



Central

Local Government Region of South Australia

Incorporated under provisions of the Local Government Act

Submission 095

Date received: 24/02/2011

ABN: 34 728 242 315

Chairman:
Mayor James Maitland

Executive Officer:
Anita Crisp

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Member Councils:

- *The Barossa*
- *Barunga West*
- *Clare & Gilbert Valleys*
- *Copper Coast*
- *Flinders Ranges*
- *Goyder*
- *Light Regional*
- *Mallala*
- *Mount Remarkable*
- *Northern Areas*
- *Orroroo/Carrieton*
- *Peterborough*
- *Port Pirie Regional*
- *Wakefield Regional*
- *Yorke Peninsula*

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

25th February 2011

RE: INQUIRY INTO THE NATIONAL BROADBAND NETWORK

Please find attached correspondence from the Central Local Government Region to the Minister for Broadband, Communications and the Digital Economy from 2008 and more recently, the National Broadband Network, expressing our ongoing commitment for access to modern, affordable and reliable broadband services to our rural communities and businesses.

I have also attached a copy of our submission to the National Broadband Network - Backhaul Blackspots Initiative in May 2009.

I trust that this information may be of some interest and relevance in your committee deliberations and would be pleased to provide further clarification if required.

Regards

Anita Crisp
Executive Officer

COPY

Senator the Hon S. M. Conroy
Minister for Broadband, Communications and the Digital Economy
Deputy Leader of the Government in the Senate
Parliament House
Canberra ACT 2600

5th September 2008

RE: REGIONAL BROADBAND SOLUTIONS

Dear Senator Conroy,

Thank you for making time available during your recent visit to Yorke Peninsula (19/08/08) to meet with myself and our Broadband Project Officer, Louise Sladdin. Further to this discussion, I am writing to advise of our Region's position in relation to progressing the rollout of modern, affordable broadband services and to highlight some of the key barriers to achieving this, from our perspective.

The Central Local Government Region (CLGR) incorporates some 15 Councils right across the Adelaide Plains, Yorke Peninsula, Flinders Ranges Lower and Mid North areas of South Australia. The member Councils are: The Barossa, Barunga West, Clare & Gilbert Valleys, Copper Coast, Flinders Ranges, Goyder, Light Regional, Mallala, Mount Remarkable, Northern Areas, Orroroo/Carrieton, Peterborough, Port Pirie Regional, Wakefield Regional and Yorke Peninsula. This represents approximately one quarter of the non-metropolitan population and incorporated land mass of South Australia.

Improving telecommunications across the Central Local Government Region, particularly the deployment of terrestrial wireless networks and accessibility to modern, affordable broadband continues to be a key focus of the CLGR as, like your own view, it is considered essential infrastructure upon which our future economic productivity and social equity is based.

Over the past four years, the Central Local Government Region has undertaken a comprehensive demand aggregation across twelve of our fifteen Council districts (excluding Yorke Peninsula, Barossa and Light districts), prepared a business case and sought expressions of interest from providers to deploy a whole of region broadband solution. Unfortunately, our preferred provider formally withdrew in February 2007 due to a range of internal and external influences.

Since that time of course there have been substantial changes to broadband funding and program policy at Federal level, including a change of Government. As you can appreciate, community expectations have been raised – and dashed – repeatedly over the span of the last 18-24 months.

With the current position of the new Federal government now relatively clear, we have been re-considering the best approach towards reinvigorating our push for improved broadband services across our Region and to that end, have agreed to:

1. continue to support all terrestrial wireless broadband providers operating within the Central Local Government Region with a view to expanding their current scope and range of broadband service to business and the community in a timely fashion;
2. seek from Federal and State Government support for greater equity within funding and policy structures for all broadband providers operating within our Region, in order to maximise opportunity and choice for business and community.

