

GREAT THINGS ARE HAPPENING IN REGIONAL AUSTRALIA



How we support regional economic and social development across Australia.

EMPOWERING REGIONAL AUSTRALIA TO DO GREAT THINGS

Technology is evolving and touches every aspect of our lives, from personal connections to vital services like healthcare and education. A decade ago, Australian homes had seven devices and used 40GB of data monthly. Today, it's 22 devices and 10 times the data. Within the decade, usage is forecast to exceed 1,100GB per month with 40 devices. For businesses, technology streamlines operations, boosts productivity and reaches new markets.

Fast digital infrastructure is essential. The nbn® network is Australia's digital backbone, handling over 80% of the nation's data traffic. It's available to over 12 million premises and serves more than 20 million Australians daily.

Digital infrastructure is vital to Australia's economy and community. Accenture's independent modelling, commissioned by nbn, shows the network contributed \$122 billion to GDP over a decade and created 169,000 jobs. The economic benefits were 16 times greater in remote areas and twice as significant in regional areas compared to cities.

That is why continuing to invest in the nbn network is crucial for Australia.

Across the Fibre to the Premises (FTTP) and Hybrid Fibre Coaxial (HFC) technologies, in September 2025, nbn will introduce accelerated wholesale download and upload speeds on its three highest speed residential wholesale products, alongside new multi-gigabit speeds (subject to availability and RSPs productising this product). By December 2025, 90% of

the fixed line network will access these speeds, rising to 94% by 2030. The nbn fixed line network serves over 11 million homes and businesses, including 2.6 million in regional Australia.

We've upgraded the nbn network in rural and remote areas. As a result of the upgrades, the nbn Fixed Wireless network is more reliable than ever before. It is available to around 780,000 homes and businesses and now offers potential maximum wholesale download speeds of up to 100Mbps on nbn Fixed Wireless Plus. We have also introduced two new high-speed tiers to eligible premises, delivering potential maximum wholesale download speeds up to 400Mbps – up to five times faster than previous speeds (equipment upgrade may be required).#

The nbn Sky Muster satellite network has also been upgraded. Now available to around 300,000 homes and businesses, these upgrades enable access to a variety of plans with uncapped data usage.

These upgrades will deliver better outcomes for Australia. The same modelling by Accenture found that a faster, higher capacity nbn® network will improve Australia's GDP by a total of around \$400 billion over the eight years from 2023 to 2030, with \$97 billion of this to come from regional Australia.

Our work at nbn gives all Australians the freedom to do great things. It is delivering enormous economic and social benefit and unlocking new opportunities for Australians no matter where they live.



Gavin Williams
Chief Development Officer
Regional and Remote

In a country as large as Australia, ensuring equity of access to fast broadband has been a key task for us.



4 in 5

Australian households are connected to the nbn network, including 75% of regional homes.¹



12.9m

terabits of data were downloaded by Australians in June 2023.¹



78%

of nbn users who worked from home or looked for work, reported the nbn positively impacted their employment outcomes in FY24.⁵



1 in 5

is almost the number of nbn users boosting their income working remotely over the internet.²



90%

or more of home internet downloads are using a fixed broadband service.³



\$2,580

savings for the average user on the nbn network in travel costs, online alternatives and other means.²



51%

increase in the number of home broadband services since 2011.³



44Mbps

increase in average speed between 2012 and 2022.³



16x

greater GDP uplift in remote Australia from the deployment of the nbn compared to metropolitan areas.³

