Submission 050
Date received: 22/02/2011

CITY OF PROSPECT

14 February 2011

Mr Andrew McGown
Committee Secretary
House of Representatives Standing Committee on
Infrastructure and Communications
PO Box 6021
Parliament House
CANBERRA ACT 2600

Dear Mr McGown

City of Prospect respectfully requests this submission be given consideration in your determination of the National Broadband Network's capacity to contribute to:

- the delivery of government services and programs
- achieving health outcomes
- improving the educational resources and training available for teachers and students
- the management of Australia's built and natural resources and environmental sustainability
- impacting regional economic growth and employment opportunities
- impacting business efficiencies and revenues, particularly for small and medium business, and Australia's export market
- interaction with research and development and related innovation investments
- facilitating community and social benefits; and
- the optimal capacity and technological requirements of a network to deliver these outcomes.

Our submission is made based on the work City of Prospect has completed over the past three years in preparing our community for the NBN and our goal to future proof our city and ensure our residents and businesses have the skills, knowledge and capacity to fully participate in a 21st century global digital community.

Through our piloting of programs and projects that make up our Digital Economy Strategy we have practical runs on the board and grassroots experiences that clearly demonstrate the enabling power of the NBN to deliver to local communities and local businesses social and economic benefits.

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In October 2010 our Digital Economy Strategy won Economic Development Australia's National Award for Best Economic Development Strategy in Australia.

Our award winning Digital Economy Strategy and the outcomes from the pilot demonstration projects our city has run over the past two years, became instrumental in the National Broadband Network Company selecting our City as a Phase Two roll out site.

We would welcome an invitation to appear before your Committee should you deem this to add value to your determinations.

Yours sincerely

Mark Goldstone
Chief Executive Officer

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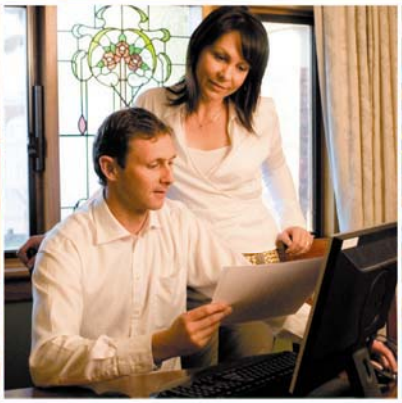
CITY OF PROSPECT

Future Prospect






Prepared for:
The House of Representatives
Standing Committee on Infrastructure
and Communications

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City of Prospect's Digital Community Vision

The internet is transforming the world as we know it. The new paradigm is 'live local, act global' as world economies, societies and cultures engage like never before at speeds previously only imagined.

Our vision is to build the infrastructure and deliver at a local community level the support to ensure the transformation to a truly digital age is inclusive, sustainable and equitable.

City of Prospect's Digital Economy Strategy and actions over the past three years are set in the context of OECD Policy for the Future of the Internet Economy to which Australia is a signatory.

In June 2008 the Seoul Declaration for the Future of the Internet Economy was adopted by 39 member countries and the European Community. This declaration outlines the basic principles that will guide further development of the Internet Economy.

OECD member countries have recognized the increasingly critical role of the Internet to our economy and societies. The Internet is proving to be a powerful driver of innovation, growth and productivity globally. Moreover, it is providing opportunities for significantly improving performance in diverse areas, including the environment, health care, education.

Realising its full potential, however, requires governments and other stakeholders to work closely together to create and maintain a policy environment and infrastructure that are robust and responsive to a growing set of challenges and opportunities.

The OECD Internet technical community called on governments, civil society, the private sector and individuals to work together to achieve the fullest benefits of the Internet by supporting:

i) affordable access to open and neutral networks;
ii) communication policies which assure privacy and anonymity and that limit content controls;
iii) policies that encourage open technical standards and protocols;
iv) an ability to share information by fostering balance in the system of intellectual property rights; and
v) policies that promote competition and diversity in telecommunications, Internet services, products and applications.

Civil society and organised labour urged that policy goals for the Internet Economy be considered within the broader framework of the protection of human rights, the promotion of democratic institutions, access to information and the provision of affordable and non-discriminatory access to advanced communications networks and services.

OECD member countries have agreed to focus on key themes, fundamental to improving economic performance and social welfare.

OECD principles identified as needed to achieve a strong, sustainable and global Internet economy, capable of achieving economic growth and at the same time meeting social requirements and global challenges are:

Benefiting from convergence

The Seoul Declaration views broadband connectivity as becoming a cornerstone of the Internet Economy and there is a need to extend high speed, high capacity access to all consumers, businesses and geographic areas.

Special attention should be paid to promoting e-literacy among the population and promoting the availability of local content on line.

