Gippsland broadband engagement plan

'Connecting Communities'

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Prepared by:
JENNIFER CROMARTY
Socom Pty Ltd
Level 2, 377 Lonsdale Street
Melbourne VIC   3000
Tel: 03 8317 0111
www.socom.com.au

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Contents

1.   Overview

The Gippsland Broadband Engagement Plan was commissioned for development by the Strategy Group for the Gippsland Regional Plan's Priority Area of Broadband Connectivity. The Broadband Engagement Plan addresses several of the Priority Projects listed in the Strategy Group's Initial Priority Area Plan.

The core focus of the Broadband Engagement Plan is to promote the need for Gippsland business and residential communities to be aware of and take advantage of the benefits arising from the digital economy and the future installation of high speed broadband / NBN. In particular, this Plan aims to identify how to:

- Assist business operators take advantage of opportunities arising from the installation of high speed broadband ;

- Inform community members about the range of services and opportunities that will become available;

- Improve access to the internet and assist community members with limited computer skills to upgrade their capability; and

- Assist GLGN Councils to collate the data required to facilitate the NBN roll out and to implement 'NBN friendly' policies and procedures.

It is important to note that this Plan aims to maximise the use of existing mobile and internet use and access pending the roll out of the NBN to the region.

While advocating for the earliest possible roll out timeline for the NBN is vital, this Plan recognises the need to ensure the Gippsland community is aware of opportunities that already exist and leverage these opportunities to build on Gippsland's digital economy journey.

This is reflected in the Federal Government's document: Australia's Digital Economy: Future Directions (2009) which states that: "The key areas of focus for government, industry and the community in order to maximise the benefits of the digital economy for all Australians are:

For Government to:

- lay the foundations of Australia's digital infrastructure

- facilitate innovation

- set conducive regulatory frameworks

For industry to:

- demonstrate digital confidence and build digital skills

- adopt smart technology

- develop sustainable online content models

For the community to:

- enjoy digital confidence and digital media literacy skills

- experience inclusive digital participation."
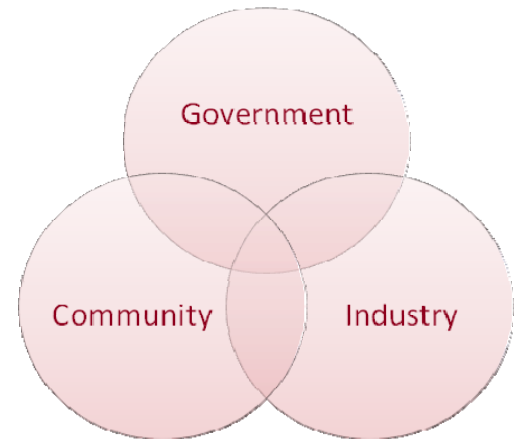
Current data indicates that the number of Australians who have never used the internet is higher among those people living in regional and remote areas. For example, 34 per cent of people from outer regional and remote areas aged 15 and over did not use the internet in 2008-09, compared with only 23 per cent of people in Australia's major cities. The data also indicates that 29.7 per cent of businesses located outside of capital cities have a web presence, compared with 39.5 per cent of business located in capital cities. (National Digital Economy Strategy, DBCDE, 2011 p.8)

Connecting Communities

The Engagement Plan aims to address the need for a shared community responsibility in the Gippsland region to drive the understanding and educate the region about opportunities in the digital economy.

While GLGN Councils will be an important driver and manager of the engagement processes, it is important that the activities in this Plan aim to build community and business networks and encourage shared opportunity and collaboration.

This idea is highlighted in the Connecting Communities (The impact of broadband on communities in the UK and its implications for Australia) report by Dr Tim Williams. The report and the discussion it has created, has moved the debate and interest in Australia from the focus on the infrastructure of building the NBN to outcomes for people and places.

