



SENATOR THE HON STEPHEN CONROY

MINISTER FOR BROADBAND, COMMUNICATIONS AND THE DIGITAL ECONOMY  
DEPUTY LEADER OF THE GOVERNMENT IN THE SENATE

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## MEDIA RELEASE

### Roadmap for Australia's digital economy future

The Rudd Government today unveiled a roadmap for Australia's participation in the digital economy.

"This is a landmark event as we chart Australia's digital future," the Minister for Broadband, Communications and the Digital Economy, Senator Stephen Conroy, said.

"The digital economy is essential to Australia's productivity, global competitive standing and improved social well-being."

"It is the computers, the phones, our TVs, the networks and the banking systems that we use in our personal life and our business each day."

"In the future it will be so much more, connecting every part of our lives and providing new opportunities across society and the economy."

Senator Conroy launched *Australia's Digital Economy: Future Directions*, a paper to outline the key areas of focus for Government, industry and the community to promote Australia's success in the digital economy.

The paper also includes twelve case studies of Australians who have successfully engaged with the digital economy from a range of different sectors.

"*Australia's Digital Economy: Future Directions* identifies the benefits for Australia in maximising the investment in broadband infrastructure and developing a world class digital economy" Senator Conroy said.

"Australia needs a digitally aware and enabling government, a digitally confident, innovative and skilled industry and a digitally literate and empowered community. The paper explores the actions we need to advance to enhance these key factors for success."

"Already, the Government is taking a leading role, enabling the digital economy through investments like the National Broadband Network."

"It is time now for Government, industry and the community to work together to foster and harness the benefits on offer in the digital economy."

*Australia's Digital Economy: Future Directions* has been developed in close collaboration with industry and other stakeholders through a three stage consultation process including industry workshops, a blog and a consultation draft paper.

“I would like to thank all of the people that contributed their input to this important paper,” Senator Conroy said.

*Australia’s Digital Economy: Future Directions* has been published in multiple formats, under a Creative Commons license and with a tag cloud and social bookmarking tags.

Videos from the launch will be posted to the Department’s YouTube channel ([www.youtube.com/watch?v=M5\\_D5f\\_pQQQ](http://www.youtube.com/watch?v=M5_D5f_pQQQ)) shortly after the event.

*Australia’s Digital Economy: Future Directions* is available online:  
[www.dbcde.gov.au/digital\\_economy/final\\_report](http://www.dbcde.gov.au/digital_economy/final_report)

Other key Government initiatives to grow Australia’s Digital Economy

- *The Digital Education Revolution* – a \$2 billion, five-year commitment to build Australia’s digital media literacy amongst school children
- *Enterprise Connect*: providing business advisory services to small and medium enterprises to help increase their productivity
- *Small Business Online*: promoting the benefits of the digital economy to Australian SME’s, helping them take advantage of e-business opportunities and to expand their online presence
- *Government Innovation*: the Government has recently established an independent Government 2.0 Taskforce to advise on a range of issues that relate to the emerging agenda of online engagement
- *Smart Technology*: to demonstrate the ability of technology to make our existing energy infrastructure smarter, the Government will invest \$100 million in the National Energy Efficiency Initiative.

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