Fundamentally, the position of the Central Region is that we are seeking fairness and equity in policy and funding that supports the most timely and widest possible rollout of modern and affordable broadband to our businesses and communities. This imperative is underpinned by the following information -

- 40% of our overall population base remains currently underserved by terrestrial broadband, despite most communities being within approximately 250km from the Adelaide city centre and some within 50km in a major growth zone.
- Many of the underserved Councils within the region are faced with STD telephone calls between branch offices or depots and deliver services in towns without broadband (ADSL or terrestrial wireless)
- Many offices and workplaces in the region requiring broadband access in multiple locations across the region and state find there is no cost-effective solution available. Furthermore, opportunities for increasing home-based or tele-working roles as either a work-life balance choice or as an organisational workforce recruitment strategy remain out of reach whilst the technology remains unavailable.
- Lack of services in the Central Region is increasingly a factor in lost productivity, for both the region and the state. The recently released report on economic benefits of broadband adoption on the Yorke Peninsula district alone was estimated at \$9.4 million, with flow on state-wide benefits of \$11.2 million annually by 2010. This network deployment utilised Australian and South Australian government subsidies of \$2.45 million - a positive result for minimal government infrastructure outlay.
- The social benefits of broadband are many, and especially in the regions, highly valued, yet the continuing isolation and exclusion through lack of contact with family and friends is widely experienced across our region and state as a result of the current digital divide.

Unfortunately, the gap between those with and those without broadband continues to widen – far from being a technology that closes the city/country divide we are now being left further and further behind as new technologies are continually introduced into metropolitan areas first. Many in the Central Region are still on very poor dial-up connections.

To that end, the CLGR has been active in providing advice to the Federal Government over recent months in relation to the Regional Telecommunications Independent Review, Australian Broadband Guarantee guidelines 2008-09 DRAFT, National Broadband Network (NBN) Rural and Remote Solutions Review and would like to draw to your attention several key issues which we believe to be hampering the greater rollout of metro-comparable broadband services across our region:

1. There are a number of terrestrial wireless broadband providers who have been successfully operating and expanding in our region without previous Government assistance and who are now being unfairly disadvantaged through the preferential Australian Broadband Guarantee (ABG) registration fast-tracking process for previously registered providers (including satellite!) – despite being the only wireless providers actually operating in these areas. The recent extension time for ABG registrations is causing further delays for applicants, who are unable to confidently move forward – resulting in damage to their own operations and continued lack of service for the community. Registration for commercial terrestrial wireless broadband providers operating in the CLGR, in addition to the fast-tracking of previously ABG registered providers operating in other parts of the state will enable prompt establishment of further new backhaul capacity in the region and provide enormous and long awaited benefits to businesses and households, for the many who cannot access ADSL services and whose only option to date has been satellite or expensive Telstra 3G.
2. Adequacy of Satellite Services – When compared to terrestrial broadband, satellite-based broadband cannot provide effective VOIP, videoconferencing or other associated broadband services at metro-parity pricing, yet has and continues to be promoted as a 'first' rather than 'last' option for many in our community. The definitions of the level of service must be reconsidered and satellite promoted by Government as a last

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resort only. Furthermore, there have been many issues across our region where consumers have been advised to take up a satellite broadband service as their only available option, however, when a superior terrestrial solution has then becomes available, they face, in many cases, substantial upfront or ongoing costs as are not eligible to receive any further ABG subsidy.

3. Spectrum Licensing – “use it or lose it”. As indicated by the South Australian Government in their submission to the NBN Rural and Remote Solutions Review, operators who hold licensed spectrum should be encouraged to utilise this to provide a service within a prescribed timeframe, rather than hold it, undeveloped, indefinitely and thereby hampering a community’s ability to facilitate services from another provider in a more timely fashion.
4. ISDN Home – The closure of Telstra ISDN home and BigPond ISDN services on 31 December 2008 will leave those without access to ADSL further disadvantaged.
5. The cost of equipment and installation being charged to consumers upfront versus cost being amortised over the life of plan is an issue for businesses or households where terrestrial wireless is becoming available as a solution and an ABG incentive payment is not available.
6. Broadband as a Basic Infrastructure – Provision of broadband services, fibre or wireless, needs to be planned and implemented as part of new residential or commercial developments, particularly in the fast growing peri-urban zones along with regional and rural townships.

The Central Local Government Region remains committed to pursuing greater coverage and availability of modern, affordable broadband in a timely manner. We are, however, seeking your support to help reduce some of these identified barriers and create a more open and fair platform for providers to support the efforts of our Councils and our communities.

