



**Hitnet**

## **Mobile Max Pilot Project Report**

**Alice Springs Public Library, August 2018 to  
February 2019.**

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## Version Control

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## **Executive Summary**

Hitnet has been working with Aboriginal and Torres Strait Islander communities around Australia for over 15 years, providing a range of information hubs delivering information and services, for remote and hard-to-reach communities. In 2018 the opportunity arose for Hitnet to test the durability and usability of its new 'Mobile Max' hub outside the Alice Springs Public Library.

This report looks at the results of what has been in effect a six-month pilot of Max's ability in that library setting. The data comes from a range of sources such as Bureau of Meteorology for temperature and weather conditions; Hitnet's data capture systems to understand the nature of use, including the way that people approached the content and used the Wi-Fi; and, a survey of Alice Springs Library staff to understand how they perceived both technical management and content delivery over the pilot period from August 2018 to February 2019.

Originally Hitnet and the Alice Springs Library had set up a three-month pilot project however that was extended for another three months to further test 'Mobile Max' through a Central Australian Summer.

## **Key Findings**

Based on the pilot with Alice Springs Library we can clearly see a role for Max in regional and remote libraries where there are local staff, content, and accessibility challenges, and in particular in rural and remote communities where there are few if any physical libraries.

As a result of the pilot we can see that:

- Alice Springs Library staff saw Max as adding to existing service provision especially with the ability to add local and community-based content, which was seen as 'adding value' to the library service offering.
- There were advantages in having this content presented on a versatile platform and one that can be accessed with a high degree of privacy despite being outside a public library.
- The additional free Wi-Fi was seen as supplementing the library offering and providing a back-up service for library users – useful in peak periods and outages.
- Usage by adult males was significantly higher when compared to public library use by males in other studies of public library gender usage patterns.
- Usage compared to Hitnet indoor hubs was significantly longer in amount of time online indicating a deeper engagement with the information.

- Usage continued to trend upwards through the summer despite hotter than average temperatures.
- Max is often used in groups so the potential reach and impact of the information is likely greater.
- Alice Springs Library staff had a very positive attitude to Mobile Max indicating a willingness to explore new ideas for their community and users.
- The Library staff saw that Max provides a great opportunity for the library to engage with Aboriginal youth.
- The Library staff believe that Max could deliver welcome and introductory information to library services for local populations and tourists, in language.

Additionally, Hitnet obtained some valuable feedback to consider improvements that would allow Max to be more easily managed. The Library staff would like to see existing library data services, eg. the library catalogue, linked to utilize Max as an additional content platform for their services.

Working with the library sector means that Max can provide that vital connection to the digital world and to culture through easy access to locally produced content, the digital library and unique cultural archives. All part of Hitnet's vision to build vibrant, healthy and digitally capable communities, engaged in the digital economy all over the world.

Early results of the pilot have been presented to the library sector at the ALIA Online conference in Sydney in February 2019 and to conclude this report we returned to Alice Springs to interview local staff and users of Max to obtain further qualitative feedback.

### ***The digital inclusion challenge for remote Australia***

According to the latest Australian Digital Inclusion Index 2018<sup>1</sup>, Indigenous Australians living in urban and regional areas have low digital inclusion (54.4 or 5.8 points below the national average), with all 3 sub-indices of access, affordability and ability being below the national average. The largest gap is on affordability as a result of the prevalence of use of mobile-only connectivity, with data costs being much higher than for fixed line connections.

In addition Indigenous Australians are often using pre-paid recharge mobile phone services which have even higher data costs than annual mobile phone plans. In 2018 for the first time, digital inclusion research was conducted on a remote Indigenous community in the NT with the results suggesting that remoteness further diminishes digital inclusion, particularly with regards to access and affordability.

### ***How Hitnet are addressing this challenge***

Hitnet brings information and services to the hardest-to-reach people. As governments and organisations are digitally transforming their services, Hitnet breaks down barriers to provide connection, access and information to the 2.5 million people who are not online and the more than 4 million who are limited internet users.

Our Hitnet Community Hubs with Wi-Fi hotspots enable people to connect to online services and access culturally appropriate health and social information. We are a one-stop digital shop for hard-to-reach communities.

Hitnet has been working with Indigenous communities around Australia for the past 15 years. Our products and services are tried and tested, informed by research and are tailored for our target audience. We have the experience and knowledge to break down the many barriers to information and service delivery in Australia and are able to provide a unique, suitable solution for every context.

### **Hitnet's Mobile Max and the Pilot Project**

Mobile Max evolved from community feedback that access to information was needed outside of the usual indoor Hitnet Hub sites, such as in clinics, hospitals, libraries, and community centres. Aboriginal and Torres Strait Islander people, who are the main users of Hitnet's Hubs around Australia, would prefer to have this information accessible outdoors where they meet and feel more comfortable. Alice

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<sup>1</sup> <https://digitalinclusionindex.org.au/wp-content/uploads/2018/08/Australian-digital-inclusion-index-2018.pdf>



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Springs Library is a central meeting place for locals, tourists, and many Indigenous people who come in from the surrounding communities.

Mobile Max with his shelter was installed outside the main doors of the library. Mobile Max is a locally designed touchscreen kiosk that runs off a 12 hour battery, has a Wi-Fi hotspot, mobile phone recharge ports, and an easy-to-use touchscreen that displays interactive cultural and social information. Content accessible via Mobile Max includes photo collections from the Library's digital archives, TV news bulletins from the local Aboriginal College, and other cultural stories (many in language) from local Indigenous content producers.



In order to test his capability in harsh environmental conditions, and also to explore how he might work delivering information in a library setting, Hitnet in partnership with the Alice Springs Library Service undertook a 6-month pilot that began in August 2018 and was completed at the end of February 2019.