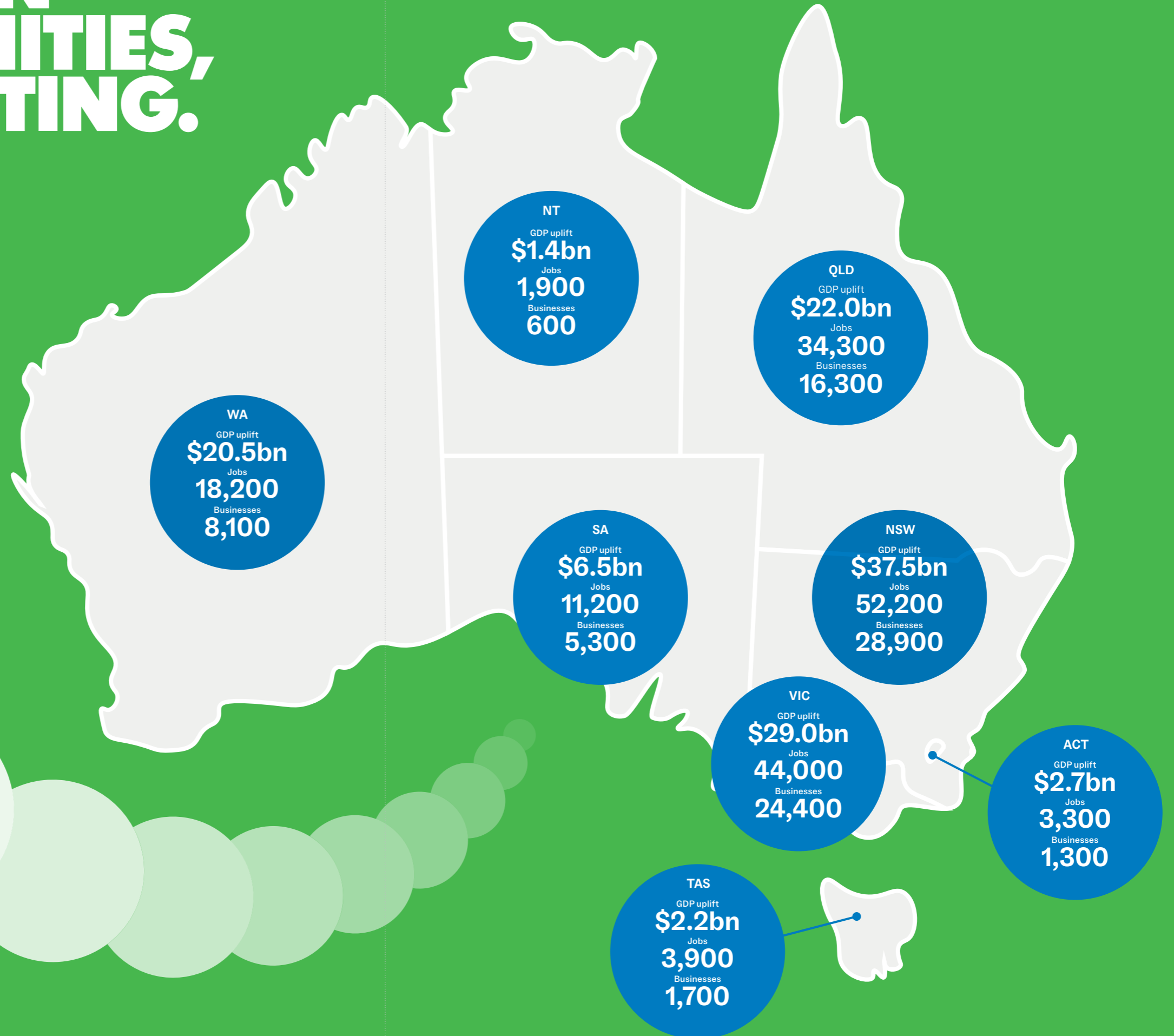
399 BILLION OPPORTUNITIES, AND COUNTING.

Between 2012 and 2022, the nbn network delivered a \$122bn boost to Australia's GDP, helped to create 169,000 jobs and 87,000 new businesses. GDP uplift from the nbn network has been 16 times greater in remote Australia, and twice as great in regional areas, compared to metropolitan Australia.

By 2030, the nbn network is forecast to add up to \$399bn to the size of the Australian economy, worth around \$68bn (or 2.7% of GDP) in 2030 alone.

For rural, regional and remote Australia, the additional GDP benefit is forecast to be \$97bn. Of this, \$64bn is forecast to come from network improvements already announced by nbn, including the Fixed Wireless network upgrade which is estimated to deliver a \$3bn boost.

All of this is giving Australians the freedom to do great things on the nbn network.



By 2030, the nbn network is forecast to add up to \$399bn to the size of the Australian economy.

THE NBN NETWORK IS HAVING A POSITIVE IMPACT ON THE LIVES OF AUSTRALIANS



In 2024, nbn asked 1,500 nbn users about the impact of the nbn on their wellbeing across five domains. In 2024, 76% of users said having the nbn network at home had a positive impact on their satisfaction with life,⁵ an increase of 1% on the previous year.



