

Trans-sector approach for municipal broadband

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Global telecommunications research company operating from Australia

- *Consultancy - (strategic planning workshops, IPOs, business plans).*
- *Executive and Competitive Briefings.*
- *Annual Strategic Briefings (Australia, New Zealand, Asia,*
 - *- Market updates: Infrastructure, Wireless, Broadband, e-commerce).*
- *Board , Sales and Customer Presentations.*
- *Telecommunications Research (45 researchers in 25 countries).*
- *Research Databases, 2,000 Web Report largest on the net.*
- *Ongoing support.*

What is trans sector thinking?

Trans sector thinking

Maximising the economic and social benefits resulting from infrastructure investments such as the NBN.

Global problems require a fresh new approach. Keep on trying to fix **broken systems** doesn't work. (healthcare, environment, financial, education, etc).

We have evolved and are looking for **different values and different lifestyles** there is no need for continuous linear growth.

Government leadership

Only if trans-sector thinking is supported by govt policies is it possible to build the infrastructure for the digital economy.

While we are currently borrowing money from the next generation we can also provide them with new social and economic opportunities and new jobs that they can benefit from.

End result: smart communities and smart buildings

- Fully interactive (personal, care, education, services)
- Smart sustainable buildings (energy self sufficient)
- Smart infrastructure (roads, bridges, pipes, etc)
- E-cars and smart transport

Good trans-sector policies create smart communities and smart buildings

Business case

- E-health could save \$30 billion over 10 years and save 1300 lives a year.
- Video monitoring will reduce old age hospitalisation by 40%.
- Smart Grids can save 25-30% of energy costs
- Smart communities suit our life style (we want it, costs are important but not critical).
- Current healthcare, energy, education budgets can be used, no new money needed except perhaps some seeding capital to kick start the process

Municipal Broadband

The role of Councils

- Cities, Regions and Communities are starting to understand the social and economic benefits of broadband.
- Cities are taking charge of the development of their knowledge-based environments.
- Proactive local government is a vital element.

Case study – Bristol Virginia

- Bristol, Virginia, rural town of 18,000 – in 2000: steep decline.
- Developed in desperation a municipal FTTH network.
- Years of struggling with the incumbents.

- Now take-up rates around 65%.
- Attracting hundreds new high-paying jobs (2x average wage)
- 700 just from two major employers, with a lot more to come.
- new jobs for other communications providers in town.
- Property values increase and municipal revenues go up.

Key starting-points for local broadbanding

- Local govt. cooperation with roll out of infrastructure
- National cooperation development/ulilisation of service (healthcare, education, social services, smart grids)
- Education, information of citizens and SMEs
- Broadband Knowledge Centre

City Marketing (Telematica)

- Integrates intelligent networks and broadband infrastructures with services.
- Totally community-driven.
- Incorporates the selection, the packaging and the distribution of electronic services for individual users.
- Enhances the competitive positions of cities/regions.
- Adds another important element to its list of city offerings
– employment

Strategic elements of Telematica

- Allows the users to enhance their lifestyle and their economic value in the labour market.
- City can market and promote its community and its telematica facilities to both home-buyers and businesses inside and outside the project area.
- Allows businesses, universities and local governments to experiment and to commercialise telematica without direct investment in costly infrastructures.
- State-of-the-art knowledge centre.

Key infrastructure investments:

- Telecommunications infrastructure (National Broadband Network)
- Energy (Smart Grids) and renewable energy infrastructure (incl. e-cars)
- Healthcare (e-health)
- Smarts in road and other infrastructure (linked to the NBN).

In Summary

- Local Government play key role in new infrastructure
- Assist with deployment of the infrastructure
- Develop trans-sector plans to develop and utilise services
- Local broadband steering groups – community driven
- Market the city to citizens and businesses
- Facilitate telematica (knowledge centre)

Building enjoyable, sustainable, viable smart cities



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