

Spotlight: Australia

Workers prioritise reliable, accessible connectivity as significant investment is made to bridge the digital divide and shore up hybrid access



With more than half (51%) of Australians connecting to work from home or run their own business, the population understands the need to stay connected while away from the office.

In the next year, more than half (56%) expect to use the Internet just as much or even more than they previously did – as do 54% of current hybrid workers. This is leading to concerns over bandwidth: 71% agree broadband services must dramatically improve to support future hybrid work.

A similar majority (75%) state the reliability and quality of their connection is important. In more than half of workers' households, three or more people use the Internet at the same time of day, underlining the importance of a reliable high-speed network.

Connecting the country

It should be noted networks largely stood up to the challenges of a rapid step-change to home and hybrid working. The Australian Government is also taking further steps to address this shift. Its National Broadband Network is largely complete, providing universal access to high-speed broadband.

An additional \$4.5bn has been committed to ensure that, by 2023, 75% of homes and businesses should benefit from the upgrade, supporting business innovation, productivity and growth. Meanwhile, \$85m has been allocated to expanding the country's Regional Connectivity Program for better Internet and mobile access in remote regions.

Despite the benefits promised through these investments, 69% of workers believe officials should accelerate the roll-out to ensure high-speed, reliable Internet for all.

Key takeaways



75% of workers in Australia state fast, reliable Internet service is crucial to their daily lives



69% say accelerating plans to create better connectivity across Australia is vital



Nearly 2 in 3 people believe affording high-quality digital services will become an issue



84% of respondents actively use their broadband at home for four hours or more each day

Australians have high expectations of digital networks. Nearly three-quarters (74%) see fast, reliable connectivity as crucial to the country’s future economic growth. A further 71% believe it is critical to maintaining a well-educated population.

Digital equality is another issue raised. Some 62% predict the cost of broadband will become difficult for some people, with 61% expressing the opinion that Internet access currently costs too much.

Furthermore, 42% of respondents say they were unable to access critical services such as online medical appointments, online education, social care and utility services during lockdown, due to an unreliable broadband connection.

Hybrid hopes

Despite the challenges of affording Internet access, workers are aware of the need for strong defences against cyber attacks. Overall, 73% agree all citizens should enjoy a secure connection whether they’re connecting in a public or private space.

Almost half (46%) would be willing to pay more for a safer connection than they have today - including 50% of full-time remote workers and 48% of those counting themselves as hybrid workers.

Home broadband usage patterns anticipated over the next 12 months

