tourism industry. There is a big scope for use of these services but not if there is no service
- Heaps Hepburn Shire does not supply any services to my workplace
- Keeping up with metropolitan services
- Limitless - provided the connections are reliable and fast.
- Limitless if the coverage is there.
- Many - the next phase of our expansion plan - hindered by no broadband
- The school has an up to date internet service but no one else in town has.
- This is our work. We are a sales marketing business. These are the basics and should be provided to all Australians.
- We have three public computers so need to be up to date as many users from metropolitan areas.

**INCREASED SPEEDS** - 10 references – 3.70% of respondents

- Better mobile reception, faster internet
- Email and internet connection vital for my role as a coordinator and facilitator for farmer and landcare groups. Skype would be handy. High speed for transmission of large files, photos, etc would be very useful
- Faster communication increase business productivity
- Frustration at slow speeds when dealing with overseas clients
- Higher speeds will allow me to expand my business to cater for international clients.
- I travel to Melbourne for work partly because it is not feasible to work from home with the speed available and my monthly bandwidth quota restrictions.
- Limitless - provided the connections are reliable and fast.
- Mobile workplaces and a quicker connection to remote office sites
- Opposite to above
- Real-time availability and access to information. Improved bandwidth will facilitate more data-intensive applications. Real-time collaboration between people. Greater flexibility in the physical locations of business functions especially sales, marketing,

**WORK FORM HOME OR REMOTELY** - 10 references - 3.70% of respondents

- Definitely more remote internet access - being able to login while visiting clients on the road and complete forms in real time.
- Hopefully more widespread opportunities for some work at home by connecting to the Hepburn Shire network. Council meetings broadcast on internet.
- Huge - we rely completely in IT in our accounting practice. Having the ability for staff to work more flexibly is imperative to the ongoing success of the practice and the attraction and retention of staff into rural areas
- I travel to Melbourne for work partly because it is not feasible to work from home with the speed available and my monthly bandwidth quota restrictions.
- Mobile workplaces and a quicker connection to remote office sites
- Remote controlled machinery, moisture probe technology, variable rate input application, harvest deliveries based on quality parameters, precision agriculture
- To link my home with work networks
- With high speed capability I would be able to carry much more work from home.
Would seek further consulting opportunities. Plan to use mobile far more in the future, cost permitting.
- Work from home, more time do to more work.
- Work from home, work from a number of business sites connecting to centre of operations

COMMUNICATION - 10 references - 3.70% of respondents
- Ability to communicate to outside providers and receive information instantaneously without interruption.
- Better communication possibilities to our customers
- Communication with specialist services.
- Everything from purchasing to customer contact to information retrieval and supply is now done online and mobile by most companies and customers we service and to do this currently is very difficult. Better ICT would make us very competitive in the current market place and would allow further expansion / growth of our business
- Greater outreach and communication to existing and potential customer base
- Online forums for engagement of youth, management of field staff.
- Our company is able to communicate with customers no matter where they are and this gives us the opportunity to expand our client base
- Our entire industry relies on the internet for sales, both domestic and international. The ability to service clients and provide info is timely and cost effective via the internet. ICT allows us to provide personal and direct service to our customers
- Skype, video conference expansion, better safety for travellers, use by travellers, stronger, more effective communications across the 650 businesses in my network.
- We use a lot of ICT services in our work. So the development is always there to use it in the future to communicate with the young people we work with.

SOCIAL MEDIA - 8 references - 2.96% of respondents
- Contact with EVERY parent in the area who has a student at our school
- Develop a facebook page and twitter
- Looking to develop more use of social media in particular.
- Potential set up of social networking site, better usage of emails as a way of keeping in touch with young people
- Social networking is becoming more necessary in promoting products to the younger demographic.
- We have been investigating the possibilities of using facebook and twitter.
- We're looking to introduce an online shopping portal and use social networking to engage more customers
- With capacity to use social networking sites the ability to target specific audiences

COLLABORATION OR SHARING OR USING A NETWORK - 7 references - 2.59% of respondents
- Dynamic scheduling of non operational staff on the road
- Everything, if we had a decent service here we would have our restaurant till linked to our office and we would have an electronic booking service instead of a manual one. We would have our restaurant kitchen linked to our office and suppliers.
- Real-time availability and access to information. Improved bandwidth will facilitate more data-intensive applications. Real-time collaboration between people. Greater flexibility in the physical locations of business functions especially sales, marketing, operations, design, manufacturing and management. Closer and more timely collaboration with suppliers and subcontractors.
- Real-time GPS corrections, transfer of digital data between work network and client
devices in the field
- Sharing with others from all around.
- To link my home with work networks
- Video conferencing to reduce travel to meetings, sharing of big documents like googledocs

INCREASED PRODUCTIVITY - 6 references - 2.22% of respondents
- Efficiencies for staff, being able to contact staff in the field
- Faster communication increase business productivity
- Faster work means better efficiency and faster to get things done
- If there was a quicker more reliable service I would hardly have to commute therefore would be able to shop more local could keep my overheads down be more of a better participant in the community
- Increase work productivity and increased sales
- The ability to deliver services faster, particularly by remote access

eCOMMERCE - 6 references - 2.22% of respondents
- Electronic conveyancing!
- Everything from purchasing, to customer contact, to information retrieval and supply is now done online and mobile by most companies and customers we service and to do this currently is very difficult. Better ICT would make us very competitive in the current market place and would allow further expansion / growth of our business.
- Everything, if we had a decent service here we would have our restaurant till linked to our office and we would have an electronic booking service instead of a manual one. We would have our restaurant kitchen linked to our office and suppliers.
- Online sales, and online booking
- Our entire industry relies on the internet for sales, both domestic and international. The ability to service clients and provide info is timely and cost effective via the internet. ICT allows us to provide personal and direct service to our customers
- We're looking to introduce an online shopping portal and use social networking to engage more customers

NOT SURE - 5 references – 1.88% of respondents
- Don't know (2)
- Not sure
- Possibilities as yet unknown, but may arise in future
- Unsure

INCREASED USE OF THE INTERNET - 4 references - 1.48% of respondents
- Checking websites for latest weather forecasts and other agricultural sites. Internet banking. Conducting business in general using the internet.
- If it was more reliable it could be used more often in the workplace as it is it is not used as much as it could be as businesses need systems they can rely on
- We are moving more and more towards internet in our day to day operations
- We would expect to use the Internet constantly for almost every kind of information and interaction.
VoIP - 3 references - 1.11% of respondents
- Significant improvements in teleconferencing, voip, mobile messaging, clinical contact with patients, radiology, pathology, hospital.
- The voip and Video conferencing are two elements that have recently been tried, and discussions with Melbourne individuals/companies is increasing and these would be used more if it was easier/reliable
- Voip video between our worksites.

MORE TIME - 3 references - 1.11% of respondents
- Smoko breaks
- We can get out of the office.
- Work from home, more time do to more work.

MARKETING - 3 references - 1.11% of respondents
- Marketing is a huge issue
- Our industry is relying on quick access more and more - in particular marketing
- Real-time availability and access to information. Improved bandwidth will facilitate more data-intensive applications. Real-time collaboration between people. Greater flexibility in the physical locations of business functions especially sales, marketing, operations, design, manufacturing and management. Closer and more timely collaboration with suppliers and subcontractors.

NO NEED - 2 references - 0.74% of respondents
- I can't see that in my type of work they would need to be developed any further than they already are.
- The same

WEBSITE - 2 references - 0.74% of respondents
- Set up website to sell off
- Web page for our Centre?

FREE INTERNET FOR CUSTOMERS - 2 references - 0.74% of respondents
- Free wifi
- We would like to provide our customers with the use of internet facilities, plus enable them to make calls from their room (another thing that for some reason won't work). I think having a mobile in our place would be a waste of time and money.

INCREASED SALES - 2 references - 0.74% of respondents
- Increase work productivity and increased sales
- With high speed capability I would be able to carry much more work from home. Would seek further consulting opportunities. Plan to use mobile far more in the future, cost permitting.

IMPROVED SAFETY - 2 references - 0.74% of respondents
- Skype, video conference expansion, better safety for travellers, use by travellers, stronger, more effective communications across the 650 businesses in my network.
- A great deal, not to mention safety issues with no mobile spots
GPS - 1 reference - 0.37% of respondents

- Real-time GPS corrections, transfer of digital data between work network and client devices in the field
3. Commuting

Do you commute between home and work?

Eighty-three percent (83%) of respondents commute between home and work.

What type/s of transport do you normally use to commute between home and work?

The car was by far the most common transport used for commuting purposes (89%). Thirteen percent (13%) of respondents walk and 9% commute by train.
In an average week, how many hours do you spend commuting between home and work?

Forty-one percent (41%) of respondents spend an average or one hour or less commuting each week.

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

Fifty-three percent (53%) of respondents use ICT services when commuting.
Please describe why you don't use ICT services when you commute? (n=96)

ICT services are not used when commuting because the trip is short (19%), driving is involved (14%), it is illegal (14%), because there is no need (13%) or poor coverage (13%).

