Harnessing the Power of the Digital Economy

BUSINESS FORUM

Friday, 22 June 2012

Opening Address

City of Joondalup

Mr Garry Hunt

CHIEF EXECUTIVE OFFICER

City of Joondalup

City of Joondalup

City of Joondalup

His Worship the Mayor Troy Pickard

City of Joondalup

Free Wi-Fi

City of Joondalup

Keynote Address

City of Joondalup

Hon. David Bartlett

Harnessing the Power of the Digital Economy

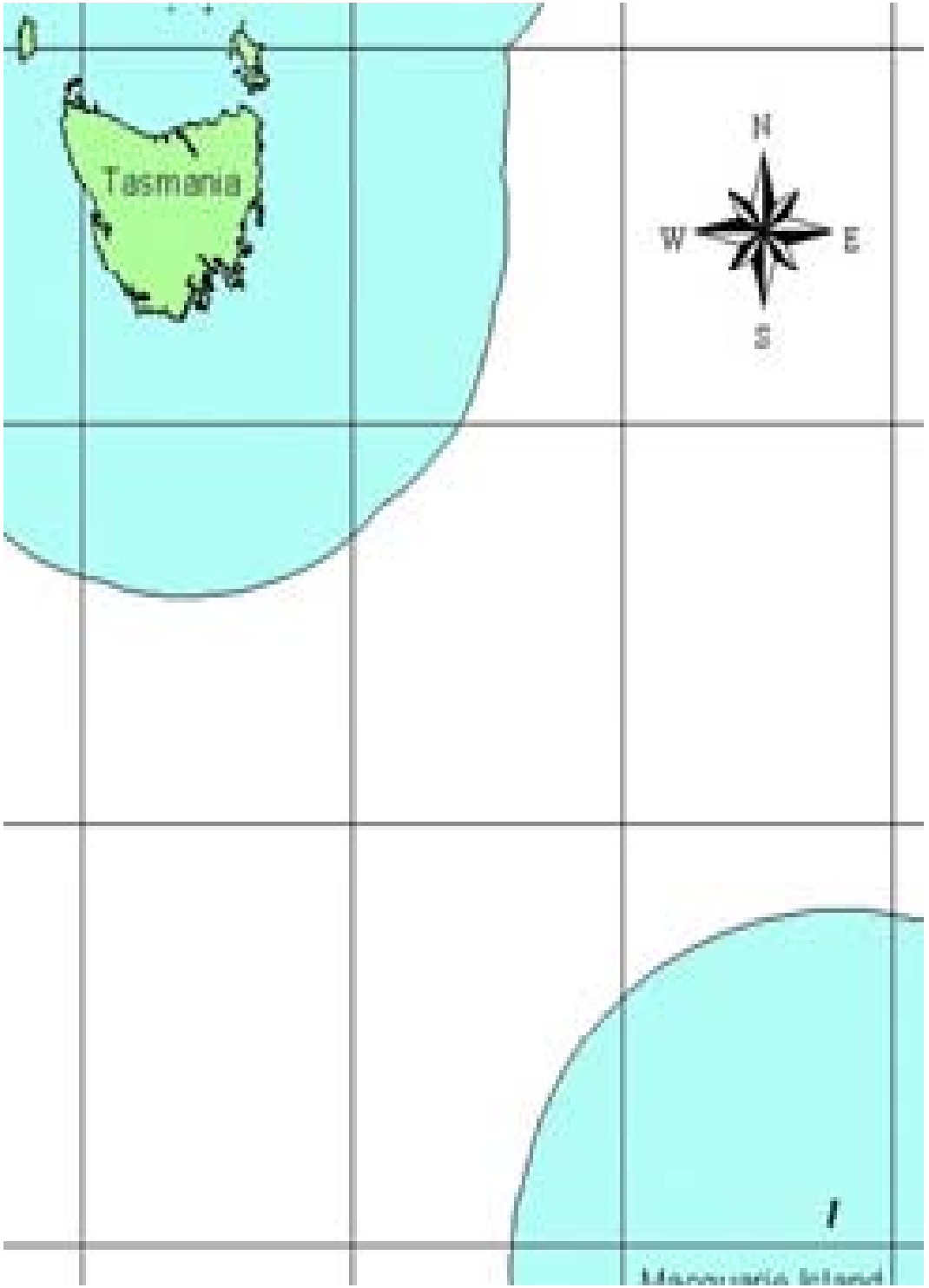
Digital Futures

Planning for social and economic renewal.

Joondalup Business Forum
June 2012

David J. Bartlett
Director

explor.
Digital Futures.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First day impressions of Joondalup… at the intersection of two great global trends.

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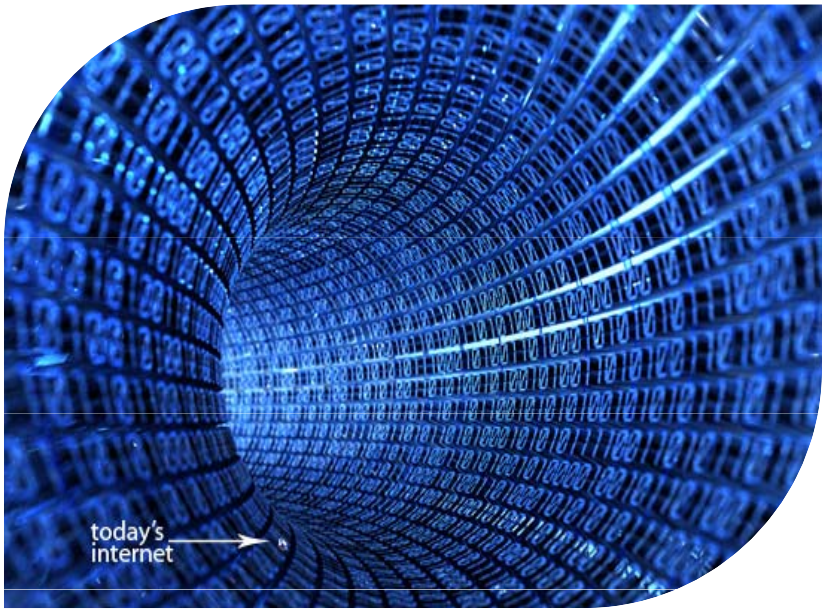

