



PUBLIC
SYMPOSIUM



UNIVERSITY OF
CANBERRA

AUSTRALIA'S CAPITAL UNIVERSITY

CONVERGING ON AN NBN FUTURE:

CONTENT, CONNECTIVITY, AND CONTROL

TUESDAY 9TH OCTOBER • 9.00AM-4.30PM





PUBLIC SYMPOSIUM

DETAILS

CONVERGING ON AN NBN FUTURE: CONTENT, CONNECTIVITY, AND CONTROL

Date: Tue 9th Oct, 2012, 9.00am - 4.30pm

Venue: Clive Price Suite, BLDG1 Level C, University of Canberra

The National Broadband Network (NBN) is the most significant Australian national infrastructure project in decades. It promises to revolutionise the underlying telecommunications infrastructure of the nation while reshaping Australia's policy environment for telecommunications. Broadband is not just about higher speeds and ubiquitous connectivity, but a complex social system that can affect the various aspects of social productivity, enhanced community engagement, improved education and health systems.

The NBN is notable for the level of criticism it has attracted, principally within the fractured political domain, but also from those who see alternative visions of network connectivity based on mobile communications. Its ongoing deployment may be affected by changes to governments; however its fundamental rationale and design is already remaking our use of the Internet, through changes to regulation, consumer expectations, service delivery and more.

The Symposium will offer an exciting and challenging look at the critical questions and issues we face as the NBN commences widespread operations in Australia. We bring together scholars, industry

analysts and participants, and government regulators and policy makers to address the important issues that arise. We invite industry professionals, academics, policymakers and the public to engage in this public discourse about how we can better adopt new technologies and how we can enhance social connectedness.

ABOUT THE RESEARCH TEAM

This symposium is part of an ongoing investigation of the "Broadband and Society" research team launched in Oct 2011, in order to systematically review the users, industries and the government in adopting new technologies. We held our first public symposium in Dec 2011 in Perth.

Dr. Matthew Allen (Professor, Curtin University)
Dr. Catherine Middleton (Professor, Ryerson University)
Dr. Sora Park (Associate Professor, University of Canberra)
Dr. Chun Liu (Assistant Professor, Southwest Jiaotong University)

SPONSORED BY

The University of Canberra, Faculty of Arts and Design

FOR MORE INFORMATION

T 02 6201 5423
E sora.park@canberra.edu.au
www.canberra.edu.au/arts-design

PROGRAM

SESSION	SPEAKERS	AFFILIATION	PRESENTATION TITLE
9.00 – 9.05	Welcome Address	Jen Webb Acting Dean, Faculty of Arts and Design, University of Canberra	
9.05 – 10.35	Robin Eckermann	Robin Eckermann & Associates	Don't Get Hung up on the Plumbing!
	Keith Besgrove	Dept. of Broadband, Communications and the Digital Economy	Using the NBN to Improve Government Service Delivery
	Gerard Goggin	University of Sydney	The NBN Will (Not) Be Televised: Internet, Mobile Media, and the Future of the Audiovisual
	Matthew Allen	Curtin University	Selling the NBN: The Politics of Broadband in Australia
10.35 – 11.00	Coffee Break		
11.00 – 12.30	Lesley Osborne	Australian Communications and Media Authority	Communications Literacy and the Broadband Society
	Rosemary Sinclair	UNSW Australian School of Business	Opportunities – Regional Communities and the NBN
	Geoffrey Heydon	Australian Centre for Broadband Innovation	Ubiquitous Broadband is Enabling the Digital Economy
	Gwang Jae Kim & Sora Park	Hanyang Cyber University / University of Canberra	Reflection of Broadband Policies in South Korea
12.30 – 1.30	Lunch Break		
1.30 – 3.00	Tony Eyers	Tektel	Explaining the NBN – Public Perception of a Technology Vision
	Sean Casey	NBN Co.	NBN Co - Building Broadband for Content, Connectivity and Control
	Franco Papandrea	University of Canberra	The NBN as a Public Policy
	Catherine Middleton	Ryerson University	An International Perspective on the NBN
3.00 – 3.30	Coffee Break		
3.30 – 4.30	OPEN DISCUSSION	Moderated by Matthew Allen	



SPEAKER BIO

MATTHEW ALLEN

Professor Matthew Allen is the foundation head of the Department of Internet Studies at Curtin University and conducts research on the social opportunities and challenges of the Internet and other forms of connectivity. Active in Internet research and education for more than a decade, Matthew set up the Internet Studies program at Curtin in 1999, has been President of the Association of Internet Researchers, and is an advocate for the importance of social and cultural applications of new network technologies. Matthew writes on broadband, Web 2.0, online learning, and the social experience of connectivity. He can be found at <http://netcrit.net> Gwang Jae Kim

Dr. Gwang Jae Kim is Assistant Professor at the Department of Advertising & Media, Hanyang Cyber University in Korea. He has a PhD in Telecommunication from Sogang University. His research areas of interest include technology adoption, cultural content business models and new media methodologies. He is interested in sharing the experience of ICT policies and developing a qualitative model enhancing ICT usage. He has taken an active part in ICT sectors in Korea and is currently Advisor for the National Information Agency.