**SHORT TRIP - 18 references - 18.75% of respondents**
- Commute is not long enough to require ICT services.
- Commuting time not long enough.
- Distance is too short
- Don't have hands free mobile phone, time isn't long enough to need ICT
- I have a five minute drive.
- It's 3km from home to work
- It is only a five minute drive to work, and it is illegal to use a mobile phone or surf the internet while driving.
- It's only five minutes. I can live without my phone for that long
- Journey too short
- No need. Only a short drive.
- Only two minute drive to work
- Short distance to work and not physically possible
- Short trip
- Short trip - no issues with traffic or other
- Short trip from home.
- Short trip, no car kit, not safe
- Too short
- Work is five minutes away from home

**DRIVING - 13 references - 13.54% of respondents**
- Because I am driving.
- Because I am the driver
- Driving
- I am driving and believe I should concentrate on that. Also I don't have bluetooth.
- I am driving, may take the odd phone call via bluetooth, when in service
- I am too busy driving the car.
- I don't use my phone while driving.
- I drive
- I'm driving a car to work.
- It's a dangerous distraction whilst driving a motor vehicle.
- Safety issues whilst driving. Although I always like to have my mobile with me for use in emergencies.
- Too busy driving
- Unable to as I drive

**IT'S ILLEGAL - 13 references - 13.54% of respondents**
- Against the law to use mobile whilst driving (3)
- Because it is dangerous and illegal to use mobile phones in cars and there is no coverage between Lyonville and Daylesford. (Let alone wireless broadband.
- Der! Its illegal!!!
- It is illegal
- It is illegal to use mobile phone whilst driving and impossible to use internet whilst driving. Also there are a number of black spots between Elmhurst and Ararat which is
very poor service if and when there is a car accident or you need with a broken down vehicle.

- It is illegal to use mobile phone whilst driving. Besides there are black spots with no service. So even with Blue tooth it would drop out.
- It is only a five minute drive to work, and it is illegal to use a mobile phone or surf the internet while driving.
- No mobile coverage and it is illegal to use your mobile while you are driving even if I could.
- No need - and you aren't allowed to phone while driving!
- No service and its illegal while driving!
- Watching computer displays is now illegal. Mobil phone reception is marginal or nonexistent in Teesdale.

**NO NEED - 12 references - 12.50% of respondents**

- Don't need to!
- In my role at work there is no real need for me to use ICT services when I am commuting to and from work because I am only out of contact for a short period of time. I also don't have an internet connection when I am commuting so I can't make the most of the time anyway.
- Like time to think, not on the phone
- No need (5)
- No need - and you aren't allowed to phone while driving!
- No need. Only a short drive.
- Not necessary
- Not necessary while commuting to and from work.

**POOR COVERAGE - 12 references - 12.50% of respondents**

- It is illegal to use mobile phone whilst driving and impossible to use internet whilst driving. Also there are a number of black spots between Elmhurst and Ararat which is very poor service if and when there is a car accident or you need assistance with a broken down vehicle.
- It is illegal to use mobile phone whilst driving. Besides there are black spots with no service. So even with Blue tooth it would drop out.
- No mobile coverage and it is illegal to use your mobile while you are driving even if I could.
- No service and it is illegal while driving!
- No service available = poor coverage
- No signal/service with Telstra or Optus.
- Not enough coverage. Drops out
- Poor mobile coverage that cuts in and out.
- Poor reception between many reasonable sized town and haven't yet obtained Bluetooth.
- There is no reception in town
- Very patchy reception. Only have reception in some areas coming home. Also do not have the Bluetooth/handsfree equipment to use when driving.
- Watching computer displays is now illegal. Mobil phone reception is marginal or nonexistent in Teesdale.

**DON'T HAVE HANDSFREE - 9 references - 9.38% of respondents**

- Don't have a hands free (4)
- Don't have hands free mobile phone, time isn't long enough to need ICT
- I am driving and believe I should concentrate on that. Also I don't have Bluetooth.
- Poor reception between many reasonable sized town and haven't yet obtained
bluetooth.
- Short trip, no car kit, not safe
- Very patchy reception. Only have reception in some areas coming home. Also do not have the bluetooth/handsfree equipment to use when driving.

SAFETY - 6 references - 6.25% of respondents
- Because it is dangerous and illegal to use mobile phones in cars and there is no coverage between Lyonville and Daylesford (let alone wireless broadband).
- Because of the distraction
- I am driving and believe I should concentrate on that. Also I don't have bluetooth.
- It's a dangerous distraction whilst in driving a motor vehicle.
- Safety issues whilst driving. Although I always like to have my mobile with me for use in emergencies.
- Short trip, no car kit, not safe

NOT POSSIBLE - 4 references - 4.17% of respondents
- Because it is dangerous and illegal to use mobile phones in cars and there is no coverage between Lyonville and Daylesford (let alone wireless broadband).
- In my role at work there is no real need for me to use ICT services when I am commuting to and from work because I am only out of contact for a short period of time. I also don't have an internet connection when I am commuting so I can't make the most of.
- Not possible when travelling by car
- Short distance to work and not physically possible

COST - 1 reference - 1.04% of respondents
- Can't justify the expense of a Telstra mobile modem

Please describe how you use ICT services when you commute.
(n=108)

Using a Mobile Phone is the predominant ICT service used when commuting (84%), followed by Internet (15%), Email (15%), and Handsfree (14%).

MOBILE PHONE - 91 references - 84.26% of respondents
- Answer mobile phone which may be co-workers but is also an advertised number for holiday rental properties we own in Halls Gap.
- Available to be contacted on mobile phone
- Blue ray mobile
- Bluetooth
- Bluetooth in the Car. USB modem in laptop can be used if needed.
- Bluetooth in car
- Bluetooth use of mobile phone
- Can pull over to take a mobile phone call, or make a call.
- Check email, business transactions (motel bookings) and info to potential clients, business call of a general nature.
- Communicating with home, colleagues and clients
- Conversing with others in relation to processes etc. Checking weather news and updates. Using phone as a GPS service
- Discuss road conditions when service is available
- Email via mobile phone, from home
- Hands free (5)
- Have to pull over for communication of course if I can receive a signal or wait till I am in a receivable zone and then pull over for communication to use cell phone or laptop
- Hirers/operational staff may require assistance
- I am based in Ballarat, but I cover the western section of Victoria
- I have a parrot hands free device installed and use mobile telephony extensively.
- I have my mobile on hands free. I’m also needing to access my emails when mobile.
- I have to stop at the top of the road to answer all calls from clients and contractors
- I use my mobile phone on the way from walk - if I’m still organising things for work
- If I am walking or on the train I use email on a blackberry, listen to music on a music player
- Incoming calls from my mobile
- Iphone used to check detail email and keep on top of office work discuss issues with clients etc
- IT Help Desk calls are redirected to my mobile after hours
- Listening to ipod from iphone
- Mainly mobile to accept messages
- Make phone calls on hands free car kit. Would consider using train from Ararat to Ballarat if service was reliable on either mobile phone or internet.
- Maps, phone, SMS, MMS,
- Mobile phone (15)
- Mobile if in a receival area
- Mobile phone and Internet
- Mobile phone at times - with ear phones in, not holding it.
- Mobile phone calls and wireless internet on laptop
- Mobile phone contains good messaging service.
- Mobile phone coverage is essential for my job and unfortunately mostly non-existent for most of my journey to and from work which means I potentially lose 1.5 hrs a day by not being able to make or receive calls, or frustratingly the line dropping out mid call.
- Mobile phone for teleconferencing and communications. Mobile broadband services for internet access, research and collaboration.
- Mobile phone is always on - approved hands free device is in place
- Mobile phone is used to communicate with the office regularly while commuting
- Mobile phone talking to clients and contractors
- Mobile phone talk and text - some wifi internet also
- Mobile phone to be contactable. Take my laptop so I have email access. Currently trying to setup my phone to receive emails
- Mobile phone use in the car, mobile email and internet on the train
- Mobile phone and email access
- Mobile phone, GPS & logging
- Mobile phone, ipad when not driving
- Mobile phone, planning the days program (hands free)
- Mobile phone, sometimes ipod through iphone
- Mobile use such as talking, text and internet access when possible
- Much of my commute distance has no mobile service
- Navigation, teleco and internet services.
- Occasionally make and receive calls
- Phone
- Phone calls
- Pull over to take/make mobile phone calls.
- Receive text messages or phone calls whilst driving into town, always pull over and stop vehicle to view text messages or receive phone calls
- Reply to customers requests give faster service for problems arising
- Setting up appointments etc.
- Take personal calls.
- Talk and text
- Telephone calls, SMS
- To contact clients and to keep in touch with future clients
- To speak on a mobile, work and access emails via mobile broadband
- Try to call family, work.
- Use email and mobile on my laptop and mobile on the train, also where possible dial into the server at work using VPN access
- Use mobile phone (2)
- Use mobile telephone to speak to clients
- Use mobile when travelling for courses and communication to home
- Use wireless data on my phone to connect into work and diagnose problems for customers. Transfer money and buy products when out of the office
- When in an area with mobile coverage I will pull over to do my business
- Work phone calls and email
- Would like to obtain data online sometimes. Telephone calls

INTERNET - 16 references - 14.81% of respondents

- 3G service using ipad to read email, news etc
- Bluetooth in the car. USB modem in laptop can be used if needed.
- Check Facebook, Read the Guardian newspaper (UK press)
- Conversing with others in relation to processes etc Checking weather news and updates. Using phone as a GPS service
- Have to pull over for communication of course if I can receive a signal or wait till I am in a receivable zone and then pull over for communication to use cell phone or laptop
- Information
- Mobile phone and Internet
- Mobile phone calls and wireless internet on laptop
- Mobile phone for teleconferencing and communications. Mobile broadband services for internet access, research and collaboration.
- Mobile phone talk and text - some wifi internet also
- Mobile phone use in the car, mobile email and internet on the train
- Mobile phone, ipad when not driving
- Mobile use such as talking, text and internet access when possible
- Navigation, teleco and internet services.
- Use email and mobile on my laptop and mobile on the train, also where possible dial into the server at work using VPN access
- Use wireless data on my phone to connect into work and diagnose problems for customers. Transfer money and buy products when out of the office