The direct contribution of the internet to the Australian economy is worth approximately $50 billion or 3.6% of Australia's Gross Domestic Product (GDP) in 2010. This contribution is of similar value
to the retail sector or Australia's iron ore exports.

Access Economics 2011

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Extraordinary new ways of creating wealth.

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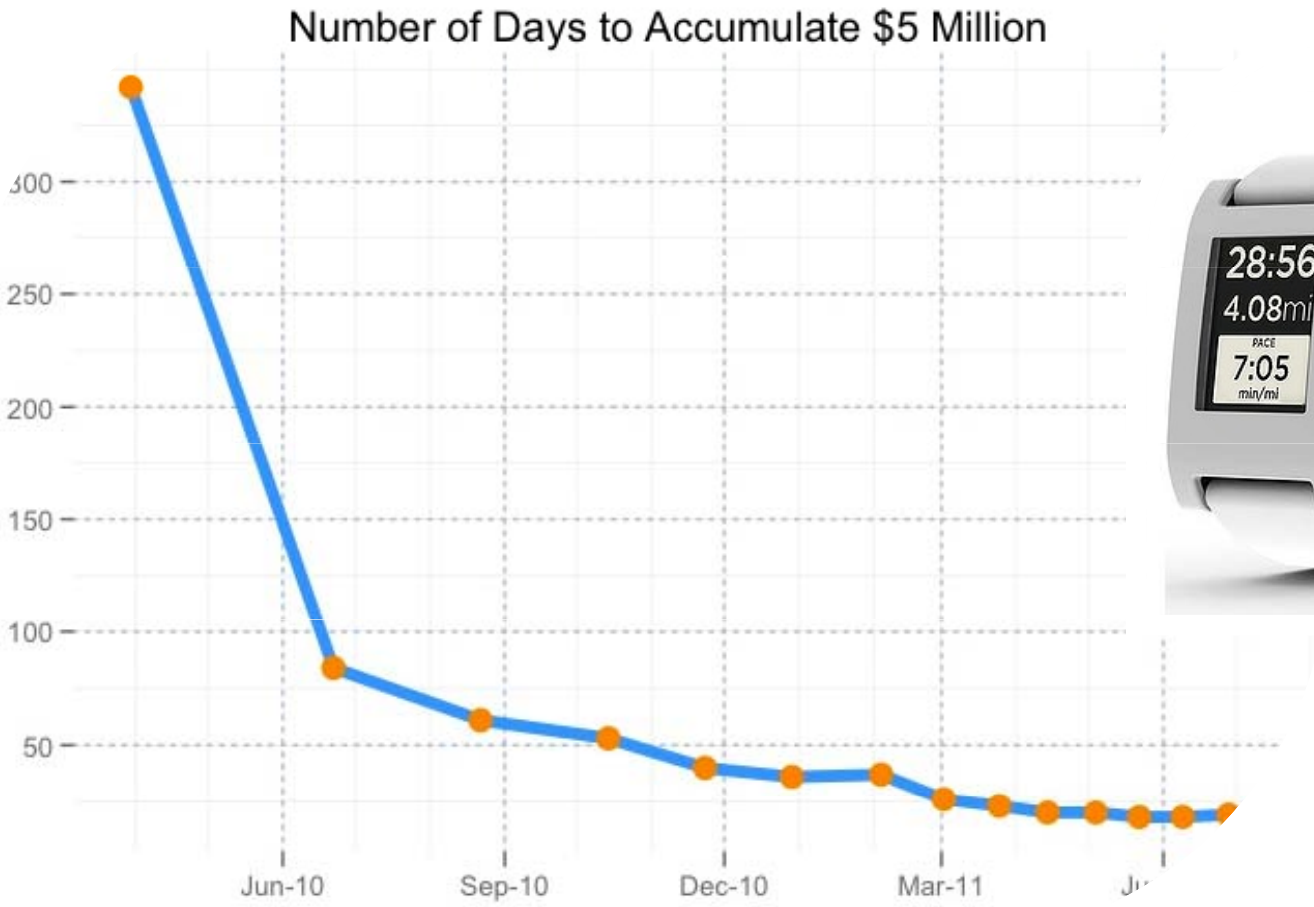

Extraordinary new ways of creating wealth.

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Disruptive new channels through which to have a conversation with your customers.

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Google™

New solutions to old public policy challenges.