Working from home and/or using job search platforms



- 78% All Australians
- 75% Regional
- 74% Low income
- 74% First Nations



Educating, formally or informally, from home



- 85% All Australians
- 85% Regional
- 85% Low income
- 78% First Nations



Accessing telehealth or online medical information, resources or records



- 77% All Australians
- 75% Regional
- 70% Low income
- 79% First Nations



Connecting with family and friends, or accessing news or community information



- 75% All Australians
- 74% Regional
- 72% Low income
- 74% First Nations



Working, studying, accessing health or other online services helped users reduce their emissions



- 88% All Australians
- 83% Regional
- 84% Low income
- 93% First Nations



Results show users who reported either 'strong positive' or 'moderate positive' impact from using the nbn network at home. Full details are available in 'Social Impact Measurement FY24 Final Report' by Ember Advisors.

CURED COMPLIANCE

Sunshine Coast, Qld



Smart devices are making our lives easier every day. So how can the nbn network support small businesses to adopt smart technology that can save them thousands of dollars?

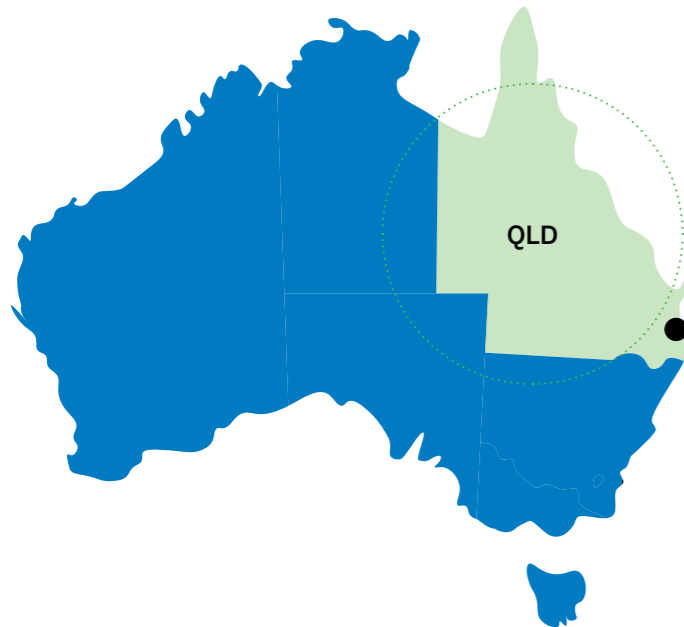
Meet Cured Compliance, winners of the 2023 Innovate with nbn grant for agriculture. Cured Compliance is using the power of the internet to monitor fresh meat quality to ensure customers receive the best and freshest quality produce every time they visit their local butcher.

Their innovative platform is being used in butcher shops across Australia to monitor air temperature in fridges and meat cases, alerting the shop

owner if there's an increase in temperature which could impact food quality. The same data is then collated and shared with food safety authorities to demonstrate compliance with regulations.

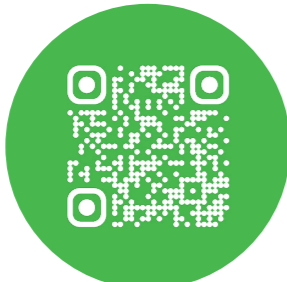
Their device could be the difference between a fridge full of meat spoiling and a bad eating experience for Australian consumers. Their innovation, harnessing the power of telecommunications, means Australian farmers' hard work isn't ruined because the fridge door wasn't shut properly.

To learn more about Cured Compliance, view our case study by scanning the code.



How the nbn network supports regional, rural and remote economic development (2012-2022)[†]

GDP uplift	
Brisbane	Rest
\$11.7bn	\$10.3bn
Jobs	
Cities	Regional
22,300	12,000
Businesses	
Cities	Regional
10,500	5,800



Cured Compliance is using the power of the internet to monitor fresh meat quality.

MCGREGOR GOURLAY

Moree, NSW



The reach of nbn's full fibre network into regional Australia is enabling businesses such as Moree-based McGregor Gourlay the opportunity to expand their operations and adopt new and innovative business practices.

It's not just our farmers who are embracing new technologies and ways of doing things. Across the agribusiness supply chain, the need for businesses to be better connected is a critical component in helping them to drive digital adoption, improving efficiencies and helping them to compete in the online marketplace.

The upgrade to faster nbn full fibre in Moree means McGregor Gourlay's staff can simultaneously engage in videoconferencing calls while allowing the rest of the business to continue uninterrupted operation.

With Moree the centre of an agricultural growing region worth more than \$750m annually, McGregor Gourlay is helping to lead the local agribusiness sector and support the adoption of digital agriculture across north western New South Wales.