EMAIL - 16 references – 14.81% of respondents

- 3G service using ipad to read email, news etc
- Blue Tooth in the Car. USB modem in laptop can be used if needed.
- Check email, business transactions (motel bookings) and info to potential clients, business call of a general nature.
- Checking work emails at home
- Email via mobile phone, from home.
- Have to pull over for communication of course if I can receive a signal or wait till I am in a receivable zone and then pull over for communication to use cell phone or laptop
- I have my mobile on hands free, I’m also needing to access my emails when mobile.
- If I am walking or on the train I use email on a blackberry, listen to music on a music player
- Iphone used to check detail email and keep on top of office work discuss issues with clients etc
- Mobile phone to be contactable. Take my laptop so I have email access. Currently
trying to setup my phone to receive emails
• Mobile phone use in the car, mobile email and internet on the train
• Mobile phone, and email access
• Reply to customers requests. Give faster service for problems arising
• To speak on a mobile work and access emails via mobile broadband
• Use email and mobile on my laptop and mobile on the train, also where possible dial into the server at work using VPN access
• Work phone calls and email

HANDSFREE - 15 references - 13.89% of respondents
• Blue ray mobile
• Blue tooth
• Bluetooth in the car. USB Modem in laptop can be used if needed.
• Bluetooth in car
• Bluetooth use of mobile phone
• Hands free (5)
• I have a parrot hands free device installed and use mobile telephony extensively.
• I have my mobile on hands free, I’m also needing to access my emails when mobile.
• Make phone calls on hands free car kit. Would consider using train from Ararat to Ballarat if service was reliable on either mobile phone or internet.
• Mobile phone is always on - approved hands free device is in place
• Mobile phone, planning the days program (hands free)

GPS - 4 references - 3.70% of respondents
• Mobile phone, GPS & logging
• Navigation, teleco and internet services.
• Conversing with others in relation to processes etc Checking weather news and updates. Using phone as a GPS service
• Maps, phone, SMS, MMS

Please describe any frustrations or barriers you encounter in using ICT services when you commute. (n=108)

The main frustrations or barriers encountered in using ICT services when commuting included Mobile Coverage (70%) and Speed (8%).

MOBILE COVERAGE - 76 references - 70.37% of respondents
• 3G dropouts on the Bacchus Marsh - Melbourne train line.
• 50% of travel has no mobile phone coverage
• Black spots loose reception
• Black spots
• Connection speeds are often slow, and sometimes connection is not possible at all
• Coverage (2)
• Coverage ie drops out in Drummond and Wheatsheaf
• Coverage on the Western Highway between Ballarat and Tullamarine is ok.
• Drop out and lack of signal strength unable to use internet in many places for laptops
• Drop out in area between Halls Gap and Hamilton.
• Drop outs (6)
• Drop outs occur very frequently with a 60 km hole between Dunkeld and Halls Gap, the main trunk route for 30 percent of our travellers.
- Drop outs or slow connection speeds
- Erratic/unreliable service
- Fluctuations in mobile coverage
- I have the option of a home based office but this can not be approved as the ICT in the Shelford area is very poor
- In some locations the mobile simply doesn't work
- Lack of consistent coverage
- Lack of coverage means cannot use nor access at times.
- Lack of good reception in some areas and very slow downloading
- Lack of service (3)
- Lack of service in areas such as the Pyrenees Highway between Ararat and Crowlands and at our home just east of Crowlands
- Lack of service in some areas
- Lack of signal
- Little or no signal strength in regional areas limits work to what can be done off-line.
- Mobile phone coverage is essential for my job and unfortunately mostly non-existent for most of my journey to and from work which means I potentially lose 1.5 hrs a day by not being able to make or receive calls, or frustratingly the line dropping out mid call.
- Mobile phone drop out in blackspots
- Mobile phone drops out all the time when commuting
- Mobile phone service drops in and out
- No mobile reception for a lot of the journey
- No service available in my area very frustrating
- No service, loss of service during calls and/or when on internet
- No services at home
- Not having signal having to pull over therefore the journey is much longer than it needs to be if I have to make a journey at all tiredness from travel finding safe areas to pull over into and of course other traffic
- Not only is lack of service frustrating while commuting to work, but I also travel around the Pyrenees shire for my work. Lack of mobile service means that I cannot contact my office and they cannot contact me should this be required. This can be very limiting at times.
- Out of range, signals dropping out while conversing
- Patchiness of mobile phone coverage
- Patchy reception
- Patchy service
- Phone service not great for iphone type of handsets in rural areas - this is really limiting when you travel so much and do a lot of phone work whilst commuting - phone drops out frequently. Currently have a HTC hd2 handset.
- Poor reception
- Poor reception on the train to Melbourne
- Poor reception. No real choice in carriers, can only access Telstra with any reliability, but coverage is patchy
- Poor service coverage (2)
- Quite often the call drops out in specific areas
- Reception drops off
- Reception is not so good at some spots in Teesdale
- Reception is sporadic during the drive. There are several spots without reception
- Service between home and work is terrible - often dropping out or no service. Very frustrating if on the phone to a customer.
- Service dropping in and out whilst travelling.
- Service dropping out (2)
- Service reliability - drop outs and slow speeds and no coverage make it very erratic to do anything most times.
- Signal drops in and out
Signal drops out in some areas along Western Highway when in car or train/bus.
Slow internet, or drop outs, and high latency
Slow speeds, high cost, drop outs
Sometimes poor signal
Telstra mobile coverage is quite good however Optus is hopeless. Optus 3g is non-existent in Clunes and only gprs can be used in our area while is very slow and still being charged at 3G rates
The signal constantly drops out making it very unproductive
There are dropout spots along all major roads including Glenlyon, Wheatsheaf and Newlyn
There are many blackspots, so service is unreliable
Unable to pinpoint my current location on maps. Limited or no coverage in some areas. Always roaming so very expensive
Very poor reception while on the road and at home office
Vodafone signal drops out for 40 percent of journey
With Optus, no mobile coverage on my property and no coverage until 3-4 kms from Rokewood and no coverage until Napoleons. With Telstra, I only get mobile reception in 1 corner of my 20 acre property where there is only grass and trees.
Within the 45 minute drive from home to work there are six black spots where the coverage will cut out. These black spots can last for up to five minutes.

SPEED - 9 references - 8.33% of respondents
Connection speeds are often slow, and sometimes connection is not possible at all
Drop outs or slow connection speeds
Lack of good reception in some areas and very slow downloading
No broadband at home - not able to get broadband connection frustrations of not being able to receive phone calls whilst on dial up internet
Service seems generally reliable although slow in some areas between Ararat and Melbourne.
Service reliability - drop outs and slow speeds and no coverage make it very erratic to do anything most times.
Slow internet, or drop outs, and high latency
Slow speeds, high cost, drop outs
Telstra mobile coverage is quite good however Optus is hopeless. Optus 3g is non-existent in Clunes and only gprs can be used in our area while is very slow and still being charged at 3G rates

RELIABILITY - 4 references - 3.70% of respondents
Can be unreliable.
Erratic/unreliable service
Service reliability - drop outs and slow speeds and no coverage make it very erratic to do anything most times.
There are many blackspots, so service is unreliable

UNPRODUCTIVE TIME - 3 references - 2.78% of respondents
Little or no signal strength in regional areas limits work to what can be done off-line.
Mobile phone coverage is essential for my job and unfortunately mostly non-existent for most of my journey to and from work which means I potentially lose 1.5 hrs a day by not being able to make or receive calls, or frustratingly the line dropping out mid call
The signal constantly drops out making it very unproductive
COST - 3 references - 2.78% of respondents
- Telstra mobile coverage is quite good however Optus is hopeless. Optus 3G is non-existent in Clunes and only GPRS can be used in our area while is very slow and still being charged at 3G rates
- Slow speeds, high cost, drop outs
- Unable to pinpoint my current location on maps. Limited or no coverage in some areas. Always roaming so very expensive

BEING OUT OF CONTACT - 2 references - 1.85% of respondents
- No broadband at home - not able to get broadband connection Frustrations of not being able to receive phone calls whilst on dial up internet
- Not only is lack of service frustrating while commuting to work, but I also travel around the Pyrenees Shire for my work. Lack of mobile service means that I cannot contact my office and they cannot contact me should this be required. This can be very limiting at times.

CHOICE OF PROVIDER - 1 reference - 0.93% of respondents
- Poor reception. No real choice in carriers, can only access Telstra with any reliability, but coverage is patchy

NO ISSUES - 1 reference - 0.93% of respondents
- No real issues on that route

ILLEGAL TO TALK WITHOUT HANDSFREE - 1 reference - 0.93% respondents
- Illegal to talk on phone while driving without hands free

Please describe how you would use ICT services differently if they were to improve. (n=204)

If ICT services were to improve respondents would Increase Use When Mobile (16%), Increase Use (12%), and Increase Productivity (8%).