KEITH BESGROVE

Keith Besgrove is the First Assistant Secretary, Digital Economy Services Division in the Department of Broadband, Communications and the Digital Economy (DBCDE) in Canberra, Australia. Keith provides advice to the Australian Government on strategic, legal and regulatory issues relating to communications and the digital economy. Within Australia, Keith has responsibility for spectrum policy, postal services, regional and indigenous communications, and consumer issues such as spam. He also manages the National Broadband Network trials for education, healthcare and local government and is a member of the Australasian Consumer Fraud Taskforce. In 2010–11, he chaired a public-private taskforce which examined the public policy implications of cloud computing. The report is available at <http://www.globalaccesspartners.org/eventreg.htm#tfreport>. Keith has represented Australia in various international groups including the OECD, APEC and ITU. He was the Chair of the OECD Working Party on Information Security and Privacy (WPISP) for five years until 2010. Keith has a Bachelors Degree in Political Science from Sydney University and has completed the Advanced Management Program at the University of Pennsylvania's Wharton School.

SEAN CASEY

Sean Casey is the broadband applications advisor for NBN Co. Sean facilitates application development and new use models for high speed broadband networks with a focus on delivering value through public sector benefits: health, education, energy, government, regional development and local communities. He has been in the technology industry for 18 years, the majority in Australia supporting local businesses and government. Sean started his career at Intel as a design engineer on the Intel 486 DX4100 in 1992. As a technical marketing engineer for flash memories, Sean contributed to the development of the USB specification and received four US patents for flash memory card design and a USB pager. In 1996, Sean moved to Singapore to help establish Intel's channel programs within Asia-Pacific emerging markets such as Indonesia, Thailand, the Philippines, Vietnam and Pakistan. Sean moved to Australia in 1998, supporting Intel architecture products in channels, communications, embedded design through to enterprise deployments in datacenters. He has a Bachelor of Science in Electrical Engineering from Purdue University in Indiana, USA.

ROBIN ECKERMANN

Robin is widely acknowledged as a pioneer in the Australian broadband industry, having been at the forefront of TransACT's \$250m fibre-to-the-kerb network in Canberra 10 years before the idea of a National Broadband Network came onto the radar. Since retiring as TransACT's Chief Architect in 2003, Robin has worked around Australia on most of the pioneering fibre-to-the-home projects as well as on various overseas broadband infrastructure initiatives. He served on the 2011/12 Regional Telecommunications Independent Review Committee, reporting to Parliament in May 2012. His interest in communications as a vital foundation for the next generation of electricity network has also driven his more recent involvement with Smart Grids in Australia. He is an Adjunct Professor at the University of Canberra, a Fellow of Engineers Australia and President of Smart Grid Australia - and in his spare time enjoys grandchildren and photography.

TONY EYERS

Dr Eyers has a 30 year history in the telecoms and IT sector. He has an engineering degree from Yale University, a Graduate Diploma in Education and a PhD from the University of Wollongong, done under a Telstra Research Labs contract. As well as engineering positions in Australia and the USA, Dr Eyers was a lecturer in Telecommunications Engineering at the University of Wollongong for 12 years. For the last 15 years he has been heavily involved in telcoms industry training.

GERARD GOGGIN

Gerard Goggin is Professor and Chair of the Department of Media and Communications, the University of Sydney. He has a longstanding interest in broadband technologies, dating back his time as a policy advisor for Consumers' Telecommunications Network when he was involved in consultations for the 1993-1994 Broadband Services Expert Group. Gerard's books include Routledge Companion to Mobile Media (2014; with Larissa Hjorth), Locative Media (2014; with Rowan Wilken); Disability and the Media (2013), New Technologies and Place (2012; with Rowan Wilken), Global Mobile Media (2010), Cell Phone Culture (2006), Virtual Nation: The Internet in Australia (2004), and, with the late Christopher Newell, Disability in Australia (2005) and Digital Disability (2003). Current ARC-supported projects include Moving Media: Mobile Internet and New Policy Modes (with Fiona Martin and Tim Dwyer), and Spreading Fictions: Distributing Stories in the Online Age (with Jock Given, ABC, and Screen Australia). Gerard is a member of the government's Australian e-Research Infrastructure Council, and was a founding board member of the Australian Communications Consumer Action Network (ACCAN).