Promoting creativity

The Seoul Declaration for the Future of the Internet Economy assessed the links between the Internet and ICTs, and creativity and innovation, how they are re-shaping science and research, and the development of new ways of producing knowledge.

Building confidence

User confidence online is key. The internet can make life easier for everyone, from people in remote towns to global enterprises in inner cities.

Expanding the global Internet Economy

Key factors underlying the successful development of the Internet highlighted the importance of dialogue and co-operation with developing economies in reducing digital divides and expanding the economic and social opportunities more broadly.

Australian Federal Government

National Broadband Network

In 2009 the Federal government released the Paper “Australia’s Digital Economy: Future Directions”.

This Paper recognized the importance of the internet, the digital economy and the infrastructure that carries the data. Australia has been slow to embrace the potential of the digital economy, compared to overseas economies. The roll out of the National Broadband Network (NBN) is a bold vision, however it will fundamentally change the competitive dynamics of the Australian telecommunications sector. Senator Conroy, Minister Department of Broadband, Communications and the Digital Economy said at the time the NBN “will transform the way people live their lives. It will transform the way people communicate. It will transform the way business interacts with customers” .

The Australian Government considers the provision of world class, high-speed broadband as an enabler to increase engagement with the digital economy.

This is fundamentally important for our future productivity, competitiveness, our social and economic well-being. Increasingly, commercial, health, educational, cultural, entertainment and social activities will occur online both within Australia and globally. Current growth trends of online activity are exceeding all expectations.

The demand for increased speeds and increased capacity to move large volumes of data in an instant continues to grow exponentially. The NBN will meet this demand and future proof our society.

The Federal government vision of fibre connectivity for Australian schools sees schools being affordably and sustainably connected to each other through technology that is flexible enough to grow and adapt to new developments; technology that will support new ways of teaching and learning into the future.

The vision includes the connection of schools to each other through high speed broadband delivered over optical fibre. This infrastructure will address areas of educational disadvantage by creating a more level playing field through technology.

This vision aims to:

- connect schools to high speed broadband over optical fibre
- connect networks of schools
- explore ways to provide an affordable, sustainable national schools network
- improve the school sectors' ability to respond to rapidly developing communications technology, and
- support the other elements of the Digital Education Revolution including the 'National Secondary Schools Computer Fund', the 'Online Curriculum Tools and Resources Initiative' and teacher professional development.

The provision of optical fibre to all primary and secondary schools is considered by the City of Prospect to be a high order social and economic priority in ensuring the future competitiveness of our economy in a global marketplace. Schools can not deliver 21st century teaching models that support innovative thinking, over an aging and decaying copper wire network, that is well past its 'due date'.

State Government

In July 2009 the South Australian State government released its Information Economy Agenda 2009-2014 (IE Agenda). The Agenda outlined a vision of a future for all South Australians to embrace the digital world and become leaders in the use of digital technologies to drive our global competitiveness, productivity, innovation and economic sustainability.

The Information Economy Agenda was developed by the Information Economy Directorate and approved by the Information Economy Advisory Board. South Australia's Information Economy Agenda further defines priority areas and actions in support of South Australia's Strategic Plan (SASP) and provides a framework for managing initiatives and partnerships between government, business, education and communities.

The IE Agenda recognises that a healthy information economy ecosystem brings social, environmental and economic benefits. But more than that, a healthy information economy is essential if South Australia is to compete in global markets and to maintain the levels of personal wealth and enviable lifestyle we currently enjoy.

The IE Agenda provides a practical approach that not only recognizes issues that are relevant to the ICT sector and the larger SA community, but it also details the current proposed actions to achieve the stated objectives. It creates a cohesive view of activities that are inter-dependent even though they occur in different sectors of the economy.

The IE Agenda 2009-2014 identifies three key interrelated elements of the information economy as connectivity, capability and content - the three C's.

- **Connectivity** - Affordable broadband – the infrastructure of innovation – any time, any place
- **Capability** - A skilled workforce and empowered businesses and communities. Learning, living and working online
- **Content** - Valuable information and applications, creating reasons to be connected.

All three C's are interrelated and necessary to maximise participation in the information economy. With a greater diffusion of content and increased capability comes higher demand and in turn a powerful aggregated capacity that can make our State more competitive within Australia and globally.

Connectivity is the foundation of an information economy, while building a confident, digitally skilled population, online security and support for our local reactive content and ICT industry are the keys to a productive innovative economy and connected communities.

The IE Agenda encourages our population to engage with the tools, techniques and processes involved in the information economy, setting the stage for ever greater participation and innovation.

