Mayor Paul Pisasale
City of Ipswich
Queensland Australia

17 February 2011

Mr Andrew McGowan
Inquiry Secretary
Standing Committee on Infrastructure and Communications
PO BOX 6021
Parliament House
CANBERRA ACT 2600

Dear Mr McGowan

New Inquiry into the National Broadband Network

Thank you for your letter dated 9 December 2010, regarding the new inquiry into the National Broadband Network (NBN) and seeking input from Ipswich City Council.

The National Broadband Network will implement next generation broadband infrastructure which is absolutely critical to support the growth of Ipswich and the Western Corridor region of South East Queensland.

The NBN rollout will increase the efficiency of existing businesses and enhance the lifestyle and prosperity of Ipswich by making it the city of choice for emerging high-value and knowledge-based industries, as a key differentiator and also provide the utility next generation broadband infrastructure to support the fastest growing region in Australia.

Last year, Council released the 'InfoCity' Digital Economy plan (attached) which aims to position Ipswich City as a leading Australian Digital Innovation community and claim a leadership role in driving the application of Information and Communications Technologies (ICT) in the City. In recognition of Ipswich's digital economic achievements so far, the Intelligent Community Forum announced Ipswich as a 2011 Smart 21 worldwide Intelligent Community in October. Ipswich was named as the only Australian city represented on the 2011 worldwide list of cities.

A key component to the continued success of the InfoCity plan will be the accelerated rollout of next generation broadband infrastructure, that the NBN will deliver, across the entire Ipswich City Council area.

Attached is Ipswich City Council's submission that addresses the terms of reference outlined in your request for a submission.

Thank you for the opportunity to make this submission to this new inquiry into the National Broadband Network.

Yours sincerely

Mayor Paul Pisasale
City of Ipswich

Ipswich City Council

Submission to:

House Standing Committee on Infrastructure and Communications

Inquiry into the role and potential of the National Broadband Network

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SUBMISSION TO INQUIRY INTO THE ROLE AND POTENTIAL OF

THE NATIONAL BROADBAND NETWORK

1 Introduction

Ipswich City Council has identified the importance of high speed broadband infrastructure as a driving force behind the future economic development of the City and the surrounding Western Corridor region.

Ipswich City is the gateway to the Western Corridor region of South East Queensland, one of the fastest growing regions in Australia. In this context, Council has recognised the importance of high speed broadband infrastructure as:

- Utility infrastructure to support rapid commercial, industrial and residential growth
- An Economic Development catalyst to attract knowledge industry and digital economy investment
- Further opportunity to position Ipswich as a leading digital innovation community and support liveability and investment within the City and the surrounding region

As a specific example of this emphasis on developing and promoting next generation services enabled by high speed broadband, Ipswich City Council has developed and released the 'InfoCity' plan[1], as a lead project of the new Economic Development plan.

The InfoCity Digital Economy Plan aims to position Ipswich City as a leading Australian digital innovation community and claim a leadership role in driving the application of Information and Communications Technologies within the City and surrounding region. In recognition of Ipswich's digital economic achievements so far, the Intelligent Community Forum announced Ipswich as a 2011 Smart 21 worldwide Intelligent Community in October 2010. Ipswich was named as the only Australian city represented on the 2011 worldwide list of cities.

The National Broadband Network (NBN) provides an opportunity for Ipswich City to accelerate strategic investment in next generation broadband infrastructure. Ubiquitous access to high speed broadband is critical for economic and community development within the City, providing alternatives to the traditional economic & industry sectors for future growth and prosperity.

In July 2010, the Federal Government and NBN Co announced the Springfield Lakes area of Ipswich City among the '2nd release' rollout sites of the NBN.

Ipswich City Council is also actively involved in the 'Broadband Today Alliance (formerly the South East Queensland NBN Working Group / Digital Economy and Broadband Working Group). The Alliance is an Officer level group which currently promotes collaboration across more than 40 Councils in Queensland and New South Wales and has established relationships with NBN

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[1] www.ipswich.qld.gov.au/InfoCityPlan

Co, Department Broadband, Communications and the Digital Economy (DBCDE) and other affiliated industry organizations. The Alliance's main aim is to investigate and implement digital economic initiatives for their respective communities enabled by the NBN and examine local practical issues with the NBN rollout.

2 The capacity of the National Broadband Network to contribute to the delivery of Government services and programs

Council recognises the enormous opportunity that the NBN will provide the ubiquitous high speed broadband infrastructure as a platform for the development and release of existing and new Council services online.

