

#SPEEDITUP CAMPAIGN

AUGUST 2016

DIGITAL SUNSHINE COAST

6 May - 3 June 2016

233 respondents from the Sunshine Coast business community told us about their internet needs as part of the #SPEEDITUP campaign.

Some things are better in slow motion, the internet is not one of them...

Background & Purpose

Digital Sunshine Coast is a collaborative project hosted by Regional Development Australia Sunshine Coast, Sunshine Coast Council, and Noosa Council in partnership with a large network of organisations and individuals. We aim to connect people on the Sunshine Coast on the topic of digital innovation.

Business has told us that the lack of competitive solutions for business-grade broadband on the Sunshine Coast is having a detrimental effect on business opportunities and economic growth.

Improving digital infrastructure is the number 1 priority in the Sunshine Coast's Digital Action Plan 2015. The goal is to achieve a mix of high-speed, reliable fibre optic cables and Wi-Fi across the entire Sunshine Coast region through increased competition and public and private investment.

Digital Sunshine Coast are actively advocating for investment in high speed broadband for all parts of the Sunshine Coast region. The aim is to increase connectivity through more competition, capacity and coverage, resulting in significantly improved bandwidth/ upload/download speeds across the region.

One key action to achieve this was the launch of the SPEED IT UP campaign.

Speed it up Campaign



The SPEED IT UP campaign aims to develop an evidence base to determine the current broadband services Sunshine Coast businesses are using and to articulate the demand from business for improved broadband infrastructure.

The results of the campaign show there is demand from Sunshine Coast businesses for improved internet speed and reliability. 86% of businesses surveyed rely on the internet for many of their core operations and slow internet speeds are having a major impact on business.

Sunshine Coast businesses are looking for improved solutions to their broadband needs and are willing to pay for faster, more reliable services.

Digital Sunshine Coast will use the results of the SPEED IT UP campaign to advocate to telcos and other broadband providers for increased and accelerated investment in broadband infrastructure on the Sunshine Coast.

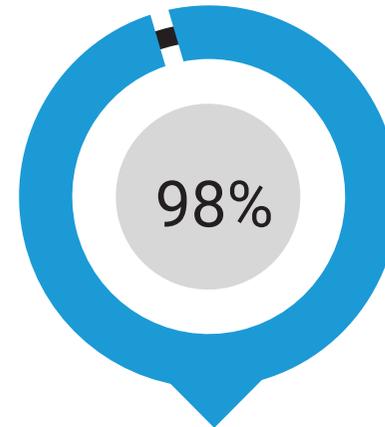
Faster, more **stable** internet is **very important** to Sunshine Coast businesses.



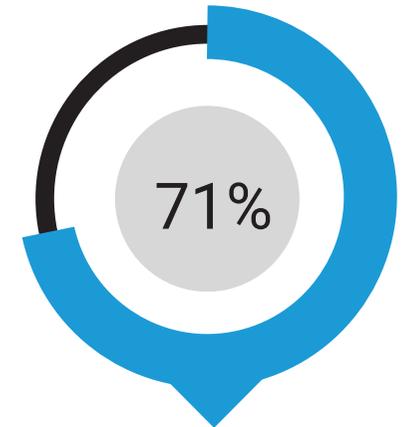
“For Australia to compete on the world stage, fast secure internet is a must.”



“Bad internet is the **MOST** frustrating thing on the Sunny Coast out of **ALL** things for me.”



98% of respondents wanted **faster** and / or **more stable internet** for their **business needs**.



71% of respondents want **both faster and more stable internet**.



86% of respondents are **entirely reliant** on the **internet** for more than **50%** of their **business operations and activities.**

BUSINESSES ON THE
SUNSHINE COAST
RELY ON HAVING A
FAST, STABLE
INTERNET
CONNECTION
IN ORDER TO DO THEIR
BUSINESS

“Our business will not be as successful as our competitors as we are simply spending so much time ‘waiting’ online. Something really needs to be done urgently.”

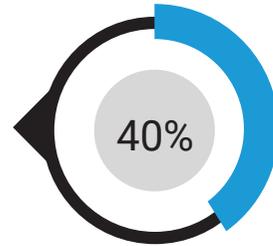


“My business relies on the internet. Without it I would be back to delivering projects on memory stick by courier. Without quality internet I lose customers and cannot grow my business. It is not a luxury it is a necessity.”

“Lack of a fast and stable connection is really starting to effect my business productivity. Working from my home office is now impossible at peak holiday times.”

