



*International Perspectives
on ICT Strategies:*
**The Australian
National Broadband Network**

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The 2010 Canadian Telecom Summit

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What's Interesting About ?

- Compared to Canada:
 - Similar geography (large land mass but highly urbanized)
 - “Broadband backwater” (but changing fast)
 - Different telecom environment
(1 incumbent telco, limited competition from cable broadband, more choice among independent ISPs offering DSL, more wireless)
 - Very different approach to development of broadband infrastructure

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Australian flag image: <http://www.flickr.com/photos/ajc1/500923025/>
Australia described as broadband “backwater” by Prime Minister Kevin Rudd when announcing the National Broadband Network. <http://www.guardian.co.uk/world/2009/apr/07/broadband-internet-australia>
For history of broadband development in Australia, see Fletcher, P. (2009). *Wired Brown Land? Telstra's Battle for Broadband*. Sydney: University of New South Wales Press.



Photo on left: Looking toward Midway Point, TAS, showing where the pavement was cut to lay fibre. December 2009

Photo on right: Near Aurora Energy's Cambridge, TAS Southern Operations base. December 2009

Realising our Broadband Future conference held in Sydney, December 9-10, 2009.

<http://www.broadbandfuture.gov.au/>

Bookmarks at <http://delicious.com/canadabroadband/australia>

Project on adoption of broadband by SMEs funded by the Institute for a Broadband-Enabled Society at the University Melbourne, <http://www.broadband.unimelb.edu.au/>

What is Australia Doing?

- April 2009 announcement:
 - “every house, school and business in Australia will get access to affordable fast broadband”
 - FTTP network, 100 Mbps service to 90%
 - Fixed wireless and satellite to 10%, 12 Mbps
 - 8 years to build
 - Up to \$43B (AUD), gov’t majority ownership, “significant private sector investment is anticipated”

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Press Release: <http://www.pm.gov.au/node/5233>



Australia's National Broadband Network

- NBNCo established as a GBE, 150 employees, \$212 million in government funds
- Building open access wholesale fiber network, Layer 2
- First towns in Tasmania connected in July 2010, pilot project (\$100 million)
- Five test sites in mainland Australia
- <http://www.nbnco.com.au>

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See NBNCo CEO's Mike Quigley's testimony to the Senate Select Committee on the NBN, PDF at <http://www.aph.gov.au/hansard/senate/commttee/S12976.pdf>

Outlook for the NBN?

**BUILDING BROADBAND
FOR ALL
AUSTRALIANS**

- Political uncertainty
- (Potential) competition from wireless broadband
- No deal (yet?) with incumbent Telstra
- Unanswered questions regarding demand, willingness to pay for FTTH services
- Limited development of next generation applications

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Liberal opposition publicly opposes NBN. 4th Interim Report of the Senate Select Committee on the NBN recommends cancelling the NBN. http://www.aph.gov.au/Senate/committee/broadband_ctte/interim4-report/index.htm

Implementation study addresses many issues of interest. Extensive coverage of the implementation study and ongoing commentary in the Australian business press.

McKinsey & Company, & KPMG (2010). National Broadband Network Implementation Study. <http://data.dbcde.gov.au/nbn/NBN-Implementation-Study-complete-report.pdf>.

But, as compared to Canada

- Australia is actually building open access, wholesale, next generation infrastructure, part of broader Digital Economy strategy
- Extremely detailed *Implementation Study* released May 2010
- Extensive consultations with industry (e.g. CommsAlliance, NBNC0)
- Public consultation through Senate Select Committee on the NBN
- Public input sought on regulatory reform

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Implementation study: http://www.dbcde.gov.au/broadband/national_broadband_network/national_broadband_network_implementation_study

CommsAlliance: <http://commsalliance.com.au/Activities/nbn>

NBNC0 Consultation paper: http://www.nbnco.com.au/content/upload/files/NBN001_concept_paper_final.pdf#page=5

Senate Select Committee: http://www.dbcde.gov.au/broadband/national_broadband_network/national_broadband_network_implementation_study

Consultation on regulatory reform: http://www.dbcde.gov.au/broadband/national_broadband_network/regulatory_reform_for_21st_century_broadband/national_broadband_network_regulatory_reform_for_21st_century_broadbandsubmissions



To be continued...

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