Examples include:

- Faster access to online government services and completion of regulatory requirements such as planning applications
- Eliminating time and transportation costs involved with visiting Council offices
- Development of systems for the provision of public safety information
- Hosting Internet Community forums, provision of multimedia communication and social networking services
- Positive impacts to revenues for Council

Other outcomes the National Broadband Network can deliver include:

- Maintaining responsiveness contact with staff, customers, clients and suppliers
- Allowing staff to tele work, operating from their home or elsewhere with the same response needs and level of security as if they were in their office
- Reduction of telephone costs by using Internet telephony
- Reduction of printing and mailing costs
- Secure fast electronic distribution versus hard copy distribution of documents via post, couriers and distribution companies
- A myriad of additional benefits supporting improved Business practices and Efficiency, Customer Service, Business Expansion and E Business applications

Ipswich City Council is pursuing several E Government initiatives in its 5 Year ICT Strategy Roadmap, which will be further enabled by the ubiquitous, high bandwidth connectivity provided by the NBN.

3   The capacity of the National Broadband Network to contribute to achieving health outcomes

The ubiquitous availability of high speed broadband infrastructure such as what the NBN will provide is likely to transform the ability to deliver health services. According to IBM[2] there is immense opportunity to transform existing HealthCare systems to:

optimise operational performance; by

1. Provision of access to an individual's full medical and family history, contained in one view.
2. Information integration between disparate healthcare institutions.
3. Optimisation of processes based on clinical and business results.

Deliver patient centric care; by

1. Enabling individuals to access their medical records from anywhere in the world.
2. Access to real time individual health information.
3. Connecting communities with remote healthcare professionals

Make better use of health information; by

1. Analysing progression and impact of chronic diseases.
2. Real time monitoring to prevent a future acute episode.
3. Tracking and reporting infectious diseases to intervene early.

Ipswich City Council has, and will continue to, seek partnerships with relevant Health industry organizations to deliver advanced Health services and technologies utilising the NBN as network rollout occurs within the City.

4   The capacity of the National Broadband Network to contribute to improving the educational resources and training available for teachers and students

The NBN will provide the high speed broadband infrastructure platform to transform the delivery of education services.

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[2] IBM – Towards a smarter economy: A roadmap to make it happen

It is likely that the NBN will be an enabler for the following E Education outcomes:

- Access for students to learning, exploration and collaboration continue both in and out of school.

- Access to content experts, collaboration, mentors, communities of practice and shared virtual environments break down classroom walls and create a powerful educational journey.

- Access to smart objects and intelligent real world contexts for students to enjoy authentic, experience based learning where learning becomes immersive, engaging and self directed.

- Teachers are empowered with resources that were previously unimaginable.

- Parents are connected and informed of their child's progress.

- Students leave school with the skills they need to succeed in today's knowledge based world and the high quality of education they receive, in turn, serves to advance social and economic goals.

- Provide inclusive education; get better research, analysis, problem solving and communication through on demand access to software, electronic documents, the internet and resources.

- Students are equipped to work at their own pace to build innovative learning experiences unique to the digital learning environment.

- Study materials are tailored to create a totally student centric experience and address learning diversity by engaging gifted as well as disadvantaged learners.

- Teachers can also better identify student weaknesses and support them while building on their strengths.

- The internet, interactive multimedia, simulations, productivity software, and gaming have the power to motivate students and bring education to life with a richer and more engaging curriculum.

- Wikis, blogs, podcasting and online communities open up such exciting possibilities for the new learning paradigm of the 21st Century.

- Collaborative discussions become an integral part of learning.

- Virtual communities offer dynamic online areas where participants create develop and deconstruct virtual worlds using a range of thinking and creative skills.

- Students and teachers interact digitally as well as through traditional spoken communication.

Ipswich City Council is already working with several of the City's Education providers to investigate emerging E Education initiatives.

5   The capacity of the National Broadband Network to contribute to the management of Australia's built and natural resources and environmental sustainability

The NBN will provide the high speed broadband infrastructure platform to transform the management of built and natural resources.

In the example of next generation water management, Council supports the views of IBM[3], in acknowledging that there is immense opportunity to transform existing Water Management systems to:

- o Implement Ground sensors to monitor soil moisture
- o Automatically directing drip irrigation when, where and only in the quantities needed
- o Use technology to accurately report what water is available, where and at what price
- o Implement a smart water system that helps end to end water distribution, from reservoirs to pumping stations to smart pipes to holding tanks to intelligent water metering.

The recent major flood event that impacted Ipswich and other large parts of Australia reinforces an emerging requirement for advanced river / flood monitoring and modeling technology that the ubiquitous fixed connectivity of the NBN will enable.

6   The capacity of the National Broadband Network to contribute to impacting regional economic growth and employment opportunities

Ipswich City Council has identified the importance of high speed broadband infrastructure as a **driving force** behind economic development.

