



28 April 2011

Queensland NBN Approach  
Telecommunications, Broadband and Digital Economy Coordination Office  
Department of Public Works  
GPO Box 2457  
Brisbane QLD 4001

Submitted via: [nbnqld@qld.gov.au](mailto:nbnqld@qld.gov.au)

Dear Sir/Madam,

**Re: Queensland Government's Approach to the National Broadband Network**

The Chamber of Commerce and Industry Queensland (CCIQ) welcomes the opportunity to provide feedback into the Department of Public Works' discussion paper *Queensland's approach to the National Broadband Network*. CCIQ welcomes the approach by the State Government of working with industry to determine what the key priorities should be in relation to rolling out the NBN over the next four years.

CCIQ is strongly supportive of enhancing access to high speed broadband for all Australians. This is essential in ensuring that Queensland businesses can compete on a similar level to businesses in other developed countries. Access to high speed broadband across the State also has the potential to deliver a range of additional benefits for businesses including improved productivity, increased efficiency, cost savings, more flexible service delivery and employment practices, and an improved ability to take advantage of opportunities in intrastate, interstate and international markets.

The Queensland business community has an ideological position that where commercially feasible, infrastructure should be delivered by the private sector. However, in the spirit of moving forward, CCIQ is keen to work with the State Government to ensure the roll-out of the NBN can play an important role in encouraging the growth and development of Queensland's regions and their business communities by enhancing both government and private sector service delivery and by providing a mechanism to overcome the vast distances that make up the state of Queensland.

To ensure the NBN can lead to positive impacts on the Queensland business community, it is essential that:

- Businesses are provided with the skills, knowledge and ability to be able to use the NBN to be innovative, enhance productivity and deliver substantial benefits to the Queensland economy;
- Access is affordable and reliable;
- All businesses have equal access, with regional businesses using the network at the same speed, cost and reliability as businesses in Brisbane;
- Access is provided to as many Queenslanders as possible within the four year period;
- The NBN has the capacity to embrace new technology and advancements that ensure businesses can adopt the best and latest products and services.

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CCIQ believes the State Government must focus on these areas to ensure the NBN can be the predicted catalyst for social and economic transformation across Queensland. The Chamber is supportive of the initial focus areas that the Government has identified to help achieve these objectives including communications and community engagement; skills, capabilities and industry capacity; economic development opportunities; and regional development opportunities.

In order to deliver outcomes under these focus areas, CCIQ is supportive of the State Government undertaking the following activities:

- Actively educating businesses, particularly small businesses, on the benefits of high speed broadband, such as through free information forums around the state;
- Developing a range of case studies from a variety of regions and industries on what the NBN has achieved for real-life businesses. These case studies need to be written in a way that businesses can relate to, potentially opening their eyes to a world of opportunities;
- Regular joint e-Newsletters from those State Government agencies who are involved in the NBN roll-out to provide the business community with regular updates on current activities, State Government policy, training opportunities and funding programs. This newsletter should be distributed through industry organisations to ensure broader circulation;
- Developing a range of promotional materials/fact sheets aimed at enhancing the understanding and awareness of what the NBN can do for businesses. These should be developed on a wide variety of relevant topics, such as e-commerce, delivery of government services and flexible employment practices;
- Regular stakeholder roundtables that bring together the State Government, industry organisations and other key stakeholders to discuss and analyse information including the progress of roll-out in Queensland, adoption rates and associated barriers to adoption, success stories, new applications/devices and so on. This will help increase awareness and potentially drive the desired change;
- Evaluating the network in those regions where the NBN has been established and put strategies in place to rectify any issues that have arisen for businesses in those areas;
- Establishing funding programs that allow businesses (particularly small businesses) to apply for funding to assist in the development of new and innovative products or services that utilise the updated technology.

A critical factor to ensuring the NBN delivers the best economic and social outcomes in Queensland is how quickly communities and industries embrace the technology. Subsequently, a key priority for CCIQ during the coming period is to determine what businesses need to take advantage of the opportunities provided by the NBN and ensure that any barriers to the adoption of the technology are identified and eliminated. In this endeavour, CCIQ will develop a Blueprint over the coming months focusing on the Queensland business community and the digital economy. We are optimistic that this Blueprint will assist the State Government in ensuring Queensland businesses can make the most of the opportunities offered by the NBN. We would welcome any feedback that the Telecommunications, Broadband and Digital Economy Coordination Office wishes to provide in the development of the questionnaire that will underpin this Blueprint.

If you have any questions regarding this correspondence, please do not hesitate to contact CCIQ Policy Analyst Leanne Usher on (07) 3842 2237. CCIQ looks forward to working with the State Government to achieve a greater awareness of the benefits that can potentially accrue from the implementation of the NBN across Queensland.

Yours sincerely,



**Nick Behrens**  
General Manager - Policy