

Building a Better Digital Future

BROADBAND FOR THE BUSH FORUM III



30 April & 1 May 2014 • Alice Springs, NT

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Broadband for the Bush Alliance

facilitated by:



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BROADBAND FOR THE BUSH FORUM III: Building a Better Digital Future

Join us at this year's Broadband for the Bush Forum and affect the digital future of remote Australia:

INTERACT with key decision makers in government and industry

SHARE your views on the digital challenges faced in the bush

ACCESS the latest communications and digital developments

BUILD your network and get involved

BROADBAND
FOR THE BUSH
FORUM III



STREAM 1: Digital Inclusion

Improved infrastructure does not equate to digital inclusion. Issues of access to ICTs, affordability, digital literacy and awareness limit usage for many people, particularly Indigenous, elderly, disabled and other vulnerable groups. During this stream, we will identify obstacles and possible strategies for ensuring the digital divide does not increase for remote and rural people under NBN.



STREAM 2: Technology & Policy

With the coming of the NBN to remote Australia, a huge opportunity exists to draw down maximum value for the bush. What are the technologies? What are the benefits? What are the policies required to ensure the opportunity is not missed?



STREAM 3: Digital Economy

Emerging broadband and telecommunications offer real opportunities to grow and strengthen remote economies. Regions need a (digital economy) plan and businesses may need to re-vision their operations to benefit from this opportunity. Where to start? What are the best practices? What are the traps?



STREAM 4: Digital Services

Addressing the impact of reducing face-to-face service delivery out bush and identifying the requirements and benefits of successful transition to online service models in teleHealth, teleEducation and eGovernment.

DATES:

Wednesday 30 April &
Thursday 1 May 2014

VENUE:

Double Tree by Hilton Hotel
82 Barrett Drive
Alice Springs, NT

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QUESTIONS?

Linda Hughes
08 8952 6465

WEB

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The forum consists of a series of stream sessions and one fishbowl session:

STREAM SESSIONS:

To enable the free-flowing exchange of information, stream sessions will have an interactive format featuring:

- An introduction explaining the purpose and format of the session
- A working agenda created by the participants
- Short presentations from panel members
- Open sessions hosted by panel members, each with its own issue, that participants can move freely between, learning and contributing.

FISHBOWL SESSION:

Market Failure: Capitalism and Public Good - Using a semi-structured engagement methodology, join industry, government and advocacy representatives to explore this public policy challenge which continues to have real impact for broadband and telecommunications access for Australians in the bush.

DAY 1: Wednesday 30 April 2014

8:00 - 8:30	REGISTRATION	
8:30 - 10:00	OPENING SESSION:	Welcome to Country
		Welcome Forum Moderator: Rosemary Sinclair , FAICD CPA, Member ACMA, Board Member TUSMA, Board Member VASP
		Opening address: John Huigen , Chair B4BA, CEO, Desert Knowledge Australia
		Welcome: The Hon. Bess Nungarrayi Price , MLA
		Speaker: Senator The Hon. Nigel Scullion , Minister for Indigenous Affairs
		Speaker: Matt Dawson , Program Director of Satellite, NBN Co
		Speaker: Heron Loban , Senior Lecturer, James Cook University
10:00 - 10:30	MORNING TEA	
10:30 - 12:30	STREAM 1: Digital Inclusion	
	PANEL:	Daniel Featherstone , General Manager, Indigenous Remote Communications Association
		Dr Ellie Rennie , Associate Professor, Swinburne University
		Dr Peter Radoll , Assistant Professor in Information Systems, University of Canberra
		Brendan Fitzgerald , Digital Inclusion Manager, Infoxchange
12:30 - 13:30	LUNCH	
13:30 - 15:30	STREAM 2: Technology & Policy	
	PANEL:	Andrew Crouch , Senior Research and Projects Officer, Centre for Appropriate Technology
		Prof. Reg Coutts , Principal, Coutts Communications
		Tony Bundrock , CEO, Australian Private Networks (trading as Activ8me)
		Darryl Clarke , Managing Director, Easyweb Digital
		Adam Leeflang , Operations Director, IPSTAR Australia
	PRESENTATION:	Colin Griffith , Director, Australian Centre for Broadband Innovation, CSIRO
15:30 - 15:45	AFTERNOON TEA	
15:45 - 16:45	FISHBOWL SESSION: Market Failure: Capitalism & Public Good - Moderated by John Huigen Australia has long-recognised that inland Australia's telecommunications needs to be cross-subsidised by mainstream Australia. The alternative is a telecommunications wasteland. In a vast region of market failure how best should capitalism meet public purpose?	
	PANEL:	Doug Cooke , Director of Communications, Department of Business and Employment
		Brad Kitschke , Public Policy Manager, Vodaphone
		Brian O'Keefe , Area General Manager NT, Telstra
		Una Lawrence , Director of Policy and Campaigns, Australian Communications Consumer Action Network
		Brad Howarth , author, journalist, facilitator and speaker
16:45 - 17:00	CLOSING REMARKS	