Ipswich is the gateway to the Western Corridor region of South East Queensland, one of the fastest growing regions in Australia. Each Council in the Western Corridor region, in their respective Economic Development strategies, nominates the importance of high speed broadband infrastructure as an economic development catalyst to attract knowledge industry and digital economy investment. As a specific example, Ipswich City Council has recently released the **InfoCity[4] plan**, as a lead project of the new City **Economic Development plan**.

The National Broadband Network provides an opportunity for the Council's of the Western Corridor to **accelerate strategic investment** in next generation broadband infrastructure. Access to high speed broadband is critical for regional economic and community development

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[3] IBM – Towards a smarter economy: A roadmap to make it happen
[4] www.ipswich.qld.gov.au/InfoCityPlan

within the Western Corridor. Importantly, broadband services provide alternatives for communities which rely solely on the rural sector for growth.

Regional priority and demand for next generation broadband infrastructure

As a direct example of current regional needs, an examination of the number of underserved premises in relation to current high speed broadband availability, specifically ADSL2+, shows that currently 61% of the Western Corridor region's premises is underserved. Therefore the widespread availability of 'high speed' broadband throughout the Western Corridor region remains a fundamental issue that is required to be addressed to support the region's development growth and economic and social development.

Residential Demand

The residential market is the largest market overall. For the NBN the residential market is critical because it offers the possibility of sustained long term growth. The major issue for the residential market will again be next generation broadband services pricing which will require to be at least equivalent to today's ADSL service pricing for residential plans.

Ipswich City Council has worked in partnership with Toowoomba, Lockyer Valley, Somerset and Scenic Rim Regional Councils to build a compelling argument for the accelerated rollout of the National Broadband Network in the Western Corridor region of South East Queensland. This joint regional collaboration initiative was instigated to address a common barrier to future economic development of the region: the large absence of high speed and ubiquitous broadband infrastructure.

A project entitled the 'Western Corridor National Broadband Network' (WCNBN) was established to identify demand and undertake a comprehensive exercise across the five Council areas to:
- map current and proposed broadband infrastructure
- develop policy frameworks for the facilitation of fibre broadband investment
- seek multi sector support for regional business and industry groups
- educate each Council's elected representatives and senior management of the likely impacts of the NBN, and
- produce a detailed submission / business case for accelerated NBN rollout to the State and Federal Governments and NBN Co

As a tangible outcome of the WCNBN project, the Federal Government and NBN Co on July 8 2010 announced 2 locations within the Western Corridor (Springfield Lakes and Toowoomba) for rollout of the NBN fibre network as a direct result of the project submission. These locations are among only 19 so far across the rest of Australia that have been announced to have this important infrastructure deployed.

7   The capacity of the National Broadband Network to contribute to impacting business efficiencies and revenues, particularly for small and medium business, and Australia's export market

Business priority and demand for next generation broadband infrastructure:

In 2010 Ipswich City Council conducted a survey to obtain detailed information from a sample of its business community regarding the following:

- Current types of Internet / Broadband connectivity

- Current use of the Internet

- Maximum and minimum (claimed / advertised) speeds

- Frustration / complaints / constraints of current Internet / Broadband connectivity

- Application usage for high speed broadband

- Organisational benefits of high speed broadband applications

Results of the survey clearly indicate that businesses within the City are acutely aware there are current issues with the state of broadband delivery and a need for rapid investment into improving the Cities connectivity. Many perceive access to the Internet as a utility – like water, power, or a rail network.

Ipswich City businesses at the leading edge of broadband use stress that they need to have a level playing field with the rest of the world in order to remain competitive globally.

Nearly every survey respondent was dissatisfied with current broadband capacity. Most people are dissatisfied with the current speeds (both downloading and uploading), and reliability issues.

The ability for employees to work from home more often and more efficiently was a major theme that came across in the survey responses. Foreseen benefits were:

- Increasing the employment pool by allowing those unable to work core office hours, such as parents, to work from home more often.

- Decreased road traffic during commute times.

- Happier employees as a result of greater flexibility regarding hours.

- Lower business costs for employers in terms of office space, overheads, car parks, etc.

- Ability to hire staff from around extended locations without them having to leave their current location.

Advanced Internet users feel that services aligned with fibre optic cable were needed in the City yesterday. It is an urgent priority for businesses to have these capabilities. Businesses feel that

they are not playing on a level field with their international counterparts, which is a significant barrier to their competitiveness.

Less advanced users felt that, since their businesses tend to be less dependent on the Internet for their core functions, their businesses would continue despite slower speeds albeit at a less efficient pace. Many of these people would not hesitate to accept high speed broadband as part of their business operations. However, they are more likely to be price sensitive and later adopters of the faster broadband service.