The Max model used for this pilot was the second prototype built by Hitnet and his designers. It has already spent three months in an urban setting in Melbourne where a number of issues, to do with his docking mechanism and door lock were detected while he was close to his manufacturers. These issues were mainly resolved before the unit was shipped to Alice Springs, and have been incorporated into the manufacturers designs for the first production run of Max which is due for completion in April 2019.



### Mobile Max Alice Springs Usage Analysis

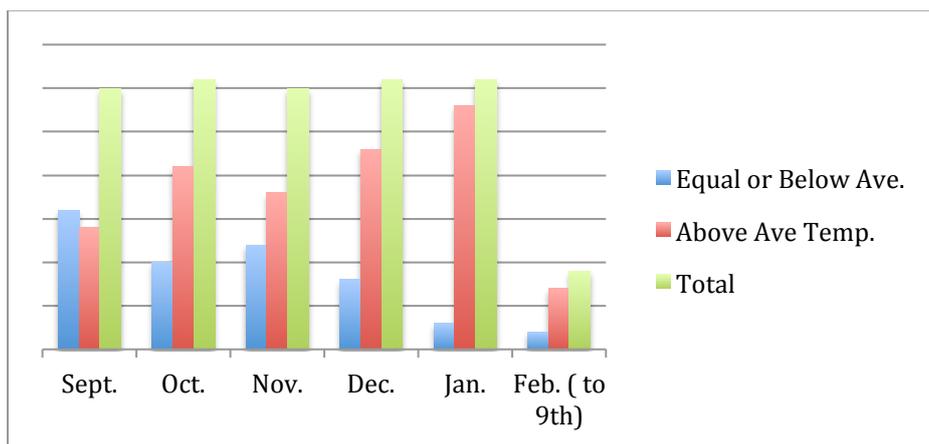
This data looks at totals and averages for a period from 16<sup>th</sup> August 2018 through to 9<sup>th</sup> February 2019. This is close to two quarters in terms of data gathered providing a number of useful insights into how Max is used. Anecdotally, factors such as heat, sporting events, cultural activities and community festivals including Christmas, in and around Alice Springs will impact use. Although the data has yielded some promising results it is far too early to interpret this data as establishing patterns or trends. Only time series data captured over multiple years will reveal comprehensive usage trends. Discussions with Library staff in February have added some qualifications that help in understanding the data.

#### Impacts on Availability & Purposeful Use

Mobile Max was in use over a third of the time (39%) across the pilot period which included a September 2018 to February 9<sup>th</sup> 2019 period that produced higher than average temperatures for the majority of days.

Over the pilot period from September a picture emerges of significantly higher than average temperatures with 69% of days being hotter than average in Alice Springs for that period (Table 1). Overall, it’s been a hotter than average summer in Alice Springs, with every day except for 13 days, being above average (Dec – Feb).

These high temperatures show that Mobile Max is able to operate in extreme climactic conditions, and that people will still use him in this heat.<sup>2</sup>



**Table 1 - Alice Springs Number of Days above Ave. Temp. September 2018 to February 9th 2019**

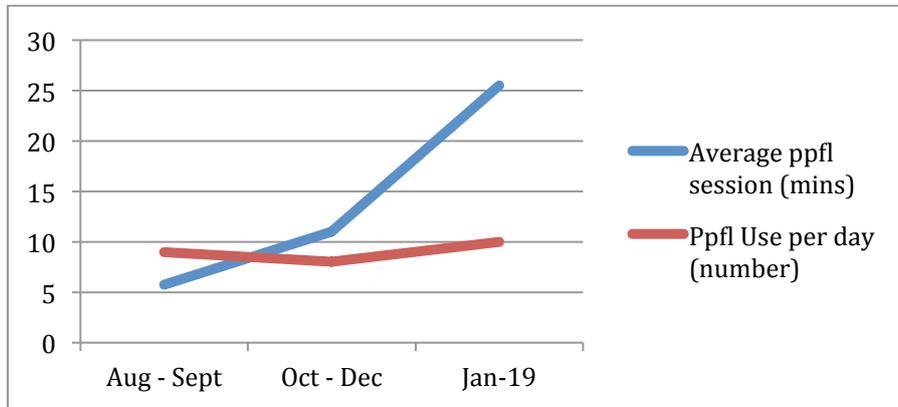
Mobile Max was active for 122 days during that period with a total of 562 hours (or 4.5 hours per day) available for use by the public. Max’s use has steadily increased as a percentage of availability, from 19% in August to September 2018, to 80% in

<sup>2</sup> See Appendix 1 for detailed data on average temperature range across the pilot period



2019 to 9<sup>th</sup> February. Staff report that especially with younger users, Max is often used in groups so the potential reach and impact of the information is likely greater.

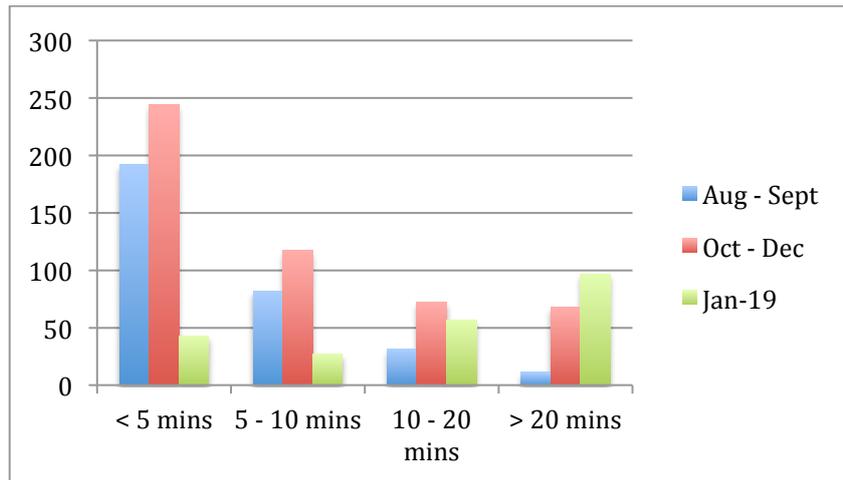
When looking at usage over the pilot period we can see that it has increased despite the weather conditions. This is in both average minutes per purposeful session, which has risen sharply, and in use per day we can see a gradual increase (Table 2).