The Gippsland region is facing significant challenges regarding economic and social structural change due to the introduction of a price on carbon and its effect on the coal energy economy. The creative, innovative and regular use of online technologies in the region is an opportunity to write a new narrative about Gippsland and tackle economic transformation.

If effective, the Gippsland Broadband Engagement Plan has the potential to:

- Assist in the development of new creative industries;

- Alter perceptions of the region;

- Transform the delivery of community services ie health, government services, education, social interaction;

- Create greater transparency and engagement with local government;

- Drive digital capability and strengthen local communities; and

- Encourage innovation in business digital applications.

The Gippsland Broadband Engagement Plan highlights the transformative power of existing and future technologies on creating a more connected community for the region.

According to Booz & Co's. 'Building Communities around Digital Highways':

> *"To deliver on the promise of the benefits of digital highways, all involved stakeholders need to step up with a collaborative, focused, determined, and capable effort. Communities that facilitate stake-holders' innovation and collaboration will realize the extraordinary potential of broadband."*

Through a consultation and research process, the initial set of engagement activities outlined in the Plan are recommended to be delivered in the 2012 calendar year. The activities aim to provide impetus for further actions within GLGN and the Gippsland community.

There is also the chance that there will be an announcement from NBN Co in 2012 regarding the roll out of the NBN within the Gippsland region during the coming years. This Plan will need to have the flexibility to include a change to key messaging to include any potential announcement.

2.   Consultation Process

From inception, the Strategy Group of the Gippsland Regional Plan's Priority Area: Broadband Connectivity has been the strong drivers and contributors to the development of this Plan. Regular meetings, discussions and information sharing with Socom has been pivotal to its development.

Following discussions with the Broadband Connectivity Group, the Gippsland Regional Development Australia Committee agreed to fund the development of the Gippsland Broadband Engagement Plan. As a result Socom was the successful tenderer to for this project.

In October 2011, all GLGN Council CEOs received a letter of introduction regarding the consultations and Socom's role. The letter encouraged participation in the consultations with relevant officers within Council's as well as any other identified parties.

Socom then wrote a letter of invitation to specific Council officers to attend consultations and encourage participation. During 16-23 November 2011, Socom held face-to-face meetings with range of Local Government officers as well as several stakeholders in the six Councils in the Gippsland region. (A list of the individuals involved in the meetings is in the Appendix).

These meetings consisted of:

- An overview of the role of the Broadband Connectivity Group;

- A description of the broad terms of the Plan's aim;

- A summary of the role and function of NBN Co;

- An update of current Federal and Victorian State Government policy and strategy documents including the Department of Broadband, Communications and the Digital Economy's *National Digital Economy Strategy* and the Victorian Department of Business and Innovation's *Victoria's Technology Plan for the Future;*

- An explanation of the role of the Broadband Today Alliance (www.broadbandtoday.com.au); and

- The availability of a publication to assist Councils published by the Australian Local Government Association (ALGA) and NBN Co – *Best practice guide for Councils when initially dealing with NBN Co.*

After the initial overview, the meetings opened up for discussion around the following areas:

- Use of existing internet access in the business and residential community;

- Council preparation for high speed broadband – infrastructure, awareness, innovation; and

- Information regarding other activities which can further engage regional communities.

Socom led the discussion to focus in more detail around three key audiences:

1. Business: Key industry sectors; Not for Profit, community organizations; Small to Medium Enterprises (SME) sector; Information and Communications Technology (ICT) Sector /Digital workforce

2. Community: Levels of use/connectivity - speeds, accessing online info – activity; social equity; interactivity – health, education; community services – cultural, emergency services

3. Government: Consultation/engagement using online technologies; Information / data sharing; online communication; open democracy/Future Gov; innovation eg e-services, online payments.

Part of the consultations and research also included members of the Broadband Connectivity Strategy Group and Socom attending several digital economy related events and seminars.

1. **Broadband Today Alliance (BTA), Wednesday 9 November 2011:** gathered up to date information from this national collective of Councils. Both the Broadband Connectivity Group and the consultant presented to the BTA at its meeting hosted by the City of Greater Geelong.

