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**BACKING INDIGENOUS ABILITY
TELECOMMUNICATIONS AND BROADCASTING
PROGRAMS**

**A PROPOSAL PRESENTED BY OZCOM CONSULTING
SERVICES**

TO

**THE INDIGENOUS TELECOMMUNICATIONS SECTION
REGIONAL COMMUNICATIONS POLICY BRANCH
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A PROPOSAL TO ESTABLISH THE INDIGENOUS TELECOMMUNICATIONS and BROADCASTING NETWORK (I T B N)

1.0 BACKGROUND

The premise central to the proposal is the provision of a new satellite and wireless network (I T B N), that is capable of establishing a telecommunication's infrastructure, providing adaptability and connectivity to broadcasting and content by the Indigenous and Non-Indigenous Communities across regional and remote areas of Australia.

Currently these Communities have little real effective or efficient communication facilities within and outside their own region. The problem lies not only in the lack of infrastructure currently available to provide levels consistent with those in major populated areas, but also the significant lack of coordination in providing access to and from content providers and broadcasters to existing network infrastructure.

This also extends to the lack of services that are currently available to these Communities and the problems associated with the provision of competitively priced and delivered telephony, mobile telephone access, data transfer and the like.

The locations of these Communities are varied, as the problem is not only relevant to remote areas, but also has significant implications in regional and metropolitan Australia. The population lives and works in Communities involved in a broad variety of endeavours, however their available reliable access to communications within these regions, limits the extent that they can interact, promote and expand these endeavours.

Whilst DCITA's Backing Indigenous Ability programs have as their core public, the Indigenous Communities, this proposal seeks to provide a workable solution to both Indigenous and Non-Indigenous Communities across Australia, where these services are just not reliably provided.

Ozcom Consulting Services principals have had years of experience in the provision of solutions in the telecommunication's industry. Having established one of the first major Internet Service Provider businesses in Australia, they have been at the forefront of new technologies for the delivery of efficient communication services. Specifically they have obtained significant experience in the delivery of broadband across both satellite and wireless.

Their experience in the establishment and management of distribution networks has added to the strengths they bring to the proposal. They will bring to the project, a team, including hardware and bandwidth suppliers, financial resources and people with the technical capability of establishing and managing the project.

In submitting this proposal, Ozcom has sought input and advice, from a representative group of Indigenous people, on issues that they feel require attention in the proposal and

also how they might join with Ozcom in the establishment of the outcomes sought from the proposal.

2.0 EXECUTIVE SUMMARY

This proposal seeks to comply with all of the guiding principles of the Backing Indigenous Ability programs in that it:

- Provides for broadband services to remote and regional Indigenous and Non-Indigenous Communities across Australia.
- Establishes a model that can be applied to similar remote Communities across Australia, including the mining industry and various community service organisations.
- Allows access of ready communication between the individual, but very much related, Communities across Australia.
- Provides a solution that will allow Indigenous broadcasters and content providers access to the I T B N network, thus providing reach to a far wider public.
- Establishes a communication's and data service, which is quite cost effective as opposed to the existing limited and expensive service.
- Provides the various Communities with immediate electronic access to information and services currently provided by the broad Indigenous agency network on a manual basis.
- Establishes a far more secure environment for the Communities in general.
- Enables the Communities to work and communicate with each other and beyond.
- Will enable the Communities to better promote the various social, environmental, cultural & tourist attractions and benefits offered by each region.
- Provides for the adoption of new technological and product/service developments as they occur.
- Establishes a communication's network, which can better facilitate the delivery and/or provision of services in the areas of Tourism, Education, Training, Health Employment, Entertainment, Marketing and Sales.

3.0 THE LEAD COLLABORATIVE PARTNERS

The proposal provides a technology platform for high-speed (broadband) Internet telecommunication and broadcasting, via wireless and satellite. Using new generation technology, it for the most part does not rely on cables, copper wire or other terrestrial infrastructure.

Instead, Ozcom Consulting Services promotes satellite bandwidth services, which orbit in a geo-synchronous footprint over the whole of Australia.

Ozcom Consulting Services provides services facilitating the delivery of broadband Internet solutions for a full spectrum of data, voice, audio, video IP and legacy applications. The technology has been field proven and is widely used Worldwide. The technology platforms are versatile, economical and have significant advantages over terrestrial networks, particularly in remote areas.

Ozcom Consulting Services will enlist the support of its collaborative Indigenous Partners, to bring the most advanced communication's technology to the target Communities across areas of Australia. This will facilitate the provision of services to Communities in remote and regional areas with the same level of communications that the major population areas enjoy, such as broadband internet access with applications including, video-conferencing, VoIP, e-learning, telemedicine, video on demand and so on.

For their part, Indigenous organisations that have been approached by Ozcom Consulting Services, are at the forefront of providing core services and assistance to their various Communities. Amongst other things they act as facilitators in providing access to services such as Health, Housing, Education, Employment, Legal Support and others. They are an integral part of a well-developed network of agencies and support groups assisting the broad Indigenous Community across Australia.

It is intended that the project will gain the full support of Indigenous Representative Agencies, Groups and Communities throughout Australia. This proposal is about the creation of a national communication's network that will provide a range of solutions to the broad Indigenous and Non-Indigenous Community and it will be inclusive.

Organisations, such as the various Community Broadcasters and the State & Regional based Aboriginal Cluster Support Groups, will be invited as collaborative partners and/or providers to the proposal.

Ownership of the project will be in the hands of the broad Indigenous Community, supported by the involvement of Ozcom Consulting Services, as the Project Manager.