Read more about McGregor Gourlay's story by scanning the code



How the nbn network supports regional, rural and remote economic development (2012-2022)[†]

GDP uplift	
Greater Sydney	Rest
\$27.2bn	\$10.3bn
Jobs	
Cities	Regional
39,500	12,700
Businesses	
Cities	Regional
21,700	7,200



McGregor Gourlay is using the power of the internet to support greater efficiency in agricultural supply chains in northern NSW.

TERRALAB

San Remo, Victoria



When your award-winning home business takes off, you need a network that can keep you and your customers connected. San Remo's TerraLab, the 2022 Innovate with nbn winner, has seen lots of change since winning the award.

"We're now selling our Australian-designed and managed STA Logger device into markets across north and south America and Europe", said TerraLab founder, Harley Schinagl. Since we last visited Harley, he and his wife Michelle have made the investment in nbn's Fibre to the Premises product, enabling them to better meet the data needs of their growing business, and family.

"TerraLab's work relies as much on sending data out as receiving it in; for this reason, the reliability of an nbn Fibre to the Premises connection allows us the opportunity to better support our customers located in Australia and around the world."

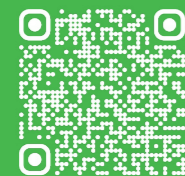
With Harley and Michelle now connected to the benefits of nbn's full fibre network, they have the opportunity to access faster speeds than were previously available.

Find out more about TerraLab and the STA Logger by scanning the code.



How the nbn network supports regional, rural and remote economic development (2012-2022)†

GDP uplift	
Greater Melbourne	Rest
\$23.8bn	\$5.2bn
Jobs	
Cities	Regional
33,400	10,600
Businesses	
Cities	Regional
18,800	5,600



The reliability of an nbn FTTP connection allows TerraLab the opportunity to better support their customers in Australia and around the world.

BITLINK

Flinders Island, Tasmania



Creating the next generation of curious minds remains a core mission for 2022 Innovate with nbn winners Bitlink. Their work to give primary school students in remote and isolated schools the opportunity to practically learn science, technology, engineering and mathematics (STEM) skills continues apace, thanks to the nbn network.

From their base in Launceston, the Bitlink team has distributed more than 1,000 of their 'IoT (Internet of Things) kits' to students, delivering interactive workshops virtually, teaching students and their teachers about the practicalities of modern technologies. The nbn network is allowing Bitlink to

hold real time training sessions hosted from their headquarters, connected to schools across Tasmania.

Saving time through the use of online training platforms has helped to extend the reach of Bitlink's services, and reduced time lost on the road traveling between locations. The time saved has been invested in building new and innovative online tools and platforms. Their success in the innovate with nbn program has given them the opportunity to develop new education programs around areas such as cyber security and advanced manufacturing.

Learn more about Bitlink by scanning the code.



How the nbn network supports regional, rural and remote economic development (2012-2022)†

GDP uplift	
Hobart	Rest
\$1.2bn	\$1.0bn
Jobs	
Hobart	Regional
1,900	2,000
Businesses	
Hobart	Regional
700	1,000



The nbn network is allowing Bitlink to hold real time training sessions hosted from their headquarters, to schools across Tasmania.

COMMUNITY WI-FI



Koonibba, South Australia

nbn remains committed to lifting digital inclusion for Aboriginal and Torres Strait Islander people. Through the Company's Community-wide Wi-Fi solution, Koonibba, a small remote Aboriginal community approximately 800 kilometres northwest of Adelaide and home to approximately 150 people, was able to gain internet access.

In February 2022 a community-wide Wi-Fi solution, powered by the nbn® Sky Muster® Plus satellite service, was installed. Connectivity was enabled across outdoor areas and inside key buildings such as the Youth Centre, Council Office and the Women's Centre. Community members use a portal to log in through their device and access the free Wi-Fi service, enabling them to undertake activities such

as video calling, telehealth, instant messaging, email, basic web browsing, and accessing critical government services such as myGov.

Koonibba's connection is one of 134 Community Wi-Fi solutions deployed by nbn in conjunction with participating retailers. nbn is enabling more First Nations people to experience first-hand the social and economic benefits that come with greater access to crucial services, participation in the digital economy, education, health services, entertainment and keeping in touch with family and friends.

Read more about our work in First Nations communities by scanning the code.