“We also use one of our lines for our EFTPOS machine. At busy times of the day (usually in the afternoon) the machine cannot process payments with regular 'No Carrier' notifications. VERY FRUSTRATING when you have a line of customers and it can sometimes take up to 5 attempts to process.”

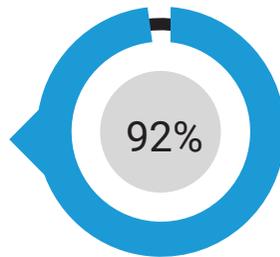
40% of respondents are **currently paying \$61 - \$100** per month for broadband.



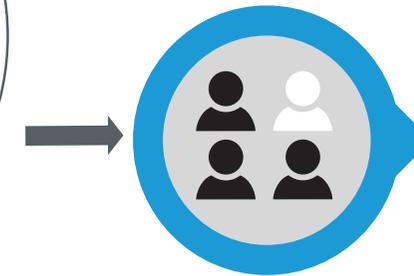
“

We have no ADSL broadband in our area. Many other home run businesses in our street/area are forced to use mobile broadband options which are expensive and often not reliable.”

92% of respondents **would pay more than \$60 per month for faster internet.**

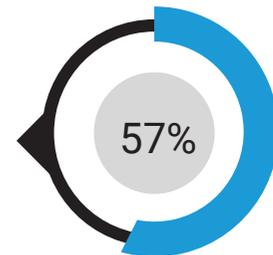


Businesses are willing to pay for faster internet



1 in 4 respondents were **willing to pay more** than they're currently paying.

57% are willing to pay more than **\$100 per month** for faster internet.

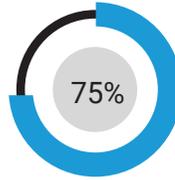


Generally the more you pay for your connection, the better the performance.
EXCEPT for people **paying \$101 - \$200 per month** which is on average, **the worst performing**, which **may suggest** that in some areas people are **paying a premium** just to get a connection.

75% of respondents have an ADSL connection.

Average download speed is 6.2mbps (fastest is 31.77 mbps).

Average upload speed is 1.04 mbps (fastest is 21.02 mbps).

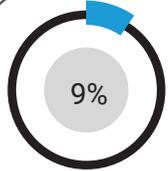


9%

9% rely on a mobile 3G or 4G connection.

Average download speed is 11 mbps (fastest is 100 mbps).

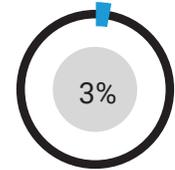
Average upload speed is 5.4 mbps (fastest is 30 mbps)



Less than 3% of respondents have a fibre optic connection.

Average download speed is 67.98 mbps (fastest is 200 mbps).

Average upload speed is 42.8 mbps (fastest is 200 mbps).

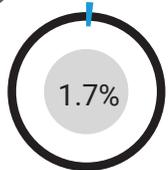


1.7%

1.7% use a satellite connection and at least 1 business is using a dial-up connection.

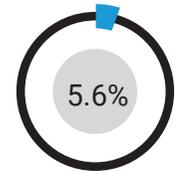
Average download speed is 1.17 mbps (fastest is 2.58 mbps).

Average upload speed is 0.65 mbps (fastest is 2.25 mbps).



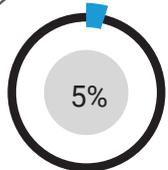
5.6% of respondents have an 'other' connection (including SHDSL, copper wire, wireless, EFM, Ethernet and NBN).

5.6%



5%

5% of respondents are unsure what type of connection they have.



What type of connections do businesses have?

digitalsunshinecoast.com.au



DOWNLOAD

The average download speed in Australia is 8.8 mbps ranking us 48th globally.

<https://www.akamai.com/us/en/multimedia/documents/state-of-the-internet/akamai-state-of-the-internet-report-q1-2016.pdf>



UPLOAD

The average upload speed in Australia is 3.3 mbps ranking us 53rd globally.

<http://testmy.net/rank/countrycode.up/>

How does **internet speed** on the Sunshine Coast **compare?**



3 out of 4 Sunshine Coast businesses have an internet **connection** with download speed **slower than the national average**.



1 in 3 have a connection that is slower than the Philippines... the second slowest average download speed in the Asia Pacific region (after India).



9 in 10 Sunshine Coast businesses experience **upload speeds slower** than the national average.



4 in 5 experience speeds which would place them outside the **top 100** countries in the world for uploads (behind countries like Haiti, Tonga and Mongolia).

#SPEEDITUP CAMPAIGN

Increased and accelerated investment in broadband infrastructure is vital for Sunshine Coast businesses and will provide significant economic and social benefits to the entire community.

Will you help SPEED IT UP?



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