



Regional
Development
Australia
H U N T E R

THE HUNTER READY FOR BROADBAND

SEPTEMBER 2012



An Australian Government Initiative



A NSW Government Initiative

National Digital Economy Strategy

By 2020, the Australian Government aims for Australia to be among the world's leading digital economies. To achieve this vision, the Commonwealth has developed a National Digital Economy Strategy which aims to:



_increase Australian households' online participation



_increase online engagement of Australian businesses and not-for-profit organisations



_smartly manage our environment



_improve health and aged care



_expand online education



_increase teleworking



_improve online government service delivery and engagement



_increase digital engagement in regional Australia.

For more information

Background:	http://www.dbcde.gov.au/broadband/broadband_for_consumers
Benefits:	http://www.broadband.gov/broadband_advantages.html
National Digital Economy Strategy:	http://www.nbn.gov.au/the-vision/digital-economygoals/
NBN Co:	http://www.nbnco.com.au/

Contact RDA Hunter

Level 3, 251 Wharf Road, Newcastle, 2300
T: +61 2 4908 7300
E: admin@rdahunter.org.au
W: www.rdahunter.org.au



An Australian Government Initiative



A NSW Government Initiative



Regional
Development
Australia
H U N T E R

THE HUNTER READY FOR BROADBAND

The super fast National Broadband Network (NBN) is ready to be rolled out to more than 110,000 Hunter homes and businesses in 80 Hunter locations. The Region's industries, businesses, transport operators, educational institutions, health providers, community groups and residents can start putting plans into place to get the most out of broadband.

In late 2009, RDA Hunter started to form a working group to advocate the early roll-out of the National Broadband Network in our Region. This call was supported by several leading organisations, including:

University of Newcastle
Hunter TAFE
NSW Industry and Investment
Hunter New England Health
HunterNet

Hunter Medical Research Institute
Hunter Councils
Hunter Business Chamber
Maitland Chamber of Commerce
The Lunaticks Society of Newcastle

The Hunter now needs to get ready to take full advantage of the benefits of high-speed broadband.

What is High Speed Broadband?

Broadband gives you high-speed, 'always-on' access to the Internet.

- View websites more quickly
- Go online shopping and do your banking with special features
- See, download and share higher quality photos, music and video
- Access videoconferencing and new communication services delivered by Voice over Internet Protocol (VoIP).

The 'always-on' nature of broadband puts information, goods and services at your fingertips.

What is the National Broadband Network (NBN)?

The National Broadband Network (NBN) is a new high-speed broadband network comprising three technologies – optic fibre, fixed wireless and next generation satellite – which will provide more reliable high-speed broadband access to all Australian premises.

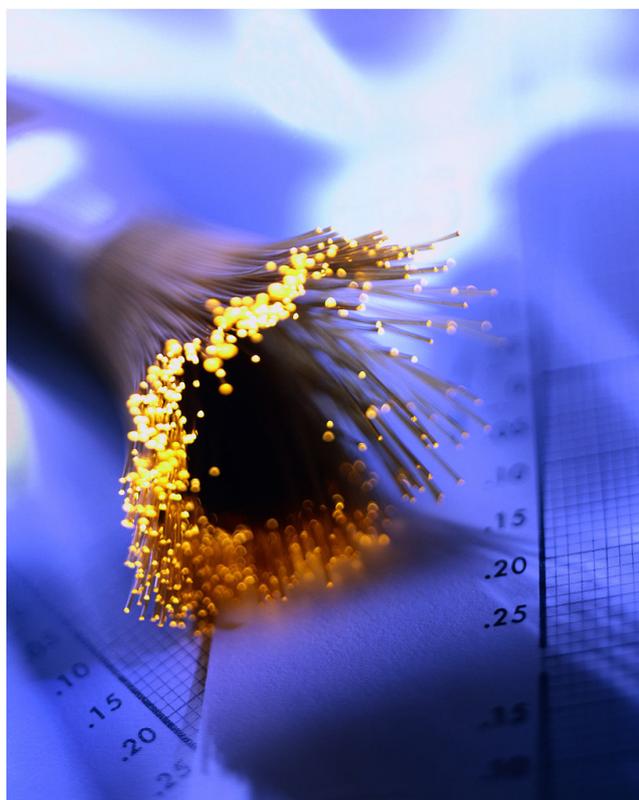
- 93 per cent of Australian homes, schools and businesses will have access to the NBN through fibre to the premises technology, capable of providing much faster broadband speeds than ADSL broadband Internet subscribers experience now.
- Seven per cent of premises will have access to the NBN via next-generation high-speed fixed wireless and satellite technologies.