I would be very pleased to discuss our position with you further if required and look forward to a successful outcome in the near future.

Yours sincerely

Anita Crisp
Executive Officer

Cc: Nick Champion Member for Wakefield, Rowan Ramsey Member for Grey, Minister Paul Caica, Local Government Association of SA



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- *Peterborough*
- *Port Pirie Regional*
- *Wakefield Regional*
- *Yorke Peninsula*

Mike Kaiser
Chairman
National Broadband Network Co. Ltd
Level 11, 100 Arthur Street
NORTH SYDNEY NSW 2060

30th October 2010

RE: NBN OPPORTUNITY ACROSS THE MID NORTH – FLINDERS – YORKE PENINSULA – BAROSSA REGION OF SOUTH AUSTRALIA

Dear Mike,

Further to discussion with Minister for Broadband and the Digital Economy, the Hon Stephen Conroy in March of this year and subsequent discussions with Duncan Bremner, including at the recent Australian Local Government Association National General Assembly, I write in support of the pending rollout of the National Broadband Network as an exciting proposition and one for which we are most supportive.

The Central Local Government Region (CLGR) incorporates some 15 Councils from the Adelaide Plains, Barossa and Clare Valleys, Yorke Peninsula and Flinders Ranges districts. This covers just under one quarter of the Local Government authorities of South Australia and one quarter of the non-metropolitan population of the state.

Improving telecommunications across the Central Region, particularly improving access to modern, affordable and robust broadband has been a focus of our Association for the better part of a decade. We have been working hard with partner Councils, our Regional Development Boards (now Regional Development Australia) and State Government to secure a 'Regional Wireless Broadband Solution'. This has so far proven successful in both the Yorke Peninsula and to a lesser extent the Barossa Valley sub-regions of our Association, however much of our Region remains underserved and trails well below both state and national averages for broadband availability and connection.

Despite a combined total population of just under 100,000, this area has historically struggled to attract broadband providers, due largely to a lack of competitive backhaul, along with a rather dispersed population and some geographical/terrain challenges.

Anecdotal evidence from internet service providers in the Central region indicates backhaul prices that are 300 to 1500% the going rate for a commercial proposition.

A few major township centres are serviced by ADSL 2+, however the vast majority of exchanges are not enabled to ADSL at all.

There are a number of existing terrestrial wireless broadband providers who operate across the Central Local Government Region. Internode have significant coverage on the Yorke Peninsula, Broadband Anywhere within the Wakefield and Adelaide Plains, Amcom across the Barossa and Light districts and Cirrus Communications within parts of the Northern Areas, Pirie, Peterborough and Mt Remarkable districts.

In terms of fibre-based backhaul, the 'Nextgen' fibrelink runs north-south through the region from Port Augusta to Adelaide. Whilst this offers significant potential for breakout access at a number of points in the Region, it currently remains largely inaccessible at this point.

Both Telstra and Optus report to provide mobile wireless broadband across much of the Region, however anecdotally the service is often considered patchy and unreliable, expensive, does not easily provide bundled services and does not offer a robust and viable technological solution, particularly for business users.

As part of the formulation of our regional solutions project over the past several years, Councils and Regional Development Boards (RDA) have offered to support potential broadband providers to our region through avenues such as:

- dedicated contact point within each Council as well as coordination across groupings of Councils through the Regional Local Government Association
- support in providing local knowledge about matters such as geography, terrain, trig points, landowners
- potential access and co-location of telecommunications infrastructure
- demand aggregation, community education and engagement
- potential for anchor tenancy by Councils and RDA

This offer of local support remains 'on the table' and is something we would be very pleased to discuss further with the NBN Co.

Furthermore, through our former 'Clever Networks' funded Regional Broadband Project Officer a list of our Region's townships and service centres has been consolidated

Across the Central Local Government Region, as indeed South Australia generally, the determination of a 'regional centre' for consideration of backhaul needs is defined less by population base and more through the level and nature of services that exist within a centre.

Communities which concurrently support a range of services are likely to require a higher capacity of backhaul now and into the future than those which support a smaller range of such services for which a robust and scaleable terrestrial wireless solution is a preferable option. Satellite is not considered a long term solution for our region.