INCREASE USE WHEN MOBILE - 33 references - 16.18% of respondents
- Better access for our clients (on mobile carriers currently not available in our area) and more dependable service would enhance our professional image and improve our business
- Better integration of mobile field devices with office network
- Blue tooth in the ute
- Conduct much more minor work in transit - return calls. Set up video between workplaces to allow brief meetings
- Don't use mobile for internet - too slow and expensive
- Email and messaging as well as mobile broadband Internet access
- Far more mobile use
- Faster and cheaper mobile internet would be great. Perhaps a VPN between office and mobile to allow direct access to the files stored in the office
- Fix above
- Greater accessibility whilst travelling. Ability to work from anywhere - thinking about the option of cloud computing so we will really need highest quality internet speed for
this to be feasible.

- I could better utilise time travelling between my two workplaces if able to communicate by mobile phone. There are times when being able to contact my workplace when in the community would be convenient and useful for community engagement.
- I could utilise commuting time to become more productive.
- I will be able to answer calls without waiting to get better reception!
- I would be able to be contacted more and would be able to use email wherever I was in the shire.
- I would be able to do more business on the road, be able to spend less time and be more productive doing other things at work, and would be able to spend more time at home with my family.
- I would carry laptop with me at all times to use between work and home. If it could be connected to mobile broadband.
- I would love to have mobile phone reception at home and on the way home. It would make my life MUCH easier and cheaper.
- I would resume a mobile phone account.
- I'd be able to use them a hell of a lot more if I had reliable mobile phone and broadband coverage.
- If ICT services were to improve I would possibly use the internet more when commuting, so that I could use the time more productively and get some things done which I have to do later on in the day.
- If Optus were to improve their 3G service current devices such as smartphones etc could be used without having to break contracts and switch to Telstra. In terms of ADSL only Telstra has any equipment installed at the Clunes exchange. If other ISPs could build a business case to install their own equipment (DSLAMs etc) the cost of broadband would decrease while choice of service (such as naked DSL etc) would increase. Currently it is not possible to have naked DSL as Telstra will not supply it at the Clunes exchange and there are no competitors.
- Improved services would permit more online work to be conducted while travelling.
- Increased number of towers
- Main issues are around my home town where there are significant black spot issues for phone users in Clunes. My 3G work supplied iphone works ok but others do not have the same reception so it can be hard to contact someone when you ring through to them on a mobile.
- More mobile calls
- More phone and internet usage
- Much better communication
- Obviously be able to use the mobile phone more during this time if the service were better.
- Probably make more phones call whilst having free time whilst travelling, but hesitate because it's not reliable.
- Should the black spots be improved I would be able to use my mobile phone to call someone to assist me in my time of need rather than having to walk kilometres to try to find mobile reception
- We are a sales marketing business, if possible I need to be able to be contacted all the time.
- Wouldn't have to redial

**INCREASE USE - 24 references - 11.76% of respondents**

- All the time if they improve
- I would it more often
• I would rely on that communication
• I would simply use them more often and with better results
• I would talk longer and get more work done a lot quicker
• I would use broadband at home more
• I’d be able to use them a hell of a lot more if I had reliable mobile phone and broadband coverage
• If Optus were to improve their 3G service current devices such as smartphones etc could be used without having to break contracts and switch to Telstra. In terms of ADSL only Telstra has any equipment installed at the Clunes exchange. If other ISPs could build a business case to install their own equipment (DSLAMs etc) the cost of broadband would decrease while choice of service (such as naked DSL etc) would increase. Currently it is not possible to have naked DSL as Telstra will not supply it at the Clunes exchange and there are no competitors.
• Improved services would permit more online work to be conducted while travelling.
• Increased usage
• More continuous use, less downtime
• More often if it was quicker and more reliable
• More often
• More phone and internet usage
• More regularly and with greater confidence
• Much more. It would be very handy
• My use would increase
• Our entire industry relies on the internet for sales, both domestic and international. The ability to service clients and provide info is timely and cost effective via the internet. ICT allows us to provide personal and direct service to our customers.
• Skype expansion across the tourism business network, improved use of web and e-marketing and generate stronger awareness and use of real-time booking capacities across the network. The future of tourism is being badly affected by poor ICT access.
• Use of laptop pc
• Use the internet at home more if it was faster
• Use them more often if more confident they would work when needed
• Would make greater use of system to transfer data and eliminate travel
• Would stay online for longer
• Would use online facilities

INCREASE PRODUCTIVITY - 16 references - 7.84% of respondents
• Able to achieve more work in less time
• Greater opportunity to connect with office and clients remotely, therefore delivering services faster
• I could organise my work before I left home
• I could utilise commuting time to become more productive
• I would be able to do more business on the road, be able to spend less time and be more productive doing other things at work, and would be able to spend more time at home with my family
• I would be able to undertake more work and social interaction by ICT and I would also be more comfortable knowing that I was in a coverage area in case of accident or other incident
• I would be more productive
• I would talk longer and get more work done a lot quicker
• If ICT services were to improve I would possibly use the internet more when commuting, so that I could use the time more productively and get some things done which I have to do later on in the day
• It would just make the biggest difference to running our business effectively.
• More efficient use of time. Save time not having to download items or print items off.
• More efficient work time
Much time would be saved

Our entire industry relies on the internet for sales, both domestic and international. The ability to service clients and provide info is timely and cost effective via the internet. ICT allows us to provide personal and direct service to our customers.

We would use them in the same way, but overall we would be a lot more efficient.

Would mean I could get a lot more work done faster with better internet - not having to make sure I only try to use it when it is faster and not many other people using it at the same time.

WORK FROM HOME TO REDUCE TRAVEL - 11 references - 5.39% of respondents

- Better coverage, access to quality broadband at home, improved capacity to work from home which is currently challenging.
- Greater accessibility whilst travelling. Ability to work from anywhere - thinking about the option of cloud computing so we will really need highest quality internet speed for this to be feasible.
- I would carry laptop with me at all times to use between work and home. If it could be connected to mobile broadband.
- I would have a home based office and work from home
- Telecommuting, video conferencing
- Travel would be less more time to accurately communicate therefore keep cost down a win win for all myself and customers
- Would make greater use of system to transfer data and eliminate travel.
- Would not change uses - least at the moment - video calls? If they proved useful might occur otherwise it would enable me to be out and about with out having to rework or 'catch up' on stuff not done while in office - could even work away from office at a
- Would perhaps travel less and utilise remote access of internet more.
- Would work from home much more often
- Wouldn't have to commute to Melbourne.

GREATER EASE OF USE - 8 references - 3.92% of respondents

- I would be able to undertake more work and social interaction by ICT and I would also be more comfortable knowing that I was in a coverage area in case of accident or other incident.
- I would rely on that communication
- It would be a more pleasant experience
- It would be more relaxing if a problem was to occur, knowing that you could still contact someone.
- More conveniently
- More regularly and with greater confidence
- Use them more often if more confident they would work when needed
- Would not have to ring clients back when their call to me drops out due to lack of service

USE AT HOME - 7 references - 3.43% of respondents

- Better coverage, access to quality broadband at home, improved capacity to work from home which is currently challenging
- I would have a home based office and work from home
- I would use broadband at home more
- I would use them from home
- Use the internet at home more if it was faster
• Would work from home much more often
• Wouldn't have to commute to Melbourne

USE A NETWORK - 6 references - 2.94% of respondents
• Faster and cheaper mobile internet would be great. Perhaps a VPN between office and mobile to allow direct access to the files stored in the office.
• Greater accessibility whilst travelling. Ability to work from anywhere - thinking about the option of cloud computing so we will really need highest quality internet speed for this to be feasible.
• Greater opportunity to connect with office and clients remotely, therefore delivering services faster
• I would be able to set up a proper wireless network at home if the internet speed available to me was improved. I want to be able to watch streamed live TV and movies, but this is not possible at our current available speed.
• Our business would be fully linked together with our office, our suppliers and our customers.
• Would perhaps travel less and utilise remote access of internet more.

VIDEO CONFERENCING - 3 references - 1.47% of respondents
• Conduct much more minor work in transit - return calls. Set up video between workplaces to allow brief meetings.
• Skype expansion across the tourism business network, improved use of web and e-marketing and generate stronger awareness and use of real-time booking capacities across the network. The future of tourism is being badly affected by poor ICT access.
• Telecommuting, video conferencing

NO CHANGE IN USE - 2 references - 0.98% of respondents
• Not necessary
• No change

NOT SURE - 2 references - 0.98% of respondents
• As required
• Don't know

eCOMMERCE - 2 references - 0.98% of respondents
• Skype expansion across the tourism business network, improved use of web and e-marketing and generate stronger awareness and use of real-time booking capacities across the network. The future of tourism is being badly affected by poor ICT access.
• eCommerce

DIFFERENT SERVICE PROVIDER - 2 references - 0.98% of respondents
• More choice of service providers would give some competition and perhaps better service and cost.
• If Optus were to improve their 3G service current devices such as smartphones etc could be used without having to break contracts and switch to Telstra. In terms of ADSL only Telstra has any equipment installed at the Clunes exchange. If other ISPs could
4. Mobile

Do you use a mobile phone?

Ninety-seven percent (97%) of respondents use a mobile phone.

![Mobile (n=525)](chart)

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

Seventy-percent (70%) of respondents access mobile phone services through Telstra. Optus (14%) and 3 (5%) hold the next largest market shares.

![Mobile phone provider (n=536)](chart)
Using the scale below, please indicate how often you use these mobile phone services.