**Table 2 - Mobile Max Alice Springs – Purposeful Sessions Over Time**

During the pilot period, a total of 1041 purposeful uses<sup>3</sup> were recorded on Mobile Max’s touchscreen. The average purposeful use has rapidly increased from 6 minutes in August/September to 25 minutes in 2019 (Table 3). Of those, 46% lasted less than 5 minutes with 32% lasting over 10 minutes including 17% lasting for more than 20 minutes during the pilot period. However, this was changing over time with 43% lasting more than 20 minutes in 2019, versus 20% less than 5 minutes for the same period. This indicates that a relatively high percentage of those purposeful sessions are engaging the user in some depth.

<sup>3</sup> We use the metric of ‘purposeful use’, where a user actively engages with the interactive content, by selecting a channel and viewing video content. It doesn’t include where someone touches the screen and walks away.



**Table 3 - Mobile Max Alice Springs - Purposeful Sessions Average Time (Minutes)**

Given the pilot of Mobile Max was not widely publicized and communicated to local communities it would be good to further understand the value of the information to the end-user and why the usage has risen steadily. Understanding the relationship between Mobile Max users and library users would also be good to understand e.g. are they the same demographic? Do they differ in characteristics and information needs? If so, how could the library benefit from new users, and how could a service such as Mobile Max be integrated into the broader library offering. It is likely that further research would need to be undertaken to establish a view on this.

### **Mobile Max Usage compared to Indoor Hubs**

Over the almost six month pilot period, Mobile Max had a total of 1041 purposeful uses. When comparing Mobile Max to average usage of a Hitnet indoor hub, usage data shows that the Alice Springs Library installation of Mobile Max has attracted double the average usage<sup>4</sup>. This indicates that people using Max at the Library are viewing twice as much (in terms of individual purposeful uses) than the indoor hubs. This supports the original purpose of Mobile Max for him to be outdoors where people have easier access and feel more comfortable using.

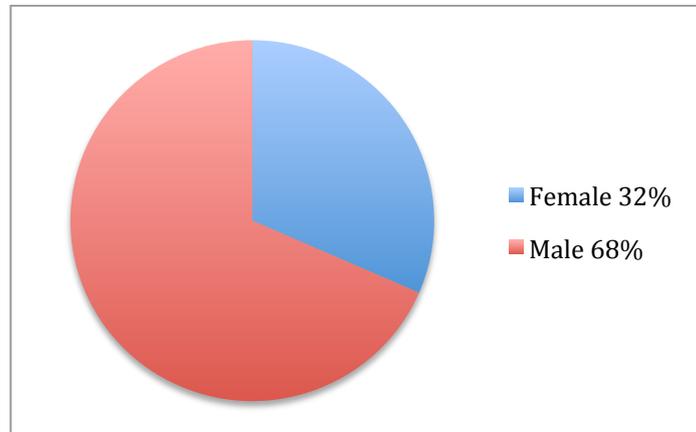
### **Gender and Age Usage**

Gender usage for the pilot period showed that males (68%) used the Mobile Max Hub more than females (32%) by almost a third (Table 5). Given that the content ribbon positioning is randomised which means users have to self-identify gender at each new use the result for gender use will have a high degree of accuracy.

<sup>4</sup> Hitnet Annual Highlights Report 2017 <https://www.hitnet.com.au/s/Hitnet-Annual-Highlights-Report-2017-Website.pdf>

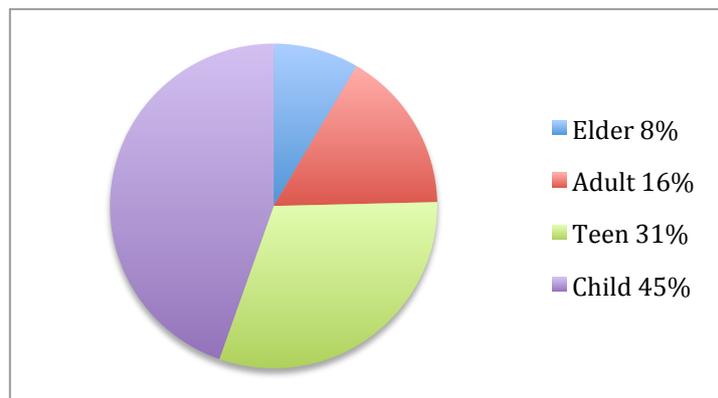


This male-to-female ratio is in contrast to well-established patterns of male library use. The trend over time from library research tends to show that male library users in many respects were simply below average in many areas including fewer visits, use of fewer services or resources when compared to female use. In fact some researchers even go as far as saying that male usage is distinct enough to warrant special attention from library planners.<sup>5</sup>



**Table 4 - Mobile Max Alice Springs – Use by Gender (%)**

The use by age showed that children were the heaviest users (45%), with Teen next on 31% followed by Adult (16%) and then Elder (8%). Given that there would be less elders in the community a result of 8% for the elder category is a reasonable expectation.