2. **NBN Co Forum, Thursday 10 November 2011:** briefings and Q & A from the NBN Co CEO, external relations, construction and sales.

The following Situation Analysis provides an overview of the information gleaned from the consultation process and from existing research and documentation accessed by Socom relevant to the development of the Plan.

3. Situation Analysis

The development of the Gippsland Broadband Engagement Plan was borne out of the Priority Projects in the Initial Priority Area Plan of the Gippsland Regional Plan's Broadband Connectivity Strategy Group.

While the stated position of both the Gippsland Regional Plan and the GLGN focuses on the need for the region to be given "highest priority for the simultaneous rollout of high speed broadband", the Group has recognised that formal engagement is vital to maximise use of existing and future internet and mobile uptake, access and economic benefit.

Regions will have limited control of the timeline for the NBN Co roll out of high speed broadband across Australia. This Plan identifies the need to progress engagement in the business and residential community to encourage the take up and use of NBN when it arrives and to maximise the benefit from existing infrastructure.

Connecting disparate, disadvantaged, ageing communities

> *Gippsland to be given the highest priority for the simultaneous rollout of high speed broadband and "non-fibre to the home" solutions that will benefit small communities, given this region has one of the highest dispersed populations with over 100,000 residents (40% of the regional population) being located in towns of less than 1000 people. (*Gippsland Regional Plan: p *19)*

As outlined in the Gippsland Regional Plan and supported through the consultations for the development of the Gippsland Broadband Engagement Plan, the Gippsland region has a very high proportion of communities in towns of less than 1000 people that are dispersed throughout the region's coastal and rural areas which has direct implications in terms of access to high speed broadband.

While understanding the infrastructure implications of the dispersed population, the challenge ahead is developing solutions to ensure immediate and long term engagement with these communities. Through engagement, the potential of maximising use of the existing as well as future internet and mobile access (via satellite and/or wireless) needs to be realised.

Another challenge arising from the consultations was the region's ageing demographic.

The message regarding the opportunities to engage with older residents was clear. While older residents may not demonstrate a strong level of capability with technology, their demands on services i.e. health care and government services, will be an important driver of the engagement process and uptake of online technologies. Advances and opportunities in 'telehealth' will improve the communities' capacity to be independent and assist in supporting higher usage of technology in health services.

However, the consultations also clearly outlined the key developments and opportunities of utilising online technologies in education and training. With the Gippsland region hosting the most remote school in the State, the need for leadership regarding online and remote learning is a priority for future skills development.

Part of this challenge is already being addressed through several training related projects led by the region. The Gippsland Broadband Engagement Plan needs to acknowledge the existing networks and projects.

These include:

- Gippsland TAFE's Energy and National Broadband Training Centres;

- The cross-Council West Gippsland Trade Training Centres project; and

- Chisholm TAFE's "web works" business workshops.

These activities are important links to the community for both capability building and more broad engagement opportunities through case studies and the promoting of innovation and skills development.

For any community it is also important to address the general issue of 'digital inclusion'. Just as there are socio-economic divides, there is now a potentially looming "digital participation gap".

According to Don Perlgut in his paper "Digital Inclusion in the Broadband World: Challenges for Australia:

"Those Australians most at risk of digital exclusion are the poor, Indigenous, elderly, disabled or living in rural or remote areas of Australia. ..Internet access does and will cost money, and it will take some level of finance, technical expertise and digital literacy to gain and maintain that access."

Perlgut concludes that within in five years, digital exclusion will rival all other social and economic determinants, and may become the major social justice challenge of our time.

The challenge of this Broadband Engagement Plan is to help the Gippsland community start understanding the issues of digital inclusion and lay the platform for the community to embrace the opportunities in the digital economy. While government have an important leadership role to play, a "whole of society" effort will be required to assist those in marginalised or disadvantaged groups and ensure they are not left behind.