The following set of criteria has been applied across centres in the Central Local Government Region as a guide to determining the relative cost:benefit of a fibre-based backhaul solution or a robust and scaleable terrestrial wireless solution.

Where a township has all of the following services, it has been identified as requiring a fibre-based solution, if not within the parameters of the shorter term 'Backhaul Blackspots' program, certainly under the longer term 'National Broadband Network':

- Council Office
- Library
- Hospital and Doctor Surgery
- Secondary Schooling
- Major Retail Precinct
- Major Industrial or Commercial Activity
- Significant Growth & Development (ie identified within State Planning Strategy)

Not only does this criteria provide a more accurate reflection of the service locations across the Region, but also provides a sound basis for integrating the national objectives and focus under the proposed 'Digital Regions' Initiative.

Centres across the Region which have over 1,000 people and by such inference are expected to be considered favourably for fibre-to-the-premises technology include:

PORT PIRIE-13206, NURIOOTPA-5030, TANUNDA-4683, KADINA-4026, MOONTA-3350, CLARE-3063, WALLAROO-3053, KAPUNDA-2739, LEWISTON-2724, WILLIAMSTOWN-2652, TWO WELLS-2349, ANGASTON-2215, HEWETT-1978, LYNDPOCH-1829, PETERBOROUGH-1689, FREELING-1634, BALAKLAVA-1627, CRYSTAL BROOK-1549, JAMESTOWN-1407, QUORN-1259, ROSEWORTHY-1163, ARDROSSAN-1122, MAITLAND-1056, MALLALA-1033

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Towns of less than 1,000 people, but of significance as a service centre and with a high portion of the above services include:

BURRA-978, PORT BROUGHTON-908, MINLATON-774, GLADSTONE-764, RIVERTON-723, YORKETOWN-685, EUDUNDA-641, ORROROO-634, HAMLEY BRIDGE-783, SNOWTOWN-523, BOOLEROO CENTRE-488, PORT WAKEFIELD-476, HAWKER-361

In assessing the need for backhaul it is also important to take into account the high visitation rate across the Region including significant seasonal population expansion - for example that of coastal communities in peak times, where the smaller coastal towns quadruple in population for one third of the year. Overall, it is estimated that on any given day there are around 9,000 visitors in the area, in addition to the some 110,000 permanent residents of the Region.

A full list of centres across the Central Local Government Region and the respective services is attached. I would be very pleased to further discuss opportunities to support the rollout of the National Broadband Network across our region and can be contacted by email: ceo@centralregion.sa.gov.au or phone: 0427609404.

Kind Regards



Anita Crisp
Executive Officer

CENTRAL LOCAL GOVERNMENT REGION OF COUNCILS – SERVICE CENTRES AND POTENTIAL ACCESS TO FIBRE-BASED BROADBAND THROUGH THE NATIONAL BROADBAND NETWORK

