



REGIONAL AUSTRALIA INSTITUTE

FACT SHEET

Login or Logout?

Online work in regional Western Australia

There is currently untapped potential for online work in regional Western Australia. This presents an opportunity for people to retain employment in Perth, while enjoying a regional lifestyle.

Advances in technology and increasing internet accessibility has untied many types of work from needing a fixed site of production.



TELEWORKING AND DIGITAL HUBS



CALL-CENTRES



REMOTE OPERATIONS FACILITIES



HOME-BASED MICROBUSINESSES



SPECIALIST CONSULTANCY SERVICES

Login Opportunity: Knowledge sector jobs have the greatest potential for expansion. Regional cities and local government areas (LGAs) with good existing broadband connectivity and workforce capacity are best positioned to build an online workforce (see over).

Login Benefits: Online work widens access to employment and customer markets, helps increase productivity and lowers business overheads. It can help grow and retain populations in regional areas.

Logout Challenge: Many LGAs have low levels of broadband connectivity and limited workforce capacity. The NBN rollout will be crucial to enable these areas to realise their potential for online work.

Logout Risk: Online work will open up some types of work and some regional markets to more competition from cities and other regions. Regional businesses will need to ensure that they have developed their capacity to compete.

Please visit our website to access the full report.

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35%

of the regional WA workforce has potential to engage in online work



20 LGAs

can expand online work based on existing connectivity and workforce capacity

1500km

The distance from Rio Tinto's operations centre in Perth to the mining equipment they are controlling in the Pilbara region

FOR THE GOOD OF AUSTRALIA

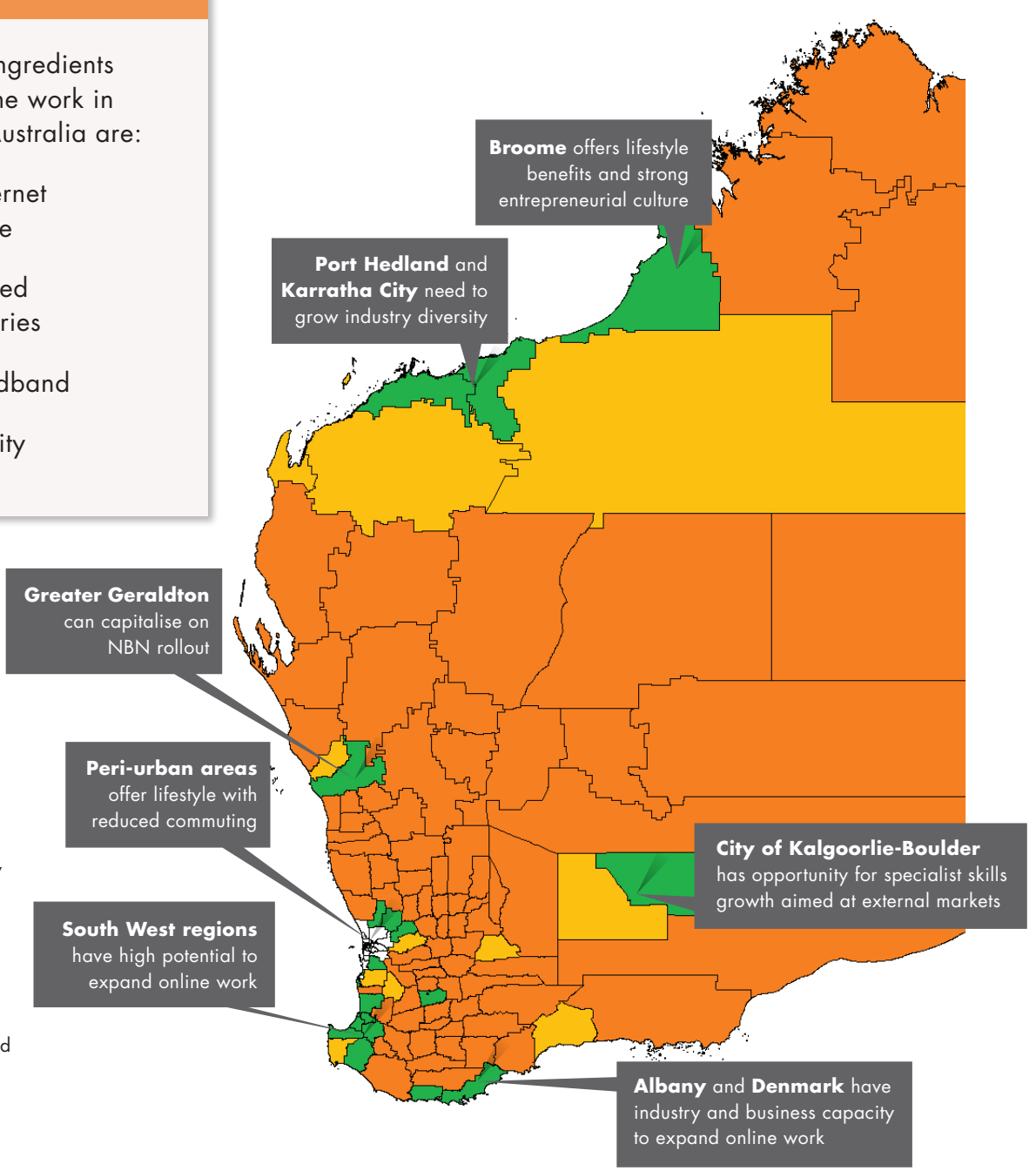


The essential elements for online work

The four essential ingredients for expanding online work in regional Western Australia are:

1. Skilled and internet ready workforce
2. Knowledge-based jobs and industries
3. Access to broadband
4. Business capacity

- High potential with good connectivity and workforce capacity
- Some potential, additional connectivity and development of workforce capacity is important
- Low potential due to limited connectivity and workforce capacity



About the Regional Australia Institute

Independent and informed by both research and ongoing dialogue with the community, the Regional Australia Institute develops policy and advocates for change to build a stronger economy and better quality of life in regional Australia – for the benefit of all Australians. This research has been supported by funding from the Department of Regional Development, Western Australia.