Fragmented business utilization

From high level innovation in select organisations in niche sectors to low levels of technology adaptation in small business, the Gippsland region is a tale of extremes.

During consultations, several organisations across the region were highlighted as using

technology in innovative ways to increase productivity, drive local, national and international opportunities; and create new jobs in the region.

These organisations were from a wide range of sectors including: education, health, agriculture, forestry, food and manufacturing.

The examples demonstrated the existing high level use of web based innovations but also the frustration of having limited access to higher broadband speeds which was holding back further productivity gains.

While there are some innovators in the region, there is still a need to engage with businesses across the region, in particular SMEs in retail and tourism.

The Gippsland Regional Plan states that:

Recent information indicates that, in comparison to many other regions, that there is a relatively low level of utilisation of the current broadband network by regional businesses.

Small Business Snapshot – Video Innovation

Hillies Meats and Organic Produce is a local butcher from San Remo. While most butchers would not consider the relevance of digital technologies in their business, Hillies Butchers has embraced the opportunity.

Bradley Drew from Hillies has created a series of videos on You Tube demonstrating his butchering techniques as a way to engage with his clients. With this simple effort, Hillies has demonstrated an understanding of the opportunities available of reaching out to his market in a cost-effective way using technology.

Watch "Beef Basics 1" at this link
http://www.youtube.com/watch?v=rsDgBFOx-eA&feature=related

Discussions regarding the not for profit (NFP) and community services providers demonstrated the importance of Neighbourhood Houses and libraries as information and social hubs in the community. While some organisations are not proactive using technology there is certainly the opportunity to utilise their networks to encourage further engagement.

There was no real awareness of ICT clusters or a community of digital economy workers in the Gippsland region. This has been identified as a gap and an opportunity within the region to be addressed.

Local Council ownership and leadership

Through the consultations it become apparent that there is a wide variety of capability, competency and attitudes to using technology and the impacts of the digital economy in local government across the region.

Providing an overview of the current Federal, State and Local Government policy frameworks and strategy documents highlighted the range of knowledge, awareness and engagement within Councils to the digital economy.

For example:

- Two Councils were aware of the ALGA/NBN Co Best practice guide for Councils when initially dealing with NBN Co document released in June 2011

- Minimal awareness of the Federal Government's National Digital Economy Strategy launched in June 2011

- Little demonstrated understanding or awareness of the links to broadband priorities in the Gippsland Regional Plan or the Priorities of the GLGN

Asking for feedback regarding Council use of online technologies for engagement, innovation and delivery of services revealed the following range of activities and innovations:

- All Councils have a website

- One Council has dedicated online portal for community feedback

- One streams live video of Council meetings

- Two Councils have used online surveys to gather community feedback (both in trial)

- One Council has no facilities for any online payments

- One Council is set to launch a mobile compatible website application

- Use of social media is minimal with one Council effectively banning its use

- One Mayor actively uses Twitter to engage

- One Council has held a community event regarding broadband engagement

- None has a web portal regarding the digital economy (one under development)

- One publishes a community newsletter online

- One has a repository of audio files of interviews with Council on local radio available for download

Clearly there is an opportunity for the development of a coherent regional structure to formalise cross-Council sharing and collaboration.

What was also made clear in the discussions regarding government engagement were the opportunities missed in terms of information sharing and genuine collaboration not just in Council linkages but with State Government agencies.

Quote from a consultation participant:

"The Gippsland Regional Plan has some challenges with DPCD, DHS, Dept of Education and DSE needing stronger regional alignment. Institutional arrangements with State Government bureaucracies makes this difficult. Agencies have been decentralized but are not together.

"Everyone is looking at their own piece of the puzzle."