Corporate / Enterprise Demand

The size of the corporate sector within Ipswich City is rapidly emerging with several significant regional businesses operating their head offices in the region. It is predicted the corporate segment will utilise the NBN next generation broadband infrastructure because of its national footprint, ability to scale and to provide geographic coverage.

Small & Medium Enterprise (SME) Demand

The SME market in Ipswich City is rapidly growing and the potential demand is large, especially for higher bandwidth services for teleconferencing and cheap Voice over IP (VoIP) services. As such, the SME market will be a key target for NBN customers – wholesale and retail service providers – and a key beneficiary of the NBN project. This sector is very price sensitive, so any NBN driven wholesale pricing regime will impact NBN take up if the resultant retail pricing is not at least equivalent to today's pricing.

The Survey highlighted the emerging appetite from the local business community for the following services that high speed broadband will provide a platform for:

- Making phone calls on line, with option to have live video (possibly instead of the current phone service).
- High quality video conferencing.
- Buying things.
- Enabling staff to work remotely with full suite of your office's technology functions.
- Sending (uploading) large documents or other files (e.g. sending maps, images, videos to suppliers or other organisations).
- Networking with other organisations / Collaborative research.
- Virtual tours.
- Enabling multiple people to use bandwidth heavy applications at one time (e.g. one person hosts video conference while others upload large files on different computers).
- Hosting traffic heavy websites.

8 The capacity of the National Broadband Network to contribute to interaction with research and development and related innovation investments

The NBN is designed to provide a ubiquitous, high bandwidth platform. This platform presents significant opportunities for relevant Innovation Research and Development organizations to develop and trial technologically advanced services.

As a specific example of current initiatives in this space, Ipswich City Council has recently entered into a Memorandum of Understanding with National ICT Australia (NICTA) for collaboration and research activities in relation to Council's existing Public Safety focused CCTV infrastructure and services, which already utilizes fibre optic network connectivity. There are also a number of other potential research collaboration opportunities that will be further investigated by Council.

This example represents the type of emerging innovations, research and development activities that promote a transition to the digital economy by exploring initiatives that utilize the National Broadband Network infrastructure.

9 The capacity of the National Broadband Network to contribute to facilitating community and social benefits

Some sections of the community face social, cultural and locational disadvantages. The availability of affordable housing affects where different people in the community are able to live.

Many live in urban fringe locations and rural areas with limited services and high transport costs. Increasing population density and future urban development creates opportunities for some sections of the community, but disadvantages and limits the choices of others.

A digital economy is dependent on a community that knows how to find and use information and is able to effectively access useful and usable information in a way that is meaningful to them. By supporting and providing a range of programs that focus on developing community skills in using digital technologies   not only searching but providing content and using the tools to engage and interact, Ipswich City Council aims to ensure that all members of the community have ample opportunities to contribute to community and economic development, regardless of their income or education level.

The barriers to digital inclusion cover social, economic, technical and cultural issues that may be experienced by many groups in society. Addressing the broader reasons and impacts of non participation is critical to developing appropriate solutions. Digital inclusion therefore recognises how the combination of elements may limit participation in the digital economy.

Council recognises that the NBN will provide the underlying connectivity platform to achieve the following community and social benefits:

- improve access to e government resources for community decision making;
- the NBN as a catalyst for increased access to online programs that empower the community to participate in community life;
- provide the relevant infrastructure to enable all community members to become confidant, independent users of online resources;
- reduce the current gap between the rural and metropolitan communities regarding critical online resources not currently accessed due to high cost and/or lack of infrastructure;
- improve the framework for education, government, industry and business for the delivery of innovative technologies that maximise the delivery of e products and e services to communities; and
- Enhance current and future community infrastructure by connection to high speed information.

10   The capacity of the National Broadband Network to contribute to the optimal capacity and technological requirements of a network to deliver these outcomes

The National Broadband Network will utilise a number of technologies to provide ubiquitous nation wide high speed connectivity. Each access technology has a roadmap to cater for increased future demand for capacity and technology requirements to serve end users.

In light of the recent natural disasters that have impacted large parts of Australia, in particular major flooding and cyclones, it will be very important that that the NBN is designed and implemented with appropriate network resiliency and in built redundancy to minimise major service impacts and provide sufficient telecommunications 'up time'.

Ipswich City Council recognises that the NBN will complement, and not replace, existing mobile phone / broadband networks owned and operated by Telecommunications Carriers such as Telstra, Optus and Vodafone / Hutchison. Major network investment will still be required on a commercial basis to ensure that blackspots and bandwidth capacity are planned for and delivered to cater for future population growth and the expected growth in demand for mobile data services.

It is also Ipswich City Council's understanding that the NBN can be utilised to connect 'non premises' devices, such as traffic lights, security cameras and radio base stations. Much of this infrastructure in local areas is Council owned or controlled and Council will be seeking to work closely with NBN Co regarding the potential opportunities for collaboration regarding this aspect.

