

Copper Development Centre. Australia Limited
ABN 40 067 486 300
Suite 1, Level 7, Westfield Towers
100 William Street, Sydney NSW 2011
Ph: (+612) 9380 2000 Fax: (+612) 9380 2666

www.copper.com.au



A new paradigm in home
wiring for the 21st century.
www.smartwiredhouse.com.au

Copper Connects Life.™

Submission No.....129.....
Date Received.....28/2/2011.....

11 February 2010

Submission to The House of Representatives Enquiry into the NBN

Secretariat to the Standing Committee on Infrastructure and Communications

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

Phone: (02) 6277 2352
Fax: (02) 6277 4424

Email: ic.reps@aph.gov.au

Dear Secretary,

Thank you for the opportunity to provide this contribution of ideas and opinions on the NBN.

The Importance of Considering the Relationship between the NBN and Infrastructure for Residential Services

The NBN represents a major opportunity to create a significant step change in how information is delivered and used in Australia. To realise the full benefits of the NBN will require important aspects of the enabled markets to be intelligently transformed. This is particularly important in the services provided to the residential home and how these may evolve in the future.

A key area for consideration is the way the NBN will contribute to residential Communications and information technology requirements for the provision of the following services:

- Entertainment
- Energy management
- Security and safety
- Digital home health
- Age and assisted living
- Intelligent light and power

Proper consideration of these will contribute meaningfully to the committee's deliberations on:

- 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.

Copper Development Centre. Australia Limited

ABN 40 067 486 300

Suite 1, Level 7, Westfield Towers

100 William Street, Sydney NSW 2011

Ph: (+612) 9380 2000 Fax: (+612) 9380 2666

www.copper.com.au



*A new paradigm in home
wiring for the 21st century.*

www.smartwiredhouse.com.au

Copper Connects Life.™

The report attached to this submission identifies the importance of establishing a clear link between the NBN and the home and why proper and meaningful consideration should be taken in this transformative period. This submission suggests that the architects of the NBN work with industry to provide a framework to optimise the value of our future communications network and reliant systems. Our experts are available to help clarify any issues this submission raises.

International Copper Association

ICA is the leading organisation for the promotion of copper worldwide. The organisation guides policy, strategy and funding of international initiatives and promotional activities.

Headquartered in New York City, ICA employs about 300 people in 31 locations in 24 countries and 6 continents through a network of regional offices, and copper development associations and centres to execute programmes and initiatives.

About the Copper Development Centre . Australia

The Copper Development Centre is the peak body for the copper industry in Australia, representing some of the country's most influential companies in mining, manufacturing, production and recycling.

The Copper Development Centre supports the activities of its members through the promotion of copper here and overseas, and helping to identify and develop new market opportunities, especially in the Asia Pacific region.

By bringing together key industry stakeholders at a senior level, the Copper Development Centre provides a forum to facilitate the coordination of policy, research, knowledge, marketing and business strategies. Expertise that we make available to everybody right across the copper industry in Australia, from the CEO of a major mining company to the electricians and plumbers working with copper products on a daily basis.

The public face of the copper industry, the Copper Development Centre also acts as an informed advocate with government, the community and the media, managing a wide range of public information and targeted education. A toll free information line, the Internet and a free, state of the art copper library are just some of the activities that support copper in the community everyday.

John J Fennell

Chief Executive Officer

Copper Development Centre • Australia Ltd

Copper Development Centre. Australia Limited
ABN 40 067 486 300
Suite 1, Level 7, Westfield Towers
100 William Street, Sydney NSW 2011
Ph: (+612) 9380 2000 Fax: (+612) 9380 2666



A new paradigm in home
wiring for the 21st century.
www.smartwiredhouse.com.au

Copper Connects Life.™

www.copper.com.au

Submission to The House of Representatives Enquiry into the NBN

THE IMPORTANCE OF CONSIDERING THE INFRASTRUCTURE FOR RESIDENTIAL SERVICES IN NBN DELIBERATIONS

SUMMARY

The CDC.Australia has an established record of accomplishment in promoting safe, secure and reliable technological solutions that are sustainable and cost effective.