COUNCIL	2006 DISTRICT POP'N	TOWNSHIPS	TOWNSHIP POPULATION[1]	COUNCIL OFFICE	LIBRARY	HOSPITAL	SCHOOL (SENIOR/COMBINED)	MOTELS & TOURIST ACCOMMODATION	MAJOR RETAIL	MAJOR INDUSTRIAL or COMMERCIAL	CURRENT BROADBAND BY PROVIDER & TYPE	
BAROSSA	20,546	NURIOOTPA	5030	✓.....	✓.....		✓.....	✓.....	✓.....	✓.....	AMCOM - WIRELESS; TELSTRA - ADSL2+;	
		TANUNDA	4683			✓.....	✓.....	✓.....	✓.....	✓.....	AMCOM - WIRELESS; TELSTRA - ADSL2+;	
		ANGASTON	2215			✓.....		✓.....	✓.....	✓.....	TELSTRA ADSL;	
		LYNDOCH	1829								TELSTRA ADSL;	
		MT PLEASANT	921			✓.....		✓..			TELSTRA ADSL;	
		WILLIAMSTOWN	2652					✓..	✓..			
		STOCKWELL	534									
		RURAL	2,682									
		PORT BROUGHTON	908		✓.....	✓.....	✓.....	✓.....	✓.....	✓.....	✓.....	TELSTRA ADSL;
		BARUNGA WEST	2,546									TELSTRA ADSL;
CLARE & GILBERT VALLEY	8,143	BUTE	567								TELSTRA ADSL;	
		FISHERMANS BAY	209					✓.				
		ALFORD	70									
		KULPARA	183									
		MUNDOORA	248									
		RURAL	361									
		CLARE	3063		✓.....	✓.....	✓.....	✓.....	✓.....	✓.....	✓.....	TELSTRA ADSL 2+;
		RIVERTON	723		✓.....	✓.....	✓.....	✓.....	✓.....	✓.....	✓.....	TELSTRA ADSL 2+;
		SADDLEWORTH	634		✓.....	✓.....	✓.....	✓.....	✓.....	✓.....	✓.....	TELSTRA ADSL;
		AUBURN	661						✓.....			TELSTRA ADSL;
MARRABEL	209						✓.....			TELSTRA ADSL;		
WATERVALE	293						✓.....			TELSTRA ADSL;		
SEVENHILL	418						✓.....					
MINTARO	223						✓.....					
MANOORA	277						✓.....					
RHYMIE	362						✓.....					
TARLEE	288						✓.....					
RURAL	992											
KADINA	4026			✓.....	✓.....	✓.....	✓.....	✓.....	✓.....	✓.....	TELSTRA ADSL 2+;	
MOONTA	3350						✓.....	✓.....	✓.....	✓.....	TELSTRA ADSL 2+;	
WALLAROO	3053					✓.....	✓.....	✓.....	✓.....	✓.....	TELSTRA ADSL 2+;	
PASKEVILLE	473											
PORT HUGHES	222											
TICKERA	249						✓.					

																						BROADBAND ANYWHERE WIRELESS; TELSTRA ADSL;	
MOUNT RE-MARKABLE	2,842		WILD HORSE PLAINS	415	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	TELSTRA ADSL;	
		MELROSE		431																		TELSTRA ADSL;	
			BOULEROO CENTRE	488	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	TELSTRA ADSL;
			WILMINGTON	628																			TELSTRA ADSL;
			APPILA	50																			TELSTRA ADSL;
		WIRRABARA	624																			TELSTRA ADSL;	
		HAMMOND	12																			TELSTRA ADSL;	
		PORT FLINDERS	208																			TELSTRA ADSL;	
NORTHERN AREAS			PORT GERMEIN	465	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	TELSTRA ADSL;	
	4,650		JAMESTOWN	1407	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	CIRRUS WIRELESS; TELSTRA ADSL2+;	
			GLADSTONE	764	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	CIRRUS WIRELESS; TELSTRA ADSL2+;	
			GEORGETOWN	119																			TELSTRA ADSL;
		SPALDING	303	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	TELSTRA ADSL;	
		YACKA	208																			CIRRUS WIRELESS; TELSTRA ADSL;	
		LAURA	571	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	CIRRUS WIRELESS; TELSTRA ADSL;	
		CALTOWIE	206																				
		GULNARE	95																				
		STONE HUT	287																				
		TARCOWIE	215																				
		RURAL	475																				
ORRORO/CARRIETON	935		ORRORO	634	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	TELSTRA ADSL;	
			CARRIETON	129																			
		PEKINA	172																				
PETERBOROUGH	1,904		PETERBOROUGH	1689	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	CIRRUS WIRELESS; TELSTRA ADSL;	
			YONGALA	20																			
PORT PIRIE			OODLAWIRRA	20																			
	17,142		PORT PIRIE	13206	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	CIRRUS WIRELESS; TELSTRA ADSL2+;	
			CRYSTAL BROOK	1549	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	TELSTRA ADSL;	
			KOOLUNGA	204																			
		NAPPERBY	814																				
		REDHILL	217																				
		WARNERTOWN	532																				
WAKEFIELD			BALAKLAVA	1627	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	TELSTRA ADSL2+L;	
	6,372																					TELSTRA ADSL;	
			BLYTH	306																			
			BRINKWORTH	401																			
		HAMLEY BRIDGE	783	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	✓.... .	BROADBAND ANYWHERE	

