



RURAL BROADBAND SYMPOSIUM 2009

Thursday 12 and Friday 13 November | Rotorua

IN PARTNERSHIP WITH



DIAMOND SPONSOR



Setting New Zealand on the right track for rural connectivity

2009 is set to be a watershed year for regional and rural broadband in New Zealand. On 10 September 2009, the Government announced a bold vision of achieving the following targets for rural broadband within six years:

- 93% of rural schools will receive fibre, enabling speeds of at least 100Mbps, with the remaining 7% to achieve speeds of at least 10Mbps
- Over 80% of rural households will have access to broadband with speeds of at least 5Mbps, with the remainder to achieve speeds of at least 1Mbps

This policy is expected to cost around \$300 million – delivered through a mix of public and private funding, which makes this years' TUANZ Rural Broadband Symposium a critical forum.

The two-day conference will discuss demand drivers, the challenges of the fibre business case and how the industry, Government and local communities can collaborate to bring fast internet and support New Zealand's rural economic backbone.

DAY ONE

Thursday 12 November 2009

09:00 Registration

09:30 Welcome from the joint Chairs
Chris O'Connell, Chairman, TUANZ
Don Nicolson, President, Federated Farmers of New Zealand

09:45 **Where to from Here for Rural New Zealand?**
Donald Aubrey, Vice-President and Telecommunications Spokesperson
Federated Farmers of New Zealand

Federated Farmers intensive work with the Government has seen it announce new targets for rural broadband at a cost of \$300 million. This paves the way for additional economic and social growth in New Zealand's largest and most important export generating sector. Although the initial announcement for broadband policy and investment left one quarter of New Zealand's population out in the cold, this new proposal is a significant step forward and a big feather in Federated Farmers cap.

10:15 **Minister's Address**
Hon Steven Joyce, Minister for Communications and Information Technology

10:45 Morning Tea

11:15 **A Vision for all of New Zealand**
Chris O'Connell, Chairman, TUANZ

TUANZ has long recognised the role that advanced ICT can play in delivering the future that all New Zealanders want for ourselves and for the generations to come, TUANZ see's the latest reforms leading to genuinely user centric telecommunications and in the rural sector this is about harnessing the power of ICT to the industries that contribute so much to New Zealand. TUANZ has long been a champion of the transformative role broadband will play in rural New Zealand and Chris will share this vision and show how all telecommunication users can look forward to enormous benefits ahead as innovation moves from the corporate high rise to the woolshed, winery, packhouse and homestead.



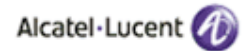
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11:40 **Building the Bits and Bytes**

Stefaan Vanhastel, Head of Product Marketing DSL, Alcatel-Lucent

Delivering Ultra-fast broadband nation-wide is a challenge - Delivering Ultra-fast broadband to rural areas is even more of a challenge. In this presentation Stefaan Vanhastel, Head of Global Marketing of Alcatel-Lucent DSL products and technology, will share with you some of the strategies used by operators world-wide to overcome these challenges and deliver compelling solutions to rural areas. Stefaan will cover what technologies options are available, how will they evolve over time and the most cost-efficient way to cover remote subscribers, as well as providing you a snapshot of what the future could look like!

12:10 **New Zealand's Broadband Revolution – What Will It Deliver?**

Rosalie Nelson, Research Manager, Telecommunications, IDC New Zealand Limited

New Zealand has seen rapid developments in broadband capacity and capability – but rural New Zealand has missed out. Epihiro data suggests the average rural user on broadband is getting just over 2Mbps – a third slower than urban users. And it is not just about the access, it is about the backhaul and international connectivity. Yet is the primary constraint just speed – or is it also the services and applications that really address the tyranny of distance? In this presentation, Rosalie Nelson will evaluate the key broadband trends in New Zealand, the risks and opportunities of the Government's \$300 million rural package and its \$1.5 billion fibre package, and where the opportunities lie for rural users.

12:40 **Ultra-fast Broadband Education – “Leveling the Rural Playing Field”**

Charles Newton, Educational Consultant, Charles Newton Consulting

Charles Newton has an extensive educational career that includes over 20 years as a school principal. In addition, his involvement in various extra-curricular activities is not limited to: seven years (in two stints) on the Secondary Principals Association of New Zealand Executive – including 3 years as Vice-President, and as spokesperson on ICT, Special Education, the NCEA and 'Future Schools'; three years establishing and managing the EHSAS Nelson Datasmart Project; and five years as Chair of the award-winning Nelson Loop ultra-fast broadband ICT network for schools – a position he still holds.

