

# Pulling it Together

## A more integrated approach to Bush Broadband Needs

**Robin Eckermann** FIEAust

Adjunct Professor, University of Canberra

Member, 2012 & 2015 RTIRC

Member, Internet Australia  
Director, TelSoc

**Beyond 2020**  
**Alliance**

From photo of  
"The Cricketers"  
by Russell Drysdale

# Satellite

A practical solution for  
the more remote locations

Latency (0.25s per hop)  
and solar/weather outages  
inescapable

Quotas constrain liberal use

Data growth (~25% p.a.) will  
put pressure on capacity

Need terrestrial alternatives!



Photo from NOAA Photo Library

Used under creative commons license <https://creativecommons.org/licenses/by/2.0/legalcode>

# Mobile Access

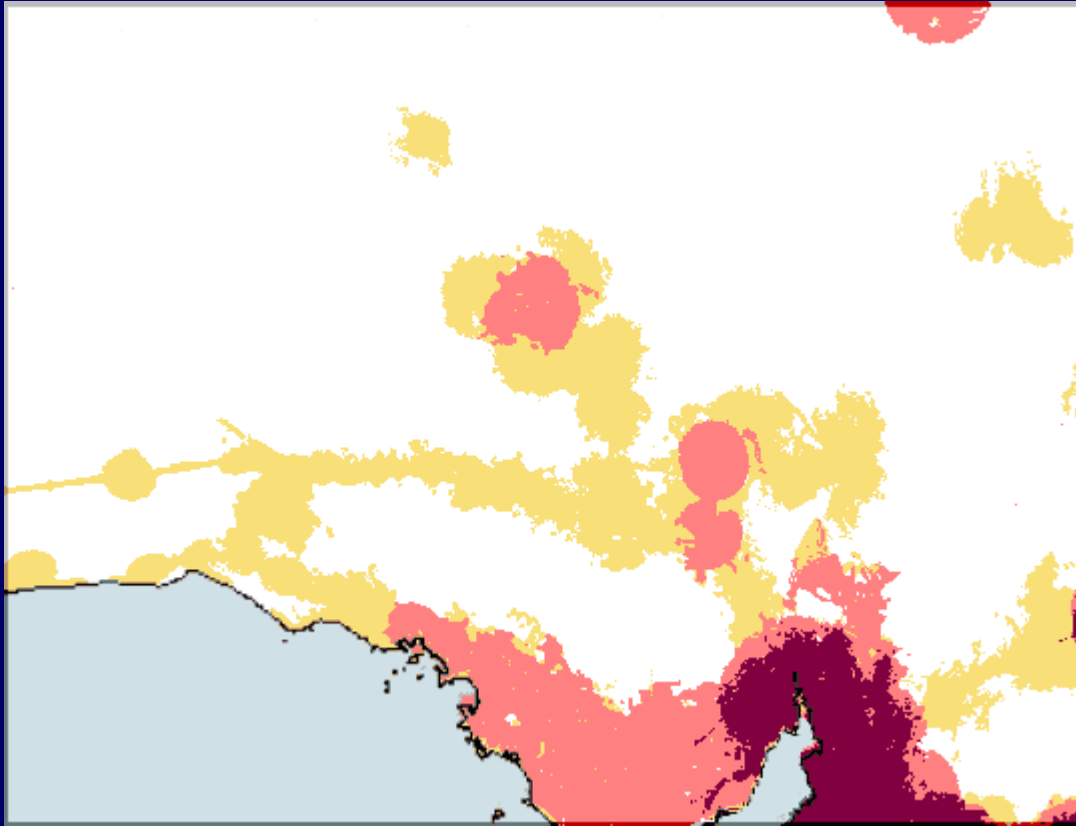


#1 issue raised with RTIRC  
~99% population covered ...  
... but only ~30% landmass

100% coverage unrealistic,  
but wider coverage could unlock  
many socio-economic benefits

Explosive growth reflects benefits  
to lifestyle, safety and lots more!

# Competition Fails



*Indicative 3-2-1-0 carrier mobile coverage  
(Northern half of South Australia)*

Insufficient carrier revenue to inspire investment by any one carrier

Encouraging multiple carriers to invest inflicts inefficiency that the whole sector must bear

Mobile Black Spot Program helping, but *only* at the fringes

# 2 Birds, 1 Stone

Need efficient  
and effective  
strategy for  
building mobile  
coverage in  
“nogo” area

One network  
supporting multiple  
users and uses

Create satellite  
“offload” path



# Same Stone, More Birds



Strong integration  
with NBN

Support for Public  
Safety Agencies

Support for Internet  
of Things

Enhanced delivery  
options in health  
education &  
other sectors



# Bottom Line

Less politics, ideology,  
emotion & vested interest

More lateral thinking about  
longer-term, big picture

Respectful debate of issues

Strong regional economies  
are vital to Australia's future!

---

Robin Eckermann

Adjunct Professor, University of Canberra  
Member, 2012 & 2015 RTIRC

Member, Internet Australia  
Director, TelSoc

Beyond 2020  
Alliance

[robin@eckermann.com.au](mailto:robin@eckermann.com.au)