Prospect Vision 2012

City of Prospect identified in its 2008-2011 Strategic Economic Plan the significant potential of the internet and digital economy to deliver socially inclusive wealth generation, productivity gains within local industries, and improved service delivery models, resulting in a more robust, future proofed' community, fully engaged within the local, national and international economies.

City of Prospect positioned its strategies and economic projects to capitalise on the Federal Government's National Broadband Network rollout and moved early to position its business, schools and residential communities so that they have the infrastructure, tools and capacity to take full advantage of a resurgent global economy.

Our City believes the internet and digital economy are two of the great new social forces changing the world as we know it. The rate of change is occurring at breath taking speeds. And speed is the essence of the change.

To be globally competitive it is essential our community has equitable access to high speed broadband, delivered via our preferred medium of optical fibre. Though we seek delivery of broadband services over mixed infrastructure, such as wireless, City of Prospect research suggests that the current capacity requirements and the potential of technologies over the next three decades, can only be met by optical fibre infrastructure, supported by wireless and satellite. We also believe as mobile technology use increases, its capacity to work effectively will require optical fibre back haul to carry ever increasing volumes of data at speeds that are being demanded by users and consumers, and at speeds currently only being achieved in research.

Council has as a key strategy within its 2008-2011 Strategic Plan and 2008-2011 Strategic Economic Plan, the adoption of actions to build a 'back bone' fibre infrastructure and encourage broadband competition to engage our entire community to access and utilize internet and e-commerce technologies.

Council's back bone fibre build was a successful budget bid in 2009-2010 Budget and construction of the fibre began in November 2009. Council committed $330,000 to the construction (a significant investment, considering City of Prospect is the second smallest Council in metropolitan Adelaide). The fibre installation to link all Council's assets was to put our Council at the forefront of local government and demonstrated our early adopter mentality and desire to take advantage of the benefits fibre can deliver to a Council and community.

These actions, Council considered an essential plank in the creation of a sustainable future community and future economy.

These actions will fundamentally change the way we socialise, think, learn, consume, transact and work. The future prosperity and well being of our local community will be determined to a large degree by how well we can leverage global knowledge networks to collaborate, innovate, develop and market our resources, products and services.

With this in mind our future social function will be dependant upon our business people and residents' understanding of how they can engage with broadband technology and the digital economy to socialise, improve their health, undertake life long learning, transact business and grow small businesses from local 'startups' to global market players.

City of Prospect was in a unique position to take advantage of its geography, highly educated residents, strong home based businesses, cultural diversity, dynamic mix of ages and gender, and a strong demand from local residents, businesses and educational institutions to uptake the technologies that will transform the region into a digital savvy, model e-community.

City of Prospect continues to demonstrate the powerful transformation possible with the building of fibre infrastructure, when combined with an integrated community engagement strategy.

The learnings from our actions are being documented and measured to ensure our success is transferable to any community prepared to build a digital savvy society. We are committed to sharing our experiences, knowledge and success, so that our state and nation can benefit from our strategies.

"City of Prospect is currently demonstrating the powerful transformation possible with the building of fibre infrastructure prior to the NBN roll out, when combined with an integrated community engagement strategy."

Thriving digital space

In 2009 there were 1.7 billion internet users worldwide. 8.4 million active users in Australia. Between 1998 to 2008, Australian household access to the internet at home has more than quadrupled.

Of the 8.4 million subscribers 931,000 are connected by optical fibre (one of the lowest optical fibre connections per capita in the OECD).

In 2007-08, the number of households with a broadband internet connection increased by over 22% from the previous year, to an estimated 4.3 million households (Source ABS). Australia's internet sales made online, has now exceeded $1 billion dollars per annum, up from $11 million in 2001. In the USA in 2007 retail sales over the internet topped $175 billion. Forrester Research Inc predicts that USA online retail sales will reach $334.7 billion in 2012.

Despite the World Financial Crisis e-commerce spending worldwide in 2008 hit a staggering $6.8 trillion.

In Australia in 2010 online advertising exceeded $2.2 billion (a 22% increase on the previous year) as online advertising is now an essential tool in any sophisticated marketing campaign.

Incredibly over 126 million users in the virtual world of Second Life spent over $120m USD in 2009; the virtual dollars exchangeable for real dollars.

Worldwide internet users now number over 1.96 billion, with the main users located in the USA, China, India, UK, Brazil and Japan.

Interestingly 47% of internet users in the USA have reliable, fast broadband and in South Korea 90% use broadband. This is well above the current South Australian average and further again considerably above City of Prospect resident user average.

This rapid global take-up of broadband is being matched by an increasing uptake of and need for faster and faster data speeds that is fundamentally changing a wide range of key industry sectors, including: retail, education, government services, entertainment, health and community services.