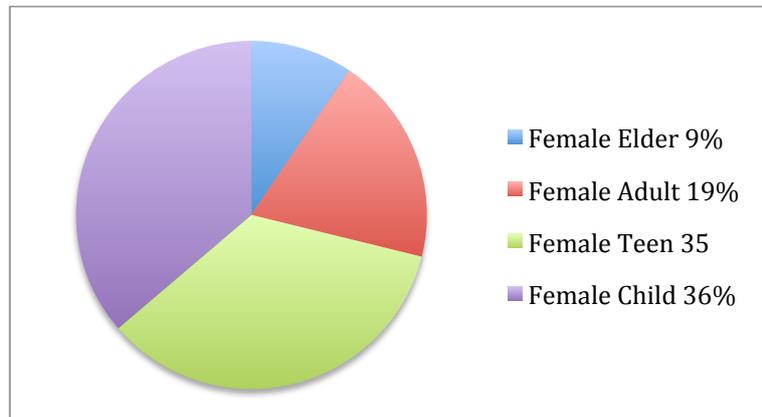
**Table 5 - Mobile Max Alice Springs – Use by Age by percentage**

<sup>5</sup> Applegate, Rachel,. **Gender Differences in the Use of a Public Library**| [Public Library Quarterly](https://doi.org/10.1080/01616840802122468) , Volume 27, 2008 - [Issue 1](https://doi.org/10.1080/01616840802122468) , 11 Oct 2008. P.19-31 <https://doi.org/10.1080/01616840802122468>

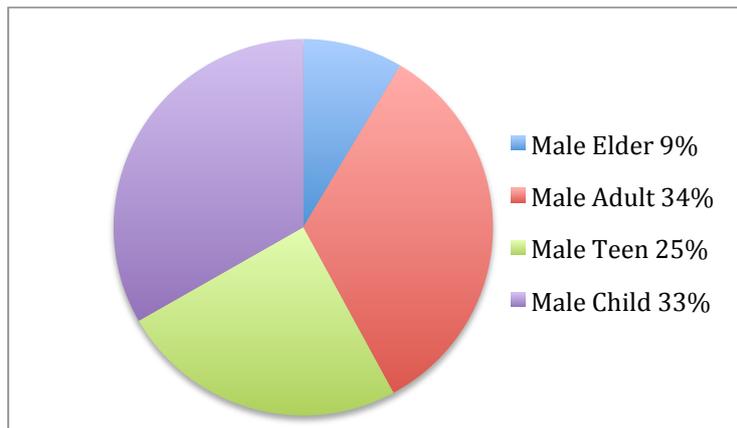


Gender usage of Mobile Max by age did however show some differences. As noted the male and female elder percentage was relatively the same as was the use by children with Female Child being 36% and Male Child being 33%.

However there was a fifteen-percentage difference between Female Adult (19%) and Male Adult (34%). When Female (35%) and Male Teens (25%) were compared to this the result was almost reversed.



**Table 6 - Mobile Max Alice Springs – Users by female (%)**



**Table 7 - Mobile Max Alice Springs- User by Male (%)**

Given the earlier comparison of indoor versus outdoor hub when combined with the significant use of Mobile Max by adult males it would be worth understanding further the reasons for this. Does Max in his outdoor setting allow a higher degree of privacy for male adults and in doing so encourage them to be more comfortable exploring the information available? Could it be that more male youth identify culturally as Adult male?



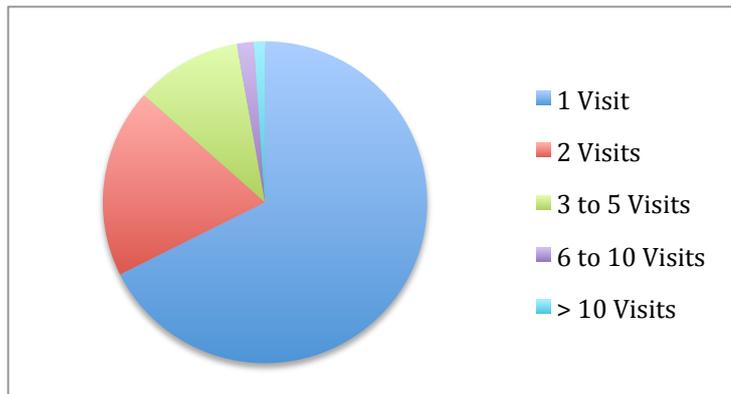
**Usage of Mobile Max’s Wi-Fi Hotspot**

Public libraries across Australia are key providers of free Wi-Fi services and Alice Springs Library provides free Wi-Fi to its community recognising that providing free Wi-Fi helps to create an open and inviting place for diverse forms of user engagement.<sup>6</sup>

Additionally the Northern Territory Library Service has been investing significantly in Wi-Fi and as well as supporting public libraries the NTL provides free community Wi-Fi to close to 50 Aboriginal communities as a core public library service, irrespective of the existence of a physical library space.<sup>7</sup>

The Wi-Fi hotspot usage statistics for Mobile Max at Alice Springs also tell an interesting story with over 600 sessions with 358 different users, in the pilot project period. There was a 23-minute average session time and 44MB average download. The most popular devices to connect to the free Wi-Fi by far are Android phones and tablets (Google) with around 60% of the total usage (Table 9).

As mentioned the Alice Springs Library also provides a free Wi-Fi service, which Mobile Max compliments by providing extra capacity for library users. Several staff when surveyed commented on the positive aspects of this especially in relation to adding to capacity for busy times and the Wi-Fi from Mobile Max as it comes from a different provider can act as a back-up service.



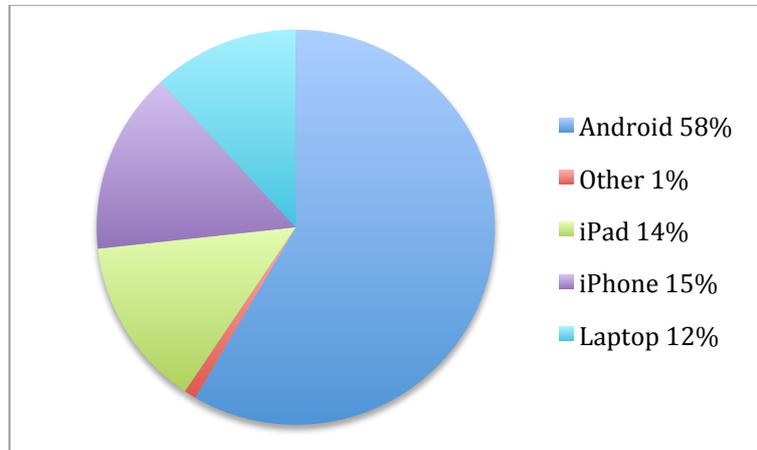
**Table 8 - Mobile Max Wi-Fi Usage by No. of visits**

Given this is a time limited pilot having nearly three quarters of the visits being first or second would be expected.

