



Digital Connectivity in Alpine Shire

ACTION PLAN

JUNE 2026



Objective 1

1 Add/enhance permanent mobile telecommunications

PRIORITY	ACTIONS AND INITIATIVES	YEAR 1 2025/26	YEAR 2 2026/27	YEAR 3 2027/28	YEAR 4 2028/29	FUNDING	RESOURCING	SUCCESS
1 Add/enhance permanent mobile telecommunications	1.1 Coordinate advocacy at multiple levels Engage with telecommunication providers, and Australian and Victorian government agencies to ensure that existing mobile towers are operating at full capacity and that coverage planning includes areas of growth and seasonal demand. This includes missing coverage at Bright (Pioneer Park), Dederang/Gundowring, Happy Valley, Porepunkah and Wandiligong.	X	X	X	X		Within existing Council resources Growth and Future	One new mobile tower
	1.2 Identify coverage gaps Maintain an updated list of known blackspots and weak signal zones, supported by data and community input.	X	X	X	X		Within existing Council resources Growth and Future	List created
	1.3 Prepare 'shovel-ready' projects Advocate to carriers to develop preliminary designs and costings for infrastructure upgrades in these areas so that the region is ready to respond quickly to new funding programs or government initiatives.	X	X	X	X		Within existing Council resources Growth and Future	Plans produced by carriers
	1.4 Map seasonal population surges and infrastructure strain zones Document tourism event periods and align them with connectivity strain data (public reports, local business feedback, etc.).	X	X	X	X		Within existing Council resources Growth and Future	Document

Objective 2

2 Add/enhance seasonal mobile telecommunications

PRIORITY	ACTIONS AND INITIATIVES	YEAR 1 2025/26	YEAR 2 2026/27	YEAR 3 2027/28	YEAR 4 2028/29	FUNDING	RESOURCING	SUCCESS
2. Add/enhance seasonal mobile telecommunications	2.1 Deploy seasonal mobile infrastructure - Advocate with Telstra, Optus and Vodafone to request temporary cells on wheels (COWs) in the CBD and Howitt Park of Bright during peak holiday periods (e.g., summer, Easter, Autumn Festival, etc.). - Advocate for permanent small cell installations to fill high-traffic microzones where full towers are impractical	X	X	X	X		Within existing Council resources Growth and Future	Resources are deployed
	2.2 Advocacy strategy Engage collaboratively with carriers to build a shared understanding of local pain points and secure commitments to improvements. Include telecommunication providers participation in tourism and community planning forums.	X	X	X	X		Within existing Council resources Growth and Future	New mobile tower is constructed

Objective 3

3 Reduce reliance on mobile Telecommunications

PRIORITY	ACTIONS AND INITIATIVES	YEAR 1 2025/26	YEAR 2 2026/27	YEAR 3 2027/28	YEAR 4 2028/29	FUNDING	RESOURCING	SUCCESS
3. Reduce reliance on mobile Telecommunications	3.1 Develop a free Wi-Fi technical requirements brief Draft a high-level design and operating model, covering: coverage targets (e.g., Bright CBD, visitor information centres (VICs), parks, caravan zones), minimum speeds and concurrent users per site, minimum signal density, maintenance and support structure, CapEx/OpEx estimates, preferred vendors and infrastructure types (e.g., Wi-Fi 6, fibre backhaul, outdoor APs).		X			Seek grant funding	Not resourced	Technical brief is developed
	3.2 Pilot program in Bright Identify 1–2 priority zones in Bright (e.g. VIC, Howitt Park, Gavan St, etc.) and implement a 3–6 AP public Wi-Fi pilot in partnership with a telecommunication provider or integrator. Use the pilot to gather usage data, feedback and establish long-term feasibility.		X			Seek grant funding	Not resourced	Wi-Fi is implemented
	3.3 Launch 'Connected Alpine' community awareness campaign Develop and deliver a community-facing campaign that: highlights the importance of digital infrastructure for residents, businesses, and visitors; showcases Council's commitment to improving services; promotes public Wi-Fi availability and appropriate use; encourages engagement with online services in tourism and business; and leverages community noticeboards, VICs, local media, schools, and caravan parks to expand reach.	X	X	X	X		Within existing Council resources Growth and Future	Increase in nbn connections

PRIORITY	ACTIONS AND INITIATIVES	YEAR 1 2025/26	YEAR 2 2026/27	YEAR 3 2027/28	YEAR 4 2028/29	FUNDING	RESOURCING	SUCCESS
	3.4 Create a 'Business Wi-Fi Readiness Pack' Develop and distribute a practical toolkit to businesses covering: benefits of public-access Wi-Fi (tourism, dwell time, reviews, etc.), risks and how to secure private vs public networks, equipment checklists (e.g. VLAN-ready routers, outdoor APs), sample network layouts and supplier recommendations. Include optional site visits or workshops to assist with assessments.	X					Within existing Council resources Growth and Future	Pack is developed
	3.5 Prepare for grant applications Assign resources to begin preparing a Connecting Victoria or Federal RCP grant submission once requirements and partnerships are defined. Include costing models, usage stats from prior trials, and letters of support from business/community groups.	X	X	X	X		Within existing Council resources Growth and Future	Grants are prepared

Objective 4

4 Short term rental (STR) accommodation

PRIORITY	ACTIONS AND INITIATIVES	YEAR 1 2025/26	YEAR 2 2026/27	YEAR 3 2027/28	YEAR 4 2028/29	FUNDING	RESOURCING	SUCCESS
4. Short term rental (STR) accommodation	4.1 Advocate to Tourism North East (TNE) to develop an accommodation accreditation program Develop and launch an accreditation framework, with tiered internet performance levels and visual badges. Integrate the program into the Australian Tourism Data Warehouse (ATDW) profile listings and make accreditation logos freely available to accommodation providers.	X					Within existing Council resources Growth and Future	TNE develops program
	4.2 Advocate to TNE to include accreditation in regional marketing campaigns Position the connectivity rating as a value-add feature in TNE-led tourism campaigns, promoting the region as a modern, digitally ready destination, which is ideal for remote work, digital nomads or family streaming needs.	X					Within existing Council resources Growth and Future	TNE develops campaign
	4.3 Advocate to TNE to provide practical communication resources for STR operators Provide practical communication resources for STR operators in partnership with chambers of commerce and local tourism associations, create downloadable or printable resource packs that include: visitor-facing Wi-Fi access instructions (with QR codes), Wi-Fi calling guides, short messages that can be included in pre-arrival emails or booking platforms.	X					Within existing Council resources Growth and Future	Resources are developed

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	4.4 Advocate to nbn to offer upgrade support information to STR owners Provide clear, region-specific guidance on how owners can take advantage of free Fibre to the Premises (FTTP) upgrades or identify which services are eligible. Include links to nbn's Technology Choice Program or retailer options for upgrading.	X					Within existing Council resources Growth and Future	nbn provides necessary advice
	4.5 Create a shared equipment guide Develop a brief technical guide or checklist for STR owners sharing internet with guests, helping them understand: the need for separate guest and private networks, signal coverage considerations, the benefits of business-grade routers or managed Wi-Fi solutions.	X					Within existing Council resources Growth and Future	Equipment guide is developed
	4.6 Advocate to TNE to develop a program to support caravan parks to significantly upgrade their Wi-Fi Seek funding to support equipment costs, develop collateral to enable park operators to encourage their visitors to use the free Wi-Fi.	X				Seek grant funding	Not resourced	TNE develops program

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