

From: Regional Development Australia South West
To: [Regional Connectivity](#)
Subject: Digital Technology Hub
Date: Wednesday, 12 February 2020 3:07:09 PM

Hi there

Here is the feedback from RDA South West as requested.

Question 1

What sources of information should be incorporated into the design of the Digital Tech Hub?

- All relevant Government sites – it would be useful to have a shop window for everything eg connecting to ATO, ACCC
- A facility to alert business of new content/programs
- Local links and connections, eg CCI
- Chat space
- E-learning

Question 2

What other existing networks can be used to promote the Digital Tech Hub?

- The RDA network could promote the site and so too could existing Government sites as well as using RDAs to access the business community through CCIs and Local Government for example.

Question 3

What social media presence is most relevant to regional consumers?

- Standard – Facebook, Messenger, Whatsapp and text

Question 4

What 3 to 4 hour window would best suit a limited-hours phone service, if implemented?

- After consulting, RDASW suggests the morning would be best.

Question 5

For retail service providers: what kind of in-kind support can you provide for the Digital Tech Hub?

- n/a

Question 6

What information would be most useful to help small and medium businesses to maximise the benefits of digital connectivity?

- Information provided on business.gov.au
- E learning
- Promotion of events and messaging
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Question 7

What information would be most useful in assisting communities to undertake local digital planning?

- [Good quality templates would work best, allowing for some local flexibility](#)

Question 8

What information would be most useful in assisting communities to prepare for, and best use digital connectivity during disaster and emergency situations?

- [What to do in advance – preparedness](#)
- [Note any training or volunteering opportunities](#)
- [Getting updates – though this would be an obvious problem when the power goes down](#)
- [Links to services](#)
- [Portal for Government to connect with people on the ground](#)

Question 9

What options are there to fund the operation of the Digital Tech Hub beyond its two year funding period, e.g. paid advertising?

- [There is a danger in paid advertising on sites that are Government supported, however, there may be ways to minimise issues through regular banner advertising etc, rather than hounding people with emails or tracking them](#)
- [If the tech hub proves useful then larger organisations might provide some financial support](#)

Regards,
Charles

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