Seventy-four percent (74%) of respondents use mobile voice calls (51% very often, 23% often) and 67% use mobile messaging (43% very often, 24% often) at work.

![Use of ICT services at work (n=291)](image)

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

Thirty-three percent (33%) of respondents rated the current quality of mobile phone coverage as poor, 23% fair, 23% good, 16% very good and 3% excellent.

![Quality of mobile phone coverage (n=304)](image)

Please detail any priority areas for improvement in mobile phone coverage. (n=300)

The highest priority areas for improvement in mobile phone coverage were Northern Grampians Shire (17%), Pyrenees Shire (17%) and Ararat Rural City (15%).

**NORTHERN GRAMPIANS SHIRE - 50 references - 16.67% of respondents**

- All over area
- All rural areas outside the town boundaries
• Allow all carriers to access area!
• Armstrongs area on Western Highway has no service for about 4km and all around Halls Gap and Victoria Valley is poor to erratic / dangerous if there is an emergency.
• Around the Grampians (either side of Halls Gap), and into the Navarre, Marnoo, Glenorchy and Pyrenees ranges areas are dead spots for mobile coverage. It is hit and miss, even with car aerials and with Next G to get consistent coverage.
• As above - Navarre & Marnoo
• As part of my job description I have to do on call work. Because mobile phone coverage in our area is so poor and patchy it means that when on call I cannot leave the boundaries of my landline phone, very frustrating when you live on a farm and have two active children
• Be able to get a signal in my home town and surrounding area. If accident/sickness occurs no signal at all in most of the Marnoo area.
• Between Ballarat and St Arnaud
• Between St Arnaud & Rupanyup there are many black spots where the calls just drop out. Between St Arnaud and Ballarat same.
• Black spots on the Western Highway - Dadswell's Bridge, Great Western, Middle Creek
• Callawadda has very ordinary reception.
• Coverage between Stawell and St Arnaud (Navarre) and Stawell and Marnoo (at Kanya!!) Rural areas are very much missing out. There is a tower at Rupanyup, but it does not cover where we live.
• Dunkeld/Halls Gap, Wartook Valley, Avoca-St Arnaud, Horsham Hamilton
• Grampians National Park, Rural areas such as between Stawell and St Arnaud.
• Great Western and Callawadda
• Great Western, Callawadda
• Halls Gap
• Halls Gap - Hamilton no coverage for half the journey.
• Halls Gap Navarre, Greens Creek, Joel Joel, Crowlands, Gre Gre, Beasleys Bridge
• Home very poor, work excellent
• If it rains we loose all mobile phone and wireless broadband services.
• Landsborough, Navarre, Moonambel, Crowlands, Shays Flat
• Lots of flat spots around our area in St Arnaud.
• Many areas in the Grampians have no coverage or dead spots when travelling
• Marnoo, Navarre, St. Arnaud, Great Western
• Marnoo, Wallaloo, Wallaloo East Banyena
• Marnoo, Banyena
• Mobile phone coverage in and around Marnoo is terrible. I doubt mobile internet would work here. It is extremely frustrating when it is an urgent call, or worse still an emergency. This needs to be fixed.
• Moonambel and Landsborough (2)
• Navarre
• Navarre area and along the Western Highway between Stawell and Horsham.
• Navarre area and Barkly area
• Navarre does not have quality coverage. It is a black hole for the use of most mobile users.
• Navarre, Halls gap
• North of Campbell's Bridge, Black Ranges, Halls Gap, Great Western, Navarre,
Landsborough.

- Only Telstra and Optus can be used in the township, and in the mountains there is often no coverage whatsoever.
- Out in the Mallee/Wimmera area where there is patchy reception at best
- Outside of town limits is poor signal and makes it hard to keep in touch and conduct business remotely. Constant drop outs are annoying and waste my time.
- Outskirts of Navarre
- Paradise, Navarre, Landsborough, Moonambel, Marnoo, Kanya, Slatey Creek, etc
- Particularly in Queensland the coverage does not extend much outside the town boundaries but also in many rural areas through which I drive. So when I am out visiting/delivering I am out of contact.
- Parts of Willaura, Ararat-Halls Gap Road Hall Gap
- Reduce number of mobile phone areas where there is no service
- Should be better between Halls Gap & Dunkeld
- There needs to be a mobile phone tower in Marnoo
- We live at Wallaloo and the phone reception is a disgrace. In the home you cannot answer your mobile as you don’t have a strong enough signal. You can only get SMS messages through if you phone is sitting on a window sill. Not good enough for 2010
- We need coverage over the entire Grampians National Park
- When I moved here I had Optus mobile internet. This would not work at all. Visitors with Vodafone also have issues with reception.

PYRENEES SHIRE - 50 references - 16.67% of respondents

- All areas in and around Avoca
- All Barkly and surrounding areas need mobile cover
- Around the Grampians (either side of Halls Gap), and into the Navarre, Marnoo, Glenorczy and Pyrenees ranges areas are dead spots for mobile coverage. It is hit and miss, even with car aerials and with Next G to get consistent coverage.
- As commented above my mobile coverage is only reliable in one section of my house and is extremely variable in the vineyard. You can be talking in the vineyard and take one step and lose coverage. I miss many calls when working there even though I have an F165 Telstra mobile.
- Beaufort, Avoca
- Between Ballarat and St Arnaud
- Between Chute and Amphitheatre.
- Between St Arnaud and Rupanyup there are many black spots where the calls just drop out. Between St Arnaud and Ballarat same.
- Black spots on the Western Highway - Dadswell’s Bridge, Great Western, Middle Creek
- Common black spots for me are Trawalla area, Lake Goldsmith
- Coverage
- Decent mobile phone coverage would be really helpful.
- Dunkeld/Halls Gap, Wartook Valley, Avoca-St Arnaud, Horsham Hamilton
- Elmhurst is poor for coverage and there are a number of black spots in Elmhurst, between Elmhurst and Ararat, and also between Elmhurst and Ballarat.
- Even with a Blue Tick phone, I require an external aerial to get reliable reception Without a Blue tick, outside in the cold winter on the veranda is the only way to get...
reception.
- I am not able to use my phone at all in the Trawalla area. It makes it difficult for me to take personal calls or make them during work hours.
- I can only get mobile coverage in one room of my house and in the vineyard it is completely random depending on where I am and what direction I am facing. The service is totally inadequate.
- Improve the number of coverage towers around the Pyrenees as there are so many black spots the service is very unreliable.
- It is very inconsistent.
- Landsborough, Navarre, Moonambel, Crowlands, Shays Flat
- Lexton
- Lexton Buangor snake valley
- Lexton's mobile phone coverage is nothing short of disgraceful!
- Mobile coverage at Beaufort, Carisbrook, Dunolly & Talbot is not ideal
- Mobile coverage regularly drops out during calls at home (Chepstowe)
- Moonambel
- Moonambel and Landsborough (2)
- More towers
- More towers in black spots
- More towers/or stronger tower reception to improve signal strength
- Navarre area and Barkly area
- Need signal in order to use mobile phone
- New tower
- Not a stable service for voice calls in the Evansford/Burnbank Area - SMS just barely works.
- Outskirts of Navarre
- Paradise, Navarre, Landsborough, Moonambel, Marnoo, Kanya, Slatey Creek, etc
- See above detail
- Some way of improving service at home (business premises) so that I don’t have to keep returning calls as service drops out. Items are available to improve our service but these are illegal to use in Australia
- Staff travel to remote areas (Moonambel) where they have little or no coverage thus it can become an OH&S issue in the event of an emergency
- Stockyard Hill, Carngham, Beaufort and Trawalla. There is poor mobile coverage generally in this area.
- The whole of the Pyrenees Shire and the highway Beaufort to Melbourne
- The Wind Farm towers could be utilised, and so when around one side of the hill would have access
- There is no mobile phone coverage in Barkly
- To have mobile phone coverage would be an improvement. Telstra works in very few spots in our area and Optus 3 and other phone companies don't have a chance. Most of the people travelling to the area and using these companies as they are city based.
- Trawalla, Brewster, Moonambel, Frenchman’s, Barkly
- Very difficult to get mobile reception at home, have to go outside to get coverage and stand in the one location.
- Visitors to Landsborough Valley usually don't get coverage on most models of mobiles
- We can only get marginal Telstra service - OK for SMS but not suitable for
making/receiving calls. Cannot get any Optus or other mobile service at all.

