



## **MEDIA RELEASE**

14 April 2025

### **Rural Fibre Co starts work on first fibre backbone**

Rural Fibre Co, the new venture of industry stalwart Phillip Britt, began work on its first backbone in Gippsland this week.

Phil is the former Managing Director of Aussie Broadband, where he remains as a Board Member and technical advisor.

Phil announced in January that he was founding and funding Rural Fibre Co (RFC), a wholesale infrastructure fibre provider in the Gippsland region, Victoria.

RFC's focus is on building fibre connections to under-served rural and regional areas, with Hazelwood North in the Latrobe Valley as the first location in its sights.

The company is employing a small team of Gippslanders and aims to do almost all its fibre rollout and maintenance work in-house.

Work began on the initial backbone between Traralgon and Hazelwood North this week, and the company expects to start connecting customers late in 2025 before moving on to other towns in the region.

Residents and businesses will be able to connect through partner Retail Service Providers, who are yet to be announced.

"As a Gippslander born and bred, I see RFC as a great opportunity to build the infrastructure that Gippsland deserves," said Phil. "So much of our lives today – work, education, play, health and more – relies on high quality internet. We can't afford for parts of this region to be left behind."

Further information can be found at [www.ruralfibre.co](http://www.ruralfibre.co)

ENDS

**Media enquiries:**

*Janet Granger-Wilcox*

0400 981 114