How the nbn network supports regional, rural and remote economic development (2012-2022)†

GDP uplift	
Adelaide	Rest
\$5.3bn	\$1.2bn
Jobs	
Cities	Regional
8,700	2,500
Businesses	
Cities	Regional
3,800	1,500



nbn remains committed to lifting digital inclusion for Aboriginal and Torres Strait Islander people.

LAYNHAPUY HOMELANDS



Yirrkala, Northern Territory

No matter where you live, access to health care when you need it is critically important. Thanks to the nbn network some of Australia's most isolated communities are just a few clicks away from help.

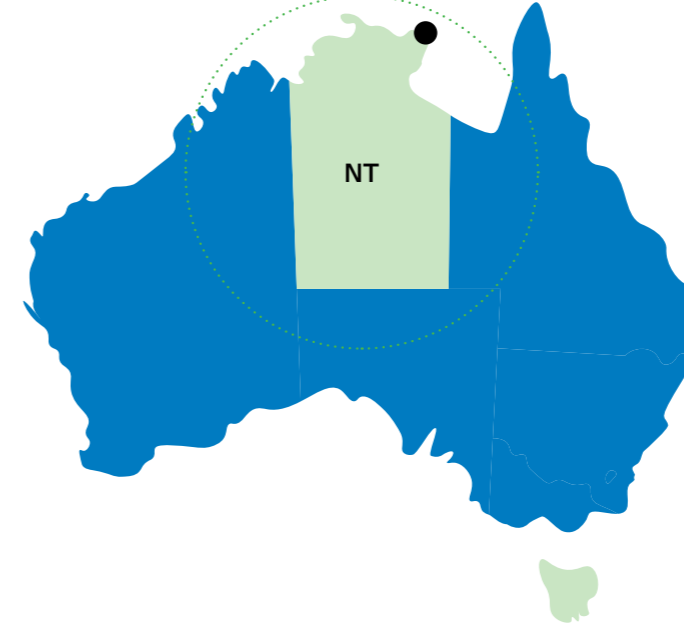
In 2021, during the COVID pandemic, our teams installed nbn Sky Muster satellite connections in the Laynhapuy Homelands, a community in the East Arnhem region of the Northern Territory. The connections enabled the community to access telehealth services, preventing long waits and commutes to seek medical assistance.

Satellite network improvements mean that, using nbn Sky Muster Plus Premium plans, the remote

clinics can now access uncapped data for all internet usage^^. In town, the staff based in Yirrkala can access nbn Fibre to the Premises, which was delivered through a co-investment under the Regional Connectivity Program.

The nbn network has helped keep communities connected and in touch with health care staff. Staff can now access faster broadband at work, and in their staff quarters, because of nbn Fibre to the Premises in Yirrkala.

Read more about Laynhapuy Homelands by scanning the code.



How the nbn network supports regional, rural and remote economic development (2012-2022)†

GDP uplift	
Darwin	Rest
\$1.1bn	\$300m
Jobs	
Darwin	Regional
1,300	600
Businesses	
Darwin	Regional
500	100



The nbn Satellite connection enables the community to access telehealth services, preventing long waits and commutes to seek medical assistance.

BUSSELTON JETTY

Busselton, Western Australia

The team at Busselton Jetty is dedicated to both environmental preservation and global storytelling, a mission that has only gained momentum since their win in the inaugural Innovate with nbn program. Beyond its distinction as the southern hemisphere's longest timber-piled jetty, the site now features 13 captivating underwater sculptures, handcrafted by 12 Western Australian artists, enhancing the marine ecosystem and captivating visitors with their beauty and wonder.

Utilising the power of the nbn network, Busselton Jetty connects students from remote Western Australia to the underwater world, fostering educational experiences previously inaccessible to



them. This connectivity has extended internationally to Sugito Higashi, Busselton's sister city in Japan, allowing students to explore Australia's unique marine environment from afar. Looking ahead, Busselton Jetty envisions a bright future, leveraging upgraded network capabilities to expand virtual excursions and citizen science programs. Through the transformative power of the nbn network, this regional tourism icon and education provider is reaching new audiences, enriching the marine environment, and cultivating economic opportunities in Western Australia.

For further insights into Busselton and its connected Jetty, we invite you to scan the code.