- Where our vineyard is-the end of Wild Dog Track, near Moonambel

ARARAT RURAL CITY - 45 references - 15.00% of respondents

- All areas outside of town boundaries
- Armstrongs area on Western Highway has no service for about 4km and all around Halls Gap and Victoria Valley is poor to erratic / dangerous if there is an emergency.
- Around the Grampians (either side of halls gap), and into the Navarre, Marnoo, Glenorpy and Pyrenees ranges areas are dead spots for mobile coverage. It is hit and miss, even with car aerials and with Next G to get consistent coverage.
- As we live in an area surrounded by hills service is intermittent
- At my house, my mobile phone often cuts out unless I go outside with it.
- Better coverage outside residential areas.
- Elmhurst is poor for coverage and there are a number of black spots in Elmhurst, between Elmhurst and Ararat, and also between Elmhurst and Ballarat
- Everywhere off the main highways
- Grampians - Moyston, Pomonal, poor signal strength. Blackspots at Armstrong and Langi Ghiran
- Improve black spots.
- In areas around Moyston, Elmhurst, & Streatham reception very poor or non existent
- Inconsistent connectivity.
- Increase signal strength
- Inside hospital premises.
- It would be great to have better converge in the more rural areas of our community
- Lexton, Buangor, Snake Valley
- Maroona, Moyston, Wickliffe
- Maroona/Ross Bridge area drops out route along Western Highway has some shadows
- Maybe so that people who use different mobile phones from different companies can actually get reception throughout town (eg - a person on one phone may only get reception from standing in one particular spot outside, while a person on another phone can get reception just fine - but needs to stand in another particular spot) - also for those travelling out of town for footy on the weekends - need some kind of mobile reception but a lot of the time can't get it.
- Messages via mobile telephone often drop out or do not get them for a day or so
- More coverage in the area and faster internet speeds
- More speed is always welcome.
- Mount Cole area
- Needs a tower covering more of the area, from a different direction.
- Ok in town but not in rural areas including my house
- Parts of Willaura, Ararat - Halls Gap Road Halls Gap
- Pomonal is very hit and miss - some areas have fantastic cover, while others five metres away there is no coverage.
- Reception away from highway is often marginal
- Rural sector
- Sections of the town have poor mobile phone coverage
- Service in Ararat seems to be ok however for work I need to travel to our outlying
Central Highlands ICT Plan

- Communities and phone service decreases dramatically.
  - Should be better between Halls Gap and Dunkeld
  - South of Ararat
  - South of Lake Bolac and Chatsworth
  - The NextG network seems to have finally picked up sufficient strength to give coverage in most areas outside. Signal in house (galvanised iron roof) is sometimes too weak but okay when phone taken outside. Sometimes there is a delay in delivering messages.
  - The Willaura - Ararat Road has large chunks of no service at all.
  - There are still areas within the municipality of nil and marginal coverage
  - There is very poor coverage near Moyston. My house has zero coverage and I can only receive mobile broadband with a booster aerial connected to my roof.
  - Too many spots with no service - including inside our home.
  - Unless your on NextG with Telstra the coverage is very poor
  - Vodafone coverage in Ararat and the surrounding towns is very unreliable.
  - Warrak, a township in the Ararat Rural City needs a mobile service
  - Was with Optus but there were too many ‘black spots’ - a little less now I am with Southern, who use Telstra.
  - We need better reception right across the area - there are too many blackout spots.
  - Wickliffe locality

HEPBURN SHIRE - 34 references - 11.33% of respondents

- 1310 Malmsbury Road Glenlyon
- A tower that would reach my house
- Along railway lines and in rural areas between towns.
- Any area that is bush fire prone
- Better coverage would be helpful
- Between Newlyn and Creswick
- Blampied area
- Bullarto - Trentham (including Lyonville) Daylesford - Ballan
- Certain blackspots mean coverage is not even. Clunes in particular hosts the Back to Booragoon key regional event each May where 15,000 people attend and there are always terrible ICT issues, particularly with the visiting book traders wanting mobile access
- Clunes and She Oaks
- Coverage of the area could be improved.
- Drummond and Wheatsheaf
- Glenlyon, Wheatsheaf, Musk north, Blampied
- Greater mobile phone coverage across the shire
- In the areas that I work there is poor or no phone/internet services in areas including Glenlyon, Lyonville, between Daylesford and Newlyn, Musk, Bullarto, Denver, etc
- It would be good for my visitors if carriers other than Telstra had coverage
- Just getting it in town would be a bonus and as for cost a little competition wouldn’t go astray. Country people need to communicate as much as city folk and shouldn’t have to pay twice as much
- Large areas that have no coverage e.g Dean Daylesford Road.
- Lyonville through into Daylesford. This is a highly fire prone area and the
communities’ peace of mind and safety would be greatly assisted in the coming fire seasons.

- Lyonville, Trentham, Musk, Bullarto
- Lyonville. We do not get mobile or internet coverage at all.
- Musk.
- Need to provide service to the many black spots in the Hepburn Shire
- No coverage between Eganstown and Newlyn
- Outskirts of township
- Parts of our region have almost no mobile cover and in an emergency situation this may be dire.
- Priority areas for improvement in mobile phone coverage include some of the areas in the Hepburn Shire such as Musk Vale and Sailors Falls where the restaurant Sault is. There also needs to be an improvement in the coverage on the train from Ballarat to Melbourne.
- Service drops in and out whilst travelling in the car. Recharging.
- There are many black spots in the Hepburn Shire where mobile coverage is not possible. I have no mobile service inside my house - I have to go outside and hold the phone above my head to use it.
- This is for Telstra only. We also have an Optus mobile (contracted for another 12 months) which is woeful for voice calls and 3G data services are non existent.
- Too many to list
- Travelling from Daylesford to Trentham. Springhill to Daylesford.
- Trentham, Greendale, Dales Creek, Korweingubora, South of Ballan, Spargo Creek
- We can’t get a mobile phone signal in the area. This is affecting our ability to work from home

GOLDEN PLAINS SHIRE - 16 references - 5.33% of respondents

- Area to west of Teesdale
- As above with Optus, improve reception strength with Telstra in pockets of Dereel. Ferrers Road on the right side. As above with Telstra, I only get mobile reception in one corner of my 20 acre property where there is only grass and trees.
- Clunes and She Oaks
- Dereel needs a mobile phone tower and service from all major telecoms providers
- Fit a third screen to the Bannockburn tower to increase the operating field to 360deg.
- Haddon area could do with better coverage
- I do not have acceptable coverage at home therefore I do not turn on my mobile unless I am away from my residence. Therefore I would like the equal opportunity of other mobile uses to be able to use my mobile at home. With out doubt DEREEL NEEDS A TOWER!!!
- I live in Teesdale and the coverage is pretty poor - I have to stand outside to be able to get reception and speak!
- Install a local mobile phone tower.
- More towers!
- Need better mobile phone coverage. My mobile picks up a signal in the front of the house BUT not in the middle or the back of the house.
- No mobile coverage at my home. Have to drive to highway for coverage.
- Over most of the shire, especially between Rokewood and Ballarat.
• Rokewood township has no mobile coverage.
• The township of Shelford
• We are in a black spot with extremely poor mobile coverage due to hills and where current towers are placed. We are situated between Linton and Cape Clear and the towers we usually gain access to are either Berrybank or Cressy, both a considerable distance from us. We cannot access towers at Linton or Smythesdale which are both closer due to hills and are getting no help from providers re antennas or the like. We are borderline as to access via ADSL due to distance from the exchange. Often I am downloading at 0.04kbps even on ‘broadband’. It's a JOKE!!!!! Optus suggested that if I'd like to "Opt" (pardon the PUN) out of my contract they won't charge a disconnection fee. Maximum download speed I've ever noticed is 220kbps. That was a one off occasion.

CITY OF BALLARAT - 11 references - 3.67% of respondents
• Along railway lines and in rural areas between towns.
• Between Ballarat and St.Arnaud
• Between St Arnaud & Rupanyup there are many black spots where the calls just drop out. Between St Arnaud and Ballarat same.
• Elmhurst is poor for coverage and there are a number of black spots in Elmhurst, between Elmhurst and Ararat, and also between Elmhurst and Ballarat.
• I'm not sure of the exact areas that loose coverage, I just know that at times there are gaps.
• Learmonth
• Melbourne to Ballarat rail line
• Mt Helen coverage is poor with Optus. The train line from Ballarat to Melbourne is patchy all the way. In comparison to the Bendigo line there is only short dropouts for approximately 1 minute each on a 1hr 55 min journey
• Over most of the shire, especially between Rokewood and Ballarat.
• See above detail
• The whole of the Pyrenees Shire and the highway Beaufort to Melbourne

MOORABOOL SHIRE - 11 references - 3.67% of respondents
• Along railway lines and in rural areas between towns.
• Bullarto - Trentham (including Lyonville) Daylesford - Ballan
• Melbourne to Ballarat rail line
• More coverage in a greater area with greater speed
• Mount Egerton
• Mt Helen coverage is poor with Optus. The train line from Ballarat to Melbourne is patchy all the way. In comparison to the Bendigo line there is only 2 short dropouts for approximately 1 minute each on a 1hr 55 min journey
• Need to have priority coverage in the areas between Daylesford and Trentham through to Blackwood which are all considered to be high fire danger areas
• Priority areas for improvement in mobile phone coverage include some of the areas in the Hepburn Shire such as Musk Vale and Sailors Falls where the restaurant Sault is. There also needs to be an improvement in the coverage on the train from Ballarat to Melbourne.
• Rail corridor between Bacchus Marsh and Melbourne.
The whole of the Pyrenees Shire and the highway Beaufort to Melbourne
Trentham, Greendale, Dales Creek, Korweingubooraa, South of Ballan, Spargo Creek

FIRE RISK OR EMERGENCY - 8 references - 2.67% of respondents

- Any area that is bush fire prone
- Armstrongs area on Western Highway has no service for about 4km and all around Halls Gap and Victoria Valley is poor to erratic/dangerous if there is an emergency.
- Be able to get a signal in my home town and surrounding area. If accident/sickness occurs no signal at all in most of the Marnoo area.
- Lyonville through into Daylesford. This is a highly fire prone area and the communities’ peace of mind and safety would be greatly assisted in the coming fire seasons.
- Mobile phone coverage in and around Marnoo is terrible. I doubt mobile internet would work here. It is extremely frustrating when it is an urgent call, or worse still an emergency. This needs to be fixed.
- Need to have priority coverage in the areas between Daylesford and Trentham through to Blackwood which are all considered to be high fire danger areas
- Parts of our region have almost no mobile cover and in an emergency situation this may be dire.
- Staff travel to remote areas (Moonambel) where they have little or no coverage thus it can become an OH&S issue in the event of an emergency.