Though some Australian retailers are blaming a drop in sales on Australians purchasing goods and services from overseas via the internet, City of Prospect continues to support and encourage its local retailers to embrace online retailing and we continue to provide training and support to local retailers in learning how to be competitive, globally, Online.

We are also acutely aware of not only the growing trend of consumers to buy online, but the increasing trend for consumers to 'window shop' online, before they decide where they will shop. In retail if you do not have a web presence, you run the retail risk of not even being in the game, let alone learning to adopt digital marketing strategies.

e-Prospect Vision

City of Prospect is committed to supporting its community's capacity to embrace and flourish in this new digital world.

The Digital e-Prospect Strategy aims to foster:

- Community online learning – creating and strengthening knowledge networks
- Increasing financial transactions online, doing business globally and locally
- Globally networked businesses and professionals
- A paperless society
- Enhanced broadband usage over optical fibre based infrastructure
- Socially inclusive access to internet technologies
- Enhanced education, cultural, social values, experiences and interactions through access to internet based technologies
- Comprehensive integrated digital government services
- Investment attraction of digital economy businesses into the Council's region
- Growth in home based internet businesses and tele-workers
- Attraction of e-workers seeking wireless technology hotspots
- Online learning capability for primary, secondary and tertiary students via linking of all our local schools to optical fibre and the provision of dark fibre to network our local schools
- International recognition as a leading digital Council and City; home to the 21st century digital citizen, living in a truly global village.

Digital Vibrancy in the Community

A new breed of 21st Century digital citizen will live, learn and work within City of Prospect and bring forward a new era of digital prosperity to the community. The Council is committed to attracting, encouraging and supporting this new generation of resident.

Our new citizens and their lifestyles will include:

- 'Digital warriors' – the transient, car centric mobile - remote worker who will gravitate to Prospect during the day to utilize broadband hotspot precincts in our retail strips and civic centres, such as our Library and Town Hall
- 'Digital entrepreneurs' – Professional Home Based Business operators utilizing broadband from their home to sell to both the global and local marketplace or manage sophisticated global businesses where research and innovation originates here in Prospect with production offshore
- 'Digital professionals' – the digital worker will be at ease in their home at Prospect, achieving a fulfilling work life balance through digital technologies connected to their workplace. Work life balance will keep more women and mature aged employees in the workforce
- 'Creative Digitals' – the creative café culture is alive and well in Prospect as ideas are stimulated over a cup of coffee in the new meeting rooms of the digital era
- 'Virtual meetings' – high speed broadband allows for international participants in local meetings, conferences and social networks.
- 'Digital Citizens" – all lives are touched by technology as the community embraces the boundless realms of a digital world from entertainment to education and shopping in their home, to health services and social networking.
- Digital Students – Studying from within traditional school models at primary, secondary and tertiary levels (including trades training) will utilize e-learning and entrepreneurship programs delivered via broadband technology, through to online learning only courses accessed from home or at purpose built, digitally connected, free access neighbourhood 'hot desks' and 'hotelling' zones that provide a meeting focal point and interconnect generations and cultures.
- Digital Democracy – Quantum shift in communications between Council, Elected Members and voters. Providing residents with the capacity to directly engage with Elected Members and access online Council services. This shift will include online consultation processes and the introduction of online voting for elections and live streaming of Council meetings and workshops online.

Some in our community will be early adopters to the change, others will struggle with the change. It is essential that governments and educational institutions provide the training and direction and coaching required to ensure workers and management are ready for the change.

For example, City of Prospect encourage working from home (teleworkers), however it is interesting that some staff have struggled with the idea at home (no work-life balance) and some managers have struggled not having staff in the office. Some have embraced the idea and found the right medium and 'rhythm' to balancing life and work. This has opened a new way of working we are hopeful will keep those who normally drop out of participating in the workforce, engaged and contributing their skills and knowledge.

Even if this new way of working only contributes to reducing the number of commuters on our roads and using public transport every day, this in itself will be a significant contribution to the pressures on our urban society and will impact in a positive way on why we live where we live.

This is a paradigm shift in the workplace, that if supported, taught, encouraged and adopted early as 'normal', will add considerable value to organisations, the workplace, the home and the community.

Current State of Play - Prospect Digital Economy

The current uptake and use of digital based technologies by residents and businesses in Prospect is relatively poor. Despite a community profile that suggests our region, based on overseas experience, is made up of a population of heavy at work and at home web users; statistics suggest otherwise.

Black spots and an inability to access optical fibre infrastructure or high speed broadband services is often portrayed as unique to rural or remote Australia. Few realise that relatively affluent inner city suburbs can face the very same hurdles and challenges our fellow regional citizens face in terms of accessing and using broadband technologies. The principal culprit of such a poor service is an aging, decayed copper wire network.