Our work indicates that there are significant benefits to fully integrating the NBN with key residential services. Very importantly, our work indicates that there is a need to provide a national set of Standards and codes of practices that enable key residential services and that these should be reflected within the Building Code of Australia.

1 INTRODUCTION

There is a clear connection between high-speed data networks such as the NBN and residential services for:

- Communications and information technology
- Entertainment
- Energy management
- Security and safety
- Digital home health
- Age and assisted living
- Intelligent light and power

To release the full potential of these services through the NBN consideration must be given to standards and codes that govern dwelling design. In recognition of this need, industry¹ has developed the Code of Practice for Home Wiring. The set of documents, which form the Code of Practice for Home Wiring, are attached.

The action required to ensure this industry initiative is adopted by the building and construction industry is for the Building Code of Australia to adopt this Code of Practice.

2 OPTIMISING VALUE OF RESIDENTIAL SERVICES THROUGH NBN

1

Australian Industry Group
NECA
Milcom Private RTO
CEDIA
Connection Research
CDC.Australia
Clipsal

EE-oz
AusEng
Versalux
Hills
Foxtel
CEDIA
Telstra Corporation

Copper Development Centre. Australia Limited
ABN 40 067 486 300
Suite 1, Level 7, Westfield Towers
100 William Street, Sydney NSW 2011
Ph: (+612) 9380 2000 Fax: (+612) 9380 2666



*A new paradigm in home
wiring for the 21st century.*
www.smartwiredhouse.com.au

Copper Connects Life.™

www.copper.com.au

There are several priority areas where the value of residential services may be enhanced through proper integration with the NBN:

2.1 ACHIEVING HEALTH OUTCOMES

There are numerous pressures on the health system that favour health care at home.

Devices being brought to the market include those for:

- a. Collection of all vital signs
- b. Interactive patient support
- c. Educational information
- d. Real time interaction between care givers and patients
- e. High definition video to allow care givers to judge the patients conditions

Achieving long-term health outcomes particularly for an aging population, requires the seamless extension of the full potential of the NBN to be available via a secure, safe and reliable connectivity platform within the home. This can only be achieved by having clear standards that are easily accessible to both the end user (the home owner) and the installers/technicians so new services and devices can be easily and cost effectively deployed into the dwelling.

2.2 THE MANAGEMENT OF AUSTRALIA'S BUILT AND NATURAL RESOURCES AND ENVIRONMENTAL SUSTAINABILITY

As Australia attempts to reduce its impact on its natural resources there is a growing need to use technologies that allow Australia's built environment to be more efficiently managed through the use of real time data. This can only be achieved if the monitoring and interactive systems deployed via the NBN can be extended and integrated into the new and existing housing stock. Seamless connectivity is a requirements to ensure technologies allow sustainable living whilst maintaining our current standard of living.

2.3 IMPACTING REGIONAL ECONOMIC GROWTH AND EMPLOYMENT OPPORTUNITIES

The case for economic prosperity and increase productivity due to the NBN has been well made. Most of these opportunities are very cost sensitive particularly for regional areas. There does not appear to have been a case study that examines the benefits and opportunities for service provision, maintenance and value adds related to the key services this submission has identified. These are likely to be marginally much greater in value than in highly populated areas.

However, in common with large cities the full potential the NBN in rural areas will only be realised if there is a seamless connection between the NBN and the communications devices in the home. It is imperative that a safe, secure and reliable connectivity platform be deployed in all homes across the nation hence the need for national standards and codes.

3 CONCLUSIONS

There is a unique opportunity for the NBN to contribute immense value to the Australian community by simply planning for its effective use within homes. One of the best ways to achieve this outcome is to adopt Standards, Codes of Practices and Handbooks and for Governments at all levels to participate actively in industry initiatives such as the REMforum. We respectfully conclude with our counsel that the Committee consider these wider and potentially massive benefits of a well planned transformation and involve that part of industry that is very active in this space but as yet ignored in most NBN deliberations.