<sup>6</sup> Wyatt, Danielle. McQuire, Scott, & Butt, Danny, & University of Melbourne. Research Unit in Public Cultures. *Public libraries in a digital culture*. University of Melbourne in association with State Library of Queensland, Melbourne, 2015.

<sup>7</sup> National and State Libraries Australasia *Australian public libraries statistics, 2015-2016*. National and State Libraries Australasia, Canberra. 2017.

The number of visits using the Wi-Fi capacity is something to explore further given that close to a quarter are starting to use the Wi-Fi on return visits and understanding how this trends from month to month would be critical to know.



**Table 9 - Mobile Max WiFi Usage by User Platforms**

In terms of device usage it is not surprising that Android devices outnumbered others by quite a significant margin (58%). A number of researchers have found that in remote Australia the use of mobile phones to access the Internet is a predominant feature<sup>8</sup> especially with Indigenous communities and that they use them in ways that can be unique.<sup>9</sup> These include sharing both devices and data, and the lack of flexibility and potentially the cost of Apple products explain why comparatively few people are using them in Alice Springs (iPad 14% & iPhone 15%) (Table 9).

<sup>8</sup> Rennie, E, Hogan, E & Holcombe-James, I. **Cyber safety in remote Aboriginal communities and towns: interim report**. Swinburne Institute for Social Research, Melbourne. 2016, DOI: 10.4225/50/578432D317752

<sup>9</sup> Shaw, Grace, Brereton, Margot, and Roe, Paul., **Mobile phone use in Australian Indigenous communities : future pathways for HC14D**. ACM, 2014.

## Content and Content Usage

An important feature of the Hitnet Hubs is the regular refreshing of content and as such the Content Channels associated with Mobile Max during the pilot period were periodically moved around (i.e. new content added and some older less used content taken off).



*Image 1 – Demographic ribbon*

Content is accessed directly from the touchscreen of Max starting with the Welcome screen which asks the user to identify age and gender by getting them to swipe to identify an avatar that represents the person most like them, e.g. dad, grandad, sis etc. The content ribbon presented is filtered according to the demographic avatar chosen (Image 1). The same process of swiping to choose content is also used to move deeper into the content (Image 2).



**Image 2 – Content ribbon**

During the pilot some additional content were sourced from local content producers and these included organisations such as CAYLUS (Central Australian Youth Link Up Service) and ICTV (Indigenous Community TV).

Overall, the most well used channels for the 6 month pilot, were:

Channel	Uses	Elder	Adult	Teen	Child	Female	Male
Yirara TV	269	20	51	82	116	73	196
Desert Pea Media	246	17	74	54	101	69	177
Deadly Designers	158	22	48	46	42	51	107
Music Channel	147	12	36	33	66	36	111
Kids Matter	146	15	15	27	89	54	92
Condoman	145	0	84	61	0	35	110

The most popular channel for teens and children was Yirara TV, for adults was Condoman, and for elders was Deadly Designers. NB. Condoman is only available for adults and teens.



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Yirara College students produce a weekly news bulletin with the students presenting 10-minute episodes of news and events at their College. It is shown at school assembly on Fridays and is a highlight of the week for students and staff as well as being available for general viewing on Mobile Max in the Yirara TV Channel, and across the Hitnet Hubs nationally.



*Image 3 – Yirara TV Channel*

Desert Pea Media<sup>10</sup> has 12 music videos co-created with young people from community. Established in 2002, Desert Pea Media (DPM) is a registered charitable organisation that works with Indigenous young people in regional and remote areas of Australia using contemporary storytelling techniques and audio-visual media to foster important social and cultural dialogue. DPM works with Elders, young people, community leaders and local service providers to ensure that programs are relevant, engaging and appropriate to the needs of individuals and communities and Mobile Max provides an additional platform to share that important content.



*Image 4 – Desert Pea Media Channel*

<sup>10</sup> <https://www.desertpeamedia.com/>

Deadly Designers is a compilation of fun video animations from Arts Law<sup>11</sup> explaining contracts, copyright and intellectual property for artists. As Alice Springs is a creative arts centre in Australia, it is not surprising that this was well viewed, and the most popular channel for elders.



**Image 5 – Deadly Designers Channel**

The Music Channel is a compilation of twelve Aboriginal and Torres Strait Islander music videos from around the country. These are rotated and refreshed periodically.



**Image 6 – Music Channel**

<sup>11</sup> <https://www.artslaw.com.au/>



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Kids Matter<sup>12</sup> is a collection of animations with an aim to promote the social and emotional wellbeing of Aboriginal children. Each animation provides a story that highlights key messages about the day-to-day caring of Aboriginal children's wellbeing by parents, families and communities.



**Image 7 – Kids Matter Channel**

Condoman<sup>13</sup> was originally created, by Aboriginal and Torres Strait Islander people in the late 1980's to develop a sexual health resource that was culturally based. Hitnet co-created with the Indigenous Cairns community, the return of this much-loved figure and this interactive channel encourages the use of condoms in an engaging animated story.