The poor uptake of broadband in Prospect is perplexing and a concern where the residents are amongst the most highly educated in Adelaide.

Our resident's enjoy high standards of living, high disposable incomes and a much sought after lifestyle, unique to the Prospect region. The gender mix is well balanced and the age diversity is evenly spread across those of working age, with an interesting trend of young professionals beginning to move into the residential marketplace.

Anecdotal evidence to date, based on discussions with the Prospect Business Leaders Group, local private and public school principals and residents, feedback through Council's Annual Community Survey and ABS statistics, suggests that ADSL II availability is a very poor and unreliable service across the entire city (pair gaining and copper wires means the further a connection is from the exchange the slower the speeds and the lower the capacity during peak periods of data transfer).

Dial Up also remains a poor service due to our aging copper wires. 3G wireless access is strong but currently provides a very limiting service due to high costs and limited bandwidth, and as user numbers increase speeds slow to unacceptable levels. Though promoted at up to 12 Mbs, such speeds only seem achievable between 11pm and 6am. Normal speeds during working hours are around the 2-3Mbs. Well below international standards for first world economies.

The Council's Public Library wireless hotspot (that now runs off our optical fibre connection) is proving to be very popular with locals and attracts many visitors to our region each day.

Our publicly available library 'hot desks' remain heavily booked and rarely stand idle for any period of time. Council further suspects that many of our residents not only do not have the appropriate infrastructure to service their needs, but a strong number of residents find the current costs prohibitive and simply do not know how to use internet technology for their own personal use and advantage. This is surprisingly evident with some of our local Small to Medium Enterprises (SMEs) not having a web presence.

This scenario presented a unique leadership responsibility for Council to support the local community to embrace this e-phenomenon and position the region at the forefront of the digital economy. This may not mean all residents necessarily need to own computers or have fibre to their homes. However, Council is determine to ensure that all residents and businesses have access to such technology through increasing our library 'hot desks' and building strategically located Internet Kiosks and Computer Based Training facilities to target all those seeking and prepared to learn how to engage in a digital economy.

Our training program for SME's is costly and currently attracts no funding support from the Federal government.

Utilisation of social networking technologies also remain a priority for our Council to minimise the social disconnect that often occurs in a modern society relying on market forces to drive the uptake and use of new technology.

City of Prospect in collaboration with the South Australian Department of Further Education, Employment, Science and Technology and Eastside Business Enterprise Centre ran a series of online entrepreneurship training programs for local SME's over the past two years. Over 140 local businesses participated in a two and half day workshop (developed by Council in conjunction with 'the webmastermind'). The program proved to be incredibly popular and very successful in terms of outcomes that have changed small business marketing and sales models in our local business community.

90% of participants reported selling a product of service online for the first time, yet most came to training thinking they were going to learn about e-bay! The businesses simply never knew what they had to do to engage consumers and win a share of online traffic.

Over two years ago City of Prospect submitted the online training initiative to the Federal government seeking support funding. Though several years later the Federal government called for funding for such a project, and despite our Council having a proven, ready to go training program, we received no funding, with grant money going to other organizations to create programs that duplicated our program.

This certainly highlights the need for Federal government departments to support what is already working in this space and not duplicate existing projects. With the NBN roll out of Stage One and Stage Two sites announced, City of Prospect believes that future broadband support funding for engagement projects, should be targeted at the nineteen Stage One and Two roll out sites around Australia, to ensure take up and use of broadband services over the NBN fibre is maximised.

City of Prospect has also initiated Australia's first daily local e-newspaper, Prospect INDAILY, running international, national, state and local news stories. The e-paper is being emailed each day to 1200 local residents and businesses and includes pages dedicated to local Council news.

When we first invited 3,000 local residents to receive the e-paper and communicate in future with Council by e-mail, we were surprised when over 800 residents registered. This number continues to grow by 40-50 local emails each month, via online website registrations.

In December 2009 City of Prospect also launched the first of its 'main street' websites, dedicated to promoting retail traders in the first instance on our main 'main street' Prospect Road. The site utilizes sophisticated online marketing techniques and tools to drive increased web traffic to local trader websites. (See www.prospectroad.com.au) We have learned over the years that the more online support we can provide SME's and the more we help with their search engine rankings for their websites the more they are encouraged to participate in the digital economy.