Image: Wonthaggi Secondary College students

4. Activities, Timeline and Resources

The next part of this document is the Table of Activities, indicative Timeline and resource allocation for implementation of the Plan. The structure follows the four key objectives of the Broadband Engagement Plan and under each objective the Table of Activities defines:

- An outline of the activities

- Who will be responsible for the activities' implementation

- The audience being targeted via the activities

- The other stakeholders to be involved in the implementation of the activities

- Potential funding sources or avenues for resources required

At the end of the Table of Activities is a Gantt chart highlighting the suggested timeline for implementation of the Table of Activities. It is colour-coded to reflect the four key audiences: General; Business; Community; and Local Government

This Plan will rely on the ongoing commitment and stability of the Broadband Connectivity Group and its enthusiasm for broadband engagement.

The success will also rely on accessing funding from a range of sources and the capability and capacity of the potential Gippsland Digital Economy Coordinator personnel as recommended in the Table of Activities.

This is a comprehensive plan which shows a range of ideas which can be incorporated in the implementation of the plan across the Gippsland region. It is not intended to be a strict list of 'must do activities' for each Council area as there is always the need to find balance between the allocation of existing Council resources and access to external assistance.

Not all elements of the Plan may be fully implemented, but serves as a guide for strategy development within Council areas and a framework for the potential within the region as a whole.

Socom would like to take this opportunity to thank all of those involved in the progression of this Plan, the consultation participants and the Gippsland RDA Committee for funding the project.

Objectives and Activities

Objective1				
For the Gippsland Regional Plan / GLGN to dedicate a resource to the implementation of the Broadband Engagement Plan				
Activity	**Potential funding**	**Responsibility**	**Target audience**	**Other stakeholders**
Appoint a Gippsland Digital Economy Coordinator for a 12 -18 month period. *(Consideration should be given to the best method for resourcing ie whether a full time resource at a lower level with support from specific consultants, two part time coordinators or a full time senior role for the whole region.)*	RDA/Fed Govt / State Govt / GLGN Councils $120,000	GRP Broadband Connectivity Group GLGN	Gippsland Regional Plan key decision makers, Gippsland residential and business community	Gippsland Regional Managers Forum

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Objective 2				
To assist **GLGN Councils** to collate the data required to facilitate the **NBN roll out** and to implement 'NBN friendly' policies and procedures.				
Activity	**Potential funding**	**Responsibility**	**Target audience**	**Other stakeholders**
Information session / workshop for key Council contacts regarding planning and community engagement framework for roll out of NBN (with reference to NBN Co/ALGA *Best practice guide for Councils when initially dealing with NBN Co*) Develop coordinated approach to liaison with NBN Co and key community stakeholders as and when roll out announcements are made in the region Development of calendar / register of 'pit and pipe' related works for GLGN Councils incorporating existing and planned civic works, Greenfield sites over the next 12 -18 months. Liaison with utilities for co-funded works Gippsland Councils to keep informed of local government best practice in broadband and raise awareness of Gippsland broadband readiness by joining key groups like the Broadband Today Alliance (www.broadbandtoday.com.au) and participate in collaboration and information sharing. Formalise membership of the Gippsland Broadband Connectivity Group and hold bi-monthly meetings to drive process of engagement and implementation of Plan	NIL NIL NBN Co funding opportunity for pre-roll out construction work. GLGN - $1000 per Council (several Councils are already members) NIL	GRP Broadband Connectivity Group Digital Economy Coordinator DBCDE Gippsland Coordinator	Identified NBN contact / GLGN Broadband Connectivity Group, economic development managers within GLGN Councils	NBN Co Gippsland Regional Managers Forum GLGN