HIGHWAY - 6 references - 2.00% of respondents

- Armstrongs area on Western Highway has no service for about 4km and all around Halls Gap and Victoria Valley is poor to erratic/dangerous if there is an emergency.
- Black spots on the Western Highway - Dadswell's Bridge, Great Western, Middle Creek
- Maroona/Rossbridge area drops out route along Western Highway has some shadows
- Navarre area and along the Western Highway between Stawell and Horsham.
- Reception away from highway is often marginal
- The whole of the Pyrenees Shire and the highway Beaufort to Melbourne

TRAIN - 5 references - 1.67% of respondents

- Along railway lines and in rural areas between towns.
- Melbourne to Ballarat rail line
- Mt Helen coverage is poor with Optus. The train line from Ballarat to Melbourne is patchy all the way. In comparison to the Bendigo line there is only 2 short dropouts for approximately 1 minute each on a 1hr 55 min journey
- Priority areas for improvement in mobile phone coverage include some of the areas in the Hepburn Shire such as Musk Vale and Sailors Falls where the restaurant Sault is. There also needs to be an improvement in the coverage on the train from Ballarat to Melbourne
- Rail corridor between Bacchus Marsh and Melbourne.

HORSHAM RURAL CITY - 3 references - 1.00% of respondents
• Dunkled/Halls Gap, Wartook Valley, Avoca-St Arnaud, Horsham Hamilton
• Navarre area and along the Western Highway between Stawell and Horsham.
• Black spots on the Western Highway - Dadswell's Bridge, Great Western, Middle Creek

CENTRAL GOLDFIELDS SHIRE - 2 references - 0.67% of respondents
• Mobile coverage at Beaufort, Carisbrook, Dunolly & Talbot is not ideal.
• Improved coverage needed in Alma area.

YARRIAMBIACK SHIRE - 2 references - 0.67% of respondents
• Optus does not have coverage in the rural areas of Murtoa, Minyip, Warracknabeal, etc.
• Between St Arnaud and Rupanyup there are many black spots where the calls just drop out. Between St Arnaud and Ballarat same.

HOSPITAL - 1 reference - 0.33% of respondents
• Inside Hospital premises.
5. Internet

Do you use the internet?

Ninety-nine percent (99%) of respondents use the internet.

<table>
<thead>
<tr>
<th>Internet (n=525)</th>
</tr>
</thead>
<tbody>
<tr>
<td>100%</td>
</tr>
<tr>
<td>99.05%</td>
</tr>
<tr>
<td>80%</td>
</tr>
<tr>
<td>60%</td>
</tr>
<tr>
<td>40%</td>
</tr>
<tr>
<td>20%</td>
</tr>
<tr>
<td>0%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>99.05%</td>
<td>0.95%</td>
</tr>
</tbody>
</table>

Why don’t you use the internet?

The most common reasons for not using the internet included no access or services (n=6), no computer (n=7), no computer skills (n=3), plan to use (n=2) and no need (n=1).

- We have no service
- Because I tried using wireless internet at my home and it did not work unless I walked out into the middle of my paddock. I waited 3 weeks for Ararat Telstra shop to come and test the service at my home and no-one ever showed up. At our previous address we had satellite and Telstra stopped providing this service so we had to contact a new supplier Aussie Broadband to get a new connection, requiring another satellite dish to be installed on the house. Very wasteful.
- Haven't got good enough service
- I assume this question refers to home use as this is an online questionnaire! I had dial up but it kept crashing due to congestion and connection issues. No cable based broadband connections are available and will still be subject to the connection issues I had with dial-up. Wireless mobile phone based systems are subject to the same poor reception problems as mobile phones in Teesdale. Satellite is expensive because Telstra say their mobile phone network covers Teesdale, eliminating any subsidy.
- Lack of affordable access
- No coverage for internet at home. Dial up far too slow to be worthwhile. Broadband and wireless not available.
- Don't have a computer (5)
- No computer but sometimes I use it at the local learning centre
- Not much service and no computer
• No computer skills
• Don't know how
• Unable to use a computer
• I plan to use the internet once I call Telstra to connect my landline phone.
• I've just moved into the area and haven't organised internet access. Currently investigating options.
• No need at present

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

The most common types of internet access were ADSL (54%), Wireless 3G (29%) and Satellite (17%).

![Type of internet access (n=520)](chart.png)
Who is your internet service provider? (For example, Telstra Big Pond, RadCom, Optus, Internode, Activ8, TPG)

Telstra Big Pond holds the largest share (43%) of the internet service provider market. Other providers that share the regional ISP market include TPG (7.3%), Activ8me (4.9%), Internode (3.7%) and Optus (3.5%).
What monthly cost do you pay for internet service?

Thirty percent (30%) of respondents pay less than $45 for their monthly internet service costs. Other respondents pay between $45 - $59 (27%), $60 - $74 (14%), $75 - $99 (13%), $100 - $149 (5%) and more than $150 (2%).

Do you get good support from your internet service provider?

Respondents were happy with support from their internet services provider. When asked “do you get good support?” 31% indicated Yes Always, and 46% indicated Yes Sometimes.
Do you plan to upgrade your internet service in the foreseeable future?

Forty percent (40%) of respondents have plans to upgrade their internet services.

| Plan to upgrade internet service in the foreseeable future (n=520) |
|---|---|---|
| Yes | No | Unsure |
| 40% | 54% | 6% |

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

The most common reason for not planning to upgrade internet service was because No Better Option Available (41%), respondents were satisfied with their current plan (22%), or cost (9%).

NO BETTER OPTION AVAILABLE - 67 references - 41.36% of respondents

- ADSL is the fastest internet currently available at the Ballan exchange. We will upgrade to faster broadband when available but no timeline has been provided for this upgrade to the exchange.
- Already using the faster possible connections available.
- Already have high download limits. Currently ADSL 2+ is not available at my exchange (Mt Clear)
- As mentioned above, there is no coverage for anything other than dial up.
- At the moment I have a service that is fair, there is not other option
- At this point in time there is no better service available where we live.
- Balance cost versus speed
- Because dial up is 22-33kps and wireless is 400-600kps nothing else is available or better.
- Because I am at the highest upgrade possible - ADSL would be great but it is not and as far as I know will not be enabled at the Evansford exchange.
- Because I'm at the maximum speed and data allowance possible currently, and 3G is useless here in Rokewood, so not worth spending the money on.
- Because no better service is currently available (2)
- Because nothing better is available, in particular no ADSL.
- Because there is no broadband coverage.
- Bigpond network gateway - currently the best available for this area. Satellite is no good and slow.
- Cost, lack of access to better services.
- Don't need it. Can't upgrade at our exchange
- Don't think I have any other options
- Happy with service, also our exchange is not capable of upgrade
- Have tried but what is available isn't much faster than what I've got and costs more.
- Highest speed of ADSL1 already
- I am at the maximum speed. Download limit is appropriate at this time
- I am happy with my existing plan, and have no other equivalent options available.
- I am on the largest and fastest plan available.
- I can't unless I'm able to be connected to an ADSL service. I am currently just outside the maximum range for ADSL. Satellite is prohibitive so unless I want to go backwards I'm stuck with wireless. Also, I'll bet that I'm not in the 97% of the population that will be covered by the NBN.
- I can't. Can only have satellite
- I do not want to deal with Telstra again, the service is shocking and it is impossible to make contact with them.
- I don't believe there are any good options out there for us in our location. If something became available like ADSL I would definitely upgrade from satellite.
- I don't think wireless is reliable enough from what I have heard.
- I have enough download capacity under the current plan and an upgrade would not improve speed that is still slow at times
- I have the highest speed at present ADSL2
- I think it's the best we can get currently
- I want to upgrade to wireless but my provider doesn't supply it so I'll stay with ADSL broadband so I don't have to move to Telstra as I'm happy with my ISP.
- I would change from satellite to a Telstra wireless service if we could get a reliable signal strength in the house
- I would if I could get off dial up and get something more efficient and reliable
- It is already wireless and sufficient for us at home
- It is the best we can get at this stage
- It would appear that no upgrade will be available in my area.
- Just signed up with Telstra where speed and downloads limits are adequate. However would have liked naked DSL (no need for a home phone) however Telstra do not provide naked DSL at Clunes and there are no competitors with equipment installed in the Clunes exchange
- Just upgraded to ADSL2
- Just upgraded to maximum plan
- No better service is available (3)
- No comparable service
- No options available (4)
- No reason to unless the service improves
- Not aware of anything better than what we already have
- Not until there is better coverage and less problems
- Nothing presently available (eg ADSL2)
- Satellite is all we can get!
- The cost for increasing speed is too high, satellite is slow compared to other modes
The service is not provided in our area
There is currently no scope for improvement.
There is nothing I can upgrade to. I have been told that I cannot have cable ADSL which would be faster because there is not the capacity in Shepherds Flat for more lines
There is nothing that is suitable to our area that works
Wait and see what will become available.
We are at maximum. Need the service to improve before we can upgrade
We can't get anything else apart from satellite internet and we're already on the fastest, most expensive plan there is. If Telstra were to upgrade our exchange for ADSL we'd get that. If we had better mobile service we may consider mobile broadband (if there was a suitable plan - we are currently on approx 35GB Satellite plan, mobile broadband doesn't really go that high).
What is the point, until the service improves greatly?
What is there to upgrade too???? Satellite is about it, wireless wouldn't work well enough as signal isn't good and plus there plans are costly
When it is satellite and average why bother
Why pay for something we don't get
Wireless 3G is the only service I can get.