GEOFFREY HEYDON

Geof has over 35 years of telecommunications experience. He has held a number of senior positions across Asia Pacific marketing and business/market development, supporting IP based broadband transformation and application advancements into the Digital Economy across the region. Prior to his business development role with the CSIRO ICT Centre, focused on the Australian Centre for Broadband Innovation (ACBI), he was well known as one of Alcatel-Lucent's "futurists", an expert and regular commentator on the high speed broadband enabled services, applications and new "digital economy" business models emerging globally. Geof regularly engages with and consults to various government agencies and other industry sectors in areas including the Digital Economy, Retail Service Providers, the NBN, broadband (fixed and mobile), convergence, the media, telecommunications regulation and policy. He also holds a number of board and advisory board positions.



GWANG JAE KIM

Dr. Gwang Jae Kim is Assistant Professor at the Department of Advertising & Media, Hanyang Cyber University in Korea. He has a PhD in Telecommunication from Sogang University. His research areas of interest include technology adoption, cultural content business models and new media methodologies. He is interested in sharing the experience of ICT policies and developing a qualitative model enhancing ICT usage. He has taken an active part in ICT sectors in Korea and is currently Advisor for the National Information Agency.

CATHERINE MIDDLETON

Professor Catherine Middleton holds the Canada Research Chair in Communication Technologies in the Information Society at the Ted Rogers School of Management at Ryerson University in Toronto, Canada. She has been studying residential broadband networks since the late 1990s, with interests in the development and use of wired and wireless infrastructures. She is a frequent visitor to Australia and closely follows the development of Australia's NBN. Professor Middleton's work is funded by the Social Sciences and Humanities Research Council of Canada, and the GRAND Network of Centres of Excellence project. She is a member of the editorial board Telecommunications Journal of Australia and on the board of CANARIE, Canada's advanced research and innovation network.

LESLEY OSBORNE

Lesley Osborne leads the Digital Society Policy and Research team at the Australian Communications and Media Authority, undertaking policy analysis and research to contribute a community perspective to regulatory policy development and review. The focus of her work is Australians response to changes in digital media consumption, including a digital media literacy research program which commenced in 2008. Recent projects have examined adults' use of digital media across different platforms and their expectations for regulation, awareness and attitudes of children and young people towards risk in social networking environments, and evaluation of cyber safety education resources, and consumer research into a range of telecommunications customer issues. Lesley has an extensive background in broadcasting research and regulatory policy, including with the former Australian Broadcasting Authority, where her policy areas were Australian Content requirements for Subscription Television and Free TV, children's television standards, and regulation of online content. She has represented the ACMA (and previously the ABT) at national and international fora, speaking about children's media and digital media literacy. Lesley had an earlier career in

market and advertising research. She studied at Sydney University and has an MA Public Policy and a BA (Hons Psychology).

FRANCO PAPANDREA

Dr Franco Papandrea is Adjunct Professor, Faculty of Arts and Design, University of Canberra and a Custodian of the annual Communication Policy and Research Forum, Australia's foremost conference on communication and media policy and research. Prior to his retirement at the end of 2009, he was Professor of Communication and Director of the Communication and Media Policy Institute at the University of Canberra for some 10 years. He is a leading expert in communication and media policy with extensive experience in the evaluation of related public policies and regulatory practices and served as the economic adviser to the recent (Australian) Independent Inquiry into the Media and Media Regulation.

SORA PARK

Dr. Sora Park is Associate Professor in Communication and Media Studies at the University of Canberra. Her research focuses on digital media users (specializing in youth and ethnic groups) and implications for media policy (specializing in digital media literacy). She also has extensive experience in policy research and consultancy regarding digital media in South Korea. Previously she taught at Hanyang University, where she was the Director of the Interdisciplinary Program of Women's Studies. Her previous positions include, Chair of the School of Communication Arts at Kwangwoon University, Research Fellow at Korea Press Foundation and Visiting Scholar at the University of California, San Diego. She holds a PhD in Communication Studies from Northwestern University.

ROSEMARY SINCLAIR

Ms Sinclair the Director of External Relations at the Australian School of Business, University of New South Wales (UNSW). Ms Sinclair is well known in consumer and telecommunications sectors and is currently the Chair of the Australian Government's Regional Telecommunications Inquiry Review Committee. Prior to joining UNSW, Ms Sinclair was the Managing Director of the Australian Telecommunications Users' Group. She was the Director of Strategic Development for the ABC and the Director of Technology and Corporate Services for ABC Radio from 1991-1996. Ms Sinclair has been a member of many consumer and telecommunications related boards including for the Communications Alliance and the Australian Communications and Media Authority. Ms Sinclair is based in New South Wales.