Now an education consultant specializing in the development of regional ICT networks, Charles will use local and international examples to explore just what a significant difference broadband is going to make to the lives of tomorrow's rural children and their families. The old Correspondence School “Green Satchels” are now just an exciting mouse click away, as is the rest of the world and in the age of life-long learning the whole community should be grasping these opportunities. Charles will also be looking at exactly what recent government announcements about rural broadband and the proposed National Education Network mean for the more remote regions and looking at ways that these initiatives can be leveraged to create an exciting future of rural education.

13:10 Lunch

14:10 **Broadband Capability Does Help Increase the Bottom Line**

Gavin McEwen, Business Manager Farm Software, Livestock Improvement Corporation

Accurate, relevant information is critical to farmers in order to make decisions on the farm that influence productivity and profitability. Therefore they need that information delivered as close to 'real time' as possible.

Livestock Improvement Corporation's (LIC) MINDA software is used by over 80% of New Zealand dairy farmers. It is the backbone for delivering information that enables herd management decisions to be made and culminates each year in millions of dollars gained in productivity through genetic gain.

LIC's strategy to provide information technology advancements to assist in on-farm productivity gains for our customers is often compromised by the lack of a reliable and true 'broadband' infrastructure. We will detail how LIC addresses those constraints in delivering quality products to its customers, and what the possibilities could be if those same constraints did not exist.



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14:40 **Rural Sector Support through Information Systems and Services**

Marni Cavis, Information and Applications Manager, AsureQuality Limited

Lynley Lee, Information and Communications Technology Manager, AsureQuality Limited

AsureQuality is the most accredited provider of food safety and biosecurity services to the food and Agricultural sectors in the southern hemisphere. Every day our team of over 1700 experts audit, inspect, verify and certify the quality and safety of food being produced for millions of people worldwide.

To support these activities AsureQuality has a number of key IT application and systems that provide both internal support and customer access to information for the services delivered. Some of these are:

- The rural property and farm database "AgriBase®". The information collected and managed by AsureQuality is vital for the planning and preparedness for action should there be a BioSecurity response requirement.
- Pig Check for the capture of information at meat processing facilities.
- QualCheck and AuditTrax to manage the information of inspection and auditing activities.
- Top Stock to provide customers access to audit information from supplier farms; this information is able to be presented in map form.

The provision of high speed, quality broadband and telecommunication services continues to be essential to gain value through these systems and for services in the future.

15:10 **Broadband Helps Farmers Beat the Effects of the Credit Crunch**

Brian Eccles, Managing Director, CRS Software Ltd

Since the credit crunch and subsequent depressed returns, farmers need to keep their financier informed and run their business more professionally.

An online farm management software product launched as an upgrade to the highly respected Cashmanager RURAL desktop software is proving to be an excellent management tool for farmers and their professional advisors. This product is demonstrating a tangible financial benefit from broadband service to the rural community.

The paper will outline the innovative approach this company took to migrating from a desktop to online product using synchronisation services and how it expects to achieve a high level of use in a short period.

The paper will outline the cost benefit for the farmer and the community from using a service like this. It will also present the argument for better broadband connectivity in rural areas.

The presenter will be Brian Eccles the Managing Director of CRS Software Ltd, a company that is highly respected by farmers and rural professionals for its desktop farm management software and is winning wide approval for its new online solution.

15:40 Afternoon Tea

16:10 **Satellite Broadband – The Answer for More Cost Effective Rural Communications**

Tony Baird, Managing Director, BayCity Communications Ltd/Farmside

Satellite broadband has been delivering internet connectivity to thousands of rural New Zealanders for the last three years. Now it represents a key technology for Government to adopt in its update of the Telecommunication Services Obligation and an existing platform to immediately provide a highly cost effective solution for getting a the full range of telecommunication services to the remotest parts of New Zealand.

Tony outlines the range of services that satellite broadband can deliver and how a low cost, reliable rural phone and broadband service could be rolled out to all of rural New Zealand quickly and with minimal investment.



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- 16.30 **FX and Amuri.Net. Fibre and Wireless together.**
Jamie Baddeley, General Manager – Sales, FX Networks.
Chris Roberts, Amuri.Net

Jamie Baddeley from FX and Chris Roberts will do a joint presentation on Amuri's business as a regional/wireless ISP serving the rural community in North Canterbury. Amuri.net is now connected to the FX Fibre Network and the fastest Independent Internet Backbone in NZ. This presentation will cover what both FX and Amuri thinks needs to be done to continue this model - a balanced mix of DIY/Service Provider/Fibre/Wireless/Urban/Rural.