SATISFIED - 36 references - 22.22% of respondents
Already have high download limits. Currently ADSL 2+ is not available at my exchange (Mt Clear)
As my service is provided through my employer, I have little control over the choice to upgrade. Aside from that I am satisfied with the service.
At the moment I have a service that is fair, there is not other option
Current allocation is sufficient. We may need to upgrade if internet TV becomes more prevalent.
Current plan meets requirements
Current service meets my needs
Currently happy (5)
Currently works fine
Happy enough with the service
Happy with service, also our exchange is not capable of upgrade
Happy with service, don't have any problems to comment on, we manage all our own connections just purchase the download amount etc.
Have sufficient capacity at the moment.
I am at the maximum speed. Download limit is appropriate at this time
I am extremely happy with what I am getting
I am happy with my existing plan, and have no other equivalent options available.
I am satisfied with the service as it is. If I were to change it would be to wireless.
I have enough download capacity under the current plan and an upgrade would not improve speed that is still slow at times
I want to upgrade to wireless but my provider doesn't supply it so I'll stay with ADSL Broadband so I don't have to move to Telstra as I'm happy with my ISP.
It does what I need at the moment
It is already wireless and sufficient for us at home
• It is satisfactory at the moment
• It works for me at this stage
• It's adequate for me at the moment. It's faster than the work connection!
• I've got a good plan now
• Just signed up with Telstra where speed and DL limits are adequate. However would have liked naked DSL (no need for a home phone) however Telstra do not provide naked DSL at Clunes and there are no competitors with equipment installed in the Clunes exchange
• Satisfactory
• Satisfactory with current
• Satisfied
• Satisfied with current arrangements
• Service suits present needs
• The shaped plan is adequate for my requirements, except on rare occasions
• What we have is working for us for now. We cannot afford to spend more for something that is not a necessity.

COST - 14 references - 8.64% of respondents

• A better service required is far too expensive
• Balance cost versus speed
• Because I don't want to pay any more per month.
• Can't afford anything more
• Cost (4)
• Cost, lack of access to better services.
• Have tried but what is available isn't much faster than what I've got and costs more.
• The amount expended is quite enough especially when added to the cost of the two landlines
• The cost for increasing speed is too high, satellite is slow compared to other modes
• Too expensive.
• What we have is working for us for now. We cannot afford to spend more for something that is not a necessity.

JUST UPGRADED - 12 references – 7.41% of respondents

• I have just done it two months ago
• I have just upgraded (4)
• Just signed up with Telstra where speed and DL limits are adequate. However would have liked naked DSL (no need for a home phone) however Telstra do not provide naked DSL at Clunes and there are no competitors with equipment installed in the Clunes exchange
• Just upgraded to ADSL2
• Just upgraded to maximum plan
• Recently upgraded from Dial up to ADSL
• Upgraded less than 2 weeks ago from ADSL to ADSL2+, so download speeds went from about 6 Mbits/second to 18 Mbits/second. I understand that the Glenlyon telephone exchange was upgraded to ADSL2+ about one month ago, but I'm concerned that I was not informed
• We are on a 12 month pre-paid plan which will not expire until March 2011.
We just have and are locked into a two year contract

**NO NEED - 10 references - 6.17% of respondents**
- Don't need it. Can't upgrade at our exchange
- Don't use it enough at home.
- I do not need to
- I don't want to upgrade. Therefore I have no plan.
- No need - do most of my internet work at office
- Not at present
- Not currently a necessity at home. Only use for social networking etc. Should I need it for work then I would upgrade however not required in the foreseeable future.
- Not necessary
- Not required with present home use
- To what?

**DON'T ORGANISE IT - 6 references - 3.70% of respondents**
- As my service is provided through my employer, I have little control over the choice to upgrade. Aside from that I am satisfied with the service.
- Because I don't personally have one and I don't have any say in what is provided by my workplace.
- I don't handle this service
- ICT department organise this.
- It is provided by my employer.
- Public service provided through RTC administered by Northern Grampians

**NOT SURE - 1 reference - 0.62% of respondents**
- Haven't thought about it really

**FRUSTRATION - 1 reference - 0.62% of respondents**
- Frustration
How do you plan to upgrade your internet service?

Thirty-eight percent (38%) of respondents were unsure about the type of upgrade planned. Thirty-seven percent (37%) want to increase internet access speeds (20% to 1Mb per second or more, 9% from dialup to broadband, and 8% to more than 512k per second) and 22% want to increase monthly download limits.

![Internet upgrade type (n=208)](image)

When will your upgraded internet service be in place?

Sixty-seven percent (67%) of respondents were unsure of the timeframe for their internet upgrade. Sixteen percent (16%) would upgrade within 1-3 months, 10% within 4-6 months and 7% within 7-12 months.

![Internet upgrade timeframe (n=208)](image)
Where do you use the internet most? (Select multiple responses if applicable)

The places where the internet is used most are at home (80%) and at work (68%).

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

Thirty-seven percent (37%) of respondents spend on average 1-2 hours per day on the internet. Thirty-four percent (34%) spend on average 3-6 hours, 15% spend less than an hour, and 12% spend an average of more than 6 hours per day on the internet.
Using the scale below, please indicate how you currently use the internet for personal use.

Internet services are very often used for personal use include email and general web browsing (63%), researching services and products (34%), keeping in touch with family and friends (29%), learning and education (22%) and purchasing goods or services (17%).

For personal use, do you use your internet for other services?
Thirty-one percent (31%) of respondents use Skype for personal calls and video.
Using the scale below, please indicate your level of satisfaction with your current internet service.

Forty-six percent (46%) of respondents indicated that reliability of current internet services was either very good (33%) or excellent (13%). Support services were rated very good (11%) or good (23%) by 34% of respondents. Sixty-nine percent (69%) of respondents rated their satisfaction with internet costs as average or below (33% average, 23% poor, 13% very poor). Internet speed received similar responses (33% average, 18% poor, 12% very poor).

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

Internet usage would increase if it was faster (71%) and cheaper (55%). Twenty-three percent (23%) of respondents would use the internet more if digital telephone and telephone were integrated, 14% if they knew more about how to use things. Ten percent (10%) wouldn’t change usage, indicating the internet was fine as it is now.
Using the scale below, please indicate what you consider are the most important or pressing issues about the internet.

Sixty-nine percent (69%) of respondents strongly agree and 19% 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 (64% strongly agree, 20% agree), enhancing internet safety and security (43% strongly agree, 23% agree) and for better supporting mobility (30% strongly agree, 26% agree).
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 region of Victoria. The survey consists of a total of 48 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
☐ Business & government ☐ Business practice &
☐ Financial industry ☐ Food industry
☐ Industry development & ☐ Insurance industry
☐ Manufacturing industry ☐ Mining industry
☐ Science & research ☐ Service industry
☐ Telecommunications industry ☐ Tourism industry
☐ Utilities & energy ☐ Other:

☐ Building & construction
☐ Consumer affairs
☐ ICT industry
☐ IT & communications
☐ Real estate industry
☐ Shipping
☐ Trade, imports & exports
2.4 Using the scale below, please indicate how you currently use the internet services in your work. 1=never, 2=rarely, 3=sometimes, 4=often, 5=very

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Providing information about your products/services</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Online procurement</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Online sales</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Research on products/services</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Research on competitors</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Client support</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other: ________________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instant messaging (e.g. MSN)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social networking (e.g. Facebook or MySpace)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Internet telephone (e.g. VoIP)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Video conferencing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other: ________________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Voice calls</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobile messaging (SMS)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Video calls</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email and general web browsing</td>
<td>🟦</td>
<td>🟦</td>
<td>🟦</td>
<td>🟦</td>
<td>🟦</td>
</tr>
<tr>
<td>Keeping in touch with family and friends</td>
<td>🟦</td>
<td>🟦</td>
<td>🟦</td>
<td>🟦</td>
<td>🟦</td>
</tr>
<tr>
<td>Researching services and products</td>
<td>🟦</td>
<td>🟦</td>
<td>🟦</td>
<td>🟦</td>
<td>🟦</td>
</tr>
<tr>
<td>Learning and education</td>
<td>🟦</td>
<td>🟦</td>
<td>🟦</td>
<td>🟦</td>
<td>🟦</td>
</tr>
<tr>
<td>Social networking</td>
<td>🟦</td>
<td>🟦</td>
<td>🟦</td>
<td>🟦</td>
<td>🟦</td>
</tr>
<tr>
<td>Downloading music and movies</td>
<td>🟦</td>
<td>🟦</td>
<td>🟦</td>
<td>🟦</td>
<td>🟦</td>
</tr>
<tr>
<td>Purchasing goods or services</td>
<td>🟦</td>
<td>🟦</td>
<td>🟦</td>
<td>🟦</td>
<td>🟦</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Better and faster broadband</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reducing the cost of access</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Enhancing safety and security</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Better supporting mobility</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Increasing ease of use</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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: ___________________________