The National Broadband Network will deliver 12Mbps access speeds via Wireless and Satellite technologies. The implementation and rollout of next generation wireless and satellite broadband is very important to Ipswich City Council due to the large rural and regional areas within the City. It will be vital for the NBN to deliver bandwidth speeds via wireless and satellite of much greater than the initial 12Mbps into the future as the initial incremental broadband performance benefit delivered by the Wireless and Satellite components of the NBN may 'short change' regional and rural premises in comparison to metropolitan areas.

Finally in regards to retail pricing for services over the NBN, it will be imperative that this pricing is at least competitive (if not equivalent) with today's pricing for residential and business services to ensure maximum take up. There may also be opportunity for innovative approaches to retail service pricing over the NBN, as evidenced by recent announcements by some Retail Services Providers who are investigating a fixed low monthly price for access and then charging per Gigabit data quota actually utilised.

Ipswich City Council also notes that as more bandwidth intensive services are developed and operate over the fibre component of the NBN, then monthly data quotas provided by Retail Service Providers will be required to be revised (i.e. from today's minimums of 15GB per month to 100GB per month and higher as the general industry standard).

11   Concluding remarks

In summary, the National Broadband Network (NBN) will provide a platform for service delivery that will enhance the lifestyle and prosperity of Ipswich City by facilitating increased investment for existing and emerging high value and knowledge based industries. The NBN will also provide the utility next generation telecommunications infrastructure to support one of the fastest growing Cities and Regions in Australia.

Further details at the local / regional level regarding rollout timings and detailed maps showing the NBN fibre, wireless and satellite footprints is required as a matter of urgency to allow for detailed planning, the management of community expectations and to maximise the benefits of this vital infrastructure.

Ipswich City Council fully supports the Australian Government in establishing the NBN to implement this critical infrastructure.

IPSWICH CITY COUNCIL

SUBMISSION TO INQUIRY INTO THE ROLE AND POTENTIAL OF

THE NATIONAL BROADBAND NETWORK

For further information please contact:

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Ipswich City Council

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Email

Objectives	Tasks	Outcomes, KPI's, Timing and Partners

6. Leading Global Partnerships	• Identify programs and organisations that can provide leading and global partnerships. Establish partnerships with these programs and organisations with a focus on sharing:
	   Information on activities and programs
	   Case studies.
	   Network and collaborative community links.
	   Successful operational and management approaches.
	
	Potential partners cover digital and IT companies, knowledge clusters, networks, international IT programs, education networks, social networks, Sister Cities and other groups.
	
	• Establish a partners program that provides six monthly updates on InfoCity.
	
	• Implement a rolling program of discussion of key issues, challenges and opportunities for InfoCity ensuring that InfoCity stays up to date with new developments.
	
	• Establishing Ipswich City as a test site actively working with leading software development firms to test new next generation applications and services.
		Outcomes
		Partners that can assist InfoCity identified and partnerships formed.
		
		InfoCity informed by the work of others.
		
		Key Performance Indicators
		Strong partnership program supports InfoCity's development.
		
		Timing
		Commence in 2010/11.
		
		Partners
		Ipswich City Council
		Springfield Land Corporation
		Leading ICT providers
		Other lead programs

City of Ipswich

INFOCITY PLAN
ECONOMIC DEVELOPMENT PLAN FOR
IPSWICH CITY
2009 - 2031

City of Ipswich

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1. INFOCITY ROLE AND VISION

1.1 Introduction

A 'digital innovation community' is one which encourages and succeeds in creating a high level of information uses, increased investment in innovation using information technology and a strong focus on information technology skills development.

In the mid 1990s an innovative City project was established to bring the Ipswich community to the forefront of information technology services. The Global Info Links project, established in 1994, sought to create an online City. Global Info Links focused on providing ICT services to local businesses, supported tourism and worked closely with the community to increase access to information and online services. The Global Info Links café was an effective hub   bringing many in the community together to explore the internet and benefit from better information access.

In 2009, Ipswich City seeks to reclaim a leadership role in driving the application of information and communication technology to the planning and management of the City. Providing a broad framework for this, the InfoCity Plan will act as the catalyst for creating a digital innovation community in the City   making a vital contribution to the City's long term competitiveness and supporting innovation and knowledge industry development.

Springfield's Polaris Data Centre is a major point of presence for internet connectivity and a leading data centre facility in Australia. Springfield is already attracting high quality ICT partners and will continue to attract this investment in the future.

Ipswich City and Springfield Land Corporation will partner on this InfoCity Plan.