**Image 8 – Condoman**

<sup>12</sup> <https://www.kidsmatter.edu.au/>

<sup>13</sup> <https://condoman.com.au/history>



## My Place Channels

Every Hitnet Hub around Australia has its own My Place Channel. This is to showcase locally produced stories, music and culture. For the My Place Alice Springs Channel, the Alice Springs Library Staff presented Hitnet with some local digital archives. The staff indicated that people regularly come into the library looking to access these archives, so placing them on Mobile Max would be an easy way for them to autonomously view. For the Alice Springs My Place three digital collections were provided, the Govers, the Latz and the Tilmouth. There are 100 to 200 images in each. Hitnet developed a collection of these images into a photo story with some accompanying music.



**Image 9 – My Place Alice Springs**

The Central Australian Youth Link-Up Service<sup>14</sup> mission is to support community initiatives that improve quality of life and address substance misuse affecting young people. CAYLUS have provided Hitnet with a number of short multimedia presentations and are interested in sharing content onto autonomous, accessible and flexible platforms to support their work.



**Image 10 – CAYLUS Channel**

<sup>14</sup> <https://caylus.org.au/>

## **Alice Springs Library Staff Survey – Summary**

In late 2018 Hitnet and Alice Springs Library Management developed a survey for staff to evaluate how they felt Mobile Max was performing and to gauge feedback on any improvements they felt could enhance Max.

The survey consisted of seven questions and was circulated to Alice Springs library staff in December 2018. The questions dealt with technical and physical management matters relating to Max as well as information content. A follow up session was held in February 2019 with staff of the library and the Alice Springs Town Council to add further to the qualitative data. Commentary from that meeting is included here.

The feedback will be used to further iterate Mobile Max installations and inform future design improvements as well as inform Library service development. A total of eight responses were received from staff along with some detailed comments informing those responses. Detailed responses to the survey are recorded in Appendix 2 of this report.

Several observations can be made from the survey data and the follow up staff meeting including:

- Alice Springs Library staff have a very positive attitude to Mobile Max
- Alice Springs Library staff saw Max as adding to existing service.
- The Library staff saw that Max provides a new opportunity to provide welcome and introduction information to library services for local populations and tourists in language
- Max provides an additional opportunity for the library to engage with youth.
- Library interested in new content for Max especially locally produced, such as the Yirara College yearbooks
- Max really useful in school holidays – helps with youth “Go and Play on Max”
- Library staff felt that Max provided an opportunity for users to undertake digital literacy by default
- Improvements that allowed Max to be more easily moved and managed would be welcomed as well as something that allowed people to sit and use Max
- Improvements that linked existing library data services to utilize Max as an additional content platform for the library would be valued.
- The ability for Max to supplement and compliment the WiFi service of the library was seen as valuable, especially during peak periods.
- The charge ports are underutilized and not visible – a sticker indicating their position on Max would be useful



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In addition given that about a third of the respondents had little knowledge of the content, more work undertaken to train and educate the staff on the content would be welcomed to achieve maximum value from the information.

On the whole the staff were very open to ideas that explored how they can better serve their communities especially those that are either non-library users or use the library infrequently or in fact users with special needs.

## **Acknowledgements**

This pilot project at Alice Springs Library would not have been possible without the amazing support of:

Clare Fisher and her team at Alice Springs Public Library  
Skye Price – Alice Springs Town Council  
Anja Tait – NT Libraries  
Paul Lewis – Bizcom NT for providing local technical support

### Local Content Producers:

Paul Imms and the talented students at Yirara College  
Rita Cattoni and her team at ICTV  
Jennifer McFarland at CAYLUS

### Mobile Max's developers:

Peter Stone – Tuftec Solutions  
Mike Mitchell and his team at Neoproducts  
Daniel Sacchero and his team at Easyweb Digital  
Ian Patterson and his team at HumanIT  
Sam Stainsby – Sustainable Software



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## **Hitnet - About Us**

Hitnet brings information and services to the hardest-to-reach people. As governments and organisations are digitally transforming their services, Hitnet breaks down barriers to provide connection, access and information to the 2.5 million people who are not online and the more than 4 million who are limited internet users.

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### **Reach and Audience**

Hitnet's platform in Australia includes 50 Hitnet Community Hubs in urban, regional and remote communities. The Hubs are located in health clinics, hospitals, schools, libraries and youth detention centres. Each Hub is used on average 1,000 times per year, and each "use" represents a purposeful interactive session - not just passive viewing of a screen. To broaden the reach, the content is also distributed via the web and via downloadable, offline capable web apps to mobile devices.

Our main audience is Aboriginal and Torres Islander children, teenagers and young parents, particularly in remote and regional locations. In cities, refugee and new migrant groups are also users.

Most communities where the Hitnet Hubs are located are extremely remote with less than 200 people, including Kiwirikurra (arguably the most remote community in Australia) and Saibai Island (closer to the Papua New Guinea mainland than the most northern tip of the Australian mainland).

In this context in 2018, there were on average 1000 purposeful uses of each Hub for the year, in 42 different communities, with locally produced content being the most used

### **Hitnet Hub Packages**

Hitnet provides both indoor and outdoor hubs to break down barriers to digital inclusion. The packages include:

- Australian manufactured hardware with a warranty
- Delivery and installation
- Ongoing service and maintenance
- Remote monitoring and support
- Updated content and locally produced My Place channels
- Community engagement and digital skills training to activate your Hitnet Hub



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- WiFi hotspot with easy-to-use mobile landing page
- Quarterly usage reporting

### Mobile Max Outdoor Hub also includes:

- Mobile phone recharge
- Shelter with docking station
- Can be purchased as hardware only – load your own software and content.



## Activating the Hitnet Hub

### HUB

#### “My Place”

Up to 12 locally produced videos to be uploaded

#### Screensaver

Local photos to be displayed when touchscreen not in use.