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DAY 2: Thursday 1 May 2014

8:00 - 8:30	REGISTRATION	
8:30 - 10:00	OPENING SESSION:	Welcome to Day 2: Rosemary Sinclair , FAICD CPA, Member ACMA, Board Member TUSMA, Board Member VASP
		Opening address: John Huigen , Chair B4BA, CEO, Desert Knowledge Australia
		Speaker: Simon Cordina , Assistant Secretary, E-Government Branch, Department of Communications
		Speaker: Brad Howarth , Freelance writer and speaker, A Faster Future
10:00 - 10:30	MORNING TEA	
10:30 - 12:00	STREAM 3: Digital Economy	
	PANEL:	Ray Heffernan , Executive Manager Strategy & Innovation, Remote Area Planning and Development
		Ian Burton , Digital Project Officer, Regional Development Australia NT
		Jim Remedio , Manager, Queensland Remote Aboriginal Media
		Tony Nissen , National Solutions Manager, r & g technologies
		Noel Ferguson , Principal Project Manager - Communities and Technology, Mid West Development Commission
David Spriggs , CEO, Infoxchange		
12:00 - 13:00	LUNCH	
13:00 - 15:00	STREAM 4: Digital Services	
	PANEL:	Apolline Kohan , Senior Policy Advisor, Ninti One
		Rob Starling PhD , Chief Information Officer, Kimberley Pilbara Medicare Local
		Belinda Pearson , Principal, School of the Air
		Dr Henk Huijser , Senior Lecturer Flexible Learning & Innovation, Batchelor Institute of Indigenous Tertiary Education
Helen Hopkins , Policy Advisor, National Rural Health Alliance		
15:00 - 16:00	CLOSING SESSION:	Synthesis Policy & Practice work
		Closing remarks: John Huigen , Chair B4BA, CEO, Desert Knowledge Australia
		Closing remarks: Rosemary Sinclair , FAICD CPA, Member ACMA, Board Member TUSMA, Board Member VASP
16:00 - 16:15	AFTERNOON TEA	
16:15 - 17:45	Draft communiqué workshop: B4BA members and interested parties	

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Adam Leeflang

Adam is the Operations Director at IPSTAR. He has 20+ years experience in the IT and Telecommunications industries. The last 7 years in VSAT. His experience participating in the rapid growth and deployment of VSATs and consequent maturing of the consumer Satellite industry and its capabilities, has provided excellent experience and perspectives, which he'll openly share.



Andrew Crouch

Andrew Crouch is Senior Research and Projects Officer with the Centre for Appropriate Technology (CAT), which he joined in 2006. He has a career background in telecommunications, and qualifications in engineering and international development. Major projects he has contributed to while working with CAT include the Community Phones Program, the National Indigenous Infrastructure Guide, and the Home Internet Project. Andrew represents CAT and the remote Indigenous sector as a member of the consumer affairs advisory committee of the Australian Communications Consumer Action Network.



