

CONNECT GEEELONG

THE DIGITAL DIRECTION FOR THE GEEELONG COMMUNITY



GEEELONG A SUCCESSFUL CITY; AN INCLUSIVE CITY;
A CONNECTED CITY; AN INNOVATIVE CITY; **A DIGITAL CITY**

CONNECT GEELONG

The digital direction for the Geelong community

The internet is transforming economies and societies. It provides an open decentralised platform for communication, collaboration, innovation, productivity improvement and economic growth.

Along with information communication technologies it promotes closer integration of the global economy and interactions that increase well-being. As the services it supports become pervasive, ubiquitous and more essential in every day life, the economy is increasingly the internet economy.

The capacity of economies and societies to seize opportunities and meet challenges in a wide range of areas - the environment, education, health and the delivery of commercial and government services already involves the use of ICT's via internet provider based networks. Promoting the digital economy can improve economic performance, social well-being and the quality of life of communities.

THE DIGITAL ECONOMY IS...

"the global network of economic and social activities that are enabled by information and communications technologies, such as the internet, mobile and sensor networks"

Australia's Digital Economy: Future Directions 2009

"Communities and citizens that lack high speed broadband access are at a deficit in comparison to their peers."

London School of Economics

The "Digital Direction for the Geelong Community" is based on an analysis of political, economic, social and technological trends.

POLITICAL

- ICT is recognised as a driver of economic growth
- Australia lags international peers in household and business internet take up rates
- Federal Government #AU20 National Digital Economy Strategy

ECONOMIC

- Rationalisation and consolidation of ICT businesses
- Global networks of niche businesses
- Falling prices of hardware and software
- Contracting out of services
- Skill shortages
- Market control shifting to the consumer
- ICT embedded in all aspects of society

SOCIAL

- Growth of internet driven social networking
- Instant information anywhere, any time
- Growth in the desire for information
- Differing adoption rates by social class, gender and location
- Development and adoption of sensor activated devices
- Decline of traditional media



TECHNOLOGICAL

- Simulation and virtual reality technology
- Increased access to data
- Huge growth in computing power and data storage
- Interoperability of systems
- Cloud computing software on demand
- Demand for high speed internet
- Mobile devices
- Integration of data, media and telephony
- Technology embedded in products and services
- Copper infrastructure obsolete

VISION

A Geelong that is inclusive, resilient and integrated through first class connectivity, content and capability.

- **Connectivity** - affordable and ubiquitous internet access
- **Content** - rich information driving demand for internet usage
- **Capability** - skilled workforce, empowered businesses and communities

Geelong a digitally rich society driven by first-class connectivity, content and capability.

Geelongthe most connected regional city in Australia.



REALISING THE VISION

- the story so far

LEADERSHIP:

- G21 ICT Opportunities Study 2008
- Founding member of ICT Geelong Ltd
- Founding participant in the Municipal Association of Victoria's NBN and Greenfield policy group
- Interim telecommunications policy in the Greater Geelong Planning Scheme 2010
- Audit of Greenfield residential lots
- Chair of the G21 Regional Alliance NBN Task Force
- Member of the Broadband Today Alliance
- Connect Geelong – the national broadband network – we're ready lobby document
- Chair health and education fibre opportunities reference group
- Hit Geelong Live, Work, Invest project

“*Deployed effectively, telehealth improves access to appropriate high quality and effective care, which meets clinical and service standards and enhances the patient's experience of care.*”

Scottish Centre for Telehealth Strategic Framework April 2010

OPERATIONAL ACTIVITIES:

- Installation of pit and pipe infrastructure at the Geelong Ring Road Employment Precinct
- Expansion of the Central Geelong CCTV and fibre network
- Community and business engagement
- Geelong Community Info Net Memorandum of Understanding
- Established a Wi-Fi hotspot pilot program in Johnson Park central Geelong
- Expansion of the Wi-Fi pilot project throughout central Geelong
- Second year of the ICT Geelong Ltd Invention Test and Technology Conference

KEY ACTION AREAS

LEADERSHIP

- Continue to foster a consensus understanding of the requirements for high speed broadband and mobile communications.
- Coordinate stakeholders in the community to embed ICT in their strategies.
- Identify and foster opportunities for the use of ICT to improve economic and social conditions.
- Advocate for the prompt deployment of broadband and mobile services infrastructure.
- Lead by example as an early adopter within Council services.

INFRASTRUCTURE

- Continue to exploit opportunities for the construction of fibre infrastructure.
- Support the development and construction industry to pursue a proactive approach to the provision of fibre to the premise infrastructure.

NBN

- Create and maintain an environment conducive to the early roll out of the NBN in Geelong.
- Encourage business and the community to embrace the opportunities of super fast broadband.
- Disseminate information about the NBN through existing channels in particular ICT Geelong Ltd.

SKILLS

- Build local ICT capability.
- Collaborate with existing education providers to ensure skill availability for the roll out of the NBN.

“*It is not just a matter of being quicker; superfast broadband enables rapid scalability and new ways of delivering our service. It allows us to implement effective solutions, knowing that the infrastructure will be sufficient to support it.*”

Oxford Innovation

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