Goals for the InfoCity Plan include:

- Establishing next generation broadband infrastructure throughout the City.
- Creating communities that use this infrastructure to its best advantage to create valued and innovative solutions.
- Through examples and case studies, encourage increased participation in digital solutions in the community, in business and in education.
- The InfoCity Plan aims to create a digital innovation community that uses next generation broadband infrastructure, supports creative communities and provides a hub for new digital content, ideas and innovation for business and community applications. The plan supports increased knowledge industry investment in City precincts.

1.2 Role of InfoCity in the Ipswich City Economic Development Plan

InfoCity Plan is one of 15 lead projects in the City's Economic Development Plan (EDP).

The EDP focuses on four main themes:

- **City Leadership**   re establish leadership in information and communication technology, create a City Centre that attracts people and businesses, and create a base for sustainable and clean technology businesses.
- **Regional Leadership**   proactive leadership by Ipswich to support regional economic growth and development. This covers collaboration with Logan and Brisbane Cities and with Regional Councils including Lockyer Valley, Somerset and Scenic Rim.
- **City Growth**   build one of the largest employment and industry growth zones in Australia   supporting growth in precincts across the City and growth across a diverse range of industry sectors.

  As one of the fastest growing cities in Australia, Ipswich must create a positive environment for business investment as well as residential areas that attract and retain workers to support this growth.

  The City Growth theme is very much about diversification of the economy and providing an environment that attracts investment. Ipswich must be one of the most competitive destinations for new industry investment in Australia in order to achieve growth outcomes.

- **City Competitiveness**   maintain pathways to support investment, implement a Skilling Ipswich Program, provide competitive transport access (for industry, workers and community) and continue to build Ipswich as a leading business, visitor and employment destination.

Objectives	Tasks	Outcomes, KPI's, Timing and Partners
4. Collaborative, Creative Communities	• Hold a six monthly meeting of groups to share ideas and experiences. • Work with Springfield Land Corporation, Sekisui House, Universities and developers of office precincts to establish clusters of firms that focus on knowledge industries. • Through these collaborative communities, develop a digital innovation community in Ipswich City that explores new and valued ways of communicating, work sharing, information and content creation that influences the broader community, businesses and education in the City. • Creating new content for the business community and for the wider community using community and business networks, interest groups and the Library to support education and content development.	**Timing** Initial groups established in 2011. **Partners** Ipswich City Council Springfield Land Corporation Sekisui House Industry hubs and networks DET DEEDI Ipswich Education and Training Network Community networks and groups State and federal government
5. Digital Innovation	• Encourage digital innovation and digital initiatives through case studies and examples, local champions and events that connect with others in the community and encourage participation. • Develop a communications program that links with other economic and community development activities to profile the benefits and opportunities that InfoCity can deliver. • Through an ongoing program of events, profile InfoCity and provide access to InfoCity for new participants community and business. • Link InfoCity to small medium and home based business development programs to build IT skills in the small business sector. • Re launch the Smart Business program to incorporate 'IT Smart' workshops that educate small businesses about the benefits of using information technology in their businesses. • Create a demonstration site on Ipswich City Council's website to promote the use of information technology and demonstrate the benefits to industry and to the community. This site will contain easy to use tools and guides for business and the community. The site will cover e commerce, education in information technology, website applications and e business applications. • Addressing telecommunications 'black spots' in the City and linking new telephony infrastructure to wireless broadband nodes throughout the City. • Creating online payment options for Ipswich City's ratepayers and customers and continuing to invest in online delivery of services.	**Outcomes** The City is a knowledge industry destination covering IT hubs, professional and technical services and other knowledge sectors. Strong community and business involvement in digital initiatives. Capacity building for small medium enterprises through to larger firms. **Key Performance Indicator** City brand as a digital innovation community established. Effective communication on InfoCity developments and benefits. **Timing** 2010 and ongoing. **Partners** Ipswich City Council Springfield Land Corporation Leading ICT providers Industry hubs and networks Ipswich Education and Training Network Community networks and groups