Apolline Kohen

Apolline Kohen is currently Senior Policy Adviser at Ninti One. Her role involves providing high level strategic advice and policy analysis to support long-term planning and inform Ninti One's response to critical issues relevant to remote Australia. She has a background in arts management, policy analysis and formulation and community development. She is Ninti One's representative on the Broadband for the Bush Alliance Committee.



Belinda Pearson

I have been the Principal of ASSOA since 2012 and a member of the School Leadership Team since 2009. The delivery of high quality learning to all students is one of my career priorities and ASSOA provides a unique challenge in achieving this with the overlay of distance and ever changing technology. I enjoy the context of the school tremendously and the chance to create an opportunity for children to learn where it may not have previously been possibly is one we relish at our school.



The Hon Bess Nungarrayi Price MLA

Bess was born at Yuendumu. Her first language is Warlpiri. Bess has a Bachelor of Applied Science in Aboriginal Community Management and Development from Curtin University and has worked in education and training, public administration, the media, community development, interpreting, translating and language teaching and has experience in small business management owning and managing Jajirdi Consultants with her husband David. In August 2012 she was elected to the NT Legislative Assembly as the MLA for Stuart. On 9 September 2013, Mrs. Price was named Minister for Community Services, Parks and Wildlife, Statehood and Women's Policy in the Northern Territory Government



Brad Howarth

Brad Howarth has spent the last 20 years studying the evolution of the information technology industry and its impact on Australian business and society. He is the author of two books, the most recent of which, A Faster Future, deals specifically with this topic. He is a sought after speaker, having addressed both large industry gatherings and small community meetings, and as a facilitator has worked with numerous organisations to help devise programs for harnessing technology-driven change. He is passionate believer in the importance of technology to Australian society and the need to ensure equity of access.



Brad Kitschke

Brad Kitschke is Public Policy Manager at Vodafone Hutchison Australia and is responsible for government affairs, policy and stakeholder management. Prior to joining Vodafone Brad was Executive Director of an industry Association in the retail sector, and also worked as Director of External Relations for a leading not for profit in the education space. Brad also worked as a Ministerial Advisor in the South Australian Government advising the Attorney General and Justice Minister as well as Minister for Correctional Services, Emergency Services and Road Safety.



Brendan Fitzgerald

Brendan has extensive experience in developing and delivering community based ICT programs. He currently oversees the implementation and development of Infoxchange's Digital Inclusion Strategy. This includes a range of initiatives which engages disadvantaged people with digital technologies including programmes that connect low income public housing residents with affordable technology and work that builds research on Digital Inclusion in Australia. Brendan also oversees TestIT, Infoxchange's software testing social firm which employs staff with Asperger's Syndrome. Trained as a Librarian, Brendan understands how access and effective use of information can impact on all.



Brian O'Keefe

Brian O'Keefe is a Telecommunications professional with 15 years experience across Telstra's Consumer and Business Divisions. Brian's current role is Area General Manager for the Northern Territory and he has been involved in Telstra's operations throughout the bush in WA, SA and the NT. Brian has a Bachelor of Commerce from Curtin University in WA and also held a Director's position for the NT Chamber of Commerce for three years.



Colin Griffith

Colin Griffith is the Director of the Australian Centre for Innovation (ACBI), a collaborative research initiative led by CSIRO in partnership with NICTA. ACBI draws on their broad and diverse capabilities to demonstrate, develop and evaluate innovative new services that are enabled by next generation broadband. Colin has been a leading exponent of innovative internet and electronic services over the last twenty years working in a variety of media, internet, consulting and government positions. This includes establishing ABC Online and the NSW Government's broadband network. Colin has been a Director of the ATUG, ac3 and was the President of AIMIA.