<table>
<tr><td colspan="6" style="background:yellow">Objective 3

To ensure GLGN Councils take a lead role in understanding, applying and communicating the opportunities arising from the installation of high speed broadband.</td></tr>
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Activity	Potential funding	Responsibility	Target audience	Stakeholder/s
Mayors and CEOs change management process: • Launch of Gippsland Broadband Engagement Plan • Session with DBCDE "Broadband Champion/s" ie Dave Abrahams • Experience the NBN Co Bus when in Gippsland • Delegation to attend the NBN Co Discovery Centre, Docklands - March 16 – GLGN meeting	NIL	GLGN Broadband Connectivity Group; Digital Economy Coordinator; GLGN Communication officers	GLGN	Gippsland Regional Managers Forum GRP Leadership Group
Form Broadband Community Reference Groups in each GLGN Council to meet each quarter and work with Broadband Connectivity Group.	Catering and venue hire costs			
Increase profile of broadband awareness by inviting the Broadband Today Alliance to host a meeting of the member Councils in Gippsland. Request co-Chairs of the Broadband Today Alliance to host a workshop with GLGN Councils to highlight the key learnings from the Alliance and further digital engagement in the region. Contact NBN Co regarding booking the NBN Co Truck to tour the Gippsland region	Host Council to provide broadband facilities, venue and catering NIL			

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Develop and implement broadband connectivity communication strategy for Council use.
 	
1. Develop suite of key messages about the importance/capacity of high speed broadband to incorporate into existing or planned community engagement
 	
2. Local internet usage / access survey tool on Council websites (refer Bass Coast example)
 	
3. Develop a template Digital Economy web page (Baw Baw under development as case study)
 	
4. Develop a GLGN web portal for Councils to link to with information including:
 	
o Key information about high speed broadband – create videos of local experiences on the web and using applications in every day work and life
 	
o Highlight best practice by local business and community groups
 	
o Link to relevant information from NBN Co and NBN.gov.au and DBCDE including videos
 	
o Access to relevant training/education in the region ie:
 	
    ▪ Community access points for local contacts /community groups providing advice / workshop to assist with digital inclusion
 	
    ▪ Gippsland TAFE broadband workforce training
 	
    ▪ Small Business Victoria "Your Business Online" seminars
 	
o Promote key relevant regional events ie Baw Baw "Community Conversations", Developer Stakeholder Forum (East Gippsland) Major Projects and Opportunities Summit (Latrobe) Digital Summit and road show
	Estimated: RDA Gippsland $60,000 (cost dependant on GRP web portal development)
	
	External assistance			

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5. Key print collateral to assist in business and government engagement (Connect Geelong – example document, highlight business case studies) 6. Develop shared Gippsland protocols to use and inform role of social media and online engagement in GLGN Councils. (refer Wellington Shire Community Engagement Strategy) 7. Media relations strategy development and implementation				
Connect with Melbourne University students surveying Gippsland businesses re: broadband use and connectivity (Feb 2012) Design a framework to have an integrated approach to embedding digital technologies and the underlying enabling powers of internet and mobile applications into Council planning and the GRP	NIL Regional Development Victoria est $50,000	Broadband Connectivity group; Digital Economy Coordinator		
Develop communication framework/protocol to ensure key stakeholders in key state government departments (Health, Education, Planning) are informed and have aligned purpose and priorities regarding Gippsland Broadband Engagement Formalise communication, feedback and collaboration between Chairs of 10 Key Priorities of the GRP to ensure the enabling benefits of broadband is recognised and imbedded into action plans.	N/A	Digital Economy Coordinator; GLGN; Regional Leadership Group;		

Objective 4				
To assist Gippsland business operators take advantage of the opportunities arising from the installation of high speed broadband				
Activity	**Potential funding**	**Responsibility**	**Audience**	**Stakeholder/s**
Develop a high profile event "Broadband Summit" as focal point for business engagement. Follow through with series of workshops to run as road show through region.	Fed/State Govt $20,000; sponsorship $30,000	Broadband Connectivity Group Digital Economy Coordinator	Gippsland general business community	DBCDE NBN Co AIIA (Australian Information Industry Association) Sensis Small Business Victoria Regional Development Victoria
Coordinate Gippsland Telework Day- potentially in conjunction with national Telework Week	Fed/State Govt $10,000; sponsorship $10,000			
Activate DBCDE Broadband Champions to visit the Gippsland area for key Council events and Summit ie Dave Abrahams, Helen Thompson	GLGN Council support			
Identify local business operators as Local e-entrepreneurs to assist with engagement activities and acts as advisors to local businesses	N/A			
Engage with Telstra, Optus, Next G and other third party providers regarding potential to access existing or new infrastructure to improve business access high speed broadband.	N/A			

