



Media Release

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Connectivity set to boost Mount Gambier's business sector

nbn™ broadband access network predicted to create up to 700 new local businesses by 2021

New research released today reveals the nbn™ broadband access network is expected to generate up to 700 new businesses and up to 2,370 additional digital jobs in Mount Gambier and its surrounding regions by 2021.

Commissioned by NBN Co, the Regional Australia Institute (RAI) compiled the *Mount Gambier Business Growth Opportunities* report using research from AlphaBeta's first national economic and social study of the impact of the nbn™ access network.

The report highlights Mount Gambier's high concentration of professional workers (16 per cent) and knowledge-intensive business services (2.8 per cent) indicates the region is in a strong position to leverage digital technologies to start up new businesses, open market opportunities and reduce reliance on traditional industries.

Mount Gambier's human capital ranking was reported as one of the top scores in South Australia (14 out of the 51 Local Government Areas) with a high proportion of technical qualifications (25 per cent) and adult learning at (five per cent), which indicates a skilled workforce able to support innovation.

Chief Executive Officer for the Regional Australia Institute, Jack Archer said:

"Mount Gambier has an enormous opportunity to build on traditional industries such as tourism, hospitality and retail services while building on new business opportunities to drive future economic growth.

"In particular, industries that rely on digital capabilities, such as large data transfer requirements and video conferencing will be able to leverage fast broadband to grow and become more competitive beyond the region.

"Innovation and entrepreneurship which can be pursued with access to fast broadband and a technologically skilled workforce will enable Mount Gambier to continue to offer the benefits of regional living and lifestyle with the attraction of globally competitive business options."

Head of nbn™ local South Australia and Northern Territory, Tim Saul said:

"With the rollout of the nbn™ access network complete in Mount Gambier, the region is in a strong position to take advantage of a fully connected workforce to drive growth and reach new markets.

"These new businesses in Mount Gambier are set to join a predicted 5,570 additional businesses created across South Australia by 2021 as a result of the nbn™ access network.



“It’s encouraging to see early signs of growth in the region as a result of connectivity with local businesses taking advantage of access to fast broadband to expand their market and increase productivity.”

Key imperatives recommended for Mount Gambier from the Regional Australia Institute:

- **Get connected** – businesses in Mount Gambier can tap into applications such as cloud computing and video conferencing to reach new markets and compete globally;
- **Build technological knowledge and upskill the workforce** – to fuel business innovation in the form of new products and services, efficiency gains and new ways to connect with customers;
- **Apply the capabilities of digital technologies** – to enable workers to lift existing business performance as well as increase the number of new ones.

The rollout of the **nbn™** access network in Mount Gambier is complete with more than 13,000 homes and businesses now able to order a service through a phone or internet provider.

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