Daniel Featherstone

Daniel is General Manager of Indigenous Remote Communications Association, the peak body for the remote Indigenous media and communications industry. IRCA represents and supports eight Remote Indigenous Media Organisations (RIMOs) and over 150 active broadcasting communities in remote and very remote Australia. IRCA coordinated the first Broadband for the Bush (B4B) forum in 2011 and was a foundation member of the B4B Alliance. Daniel previously worked as Policy Officer for IRCA in 2010-11 and spent 9 years in the Ngaanyatjarra Lands of WA as Manager of Ngaanyatjarra Media from 2001. He helped develop media and communications programs in 15 communities, including a role in the establishment of the Ngaanyatjarra Lands Telecommunications Project and last-mile WiFi delivery.



Darryl Clarke

Darryl Clarke began trading as easyweb in 2005 with two internet kiosks in a hotel in Melbourne. Recognising a gap in the market for fully supported end-to-end digital information systems, easyweb has since then expanded its range of products and services while maintaining the focus on quality and ease of use. Coming from a background in sales and marketing with a strong interest in technology, he now works on projects for WiFi connectivity in municipal areas, remote locations as well as independent or multiple retailers. Example projects include Cairns Free WiFi across the CBD, Brisbane CBD WiFi, connectivity for remote communities throughout the NT and Alice Springs Free WiFi.



David Spriggs

David has over 20 years of experience working in senior management positions in the not-for-profit and technology sectors. He is passionate about creating a more digitally inclusive society and the role technology can play in improving the efficiency and effectiveness of the not-for-profit sector. David joined Inforchange in 2009 from Kronos, the global leader in workforce management solutions, where he led the Australian government and healthcare team and later was responsible for business partner operations across Asia Pacific and Europe. He holds a Bachelor of Information Technology from the University of Queensland and a Certificate in Theology from Trinity College at the University of Melbourne.



Doug Cooke

Doug is the Director of Communications for the NT Government. With 15 years in this role he has been deeply involved in improving telecommunications and broadcasting services in the NT. With a focus on telecommunications and broadcasting in remote areas of the Territory he was intimately involved in the Arnhem Land optic fibre link between Darwin and Nhulunbuy and now the improvements in broadband services and expansion of the mobile network into remote communities, in partnership with Telstra. He is a firm believer in the value of telecommunications for remote communities and the benefits of providing good telecommunication services.



Dr Ellie Rennie

Associate Professor Ellie Rennie is the Deputy Director of the Swinburne Institute for Social Research. Her research spans media policy and community communication, with a current focus on Indigenous broadcasting and broadband in remote Australia. She is Chief Investigator of the ARC Linkage project Home Internet in Remote Indigenous Communities, working with three industry partners: the Centre for Appropriate Technology, the Central Land Council and the Australian Communications Consumer Action Network. Ellie is also collaborating with Goolarri Media Enterprises to develop an online education platform for Indigenous students living in remote communities.



Dr Henk Huijser

Henk Huijser is a Senior Lecturer, Flexible Learning & Innovation at Batchelor Institute since 2012. He is responsible for the design and implementation of Batchelor Institute's blended learning strategy. Henk holds a PhD in Screen & Media Studies from the University of Waikato and has more than 15 years of experience in the tertiary education sector. He has published widely on various aspects of learning and teaching in higher education.



Helen Hopkins

The National Rural Health Alliance, comprises 37 Member Bodies, all national organisations committed to improving the health and wellbeing of the more than 6.7 million people in rural and remote Australia. Helen joined the Alliance in 2009 to develop its position statement on the rural and remote implications of a national e-health strategy. Her past experience included membership of the Australian Health Information Council while she was Executive Director of the Consumers Health Forum of Australia. Affordable, fit-for-purpose phone and internet connectivity remain high on the Alliance agenda, as part of the educational, employment and economic bases of healthy, sustainable communities as well as for e-health applications.