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Develop case studies on best practice use of online service delivery by key sector: Promote case studies as part of Gippsland Broadband Summit and Regional Roadshow Highlight opportunities for funding for ICT innovation via Dept Business and Innovation - ie Broadband Enabled Innovation Fund	Fed/State Govt research grant $15,000 NIL NIL	Digital Economy Coordinator; Broadband Connectivity Group	Large businesses Industry sector groups ie East Gippsland Food Cluster	VECCI Ai Group Local business associations Department of Business and Innovation
Source host Council or associations and provide venue for training / workshop opportunities via Small Business Victoria. Promote training / workshops to local businesses through existing Council channels.	Funded via SBV, local host required for workshops	GLGN economic development managers; Event managers; Digital Economy Coordinator	Small to medium enterprises – specifically tourism operators and retailers	Destination Gippsland VECCI Local Chambers of Commerce Local business associations Small Business Victoria
Develop case studies on best practice use of online service delivery in Not for Profit sector and community. Promote case studies as part of Gippsland Broadband Summit and Regional Roadshow	Fed/State Govt $15,000 Funding in other activity	Digital Economy Coordinator	Community organisations and Not for Profit sector	Neighbourhood Houses Dept of Human Services Department of Planning and Community Development

Hold a Developer Stakeholder seminar in each region to demonstrate opportunities and processes re: requirements and preparation for NBN roll out	Venue and catering for each Council	Digital Economy Coordinator	Large scale landowners, property developers, builders and tradesmen	NBN Co
Facilitate Gippsland potential ICT cluster through: ▪ Sourcing ICT best practice case studies for promotion across region ▪ Identifying innovative activities / applications for potential funding via DBI Broadband Enabled Innovation Program (BEIP) ▪ Identifying appropriate locations/venues for the establishment of "Digital Hubs: for e-entrepreneurs to meet and collaborate - work with local cafes or business associations to start informal, organic groups of digital workers (refer Melbourne Jelly http://wiki.workatjelly.com/w/page/12752602/HowtoStartaJelly)	NIL DBI – BEIP program funding rounds NIL	Broadband Connectivity Group Digital Economy Coordinator	ICT/Digital workers	Department of Business and Innovation (Science and Technology Policy) Enterprise Connect (Fed Govt Dept of Innovation) Australian Industry Group

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Objective 5				
Inform community members about the range of services and opportunities that will become available.				
Activity	**Potential funding**	**Responsibility**	**Audience**	**Stakeholder/s**
Utilise existing libraries network to further explore the digitising of services and facilitate engagement with users eg West Gippsland Library Corporation Identify "Digital Citizens" to highlight range of services and benefits of online interaction ie banking, shopping, social interaction	NIL Local industry support	Digital Economy coordinator	Gippsland community - general	Gippsland Public Libraries Neighbourhood Houses
Develop a community campaign for organisations or individuals to give one hour to enabling a neighbour, colleague, friend or client to 'get online'. Work with relevant not-for-profit organisations (ie Neighbourhood Houses) in the shaping and development of digital inclusion programs Development of set of training materials/worksheets for formalised workshops accessible to older residents, delivered in their home by community volunteers	RDA/State Govt $20,000 NIL Partnership with TAFEs, ACFE	Digital Economy Coordinator; GLGN officers in community development /strengthening	Older Gippsland residents, people with a disability, remote residents, Indigenous residents	Adult education providers Gippsland Community College

Potential Funding Summary (ex GST)