As previously mentioned in November 2009 Council further committed to participating in the digital world by building backbone optical fibre to link Councils Library, Depot and Civic Centre, and also opening the availability of the bundle of fibre to local schools and businesses situated near to the fibre. Though we designed connection pits to be constructed near each of our Primary Schools, the State government is yet to connect the schools. Waiting it seems for the Federal government to hook up the local schools. A disappointing outcome considering the investment made by Council. However we have this month re-launched a campaign to see the local primary schools in Prospect provided with hi speed broadband over reliable optical fibre. We also understand that Federal funding specifically for hooking up schools to optical fibre remains unspent and 'frozen'.

Our next steps are to continue to demonstrate leadership in our digital economy strategy by supporting credible entrepreneurs and implementing through partnership with all levels of government, not for profit and private enterprises to:

- Stimulate and develop new policies, legal, administrative and technical reforms that will help in building and enabling the acceleration of the digital economy
- Form a "digital champions" economic committee made of internal and external experts with responsibility to drive and deliver these leadership activities.

Planning Best Practices

In the context of the global digital economy; plan and act locally through ICT networks to engage nationally and internationally. It is suggested that instead of going for big-bang projects, it is more viable to implement the program in phases and use 'measurable demonstrations' for smaller projects to develop expertise, measure and evaluated outcomes.

City of Prospect will focus programs on core competencies, strong local and potential 'export' industries identified as growth sectors in Council's economic analysis. We intend to start with high impact, quick win projects with immediate ROI or that directly touch and are specifically relevant to local residents and businesses

Whenever possible, we will leverage open source software and technologies, however, we will let market forces decide the best solution.

We will join and build research consortiums, education, media and investment networks. Collaboration will be the key to the reform of business practices, educational challenges and residential well being.

City of Prospect will continue to clearly support and demonstrate (through the delivery of inclusive programs) that communities must be strategically supported to use fibre and wireless infrastructure and that the provision of optical fibre or wireless is not a guarantee of take up of broadband services.

Policies and Regulations

City of Prospect is committed to developing:

- Policies that should focus on developing and networking an executive talent base, support of entrepreneurship, innovation, investment attraction and worldwide alliances
- Free and open access to information
- The establishment of policies to use digital workflow - in place of paper
- A Council intervention to enhance economic and information exchange
- Market-driven solutions which are most likely to prove efficient and effective
- Internal resource training and mobilising internal resources for ICT implementation programs
- New business models for the digital workplace and e-business including "enterprise 2.0", "virtual office", "teleworking" and "home based e-business"
- Secondary education, university and industry collaboration and research
- Demonstration and pilot internet applications within Council where possible
- Free/low cost broadband access for schools, libraries and other community facilities, through attracting competition in the provision of competitive broadband services. *(In a very positive sign telco's are meeting with Council ahead of the Stage Two NBN roll out to discuss special 'broadband packages' they are prepared to offer local residents and businesses that take up broadband over the NBN optical fbre. This is encouraging and may lead to competitive pressures that will drive down the cost of high speed broadband services).*

Infrastructure Development

City of Prospect will continue to;

- Encourage major investments in telecommunications infrastructure and digital commerce by offering collaborative projects.
- Build the infrastructure and act as a demonstration community and use a communications mix of wireless and fibre to the node as the optimal solution.
- Connect Council facilities and other affiliated government facilities and services, with a focus on local public and private schools to ensure our future business leaders, owners and employees are technologically 'work ready'.
- Incorporate video conferencing, VOIP, Web 2.0 and interactive web pages to enhance communications and reduce cost.
- Ensure Council can use new digital means to deliver core community services including public information, consultation, news, cultural resources, public libraries, health and other services.
- Seek to build a new secondary level (trade) school with a curriculum focused on ICT and the digital economy linked to TAFE, an international and local university (University of South Australia).

Capacity-Building:

City of Prospect will continue to:

- Develop, train and mobilize internal Council resources for ICT implementation programs
- Invest in training Council managers on business process reengineering
- Focus MIS workers into thinking about efficiency and return on investment in addition to implementation know-how and best practices
- Install computer and Internet labs in early stages of education and business skills development to jumpstart new ICT skills and companies
- Train and support our teachers and community leaders
- Use dark fibre to create an e-community between, schools, Council and residents to enhance communications and sharing of resources
- Have technical support as part of Council services
- Involve the community, the private sector and investors as private-public sector partnerships are essential
- Link ICT and education efforts to broader education reforms
- Encourage Online Distance Learning (ODL) or E-Learning
- Provide accessible and open continuing education/retraining and career transition support for local residents
- Promote an active public awareness campaign. Celebrate your digital heroes, publicly and often. This creates strong motivation for the community and would-be entrepreneurs.

e-Prospect Action Plan – Key Initiatives

Over the past three years our City has worked tirelessly to ensure:

