



# Media Release

Thursday 16 November 2017

## Busselton's business sector set to boom

### Connectivity and population growth projected to grow local economy

New research by leading KPMG Demographer, Bernard Salt reveals Busselton is set to become an entrepreneurial hotspot as a result of greater connectivity and projected population growth driven by the “e-change” movement.

Commissioned by NBN Co, the *Busselton Lifestylepreneur Report* reveals micro businesses (1-4 employees) in the area have increased by 11 per cent in the last two years – more than double the national average of 4.8 per cent and almost three times the state average of 3.8 per cent.

While strong tourism numbers continue to drive growth in Busselton, service sectors such as public administration (up 100 per cent) real estate (up 30 per cent) and arts and recreation (up 21per cent) have shown the greatest uplift since 2014.

The report also identifies entrepreneurial hotspots are appearing in lifestyle areas outside of Perth with the number of micro businesses increasing in Augusta (up 21 per cent) and Margaret River (up 15 per cent).

#### **KPMG Special Advisor and Demographer, Bernard Salt said:**

“The West has long been defined by the rise and fall of the mining sector from the Kalgoorlie gold rush, the Poseidon nickel speculation in the late 1960s and the most recent mining boom which peaked in 2012.

“The research shows an overflow of workers from the mining sector coupled with a strong pursuit for lifestyle is driving an entrepreneurial spirit in areas like Busselton with people reinventing themselves in the workforce and becoming their own boss.

“Busselton offers all of the right attributes of a lifestylepreneur destination with its growing population, lower operating costs and easy access to facilities.

“For many business owners, living outside of Australia’s capital cities once felt like a disadvantage, however increased connectivity via the **nbn**™ broadband access network is helping local businesses to tap into cloud-based collaboration and video conferencing tools to compete on a global stage.”

“As broadband connectivity becomes universal across Western Australia, I predict there will be further entrepreneurial growth and innovation in lifestyle towns such as Busselton, Augusta and Margaret River.”



**Head of nbn™ local Western Australia, Rachael McIntyre said:**

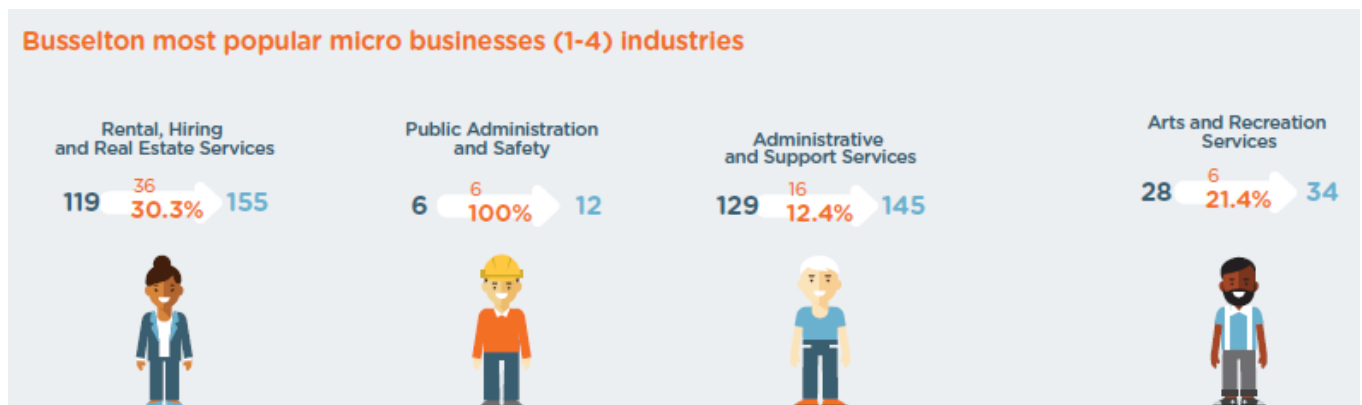
“Job growth, innovation and opportunity are no longer restricted to businesses within the major cities as fast broadband provides small and medium businesses similar access to their big city counterparts.

“As the rollout of the **nbn™** access network ramps up in Busselton we are seeing local businesses set the precedent for other regional areas in Western Australia by maximising their productivity and improve their work-life balance by embracing new technology.”

**Founder of Pepi Enterprises Pty Ltd, Peter Ravenscroft said:**

“Access to fast broadband has allowed me to run my business from home which means I can enjoy the beachside lifestyle in Busselton instead of commuting long distances or moving to a busy city.

“Whether it’s cloud applications, bookkeeping, marketing or social media, the **nbn™** access network enables me to expand my business across the country while staying in the town I love.”



The rollout of the **nbn™** access network is almost complete in Busselton with more than 15,000 homes and businesses able to connect to services over the new network through their preferred phone or internet provider.

Visit [NBN Co’s website](#) to learn more about what you need to know before connecting your business to the **nbn™** broadband access network as well as how to get the best experience out of your internet connection.

## Media enquiries

**Talia Spink**

Phone: 0488 902 436

Email: [taliaspink@nbnco.com.au](mailto:taliaspink@nbnco.com.au)

**NBN Co Media Hotline**

Phone: 02 9927 4200

Email: [media@nbnco.com.au](mailto:media@nbnco.com.au)



## Resources

- [The Busselton Lifestylepreneur Report](#)
- [Images](#)



- [Video](#)

## Notes to editors

### About NBN Co:

- NBN Co is building a new and upgraded, fast wholesale broadband network to enable communities across Australia to access fast broadband from their retail service provider. Our goal is to connect eight million homes and businesses by 2020.
- The rollout of the **nbn**<sup>™</sup> access network sets the scene for one of the biggest transformations to Australia's telecommunications industry involving retail service provider network upgrades and the establishment of a network to provide access to fast broadband to Australians.
- Connecting to the **nbn**<sup>™</sup> access network is not automatic and is a process which may take some time and preparation. NBN Co is working with the service providers and industry to help them better understand who is responsible for which portions of their internet experience and what steps they can take in order to receive the best possible service.
- The speeds experienced on services over the **nbn**<sup>™</sup> access network are determined by a range of factors such as the technology used to deliver the network as well as some factors outside our control like equipment quality, software, broadband plans, signal reception and how your service provider designs their network.
- Fast broadband like that delivered via the **nbn**<sup>™</sup> access network can provide a range of benefits for Australians such as opportunities to work from home, access to online education tools and options for on-demand entertainment.