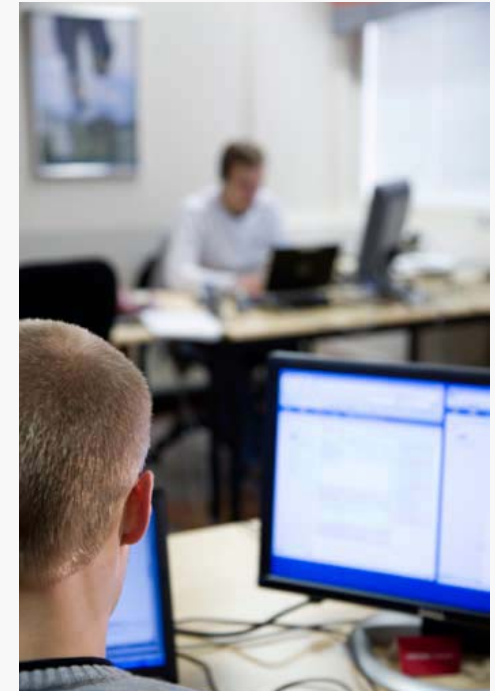| Objectives	Tasks	Outcomes, KPI's, Timing and Partners
3. Establish the Infrastructure Network	• Position Ipswich City and the Western Corridor for the initial rollout of the National Broadband Network in Queensland. • Broadly map current broadband infrastructure in the City to identify gaps and the scale of new investment needed. • Assess how Ipswich City can leverage off the Federal Government's planned broadband infrastructure strategy to fast track ICT infrastructure investment in Ipswich City. • Identify commercial partners and other stakeholders that can assist in establishing high quality broadband infrastructure throughout the City. • With suppliers and technical partners, develop a roll out plan for a next generation broadband infrastructure network that expands access throughout the City including links to key business and community growth nodes. • Identify locations in the City that are suitable as hubs for the community and home based businesses – existing facilities or new facilities. • Create hubs for home based businesses that provide access to very high quality information technology services. Use these hubs as a focus point for delivering information and services to this group. Investigate the enhanced design of these Hubs to act as modular Data Centres and Points of Internet connectivity. • Develop a funding model for broadband infrastructure roll out for the City. • Investigate the concept of incorporating next generation broadband infrastructure into all new developments (residential, commercial and industrial) and incorporating costs in project headworks. • Investigate the concept of 'Green Grids' incorporating smart meter and sustainable energy management technologies, utilising next generation broadband infrastructure as the foundation.	**Outcomes** Roll out plan for infrastructure developed. Improved connectivity for the City's employment and growth centres. Hubs created. **Key Performance Indicator** Infrastructure roll out requirements identified. Funding model developed. **Timing** Requirements and funding model – 2010/11. First hubs created in 2011/12. **Partners** Ipswich City Council Springfield Land Corporation Broadband infrastructure providers State and federal governments DEEDI Ipswich Education and Training Network

4. Collaborative, Creative Communities	• Call for expressions of interest in collaborative, creative communities covering:
	  e business
	  e learning
	  e health
	  e community and social networking
	  e government
	• Undertake initial meetings with interested groups in each of these 5 areas.
	• Provide mentor support to establish collaborative, creative communities that can use broadband infrastructure to create new community and business applications, share work/innovation platforms and create new content for local and global use.
	• Work with each group to establish objectives and monitor progress.
		Outcome
		Clusters and knowledge precincts established in Ipswich City (City Centre, Redbank and the UQ precinct) and Springfield.
		Strong community and business involvement in digital initiatives. Capacity building for small – medium enterprises through to larger firms.

1.3 Vision for Infocity

The vision for the InfoCity Plan:

Ipswich City will be a leading digital community in Australia. The InfoCity Plan will create a digital innovation community that involves and benefits the wider community and provides the base for innovation and industry leadership in digital technology.

1.4 Values Guiding the Plan

Several important values will guide the InfoCity Plan:

• Using the latest information technology applications.

• Encouraging creativity in the community and the business sector – innovation though the use of digital technology.

• Engaging with the widest possible spectrum of the community and involving as many as possible in InfoCity activities and associated skills development.

• Creating new content for the business community and for the wider community – using community and business networks, interest groups and the Library to support education and content development.

• Building industry capacity to use and benefit from information technology. This includes building on the leading capacity created by the Polaris Data Centre.

• Maintaining a leading edge focus on information technology use and applications to continue to update and inform InfoCity.

• Create a demonstration site on Ipswich City Council's website to promote the use of information technology and demonstrate the benefits to industry and to the community.

• Addressing telecommunications 'black spots' in the City and linking new telephony infrastructure to wireless broadband nodes throughout the City.

• Working with software developers to test new applications.

• Creating online payment and service delivery for Ipswich City.

2. INFOCITY PLAN

The InfoCity Plan covers these objectives:

• Creating the InfoCity concept and managing the project.

• Launch of InfoCity.

• Establish the infrastructure network.

• Collaborative, creative communities.

• Digital Innovation.

• Leading Global Partnerships.

Table 2.1 - InfoCity Action Plan

Objectives	Tasks	Outcomes, KPI's, Timing and Partners

1. Create the InfoCity Concept and Managing the Project	• Through InfoCity, establish Ipswich City among Australia's leading digital innovation communities with a focus on three key outcomes:
	
	  Access to next generation broadband infrastructure.
	
	  Creating communities that use this infrastructure to its best advantage.
	
	  Encourage digital innovation and new initiatives throughout the general and business community.
	
	• Establish an InfoCity Advisory Team whose role is to:
	
	  Help create the detailed vision for the InfoCity Plan.
	