- That broadband services will be available to every home and business via optical fibre
- Main street wireless hot spots and city wide strategic locations for additional hotspots in shopping centres and retail precincts are progressed – existing wireless hot spots are proving to big attractors, bringing new consumers to our city coffee shops and cafes
- The creation of a Digital Economy website, blog and tv show
- Digital daily online e-newspaper expansion and increased take up
- Continued Online entrepreneurial business development programs
- Provision of an online environmental program for local businesses
- Provision of a virtual reality interactive community digital zone'
- Clearly designated Digital Precinct zones for businesses
- A Pro Home Based Internet Business policy
- Digital Champions
- Provision of creative digital café zones
- Creation of a digital Library
- Persuit of Digital Schools and an ICT Trade School
- Online integrated Council, government and community services
- Regional Branding / National Marketing – 20 lives / 20 digital journeys

These projects will require joint investment from State and Federal governments and NBN Co to ensure equitable and fair access for all Australians to broadband services over optical fibre, wireless and satellite. However as we know from overseas experience, where optical fibre is built into telecommunications infrastructure, local regional economies experience between 1% and 3% growth in GRP. This is a strong return on such an investment in infrastructure that if the NBN shares the life span of copper, provides an immediate return and ongoing returns that could continue for over another century.

Stage One – our first 12 months

As a stage Two NBN roll out site, planning the local network has begun, though building the network will not take place until late 2011. It is Council's intention to begin (upon completion of the local network) to undertake a series of actions over three years to deliver social and economic projects to support the NBN and encourage engagement beyond current usage.

1. Broadband Infrastructure and Main Street Hotspots

Establish wireless hotspot zones to encourage the digital creative utilization of the main street and retail precincts in Prospect. Promote the availability of high speed, cost effective broadband over fibre from the commercial fibre running parallel to the north south rail line corridor. Use this infrastructure to reconstruct and attract new hitech businesses and investment in particular to Churchill Road.

Seek to collaborate with the Federal government to secure funding support to roll out such optical fibre as an integral component of the National Broadband Network.

2. Pro Home Based Internet Business (HBB) and Teleworking Policy

Develop a pro HBB policy for all residents within the city. Support and stimulate the new wave of digital micro businesses run from home.

These globally connected enterprises can generate substantial turnover and provide significant stimulus to the local region economy. it is intended to provide educational incentives to operate an online business from home. In parallel, encourage local residents working in the Adelaide CBD to work with their employer to permit their working from home, establishing a more flexible, work-life balance, home/work environment, using high capacity, high speed fibre connection.

HBB has the potential to dramatically change the make up of our workforce, attract more mothers back into the workforce and change the way we manage our businesses and manage our employees.

This change could reduce commuting significantly and take pressure off transport systems, if Executive Management within organisations keep and open mind and support the work from home models.

3. Community and Business Computer Lab

Establish a computer training facility (preferred site is Council's public Library) for general public access, with specific community and business training programs to stimulate the uptake of digital technologies. Programs and facilities will be socially equitable, ensuring optimal opportunities for all local residents. This training facility will become a central learning hub in the region.

Such 'kiosks' can be for some residents their only engagement with internet technologies.

4. Online Business Development training program and Networking

Establish an initial e-business training Centre and program for local residents and businesses to embrace new internet models and technologies.

This knowledge transfer is fundamental to ensure the transition of local businesses into the new digital economy. A suite of training programs, mentoring, case studies and networking events will provide the opportunity to embrace the new marketplace.

5. Digital Council Services and Website

Identify an initial range of Council services that can be delivered online to local residents (i.e. Indaily digital newspaper, streaming of Council meetings and workshops, rate notices etc.).

Create a dynamic and intuitive website that allows residents and businesses to communicate with Council and increase the capacity of residents to have their direct online say and contribute to public policy and community planning. The potential for e-government is still in its infancy and City of Prospect can stamp a leadership position within local government in Australia.

6. Digital Champions

Create a leadership group of digital economy business leaders including key education, federal and state government agency representatives to support the initiatives in this plan and give professional guidance and solutions to meet the outcomes that will place City of Prospect at the forefront of service delivery and economic output based on the digital economy.

7. Digital Precinct Research Project

Work with the Adelaide Thinkers in Residence program and relevant research institutions including local universities to identify how best to support the local community to engage and benefit in the new digital economy.

Stimulate and support a long term research project to both measure and optimise the impact of the new technologies into a local economy. The new Local Government Centre of Excellence may provide support for such a project.

8. Fibre to Council assets and local schools

Facilitate the provision of technologies to run over the high speed, high capacity fibre infrastructure to Council's Library, Depot and Civic Centre, with local schools (private and public) accessing the commercial fibre that runs parallel to the Federal/State and University SABRENet backbone infrastructure that runs through our City.