#### Branding

Include your logo on the Hub and shelter

#### Select the content

From our large, ever expanding catalogue

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### MOBILE

#### Branding

Include your logo on the mobile landing page

#### Select the content

Co-create mobile landing page with your community

#### App for your community

Select the Hitnet content to include in your branded app

## Hitnet Wi-Fi Features

Free to mobile device users;

Easy to access with no logons;

Co-designed mobile landing page to guide inexperienced users to websites and apps.

For each site:

- Hitnet Wi-Fi portal page can be branded for your organisation.
- Mobile landing page menu can be customised to your preference of websites and apps (co-designed with the community and annually reviewed),
- Content filtering – decide your level to ensure safe web browsing,
- Control the amount of data per user per day to ensure fair use among your community users,
- Decide on what times the Wi-Fi is available each day,
- Digital skills training for your community users,

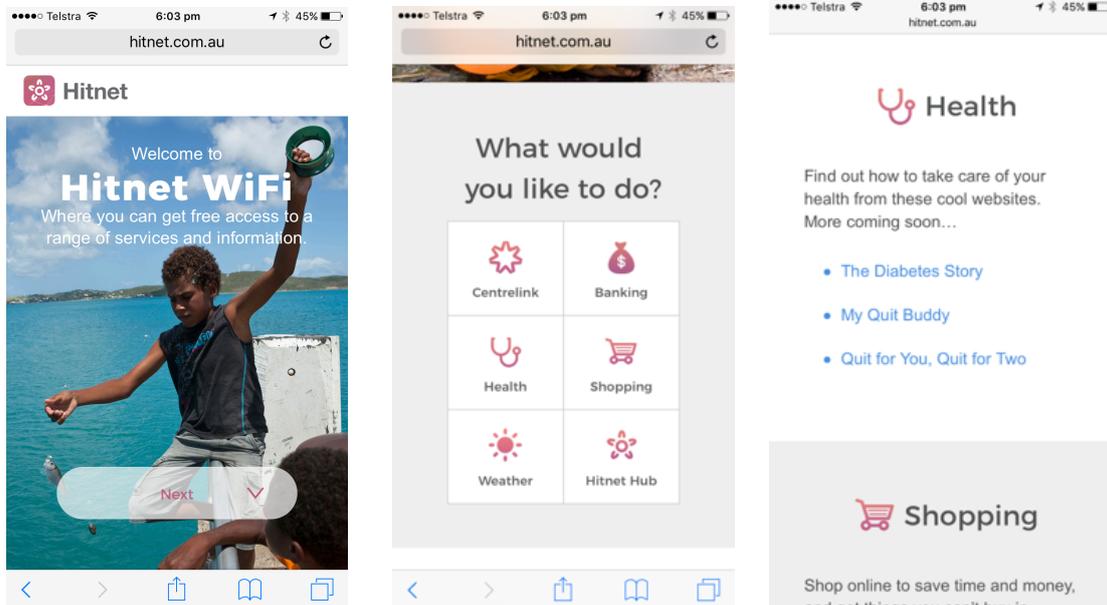


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- Support to setup with your local Internet Service Provider,
- Usage reporting.

Example of the Hitnet Wi-Fi mobile landing pages:



**Please direct any questions or further clarifications to:**

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**Appendix 1: Alice Springs Temperature Analysis**

**Table – Average Temperature by Month – Alice Springs**

August	Sept	Oct	Nov	Dec	Jan	Feb
23	28	31	34	35	36	35

**Table – Actual Temp by Month (Alice Springs) – September to November 2018. Please Note: The yellow infill denotes higher than average temperature**

	Actuals	Higher than Ave	Actuals	Higher than Ave	Actuals	Higher than Ave
Sep-18			Oct-18		Nov-18	
1	Sa	26.3	1	Mo	36	39.3
2	Su	26.1	2	Tu	36.4	37.4
3	Mo	26	3	We	34.3	40.9
4	Tu	27.2	4	Th	28.2	40.6
5	We	32.6	5	Fr	29.9	29.3
6	Th	27.6	6	Sa	33.2	38.9
7	Fr	24.9	7	Su	37.7	17.6
8	Sa	27.3	8	Mo	34.8	23.7
9	Su	26.5	9	Tu		27.2
10	Mo	27.1	10	We	30.8	29.9
11	Tu	32.4	11	Th	29.4	31.9
12	We	23.9	12	Fr	31	37.9
13	Th	28.2	13	Sa	34.6	36.6
14	Fr	33.3	14	Su	38.5	37.1
15	Sa	23.3	15	Mo	31.5	36.4
16	Su	21	16	Tu	28.1	28.2
17	Mo	29.6	17	We	29.8	29.3
18	Tu	34.6	18	Th	34.9	33.1
19	We	18.5	19	Fr	37.5	38.2
20	Th	21	20	Sa	28.9	39.5
21	Fr	17.9	21	Su	32.1	21.1
22	Sa	26.4	22	Mo	38	27
23	Su	29.3	23	Tu	38.5	35.6
24	Mo	30	24	We	39	39.3
25	Tu	29.7	25	Th	41.8	35.4
26	We	30	26	Fr	40.7	38.1
27	Th	32.7	27	Sa	26.8	34.1
28	Fr	35.2	28	Su	33.2	32
29	Sa	29.1	29	Mo	28.4	37.2
30	Su	33.2	30	Tu	36.4	38
			31	We	35.7	
		14		20		18