Heron Loban

Heron Loban is a Torres Strait Islander woman and Senior Lecturer in the School of Law at James Cook University. She is a Director of the Centre for Appropriate Technology and a member of ACCAN's Indigenous Advisory Group. She was formerly the Chairperson of the Indigenous Consumer Assistance Network.



Ian Burton

I am an APEC Certified Business Consultant involved in the first SA rollout of NBN in Willunga and Stirling. In both regions I identified the level of understanding of IT, digital capacity and new opportunities by local government and businesses was very low. With the onset of the NBN rollout in the Territory, RDA NT has engaged me to assess the digital capability and identify gaps in the type of digital support programs available for Local Government, Small Business and general community.



Jim Remedio

Jim Remedio is a pioneer of Indigenous radio, well respected throughout the sector. Currently the Manager of Queensland Aboriginal Media Association, he has overseen the successful rollout of the new digital Black Star radio Network across northern Queensland. Prior to this position he was CAAMA's Radio Station Manager for many years. Jim has also held the position of Chair of the Australian Indigenous Communications Association and is currently a member of the Northern Alliance.



John Huigen

John Huigen has been the CEO of Desert Knowledge Australia since August 2006 and is the Chair of the Broadband for the Bush Alliance. Prior to this he was the Coordinator of Ngaanyatjarra Council. Before leaving for the desert, John was a research scientist and the General Manager and Associate Director of the Bionic Ear Institute, a director of a Cooperative Research Centre and a director of the Melbourne City Mission. John is a Vincent Fairfax Fellow, and a Williamson Fellow.



Maor Bar-Ziv: Forum Facilitator

Maor is the Innovation and Development Officer at Desert Knowledge Australia. She has an academic background in public administration (The Hague, Holland) and an extensive understanding of social entrepreneurship (UnLtd, UK & the Commission for Youth Social Enterprise, UK). She is an evaluator specialising in measuring social impact centred on participatory research and systematic approaches. With a profound passion for group facilitation, Maor was a Pioneers of Change London Host, empACT conference curator, the creator of UnLtd Cafes and a proud ambassador for the global Art of Hosting community.



Matt Dawson

Matt has had 26 years experience with some of this country's largest, most complex and successful aerospace and technology projects.

Working for companies Aeronautical Research Laboratories, AeroSpace Technologies of Australia and Telstra Applied Technologies Matt's projects have ranged from helicopter tracking systems and radars for the F1-11s, a hovering rocket decoy against the exorset missile, the Jindivik UAV, the nation's JORN over the horizon radar network through to directing the engineering development of mission critical, RF communication networks for the RAAF across Australasia.



Senator The Hon. Nigel Scullion

Senator The Hon. Nigel Scullion is the first Minister responsible for Indigenous Affairs in a stand-alone portfolio. This reflects the Abbott Government's strong focus on Indigenous affairs and determination to improve the circumstances of our first people.

His priorities as Minister are to ensure that Indigenous children attend school every day and receive a quality education; that adults are have real jobs driven by sustainable economic development and that the rule of law applies in remote communities as it does across the rest of Australia, to ensure communities are safe for all residents, particularly children.



Noel Ferguson

Noel ran his own NZ-based technology companies for over 20 years. He was a frequent contributor to industry groups and advised Government export agencies. His involvement in the public sector began when he began a contract as Economic Development Manager for the South Waikato District Council. It was during this appointment that he developed a passion for connecting communities with the burgeoning Internet and served on several regional/national technology project committees. From 2005 he has been a freelance technology consultant in a number of countries. Noel joined the Mid West Development Commission in April 2013, specialising in Communities and Technology.



Dr Peter Radoll

Dr Peter Radoll is a descendant of the Anaiwan people of northern NSW. He is an Assistant Professor in Information Systems at the University of Canberra and Adjunct Research Fellow in Computer Science at ANU. His ground breaking PhD examined the adoption and effective use of Information and Communication Technologies in Aboriginal households in remote, rural and urban communities. He has been an expert contributor and consultant to TAPRIC, ICOP, Telstra's Indigenous Digital Inclusion program and the NCIE's Indigenous Digital Excellence Agenda. He is member of NICTA's Digital Careers committee and a Senior Member of the Australian Computer Society.