The broadband speeds over this fibre to be set at minimum standards of 100Mgb per second. This fibre will ensure local connectivity and the integration and delivery of regional online services into City of Prospect (Council is currently switching its telephone system over to run over our optical fibre link, enabling free calls to be made via VOIP between Council staff and council offices).

Stage Two – 12 to 36 months

1. Digital Schools

Establish a next generation digital school environment in conjunction with other complementary learning services, with the central focus being the creation of an ICT (Digital Economy) Secondary school linked directly to a TAFE, industry and local and international universities. All schools will be linked via optical fibre and have access to an additional dark fibre connection to enable the sharing of resources and build further on the local community of schools in the Prospect area.

2. Regional Branding and Investment Attraction

Develop a marketing strategy to promote the digital region. It is our desire to position City of Prospect as a leading national example of a digital city. Stimulate investment attraction, population growth and business and community engagement via a structured series of both local and national marketing initiatives. In addition, document and profile the lives of a diverse range of local digital citizens and their experience and journey into the new economy.

We are a member of and supporter of the internationally recognized Intelligent Community Forum in New York City.

3. Creative Digital Café Areas

Expand the public wireless hotspot facilities to actively encourage meetings within the new 'creative café' areas. Stimulate business meetings, attract remote mobile workers and connected local community members to congregate and interact over coffee in the wireless world of the 21st century. Such zones will become the 'third place' for business meetings and individuals seeking a safe, comfortable and reliable environment to mix work and relaxation.

4. Digital Precinct Building

Develop a landmark, integrated facilities building designed to house and support both embryonic and established micro digital businesses.

The next generation, globally connected companies are the epitome of the future and as such need a very flexible, 'as needed' environment to ensure that they can just get on with new business without the rigidity of traditional models. This commercial facility will actively engage with the diverse pipeline of local networks, ensuring relevance and service integration with other complementary service providers including local schools

5. Virtual Prospect

Initiate a pilot virtual reality project to replicate a small demonstration area of Prospect online and then progressively build functionality into it. At present, the online virtual worlds are largely reserved to games and social interaction within a small minority of the internet community. However, with technological advancements, the future proliferation of broadband connection and the 'normalisation' of the internet into mainstream society, virtual worlds will become a daily occurrence for a majority of people.
Now is the time to start the journey and position City of Prospect at the cutting edge of virtual community services.

6. Digital Library

Fit out the public Library with a new computer bank with a range of training and software programs to both up skill and educate the local community. Establish an open source 'learning management system' and state of the art technologies to enhance the dissemination and accessibility of learning materials into the local community. There is significant opportunity to develop common platforms with complementary organisations including local schools.

A strategic regional community framework should be established.

> "With Prospect's expanding retail and hospitality business community, we are confident such infrastructure will attract more visitors and shoppers to our retail strips, increase local jobs and boost our micro regional economy."

Summary

National Broadband Network, or NBN Co, is the government's $43B infrastructure project, the largest single infrastructure build in our nation's history. It is designed to do what some telco's elected not to do: give our highly educated and motivated residents and businesses access to a true broadband network with high speeds, lower costs and ideas about how to flex its innovation muscles.

City of Prospect's streets are lined with optical fibre with branding that residents and businesses cannot access.

The NBN is our nations Snowy Mountain water Scheme in which all Australians stand to benefit. Some in our community do not share this view. We know as with all major infrastructure builds through history change and major projects tend not sit well with some members of our community. The Sydney Harbor Bridge, the Opera House all had their detractors and people who lacked vision or understanding as to their purpose and potential.

The NBN will not only deliver ubiquitous access to high speed, high volume data transfer over optical fibre, it is about what is possible to build on the emerging broadband or access infrastructure and technologies yet to be developed.

It is disappointing that the NBN has become a political football when the Australian telecommunications market has failed to deliver an optical fibre network for all Australians and put Australian urban telecommunications a decade behind other first world economies. We know overseas communities with access to optical fibre broadband experience an annual increase in GRP from 1 to 3%.

We also know that our aging copper network is well past its 'use by date' and faces the reality that it must be replaced or upgraded. A reality most telco's may not want to report the replacement costs to shareholders.

However the NBN is not just about a return on investment. Opening global markets and sharing of information, increased innovation, social wellbeing, equitable access to information, improved education and training delivery models, new workplace models, social networking, service delivery models changing and improving, better health care, employees working from home, students studying from home, virtual worlds and using the NBN to re-create communities and villages both online and in terms of residents getting back to digital enabled mainstreets for local shopping…this is a paradigm shift in telecommunications…and we are only on the very edge of the potential.

It is incumbent upon all levels of government to ensure that all Australians have access to the opportunities of NBN and the technologies that will improve our economy and social well being.