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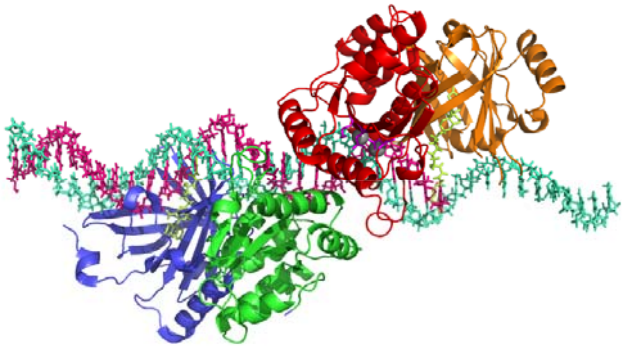
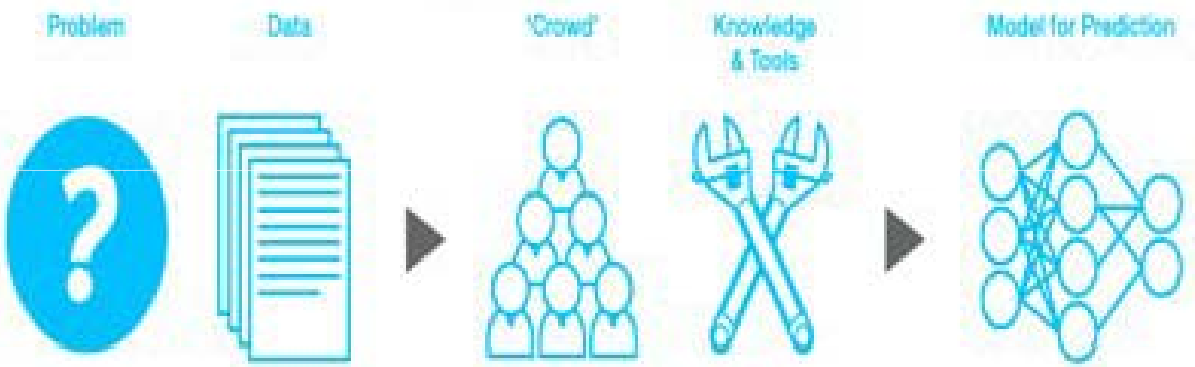


kaggle



New solutions to old public policy challenges.

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Three essential elements for success…

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Digital Strategy

Narrative

Infrastructure

What are the components of a successful whole of community Digital Strategy?

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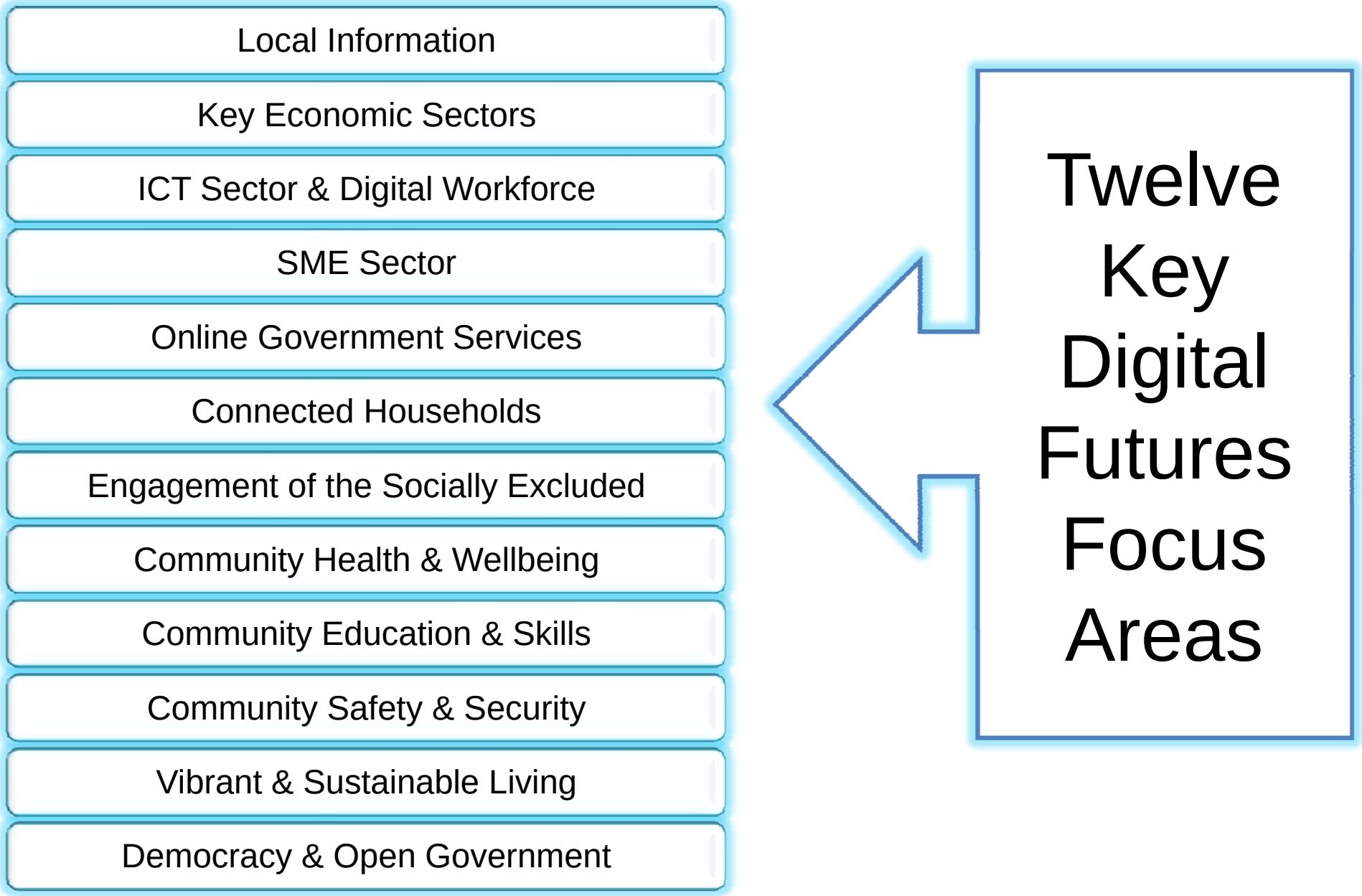

Local Information
Key Economic Sectors
ICT Sector & Digital Workforce
SME Sector
Online Government Services
Connected Households
Engagement of the Socially Excluded
Community Health & Wellbeing
Community Education & Skills
Community Safety & Security
Vibrant & Sustainable Living
Democracy & Open Government
Twelve Key Digital Futures Focus Areas

Connected Households

KICKSTARTER

freelancer

Race Online 2012

Home re all better off when everyc

Local Information

localsmile.