- 16:50 Impressions of today
Conor English, Chief Executive, Federated Farmers
Ernie Newman, Chief Executive, TUANZ

17:00 Plenary Sessions Conclude

- 19.00 Mystery Off-Site Dinner
(Please bring warm clothing and sturdy footwear)



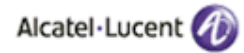
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Day TWO Friday 13 November 2009

07:30 Business Breakfast

08:30 Welcome

08:45 **Broadband for Rural New Zealand - It Is Not A \$48m Or Even A \$300m Solution!**

Dr Murray Pearson, Chief Technology Officer, Rural Link

In New Zealand 'rural' does not equal '... an isolated sheep or beef farm somewhere in a hard-to-get-to-place.. New Zealand has dairy farms turning over multi-million dollars 25 km just outside of Hamilton with no broadband! While nice, 'fibre to the home' is utopia for most of rural New Zealand.

'One size does not fit all' – due to differences in population density, difficulty of terrain, etc. New Zealand will need to deploy a hybrid of integrated solutions with mixtures of technologies built around bottom-up' community driven models and top-down deployment models respectively – all covering innovative, but affordable technical network solutions and encompassing tools for monitoring and managing the networks once constructed.

Rural Link favours the installation of fibre into as many rural schools as possible – each with a pairing point provided so that community initiatives have access to cost effective 'backhaul' for the 'last mile solutions' they wish to install within their communities.

09:05 **Rural Voice and Broadband – Vodafone's Vision and Options**

Steve Rieger, General Manager, Wholesale & New Business, Vodafone

Vodafone has a vision for rural telecommunications – including voice and broadband, to deliver a range of 21st century capabilities to rural New Zealand. Today these rural users have been forced to make do with an outdated and unacceptable performance in terms of high speed broadband – yet this is the very group that will get the most productivity benefits from this technology. Vodafone will explain the wireless technology road-map that is capable of providing services and experiences that compare very favourably to those available via fixed infrastructure. Vodafone will also debunk the myths around the TSO that marginalises rural users as "commercially non-viable customers" yet the Telecommunication industry has been levied nearly \$400 million since 2001 to help Telecom support this group of customers.

09:25 **Ultra Fast Rural Broadband – A Reality. Today!**

Brendon Quinn, Network Manager, Electricity Ashburton

Electricity Ashburton is a small electricity lines company serving the Mid-Canterbury region. Mid-Canterbury is a vibrant growing district, now a large dairy producing region as well as a major world producer of seeds. Farming and rural businesses are no longer small operations but multimillion dollar businesses. Business that need access to world class fast broadband services in exactly the same way as large urban operations.

Electricity Ashburton has risen to the challenge and commenced the roll out of an ultra fast broadband "Fibre to the Premise" network in Mid-Canterbury. This network has the potential to connect every premise – rural and urban in Mid-Canterbury.

Building on its experience of developing and operating power system infrastructure Electricity Ashburton believes a rural broadband initiative can be profitable so long as it's treated as a long term infrastructure project.

09:45 **Radio and Mobile Technology – A Big Part to Play in Future Rural Networks**

Elliott Bonnett, Principal Engineer, Chorus

New Zealand's topography and dispersed rural population mean a range of technologies will inevitably play a big part in the delivery of telecommunications in many areas. Chorus Principal Engineer Elliott Bonnett reviews the technology options Chorus has been investigating and looks at how they could work in a New Zealand context.

10.05 Morning Tea



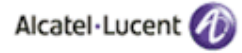
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10:30 **If They're Not Doing It for You, Do It Yourself – What Happens When Rural Users Find a Partner and Just Get on with It?**

James Watts, Managing Director, The Inspire Group

A little over 2 years ago the Inspire Group partnered with the Tararua District Council to build a 140km open access fibre network through the Tararua District. The main backhaul fibre was finished in March this year, and now customers are beginning to connect via various means from digging their own fibre to their farm through to building wireless towers through community partnerships. James Watts from Inspire will run over some of the projects that have happened in the last 12 months by locals using not much more the traditional Kiwi Can Do attitude, and a partnership with someone who actually cares about their connectivity to the world

10:50 **Connecting Businesses in the Field**

John Easton, Sales Manager, BayCity Communications Ltd / Farmside

New Zealand's primary industry is a driver for our entire economy and contributes over 50% of New Zealand's exports. A major hurdle is often the cost of getting fixed line telecommunications into remote or rural locations. John outlines how large organisations such as New Zealand's emergency services, medical and mining companies are turning to satellite broadband to deliver a corporate communications service into some of New Zealand's most rugged countryside and saving thousands of dollars in the process.

11:10 **Saving Lives and Property in Rural Communities**

Mike Donald, Managing Director, Terralink International Limited

A recently commissioned government report puts the value of Spatial information to the NZ economy at \$1.2 billion per annum. Further, the report states that a \$100 million investment would yield a further \$500 million annual return.