How the nbn network supports regional, rural and remote economic development (2012-2022)[†]

GDP uplift

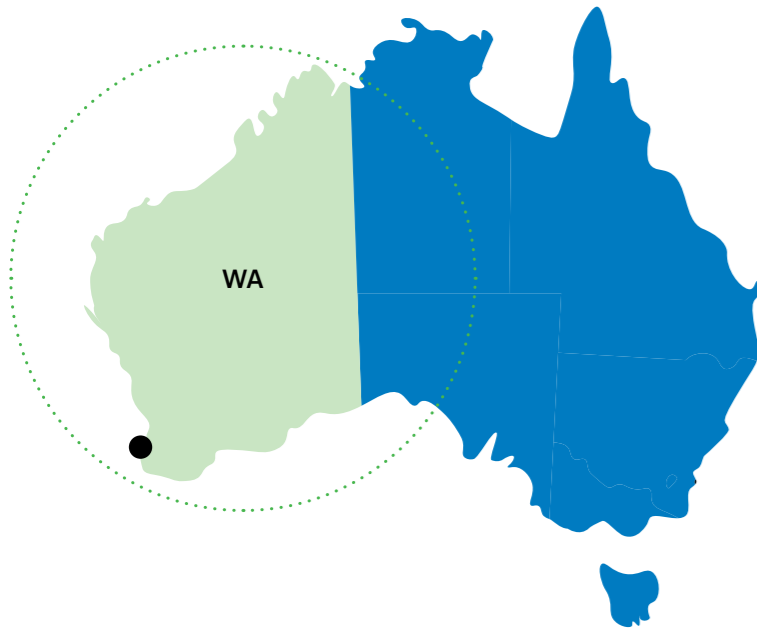
Perth	Rest
\$15.4bn	\$5.1bn

Jobs

Cities	Regional
14,400	3,800

Businesses

Cities	Regional
6,200	1,900



Busselton Jetty connects students from remote Western Australia and around the globe to the underwater world.

GREAT THINGS ARE HAPPENING IN REGIONAL AUSTRALIA



Reaching further with nbn Fixed Wireless.

Upgrades to the nbn Fixed Wireless network have been completed, delivering faster speeds in our busiest times, and introduced new higher speed plans to eligible premises with speeds up to five times faster than previously available (equipment upgrade may be required).

Faster nbn speeds, for home, work & play.

Across our FTTP and HFC technologies, in September 2025 nbn will launch accelerated wholesale download and upload speeds on its three highest speed residential wholesale products, alongside new multi-gigabit speeds (subject to availability and RSPs productising this product). By the end of December 2025, 90 per cent of the fixed line network will be able to access these speeds, increasing to 94 per cent by the end of 2030.

Fit for the future.

We're investigating how emerging satellite technologies can continue to deliver connectivity for Australians continuing our commitment to lift the digital capability of Australia.





RESOURCES

Unless otherwise stated, the figures quoted in this research are drawn from “The economic and social impacts of the nbn network - Key insights report” and/or “The economic and social impacts of the nbn network - Methodology report” (Accenture report), prepared by Accenture, commissioned by nbn and available for download from <https://www.nbnco.com.au/corporate-information/media-centre/media-statements/accenture-economic-modelling-reveals-gdp-benefits-of-faster-stronger-nbn>

1. Communications and media in Australia: How we use the internet (June 2023)
2. Value of services over the nbn network: research by Accenture, commissioned by nbn, February 2023.
3. The economic and social impacts of the nbn network - Methodology report (Accenture report), prepared by Accenture, commissioned by nbn.
4. Survey was run over period of eight days in November 2024. Respondents asked to consider the way they use the internet and the impact of the use of home internet over the last 12 months.
5. Social Impact Measurement FY24 - Final Report, research by Ember Advisory, commissioned by nbn

A customer’s experience, including the speeds actually achieved over the nbn® network, depends on some factors outside nbn’s control (like equipment quality, software, and how a retail service provider designs its network) and the nbn technology used for the connection. Speeds may be impacted by network congestion on nbn’s Fixed Wireless network, including during busy periods.

^^ A customer’s experience, including the speeds actually achieved over the nbn network, depends on the nbn access technology and configuration over which services are delivered to your premises, whether you are using the internet during the busy period, and some factors outside of nbn’s control (like your equipment quality, software, chosen broadband plan or how your provider designs its network). For nbn Satellite, customers may also experience latency.

† The economic and social impacts of the nbn network - Key insights report: prepared by Accenture, commissioned by nbn.

nbn is very happy with featured case studies’ experience with the nbn® network. Of course, end customer experiences may vary.