ABC

the local

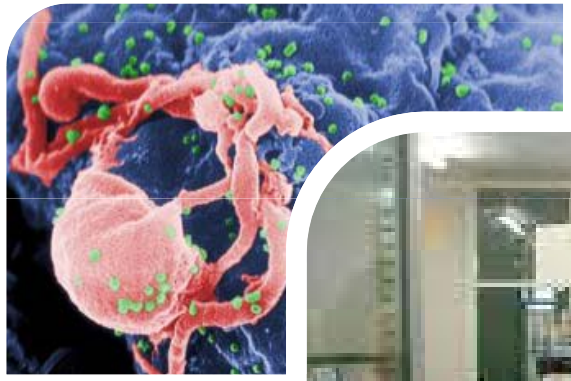
The New York Times

Vibrant & Sustainable Living

Community Health & Wellbeing

LiveWell™
COLORADO

Community Education & Skills



moodle

Community Safety & Security

MELTON COMMUNITY SAFETY REGISTER

Ushahidi

Engagement of the Socially Excluded

COMMUNITY FOOD SECURITY COALITION

BSOL
BRISBANE SENIORS ONLINE ASSOCIATION INC.

AbilityOnline
Shine On

Life Over 50

Foodbank
An Australia Without Hunger

Democracy & Open Government

BudgetAllocator

mashup AUSTRALIA

WriteToThem

Online Government Services

Arkansas.gov
Official Website of the State of Arkansas

Welcome

cycleinstead
on the Bikedirect network
journey planner

TORONTO

City Council
ON AIR & ON LINE

FixMyStreet

Key Economic Sectors

SME Sector

ICT Sector & Digital Workforce

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City of Joondalup
BELDON
MULLALOO
CRAIGIE
WOODVALE
KINGSLEY
KALLAROO
GREENWOOD
DUNCRAIG
SORRENTO
WARWICK
Morning Tea

City of Joondalup

Mr Jim Wyatt

General Manager Digital Economy Branch

Department of Commerce

City of Joondalup

Building a Digital Ecosystem to Support Improved Social and Economic Outcomes

PRESENTER:

Jim Wyatt
General Manager – Digital Economy Branch, Department of Commerce

Government of **Western Australia**
Department of **Commerce**

Digitalisation – are you in over your head?

The Digital Ecosystem

Device

Network

Application

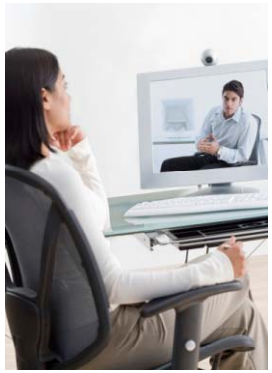
Content

YouTube

The digital way is changing our world

From writing cheques to online banking

From across the table to through the screen



From the library to Amazon

From the classroom to learning anywhere

“The Digital Economy is the Economy and the Economy is Global”.

David Thody, CEO Telstra, 10 March 2011, National ICT Forum, Melbourne

“ICT underpins absolutely every part of our lives now and is responsible for over 40% of our economic growth”.

Dr David Skellen, CEO NICTA, TELECOMMUNICATIONS JOURNAL OF AUSTRALIA, VOLUME 59, NUMBER 1, 2009 MONASH UNIVERSITY EPRESS

“Information Communications Technology (ICT) is a key enabler of a more economically, environmentally and socially sustainable world in the aftermath of one of the most serious economic crises in decades”.

World Economic Forum, The Global Information Technology Report 2010-2011

Industry under pressure

“Target does not want to be a showroom for the stuff you buy from Amazon online.”

Brad Tuttle, Time Moneyland, January 2012.

Industry adapting

Digital is also changing our economy

“in a future enabled by further investment in superfast broadband we can expect substantial changes to our economy and society”. *A snapshot of Australia's Digital Future to 2050, IBISWorld, June 2012.*

• 10% of Australia’s 509 industries will not function without high speed broadband

• 17 % of these industries will use this new utility to drive step-changes to businesses

• 70% of all industries will benefit from generalised productivity gains through high speed broadband.

• A number of industries face demise as a result of digital evolution.

“Australia has entered the second stage of the Infotronics Age well positioned to capitalise on this. We have the means to remain the Lucky Country”