	  Provide expert advice (technical, community and business) that can inform InfoCity operations.
	
	  Act as a sounding board for the development of InfoCity products and services.
	
	  Members of the Advisory Team can be drawn from the Ipswich City business community, education community, tourism and hospitality sector, leading technology firms and advisors, Ipswich City Council, Springfield Land Corporation, key service providers that would use InfoCity and others.
	
	• Undertake a virtual study tour (internet, teleconference, phone and email) of innovative information technology programs operating in Australia and other countries. Examine:
	
	  Key features of leading programs.
	
	  Critical success factors.
	
	  Approaches that encouraged community and business involvement.
	
	  Barriers and challenges faced.
	
	  Operating budgets and income streams.
	
	• Map and prioritise the potential activities that InfoCity can deliver to the community and to businesses through InfoCity covering improved infrastructure, collaborative communities and digital innovation.
	
	  This may include:
	
	  e business collaborative and distributed business operations models, online sales and marketing, networking, and improving cost competitiveness through the use of information technology.
	
	  e learning new online content, online delivery of training, networking and collaboration as part of e learning and professional development.
	
	  e community creating new services for the community, social networks and ways community and groups can benefit from and use information technology.
	
	  e government expanding online information and services access (for the community and businesses) from Ipswich City Council and other agencies.
		Outcomes
		InfoCity learns from and builds on the experience of successful international programs.
		Detailed business case developed.
		Funding sources and partners identified.
		Ipswich City recognised as a leading city in digital innovation and creative communities using this infrastructure.
		Position Ipswich City in the Smart21 Intelligent Communities by 2012 (as determined by the Intelligent Community Forum www.intelligentcommunity.org)
		Position Ipswich City in the Top Seven Intelligent Communities by 2014 (as determined by the Intelligent Community Forum www.intelligentcommunity.org)
		
		Key Performance Indicators
		Advisory Team formed.
		Business case completed.
		Funding secured.
		Six monthly reports on InfoCity outcomes.
		
		Timing
		Advisory Team formed by June 2010.
		Virtual study tour and business case completed by November 2010.

1. Create the InfoCity Concept and Managing the Project	• Consult with stakeholder groups to ensure that InfoCity priorities fit community and business expectations. • Work with Springfield Land Corporation to identify activities that the Polaris Data Centre, Australia's leading Tier III+ data centre, can facilitate, attract and enable as part of the InfoCity Plan. • Work with the Property and Commercial Development sector to facilitate the introduction of Fibre to the Home (Premises) infrastructure and services in Greenfield and Brownfield developments. • Prepare a business case for the operation of InfoCity outlining services, budget and resources required for initial and ongoing operation. • Examine funding options public and private sector for the establishment and operation of InfoCity. Work with funding sources to secure establishment costs and operating costs for the first 5 years. • Establish an ongoing process of monitoring developments in information technology and identify how new developments can best be used through InfoCity. This can be done through partnerships with other programs, through the Advisory Team and through ongoing research. • Provide a six monthly report on InfoCity activities and achievements.	**Partners** Ipswich City Council Springfield Land Corporation Leading ICT providers Broadband infrastructure providers Industry hubs and networks DET DEEDI Ipswich Education and Training Network Community networks and groups

2. Launch InfoCity	• Prepare a communication plan using web and print information about InfoCity, its focus, its target audiences and the benefits that it can deliver.
	
	• Prepare a program of events over a 6 month period that raise awareness of InfoCity and engage key stakeholder groups:
	
	  The wider community children under 12, teenagers, young adults (18 to 24), families, single people, older age groups and retired people.
	
	  The education community schools, TAFE, universities and private training providers.
	
	  Small medium sized businesses and home based businesses.
	
	  Larger businesses.
	
	  Industry and community groups.
	
	• Launch InfoCity to signal the commencement of a long term commitment by the City to create a digital innovation community in Ipswich City.
	
	• Establish the Ipswich Digital Innovation Awards to recognise excellence in education, community and business applications of information technology. Annual awards highlight the progress and achievements of InfoCity. This covers a range of awards community group or network award, education award, major individual contribution award, small medium business award, home based business award and business award. Link these awards to the Chamber of Commerce Awards.
		Outcomes
		Targeted and effective communication about services and benefits that InfoCity offers.
		Successful launch of InfoCity.
		Ipswich City regains a leadership position on information technology use.
		Key Performance Indicator
		City brand as a digital innovation community established.
		Ipswich Digital Innovation Awards established.
		Timing
		Launch by December 2010.
		Awards event in March 2011.
		Partners
		Ipswich City Council
		Industry hubs and networks
		Springfield Land Corporation
		DET
		DEEDI
		Ipswich Education and Training Network
		Community networks and groups
		Chamber of Commerce