Digital Economy Coordinator		$120,000	GLGN and other government agencies
Broadband Today Alliance Membership		$500-1000 per non member Council	Individual Councils where applicable
Communication Strategy & Implementation		$60,000 (dependant on collaboration with GRP communication strategy)	RDA (Gippsland)
Digital economy framework	(Council Plans)	$50,000	RDV
Broadband Summit		$20,000	Fed/State Govt
		$30,000	Sponsorship
Telework Day		$10,000	Fed / State Govt
		$10,000	Sponsorship
Case study development	(Business)	$15,000	Fed/State Govt
	(Community)	$15,000	Fed/ State Govt
Community campaign	(help a neighbour)	$20,000	RDA/ State Govt

Activity Timeline: January – December 2012

Legend	Color
Broadband Coordinator	- [orange] -
All audiences	- [yellow] -
Local Government	- [cyan] -
Business/Industry engagement	- [purple] -
Community engagement	- [green] -

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Activity												
Contract development/ advertise for Broadband Coordinator	■	■										
Key message development	■	■	■									
Broadband Connectivity Grp meeting	■		■		■		■		■		■	
Developer Stakeholder Forum (East Gippsland) – others throughout year		■		■		■		■		■		
Gippsland Major Projects and Opportunities Summit (Latrobe)		■										
Melbourne Uni student – business broadband connectivity research		■										
Council survey tool developed		■										
Council Digital Economy web page template		■	■									
Launch of Broadband Engagement Plan		■	■									
DBCDE Broadband Champion session (Gippsland)		■	■									
Book NBN Co truck		■										
Develop business case studies			■	■	■							
GLGN NBN Co centre visit (Docklands)			■									

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Task
Broadband Coordinator starts
Form B'band Community Stakeholder Reference Groups in each shire
BTA meeting/workshop
Establish Gippsland Libraries network
Identify local e-entrepreneurs
Older residents workshops
NBN Council readiness workshop
Indentify 'digital citizens' and "infomediaries"
Launch of GLGN portal
Development of portal information
Promote business case studies
Commence process of GLGN digital economy strategy
B'Band Community Stakeholder Reference Groups meetings
Digital citizens volunteer program
Digital inclusion program (Neighbourhood Houses)
Start Gippsland Jelly network
Business marketing collateral
Victoria's Small Business Festival
Gippsland Digital Economy Summit
Gippsland Digital Economy Roadshow/ NBN Co Bus
Gippsland Telework Day

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Other Recommended Activities

Advocacy

State Government – for GLGN to advocate for the Coalition to support an Opt Out policy regarding uptake of the NBN Co roll out through out Victoria.

Refer to the VCEC State Reform Agenda Draft Report's Recommendation 25 that "the Victorian Government undertake a cost-benefit analysis of legislating an opt-out default setting…" for The National Broadband Network. GLGN needs to support VCEC's recommendation which aims to drive maximum productivity outcomes to all of Victoria from ubiquitous high speed broadband.

Federal Government – for GLGN to advocate for early roll out of the NBN (second stage release sites to be announced in early 2012) to the Minister for Regional Development Simon Crean. Using the Broadband Engagement Plan as evidence of commitment to broadband in the region as well as the importance of supporting Gippsland through a period of economic transition, GLGN needs a coordinated approach to voicing the need for NBN in the region.

March 29 – Local Government & the NBN Summit – funding for Broadband Connectivity Strategy Group to present and attend

Appendix

ALGA & NBN Co - Best practice guide for Councils when initially dealing with NBN Co – OVUM

BOOZ & Co - Building Communities Around Digital Highways

BOOZ & Co - Next Wave of Digitization

City of Prospect: Digital Economy Strategy

Deloitte– Next Generation Telework: A Literature Review. DBCDE, July 2011

Gippsland Regional Plan 2009

Department of Business and Innovation - Victoria's Technology Plan for the Future –2011

Dept Broadband, Communications and the Digital Economy - Australia's Digital Economy - Future Directions, 2009

Dept Broadband, Communications and the Digital Economy – National Digital Economy Strategy 2011

Gippsland Regional Plan – Strategy group Initial Priority Area Plan: Broadband Connectivity

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