Phil Ruthven IBISWorld

National Broadband Network

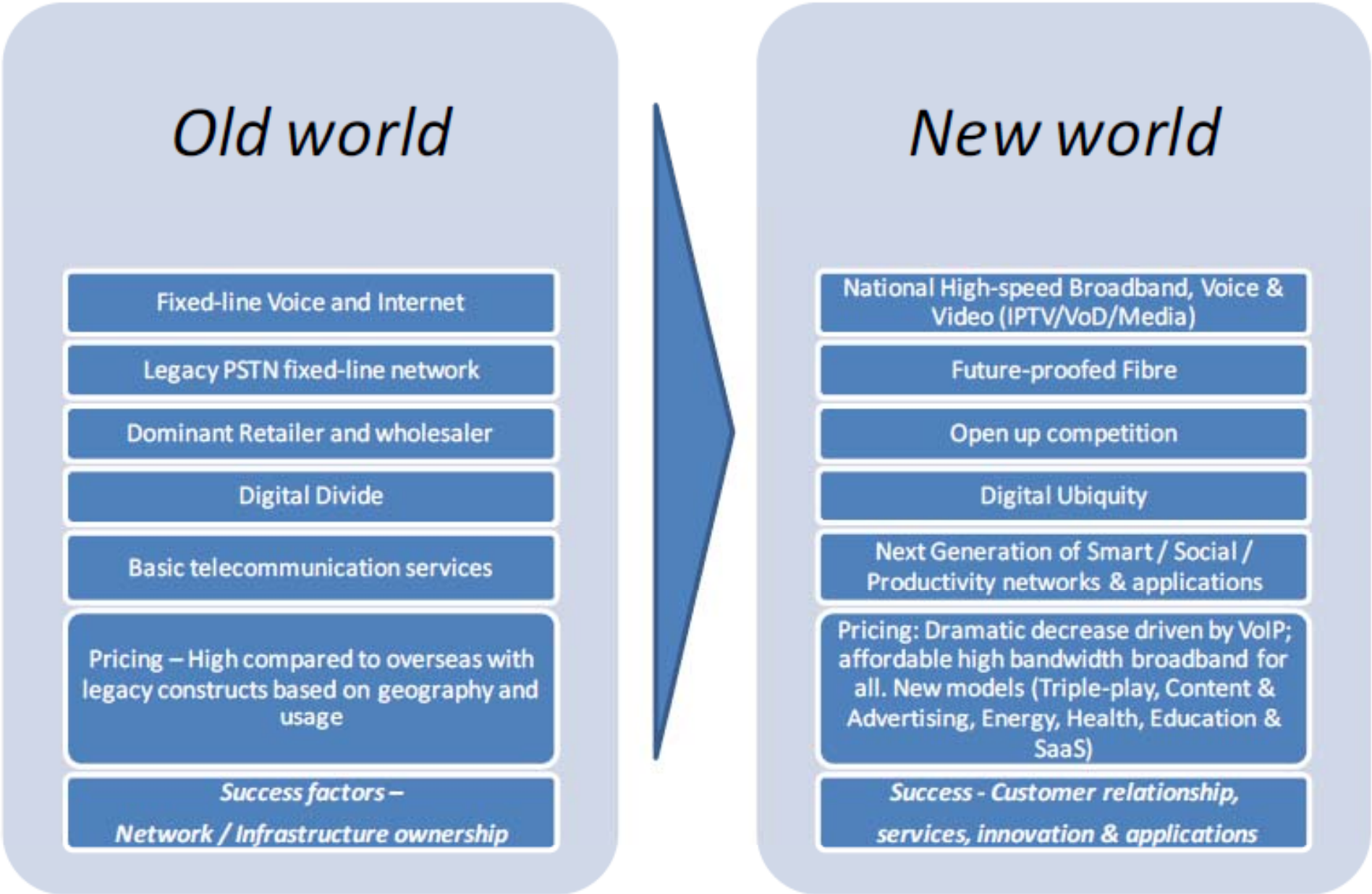
When will we get it?

Are we ready?

The NBN Initiative- What is it?

Network Renewal	• Replaces the aging copper network with next generation fibre, wireless and satellite technology • Creates multiple independent access pathways into each property • Reduces 5,000 telephone exchange areas down to 122 Points of interconnect.
Market Restructure	• Creates a natural infrastructure based monopoly • Offers open access and equivalence. • Creates a level competitive playing field for retail service providers. • Facilitates any to any connectivity. • Uniform national wholesale pricing.
Regulation Reform	• Separation of wholesale and retail roles • Establishment of new Universal Service Organisation. • NBN Co provider of last resort

A New Telecommunications Paradigm



Source: *NBN* Co

Think beyond the Internet

Today, broadband is synonymous with the internet. In the future ubiquitous networks such as that proposed like the NBN will enable a range of different digital link ups to be created including:

