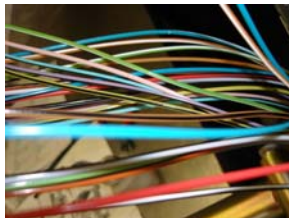


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Director,
Business and Economic Development
Steve Harrison

Prospect means business



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- **Culture**
- **Country**
- **Earth**

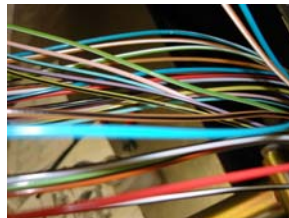
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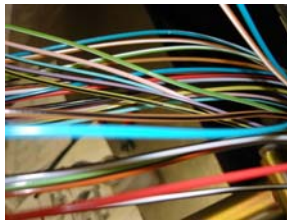
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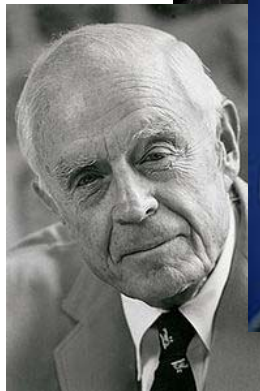
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908 million

1.6 billion

\$1 trillion USD

1/3 of leisure time

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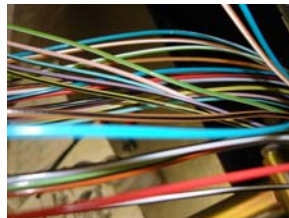
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- Internet usage in the OECD
Australia is 6th (includes dial up, 3G, fibre)
- Optical fibre alone we are bottom of the league

ORGANISATION
FOR ECONOMIC
CO-OPERATION
AND DEVELOPMENT



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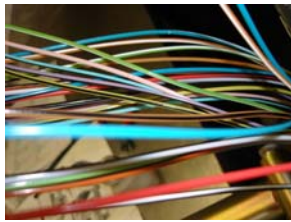
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The many futures of our digital lives...



- \$43 billion NBN
- Seoul Declaration
- Fibre to Schools

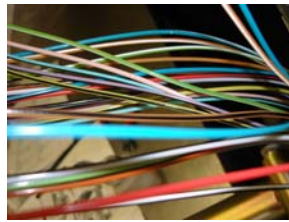
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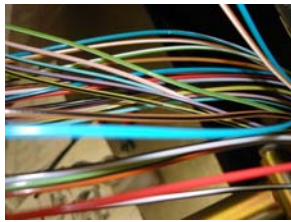
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So what is City of Prospect doing?

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City of Prospect?

- 20,000 residents
- 5 km/s from Adelaide's CBD
- 1500 SMEs and SOHO
- Highly educated
- Young

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The Challenge

- Aging communications infrastructure
- Significant blackspots
- Lowest uptake of broadband in Adelaide

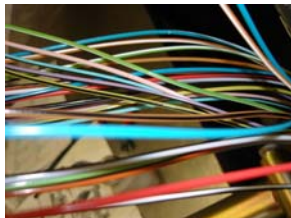
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- We set about to develop a plan.
- A strategy
- A set of actions
- To bring our telecommunications into the 21st Century

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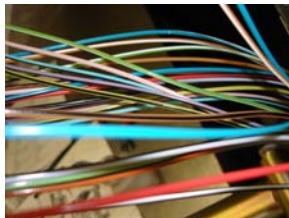


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- Federal
- State
- Delivered local outcomes that are inclusive
- We sought advice



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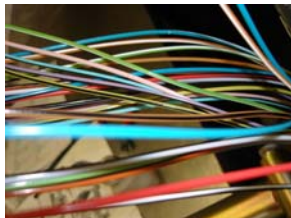


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Central to our new strategy

- Policy review
- Development Plan review
- Infrastructure
- Capacity building
- Strategic actions

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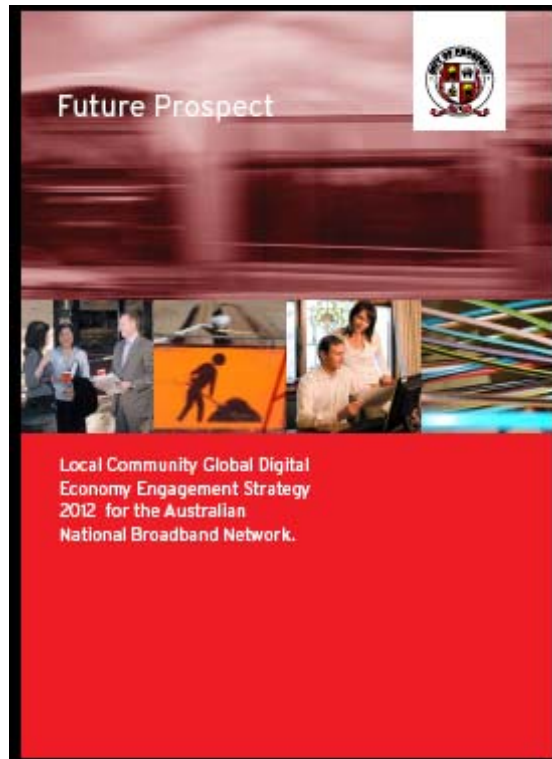
Inclusive approach

- Business big and small
- Residents
- Education system (inc Students)
- Health
- International, State and Federal links

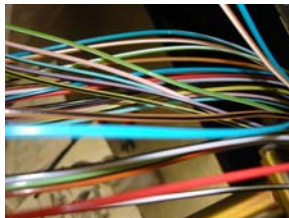
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Key goals for the 2009/10

- Optical fibre run-out
- Free wireless access at key hotspots
- Expand our existing online entrepreneurship training for SMEs
- Extend our successful senior citizen online training program

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- Build three 'internet kiosks' for local residents and visitors to access the internet
- New business web portal that showcases the latest technology

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- Establish cctv that is run via and recorded over optical fibre
- Deliver online entrepreneurship training to local secondary schools
- Begin live streaming of council meetings to residents
- Think local act global...

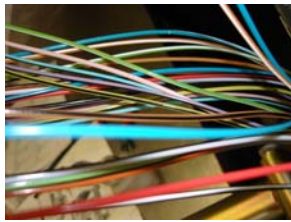
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- Simply rolling out fibre is just the beginning
- Every council must create a bold vision for your entire community to embrace...

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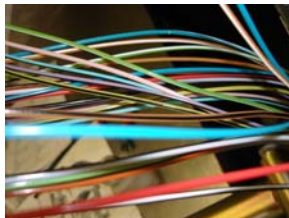


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But keep this Kennedyism
in mind...



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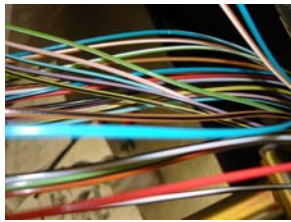


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The Future...?



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- Early adopters
- Planners/community workers/governance/economic developers/infrastructure and assets...we must all plan for the changes that are coming

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- We must help make the changes meaningful and relevant and understandable

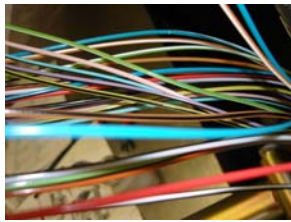
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- How do you handle change...?

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