Ray Heffernan

Ray has extensive experience with remote western Queensland in the digital economy and telecommunications via development of RAPAD strategic plans, government policy input and developing the initial digital economy workshops in 11 remote towns. Previous experience includes over 15 years in the vocational educational sector and as a Board member of Queensland largest TAFE Institute, a career with Telstra spanning sales, marketing and technical roles, a Commercial Manager with CYDN developing managed internet and IT service to indigenous communities in Cape York and as an independent contractor delivering services such as strategic advice, project management, stakeholder relations and tender management.



Prof. Reg Coutts

Reg holds a BSc, BE (Hons) and PhD degrees from the University of Adelaide and is a Fellow of the Australian Institute of Engineers (IEAust) and a Senior Member of the American Institute of Electrical and Electronic Engineering (SMIEEE) and a Fellow of the Australian Computer Society (FACS). In 2010 Reg became a graduate of the Australian Institute of Company Directors (AICD).

In 2013 Professor Coutts established Coutts Communications providing strategic advice to government and industry both in Australia and overseas.



Rob Starling PH.D

After careers in business and technology development in Geospatial and eCommerce industries, with involvement in national and international standards bodies, Rob's current focus is on information access and use in primary health service delivery, planning, education and advocacy. Remote Australia presents meaningful opportunities for eHealth including National eHealth Records and Telehealth to support patients and resident and fly-in/fly-out providers. Managed commercial grade satellite links provide reliable internet connectivity, affordability is another issue, hence the ROSIE project. ROSIE-eH is a collaborative project that grew out of work with clinics in the Little Sandy Desert communities of the East Pilbara.



Rosemary Sinclair: Forum Moderator

Rosemary Sinclair is the CEO of Immediate Solutions, a boutique consultancy practice focused on strategy development, digital technology transformation, stakeholder engagement, governance and government relations.

Rosemary is a Member (part-time) of the Australian Communications and Media Authority.

Immediately prior to this role, Rosemary was Director, External Relations at the Australian School of Business (ASB), University of New South Wales (UNSW).



Simon Cordina

Simon is the Assistant Secretary of the E-Government Branch of the Federal Department of Communications. In this role he is responsible for a number of elements of the Government's policy on E-Government and the Digital Economy including transforming the delivery of high volume government services to digital platforms. Simon works jointly with the Department of Finance to implement the policy and also with a number of government agencies. He is also responsible for the promotion of telework across the Australian Public Service and the community more generally.



Tony Nissen

My name is Tony Nissen and I am the National Solutions Manager at R & G Technologies – a Brisbane based, ICT Services and Consulting firm. For over 10 years, our goal has been to strategically partner with our clients to remove their operational IT headaches and to lower the total cost of IT to their business - namely through the smart application of Managed IT Services, Cloud Services and CRM/Software Solutions.



Tony Bundrock

Tony has been CEO of APN for about seven years. Based out of Melbourne, Activ8me started out providing regional, rural and remote Australian communities with satellite broadband under the Australian Government's Australian Broadband Guarantee (ABG) initiative. In only eight years, Activ8me has become Australia's largest satellite internet provider, and is highly regarded for its expertise in regional and rural communications technology. In 2011 Activ8me then became an official National Broadband Network (NBN) retail service provider for NBN Fibre, NBN Wireless and NBN Satellite services. This ensures that Activ8me can provide the bush with the latest broadband technology and highest quality satellite and wireless internet.



Una Lawrence

Una Lawrence joined ACCAN in June 2012 in the role of Director of Policy and Campaigns. Una is responsible for managing the policy team at ACCAN, and has background knowledge of self-regulation and complaints handling in telecommunications as the former arbitrator with the Telephone Information Services Standards Council.

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