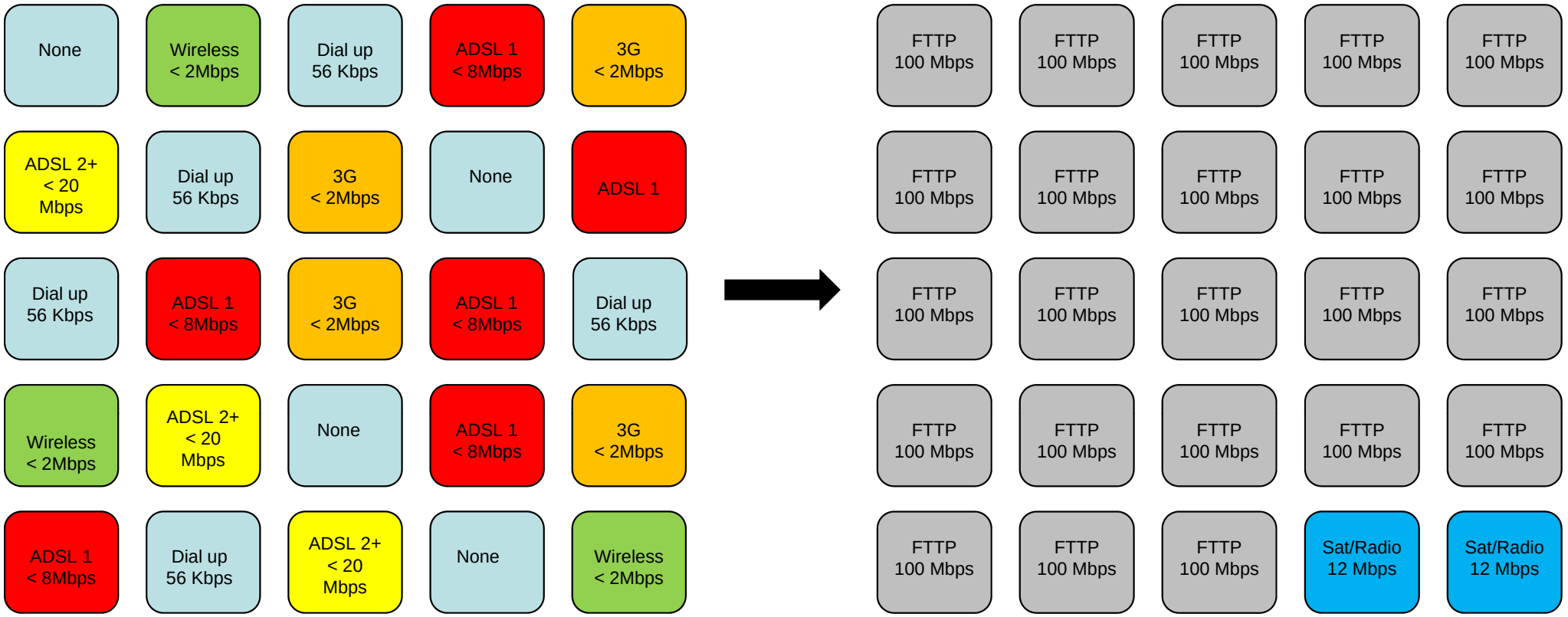
- Smart Grid technology
- Virtual in-home care for the chronically ill and elderly

- Anywhere, anytime learning
- Digital content storage repositories

- High definition IPTV and video on demand services
- Virtual retailing experiences, and

- Augmented reality based tourism experiences.

