



Paul Budde Communication Pty Ltd

Regional Cooperation

ATUG Conference - 16th May 2006

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Paul Budde Communication Pty Ltd

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Paul Budde Communication

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, 1,900 Web Report largest on the net.*
- *Ongoing support.*

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Strategic Directions

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High level infrastructure conclusions

- Telstra first choice as a universal and open access provider
- Telstra seems happy with only half of this
- Structural solution has no political support (NZ)
- Alternative is government funding
- Direct the funding to also establish competition.
- Many initiatives discussed yesterday and today could come together

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National blue print

Before any further decisions are taken it is essential that a national blue print is produced:

- mapping the alternative infrastructure available
- Ready-to-go local/regional projects
- mapping where the gaps are
- Developing a plan where funding is needed

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Jockeying for position

- Telstra's FttN
- Optus led initiative
- Labor's plans
- AUSalliance
- Wholesale Group

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Very complex plan

- Mapping is first priority
- ALL projects need to be in one DCITA map
- National interest – not vested interests
- Regional/local leadership
- Taking into account FttN and ACMA wireless
- Ultimately infrastructure consolidation

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Realities

- Cooperation with Telstra essential – no FttN overbuilt
- Telstra will launch ADSL2+ within weeks
- No overbuilt with ADSL2+ (Unwired example)
- No success without regional/local leadership
- No room for competing solutions

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Wholesale Industry group

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What is it?

- Representing telcos, vendors, regionals
- Charter: Open Network
- NOT a consortium (members will form these separately)
- Liaison with government (DCITA)
- Mapping project
- Industry issues (open access code)
- Cooperating with ATUG, ACIF, SPAN

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Who are they?

- 20 telcos and ISPs
- 13 utilities
- 20 suppliers
- Reps from Govt. and industry associations

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Projects (so far)

- Backbone based on map
- **Albury,**
- **Bathurst,**
- **Broken Hill,**
- **Glen Innes**
- **South Coast**
- **Port Macquarie**
- **Warnervale (Central Coast)**
- **Mount Gambier**
- **Port Lincoln/Port Augusta**
- **North West, North and East Coast regions in Tassie**
- **Townsville and Cairns**

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Next meeting 26th May

- Report on meeting with DCITA
- Update on mapping project
- Discussion with Optus group
- Industry code open network
- Regional update
- Industry networking - consortia

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Conclusions

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Master Plan

- Industry cooperation
- Funding only after national blue print (map)
- No room for overbuilt – Telstra factor (FttN/ADSL2+)
- Local and regional leadership essential
- Be part of it – see you on the 26th

A master plan could be cut into smaller slices, managed by individual participants.

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A once-in-a-lifetime opportunity for the industry to get it right.

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