



The Information Discovery Program

The Victorian Government is committed to significantly reducing the cost to investors of obtaining information on Victoria's regional, rural and remote telecommunication markets. The Information Discovery Program identifies information gaps by analysing information requirements, sourcing the missing information and making it readily available through the Government's online resource - the Broadband Access Office.

The Information Discovery Program, an initiative of the Government's Broadband Framework policy, outlines a range of programs directed at improving the environment for telecommunications investment in regional Victoria. Through this program, the Government regularly publishes a series of reports examining various elements of Victoria's rural, regional and remote telecommunications markets and opportunities.

The information environment

There is currently a lack of information about Victoria's regional, rural and remote telecommunication markets. An understanding of how the market is segmented and its different demand conditions is a key information requirement for investment evaluation. Intelligence on these different markets is difficult and costly to obtain.

The Government can be a neutral provider of information assisting investors with their decisions. It is important to reduce the cost of information discovery and provide clear market insight as a more informed market will promote greater investment and enable better decisions by industry, investors and policy makers.

Spend/Demand – Telecommunications in Regional and Rural Victoria Reports - 3rd Edition

The Information Discovery Program provides a series of reports titled Spend/Demand - Telecommunications in Regional and Rural Victoria. This independent market review, produced by ACIL Tasman Pty Ltd, provides much-needed market intelligence to estimate demand and spending on

telecommunications throughout Victoria, and is updated annually. A whole-of-state report plus six regional reports are now in their third edition.

The reports

- Highlight differences in telecommunications demand, unmet demand and expenditure across Victoria's regions
- Identify the particular regional characteristics driving these differences
- Forecast telecommunications demand over the next five years.

The reports are a valuable tool for investors wanting to deliver the most appropriate telecommunications solutions (technology and business proposition) to meet the needs of Victoria's diverse regional, rural or remote locations. It promotes a focus on regional markets that have been partly ignored by telecommunication companies. Investors can use the report as a starting point to ascertain the current state and future trends of supply and demands assisting in better judgments for potential investments.

Who will find the report useful?

The Spend/Demand - Telecommunications in Regional and Rural Victoria reports will benefit all groups with an interest in rural and regional telecommunications, such as:

- the regional telecommunications industry
- telecommunications carriers and service providers
- Internet service providers
- telecommunications equipment manufacturers and suppliers
- telecommunications associations
- local government
- community groups
- economic development associations
- chambers of commerce
- key industry associations
- universities.



How the reports have been compiled

ACIL Tasman worked with the Victorian Government to build a telecommunications demand and expenditure model capable of generating whole-of-state analysis and regional reporting. The model interfaces with a geographic information system which creates detailed telecommunication service coverage and demand maps. The underlying data used by the model to generate the report comes from a range of sources, including the Australian Bureau of Statistics, State Government departments and private information providers. All data is the latest available at the time of production of the reports.

The model is a work in progress

- It can easily be updated to incorporate new information.
- Assumptions that form the model's reference case can be easily manipulated to highlight the effect of changes in telecommunication demand curves - further research will be used to validate and recalibrate the model's assumptions.

Further developments

The Spend/Demand - Telecommunications in Regional and Rural Victoria reports are a starting point in an ongoing effort to understand demand, unmet demand and expenditure for telecommunications in rural, regional or remote Victoria. Future developments will include:

- updating the report as new data becomes available
- improving the model's analytical capabilities
- regularly refreshing the model's underlying data
- investigating methods for industry access to the model.

The information presented in the reports is not exhaustive, as the model can generate a wealth of information depending on user needs. More detailed regional segment analysis will be the subject of future reports.

The following reports are currently available:

Whole of State Analysis
Metropolitan Melbourne
Gippsland Region
Hume Region
Loddon Mallee Region
Grampians Region
Barwon South Western Region

Where can I get the report?

The reports are available on the Government's Broadband Access Office:

www.mmv.vic.gov.au/broadband

For more information

The Government is keen to gather more information and to hear from readers who wish to add their own insights to the information that has been presented.

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