

Broadband Summit

A New Zealand perspective

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Content of presentation

- New Zealand's economic development and the pivotal role of broadband
- The way forward: Digital Strategy
- NZ broadband-based innovation
- International linkages

NZ's economic development: goals and challenges

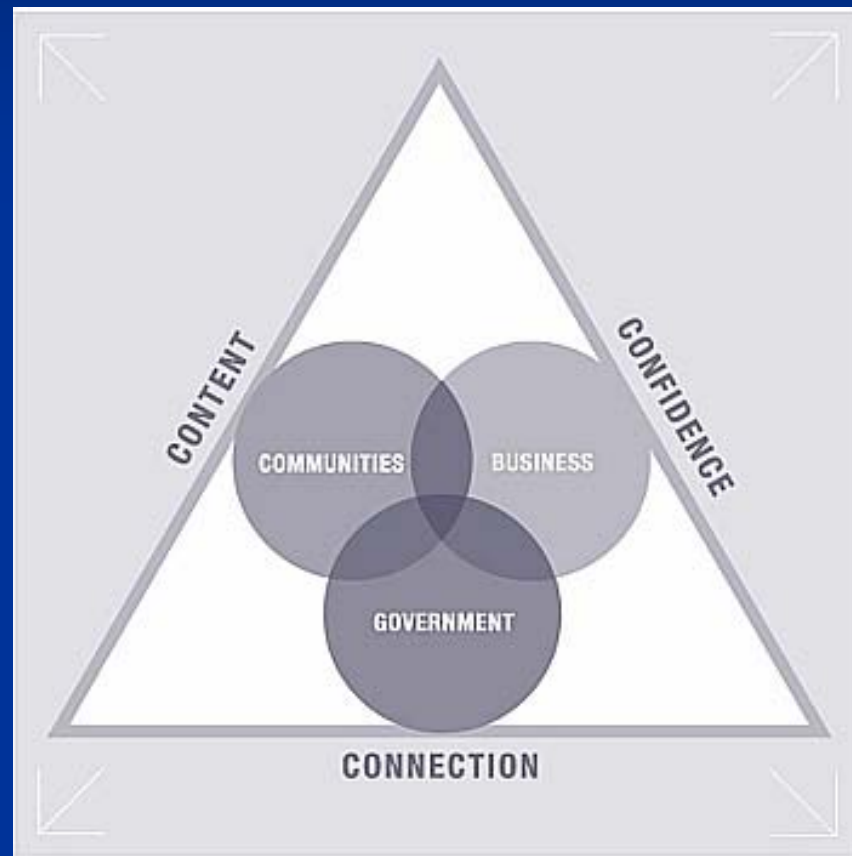
- Our goal: top half of the OECD for GDP/capita
- Growth consistent with sustainable development
- Our challenge: small size and remoteness from markets

Economic development and ICT

- ICT is central to our economic development strategy
- Broadband helps overcome the challenges of size and distance
- NZ's performance to date has been mixed
- Digital Strategy is the focus for a renewed effort to transform our economy and society

The Digital Strategy: creating a knowledge society

- Towards a digital future for all New Zealanders
- An integrating framework
- Partnership of government, business and communities



Driving broadband uptake

- The Strategy will drive broadband uptake and use through a range of integrated initiatives:
 - Focused regulatory regime – enabling competition and incentivising investment
 - Project PROBE
 - The Broadband Challenge
 - The Advanced Network

Applying broadband to enhance unique NZ activities

- NZ has many examples of innovative use of broadband, including:
 - Adding value to our primary sector
 - Creative/film sector
 - Ecotourism

Broadband and Lord of the Rings



Broadband: adding value to tourism and enhancing the environment

- Whale Watch Kaikoura's ecotourism venture
- 3D geospatial map of the Kaikoura coastline
 - Asset management system
 - Whale conservation
- Underwater world of the whales
 - A virtual experience

The virtual experience...



...and the real thing



Strengthening international linkages

- Strong international linkages:
 - Facilitate trade, knowledge transfer and cross-border investment
 - Enhance innovation and productivity
 - Are critical for a small, open economy
- This broadband summit is a welcome opportunity to strengthen two-way linkages with Korea and Australia