The National Broadband Network paves the way for greater innovation and opportunities

Benefits of High-Speed Broadband

Broadband can assist you at work, with your study or daily activities at home and when you just want to have fun. You can have high-speed access to a world of resources, services, and products including:

- 1. Education, Culture, & Entertainment**
 - Broadband can overcome geographical and financial barriers to provide faster access to educational, cultural, and recreational opportunities and resources.
- 2. Telehealth & Telemedicine**
 - Broadband can facilitate provision of medical care through remote diagnosis, treatment, monitoring, and consultations with specialists.
- 3. Economic Development and E-Commerce**
 - Broadband can promote economic development through electronic commerce to
 - Create new jobs and attract new industries.
 - Provide access to regional, national, and worldwide markets.
- 4. Electronic Government (E-Government)**
 - Electronic government can help streamline your interaction with agencies, and provide information about government policies, programs and benefits.
- 5. Public Safety and Homeland Security**
 - Broadband can help facilitate and promote public safety with:
 - Early warning and public alert systems for disaster preparation programs.
 - Remote security monitoring and real time security background checks.
- 6. Broadband Communications Services**
 - Access to new telecommunications technologies such as Voice Over Internet Protocol (VoIP) allowing voice communication using the Internet.
- 7. Communications Services for People with Disabilities**
 - Users of Telecommunications Relay Services (TRS) can employ Video Relay Services (VRS) to communicate quickly, and expressively with voice-phone users.



Why do we need a new broadband network?

Australia is part of the growing global digital economy. According to eMarketer, an estimated 1.8 billion people (nearly 27% of the world population) now use the Internet, and that number will grow to almost 2.8 billion (about 38%) by 2015.

The digital economy is coming of age. In 2013, the global digital economy will have in total value:

Worldwide e-commerce	\$16 trillion
Add global digital products and services	\$20.4 trillion.

Australia's broadband infrastructure is falling behind technology leaders and the OECD confirms Australia has fallen behind for fixed broadband download speeds.

Why? Australia currently relies on an ageing copper telecommunications network to connect homes to the Internet.

The rollout of the NBN represents a significant leap in the communications capabilities currently available to most Australians. Investment in high-speed broadband will improve services in education and health sectors, offer the potential for substantial productivity improvement for businesses, create jobs and offer improved services and competition.

How we can take full advantage of the NBN?

Just as transport infrastructure was a key to widening domestic markets in the 19th Century, so our digital infrastructure will determine our participation in global markets in the 21st Century.

Local Economy – Hunter businesses, particularly small businesses and not-for-profit organisations, will be able to efficiently participate in global markets; maximising their overall competitiveness, to grow revenues and increase productivity.

- One local innovation expands the client base across time zones to create opportunities for 24hr Manufacturing.
- Not-for-profit and community service organisations can expand their supporter pool and support more innovative fundraising models.

Environment – The Hunter’s environmental sustainability will be improved by applications that encourage more efficient use of water, energy, transport and infrastructure.

- Smart Grid Smart City Initiative in the Hunter. A smart grid is an intelligent way to supply electricity. By combining innovations in digital communications, sensing and metering with the electricity network a two-way, interactive grid is created.
- In the household, **new generation smart meters** provide up to the minute information about electricity use to help you monitor and control your energy costs.

Healthcare – The NBN will provide a major opportunity to improve the way healthcare is delivered in the Hunter region.

- Internationally recognised, the Hunter Medical Research Institute will benefit from increased data transfer capacity and improved communications to further develop research, education and training programs.
- Hunter Urban Medicare Local (formerly GP Access), a not-for-profit organisation which provides support services to primary health care clinicians in the Hunter, is the starting point for implementation of the Commonwealth’s \$466million e-health records scheme.

Education – Local teaching and training will be supplemented with access to subject matter experts and teachers beyond the school boundary.

- Greater data capacity of the NBN (both download and upload) can enable more intensive and immersive online interactions, resulting in higher-quality learning outcomes for students.

Telework – Or, working from a place other than the office, such as from home.

- High-speed information and communications technologies will help us to stay better connected to colleagues and work systems.
- The NBN will allow you to log in and connect at anytime, from anywhere, to the digital economy.

Government Services – Effective participation in the digital economy by government can reduce costs, increase customer satisfaction and promote innovation.

Regional Australia – In the digital economy, distance – once a defining characteristic and barrier for regional Australia – becomes increasingly irrelevant.

- Regional areas stand to benefit more than metropolitan areas from increased Internet connectivity and real-time cross-geographic collaboration.