Towards a Ubiquitous Standard of Connectivity

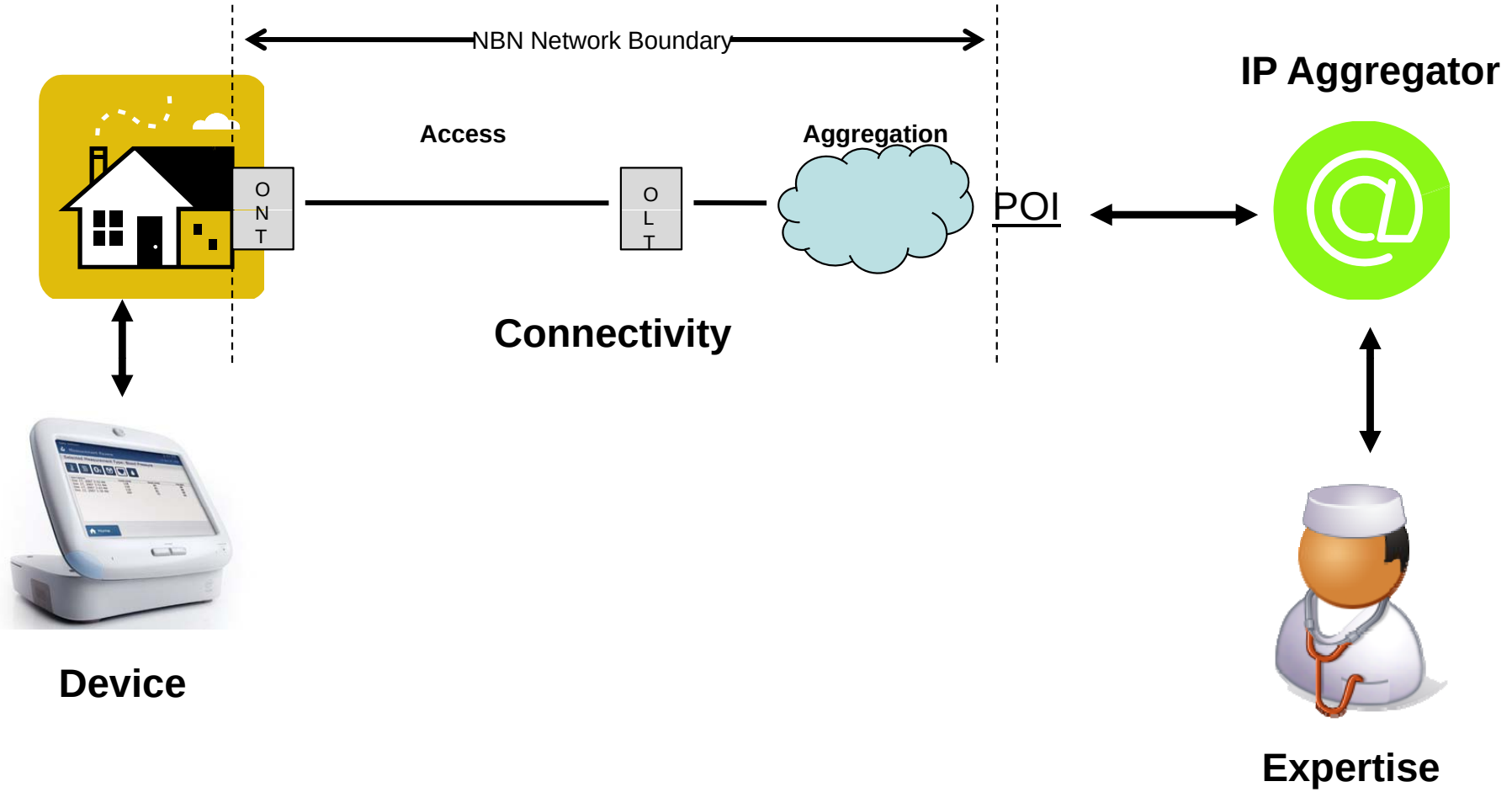


Broadband today

Broadband under the NBN

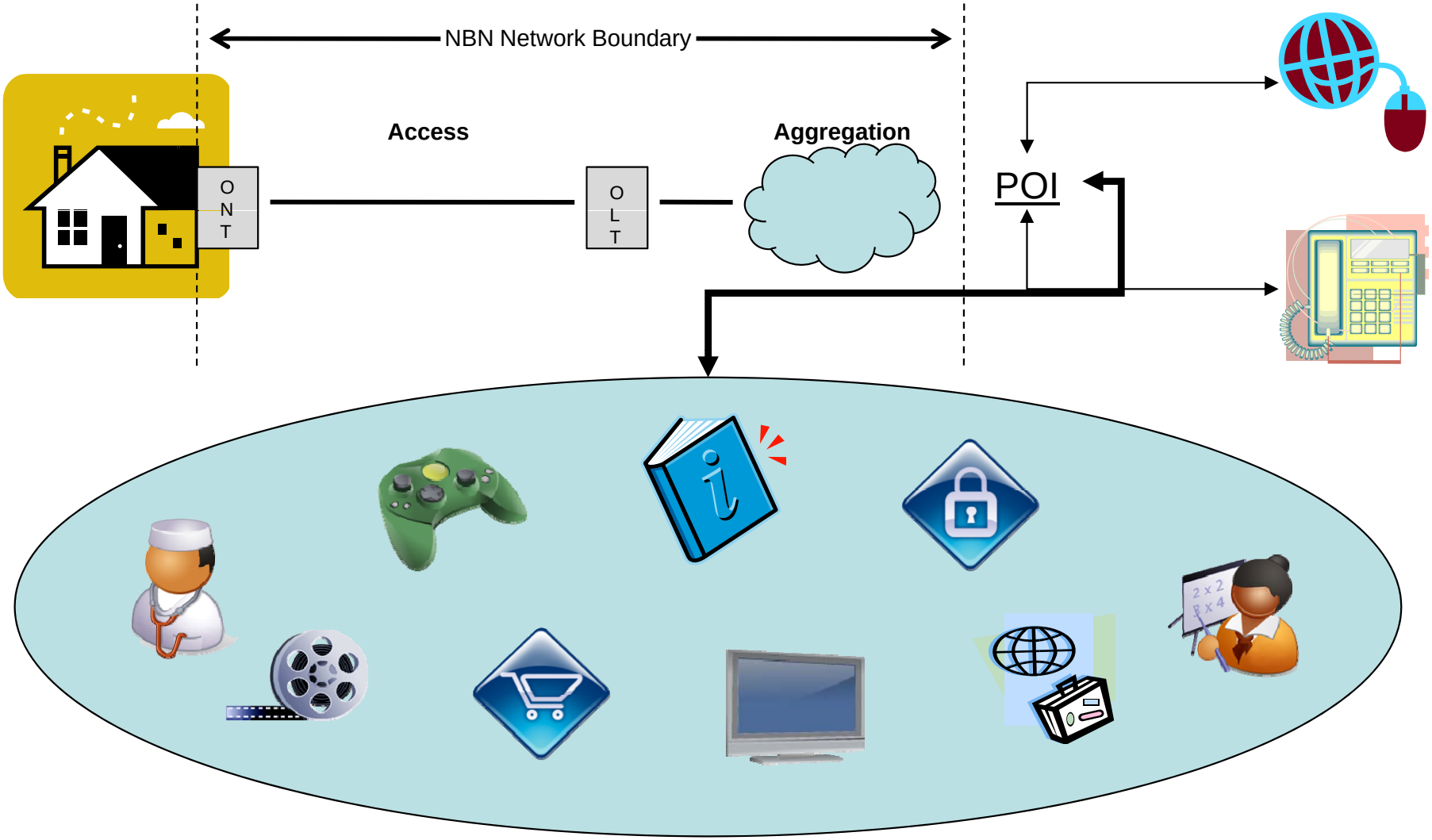
Pushed and Pulled Services?

In the future, connectivity should be thought of as just one part of each service delivered digitally into a home or business.