**Table – Actual Temp by Month (Alice Springs) –December to February 2019**

Actuals		Higher than Ave	Actuals		Higher than Ave	Actuals		Higher than Ave
Dec-18			Jan-19			Feb-19		
1	Sa	34.5	1	Tu	43.5	1	Fr	37.8
2	Su	36.2	2	We	43.3	2	Sa	34.9
3	Mo	29	3	Th	45.6	3	Su	36.6
4	Tu	34.1	4	Fr	45.1	4	Mo	38.7
5	We	36.1	5	Sa	38.4	5	Tu	40
6	Th	38.4	6	Su	36	6	We	40.2
7	Fr	40.1	7	Mo	37.3	7	Th	40.5
8	Sa	40.7	8	Tu	37.9	8	Fr	37
9	Su	41.3	9	We	37.8	9	Sa	32.5
10	Mo	39.5	10	Th	39.4			
11	Tu	41.7	11	Fr	42.7			
12	We	43.2	12	Sa	44.4			
13	Th	34.6	13	Su	43.3			
14	Fr	30.4	14	Mo	43.6			
15	Sa	34.7	15	Tu	44.1			
16	Su	38.5	16	We	44.1			
17	Mo	42.1	17	Th	42.4			
18	Tu	44.1	18	Fr	42.7			
19	We	42.4	19	Sa	42.8			
20	Th	39.4	20	Su	43.4			
21	Fr	35.5	21	Mo	43.1			
22	Sa	33.9	22	Tu	43.4			
23	Su	34.7	23	We	43.5			
24	Mo	37.9	24	Th	44.6			
25	Tu	40.7	25	Fr	42.9			
26	We	41.9	26	Sa	42.5			
27	Th	44	27	Su	34.8			
28	Fr	43.7	28	Mo	35			
29	Sa	45.6	29	Tu	38.7			
30	Su	44.4	30	We	41.2			
31	Mo	45.1	31	Th	40.3			
		23			28			7



## Appendix 2: Alice Springs Staff Survey Analysis by Question

### Q1 - Have you received any feedback (positive or negative) from Max users?

Of a total of 8 responses 62% (5) indicated no feedback had been received. Three respondents indicated that they had received feedback from patrons. Positive responses around added WiFi capacity for the library and content. As well the potential for the library to further engage with youth was noted.

*“The Hitnet WiFi has been appreciated by some patrons frustrated with the sometimes slow WiFi of the library. “*

*“The additional WiFi has also been great.”*

*“Great way to engage library patrons especially local youth”*

*“Have received positive feedback and curiosity about the content on Max.”*

### Q2 - Have you encountered any issues with the start up, shutdown or charging of Max?

All respondents indicated that they hadn't encountered any issues with start up; shutdown and/or charging; some however commented that moving Mobile Max around was the main physical management issue.

*“Easy to set up and put away-though bit on heavy side”*

*“Quite awkward to move around”*

*“ As time goes by the plate that locks on to the front has moved a bit. I think this is mainly due to use rather than tampering. I have also tightened the bolts that secure the screen to the 'neck' a few times.”*

### Q3 - Have you seen the Alice Springs Library Collections on the 'My Place' channel? If so, what do you think of the way they are displayed?

The majority (62%) had seen the Alice Springs “My Place “ channel and all those had very positive feedback about that content especially the fact it was local content.

*“Great -very interactive/ user friendly”*

*“Fun, colourful, interactive.”*

*“They look fantastic. Great to have local content available.”*



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**Q4 - How easy or difficult is it to wheel Mobile Max to, from and engage into the docking point?**

Although half of respondents (50%) felt that Mobile Max was neither “*Easy nor difficult*” to manoeuvre into and from the docking point the additional comments gave some insight into potential design improvements, especially around size and weight. One person felt he was;

*“Quite heavy particularly when manoeuvring in place when setting up”*

Another said.

*“He is bulky and fairly hard to move around. It is awkward unlocking the front panel and the lock can be difficult. It is, however, not very difficult but I know that shorter staff struggle more. “*

Another went further and suggested a specific change.

*“The bolts that secure the unit to the ground are located directly in the path the of the wheel guide. This means you have to 'jump' the Max over them to get it in place. It's not a huge issue but it might be worth placing the bolts elsewhere in the next iteration if possible.”*

**Q5 - Do you think that Mobile Max is a useful tool in the library environment?**

In response to the value of Mobile Max as an information tool in the library environment most felt he was either “*Somewhat useful*” or “*Very useful*”. Given two thirds of respondents had awareness of contents by increasing staff awareness this result could be improved.

Some felt that Max added to the library collection.

*“Showcases another resource within the library space”*

Others again noted the value of the WiFi capability to supplement that provided as part of the library’s WiFi service.

*“I think because we have free WiFi and computers inside, that it doesn't get used so much except as a useful back up for our often difficult to connect to WiFi.”*

Another highlighted the potential value to the younger library users.

*“great additional tool for people to engage with; has been most popular with the youth who browse and play music.”*



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Another indicated that whilst they felt the content on Max is valuable to the community they saw that it also had potential impact in other settings such as,

*“...at the Hospital, Congress on Gap Road, at the Waterhole. Somewhere where people have to wait. We would be better off hosting the content on a PC inside the library.”*

**Q6 - Do you think that Mobile Max would benefit from having other information or services installed? If so, what types of subject matter?**

On additional content only 38% felt Max could be enhanced with additional content or service as some felt that the “content mix is good” and that Max already had “relevant info”.

Some highlighted a desire to make Max's information and content “more and or better linked in with the library's own catalogue e.g. better ability to search the library's catalogue”.

One respondent did indicate that they were “ Not familiar enough” with the content which points to a need for Hitnet to ensure formal induction and awareness sessions for staff so they can promote Max in any post pilot implementations.

**Q7 - In what other way do you think that Mobile Max could be improved?**

In terms of improvements for Max responses ranged from physical to content related. The importance of fresh content was raised with a desire to encourage deeper use of Max.

*“Perhaps a little more content, or adding new/changing content over time, to encourage people who have once used Max to repeatedly come back for further looks.”*

The size and weight of Max was again mentioned as an issue and there were some interesting comments around the physical location of Max such as:

*“I think it would get used a lot more if it wasn't right next to a building with free public WiFi/computers”*

And finally in the spirit of experimenting with service improvements for the Alice Springs Library one respondent felt that it would be great to leave Max “ out 24-7”, whilst at the same time recognizing the risk of vandalism or damage.