Spatial infrastructure, like digital infrastructure is essential to NZ's economy. It underpins every sector throughout the country and, like digital infrastructure, will contribute significantly to productivity gains for NZ going forward. Having accurate location data is critical for the Emergency Services. When dispatching a team to deal with an incident every minute counts when it comes to saving lives or property.

This presentation demonstrates an application using spatial information which will lead to enhanced location data being available for the emergency services sector –ultimately saving both property and lives.

The online application- believed to be a world first- demonstrates the high value of spatial information, especially when enabled by broadband in both urban and rural areas.

11:30 **Rural ICT Applications – Unlocking the Business Value**

Brian Shackleton, Service Line Manager Rural & Transactions, Gen-i
David Walker, Rural Market Manager, Gen-i

A concern often expressed in the broadband debate is the absence of compelling applications promoting uptake. However Gen-i, the ICT arm of Telecom New Zealand, believes that this is not the case for the rural sector.

There is already an extensive list of rural demand drivers including:

- improving production performance,
- better food safety and biosecurity response systems,
- adopting environmentally sound practices,
- exchanging information with value chain partners and
- using information to make better decisions.

In this presentation, Gen-i will discuss ICT applications already available today (and others in the pipeline) covering:

- integrated on-farm management systems
- remote monitoring solutions
- traceability and productivity systems
- supply chain visibility and
- management dashboard views

and how an ecosystem approach can empower rural value chains.



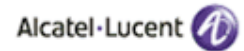
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11:50 **Farmers and Fibre – A Perfect Fit?**

Bridgit Hawkins, Farmgate Programme Manager, Harmonic

Fast, reliable broadband available to all rural New Zealand is something we in the applications development business are looking forward to. With the broadband tap on full throttle there is a limitless scope for new applications to enhance farmers' businesses and lives. But wait – are we forgetting something? What about the farmers themselves – do they want to do business and share information in the limitless ways we envisage? An example of how an application perhaps hasn't addressed farmers' requirements is on-line stock auctions – after several attempts at this application it isn't a busy space.

What are the changes in attitude and behaviours that will be needed from farmers and their families before they are ready for our applications? What do we have to take into account as we develop new applications that will ensure that they actually are a "perfect fit" for our newly connected farmer users?

12:10 Lunch

13:10 **Broadband Enabled Rural Health Care**

Ross McKenna, Portfolio Manager for Health System Infrastructure, Ministry of Health

Research on New Zealand health sector ICT needs has identified the potential in rural areas for technology to improve the accessibility of health care services. Improved broadband based electronic communication provides the potential for benefits such as improved decision making prior to referral to hospital based care and could reduce the need for patients to travel long distances to outpatient clinics. Broadband based services can also provide capability such as Video Conferencing to support clinical training and education for health providers in remote locations.

13:40 **Wireless to Remote Communities**

Jim Burke, Project Manager, Wireless & Optical Networks Limited

Wireless broadband changes remote rural underserved regions.

Remote communities are embracing broadband with innovative initiatives:

- Communities that own their local access networks are earning income for local community projects, by charging Service Providers access fees to provide services over the local access networks
- Special broadband and VoIP services for both homes and businesses – communities negotiate community specific offerings with Service Providers. This may also provide opportunities for commercial development.
- ICT Learning Centres serving both young and old, providing educational programmes and cultural strengthening opportunities
- Income generating wireless hotspots for visitors e.g. tourists

14:00 **Broadband Needs Not Numbers**

Rei Sciascia, Chief Operations Officer, Swiftnet

Rural communities are where broadband is needed the most.

This presentation will focus on how WiMax and wireless backhaul can deliver high quality, high speed and affordable broadband into rural communities in conjunction with the Government's broadband strategy.

Swiftnet believes the Government's strategy allows rural communities to utilise other technologies to access broadband while the fibre network is being built.

Swiftnet is one of the first providers to deliver affordable broadband using 3.5Ghz WiMax wireless.



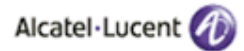
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14:20 **Carrier Panel**

An opportunity for you to ask questions from our carrier companies in NZ –

Steve Rieger, General Manager, Wholesale & New Business, Vodafone

Elliott Bonnett, Principal Engineer, Chorus

James Watts, Managing Director, The Inspire Group

Mike Donald, Managing Director, Terralink International Limited

Brian Shackleton, Service Line Manager Rural & Transactions, Gen-i

David Walker, Rural Market Manager, Gen-i

Bridgit Hawkins, Farmgate Programme Manager, Harmonic

Jim Burke, Project Manager, Wireless & Optical Networks Limited

Rei Sciascia, Chief Operations Officer, Swiftnet

15:15 **What Should Federated Farmers and TUANZ Do Next?**

Ernie Newman, Chief Executive, TUANZ

Conor English, Chief Executive, Federated Farms of New Zealand

15:40 Conference Close with afternoon tea