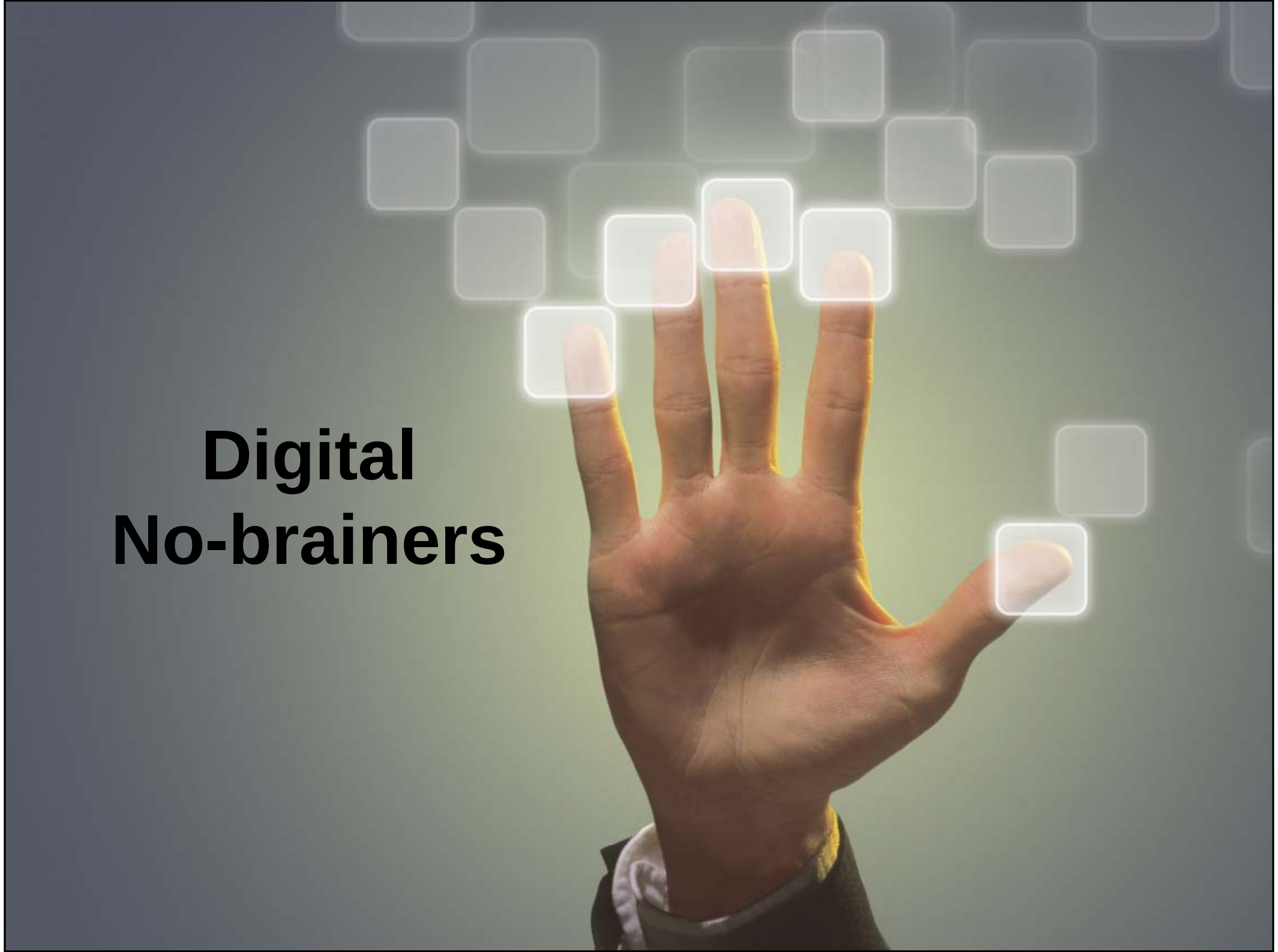


Localised Digital Markets

Over 5 000 telephone exchange areas will collapse down to just 122 digital regions, each served through a Point of Interconnection. This offers an opportunity to create localised digital markets serving between 50 000 to 100 000 premises.



Digital No-brainers



Public Wi-Fi

Leverage the proliferation of mobile devices. Build a Digital Ecosystem that will:

- Attract people to under utilised public spaces.
- Encourage more diverse use of such spaces, and
- Open up local content sources to passing traffic.

Digital space and place

Telecommute

Turn around the daily parade into the city and contribute to:

- Ease traffic congestion on all major routes from the North in to Perth,

- Improve quality of life for local workers, and

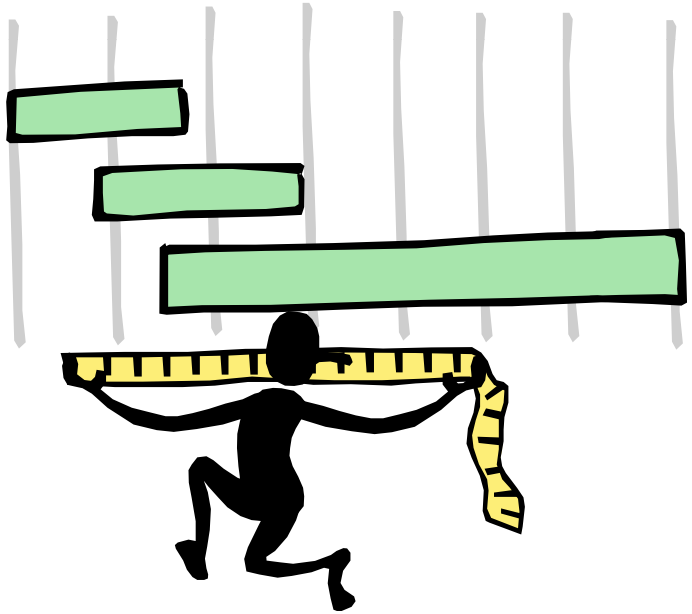
- Retain economic activity in the region.

Digital Participation - Build a baseline

A good place to start is to find out just how digitally participative are your local businesses, institutions and communities.

This can begin with local workshops to explore what may already be happening in and around the municipality. It can also include surveys to benchmark against existing published data on business use of IT and household use of IT.

The key is to determine the level (or gap) in digital awareness, understanding and activity that already exists so that a plan can then be framed to address this.



Assisting with your digital action planning

The Digital Economy Branch can assist you with the Right Question – We work with communities across the State in preparing to become more digitally ready to take full advantage of the emerging developments such as the NBN, digital TV and wireless mobility.

We can help in:

- Building the business case for optimal NBN roll out, digital TV transition and better mobile coverage,
- Developing ways to engage industry and the community to participate in the digital future, and
- Develop ideas to exploit digital technology to improve service delivery, improve social amenity and increase economic activity.

Thank you

Government of **Western Australia**
Department of **Commerce**

Thank you for attending this BUSINESS FORUM

Please join us for lunch in the Grand Ballroom