4.0 THE PROPOSAL

The proposal seeks funding that would facilitate the following:

- Infrastructure that would support broadband telecommunications to Indigenous and other Communities across Australia.
- The provision of bandwidth capable of supporting that service, including providing a service of bandwidth aggregation to both private and business communities.
- The provision of facilities that would provide access to broadcasting and content sourced from both Indigenous and Non-Indigenous Communities.
- Infrastructure that would facilitate the provision of a “bridge or connection” to other external but related networks, broadcasters and content centres of influence.
- The provision of telecommunication’s products and services that will be cost effective and competitively priced.
- The establishment of a business model that once fully established and operational, would be self-funding.

4.1 THE INFRASTRUCTURE

The Project entails the establishment of a new integrated communication’s network established at locations, positioned across three levels. The three levels have been formulated in a way that will provide the greatest coverage for the network and access to broad Indigenous Community. Generally it should be assumed that there are existing premises that will be capable of housing the infrastructure. The three levels are as follows;

Level 1;

Two-way satellite installations would be provisioned in the major city locations of Melbourne, Sydney, Brisbane, Townsville, Darwin Alice springs, Perth, Albany and Adelaide.

In general these locations are the primary source of services support to the broad Indigenous Community. They are locations where the cluster services of CDEP, Health, Education, Housing, Community-Service and Legal Aid are sourced, managed and provided.

Melbourne is to be the main centre for the proposed Indigenous Telecommunications and Broadcasting Network (I T B N), with its technical, network management, centralised help-desk support and executive staff being located there.

All of the locations will be established as I T B N Resource Centres and will be resourced with the following (The services of these Resource Centres will be open and available to the public at large and particularly to the Indigenous Community);

- A two-way IPSTAR satellite system and IPSTAR satellite communications access
- VoIP equipment and server
- Content servers
- Media servers
- Associated routers, servers and equipment
- Appropriate numbers of P C's and Internet telephone kiosks
- Staffing for a Resource Centre Manager, a Web/Content Supervisor, a Sales Supervisor and a Customer Support/Help-desk Supervisor. (The role of these centres is to promote, service, support, sell the services and source content for the I T B N network)

Level 2;

Regional Resource Centres will be established across 90-100 locations. The list of appropriate locations needs to be drawn in cooperation with representative Indigenous Groups. For the most part the locations will be in major provincial cities and will include towns such as, Ballarat, Moe, Goulburn, Newcastle, etc. The aim is to have the broadest network possible.

Two-way satellite and wireless antennae will be positioned in these locations and all locations will be established as Regional I T B N Resource Centres and will be resourced as follows with (The services of these Resource Centres will be available to the public at large and particularly to the Indigenous Community);

- A two-way IPSTAR satellite system, IPSTAR satellite communications access and an Omni wireless system
- A Cummings (or equivalent) 5 KVA generator with remote start for redundancy
- VoIP equipment and server
- Content servers
- Media servers
- Associated routers, servers and equipment
- Appropriate numbers of P C's and Internet telephone kiosks
- Staffing for a Regional Resource Centre Manager, a Sales Supervisor and a Customer Support Supervisor. (The role of these centres is to promote, service support, sell the service, source content and feed or pass that content information to the Level I locations for general access across the I T B N network).

Level 3

Remote Area Resource Centres will be established across appropriate locations and the list of these will be quite extensive (100+). The appropriate locations need to be drawn in cooperation with interested Indigenous groups. These locations will include areas (towns and town camps) sitting within a 50 kilometer radius of the Regional Resource Centres, as well as more remote locations.

Omni wireless antennae will be positioned in these locations and all locations will be established as Remote Area I T B N resource Centres and will be resourced as follows with (The services of these Resource Centres will be particularly available to the local communities);

- An Omni wireless system
- A Cummings (or equivalent) 5KVA generator with remote start for redundancy
- VoIP equipment and server
- Media servers
- Appropriate numbers of P C's and Internet telephone kiosks
- Staffing for a Remote Area Resource Centre Manager (the role of these centres is to offer support for the service, to seek out local content and pass that through to the Regional Resource Centres and to promote the services provided by the network).

4.2 THE SERVICES

Having established the I T B N network, it will offer a range of services to its publics, with many of these generating fee income for the business. Where possible the aim is to make the network self-funding, however there will be some aspects to the services that will be provided as free, particularly the bandwidth cost supporting the Remote Area Resource Centres.

- a) Both the Remote Area and Regional Resource Centres will seek to market their communication's services to the broad community. They will offer the provision of the installation of equipment at the end user's home and/or business that will facilitate access to broadband communications and content. It is envisaged that the end user will seek a grant through I T B N, under the Broadband Connect arrangement for the supply of the equipment. Once the equipment is installed, the end user will choose a monthly fee plan that meets their needs.
- b) All three levels of Resource Centres will offer a suite of products and services for a fee such as;
 - VoIP
 - Advertising
 - Web hosting
 - Mobile/VoIP phone cards
 - Internet kiosk access
 - Videoconferencing
 - Web design

All three levels of Resource Centres will offer the facility of bandwidth aggregation to the broad community. The target markets for this service are ISP's, mining companies, larger businesses and the like.

4.3 THE “BRIDGE” OR CONNECTION

There is both a need and opportunity to establish a framework to allow a connection to the I T B N network by existing and/or new communication’s infrastructure. Particularly the opportunity exists to provide a platform to connect broadcasters and content providers to individual Indigenous Communities, to the I T B N infrastructure.

This may be facilitated either by providing a technology link to the network and/or having the provider directly join I T B N as a content provider or partner.

The cost of each “bridge” will depend on a number of factors and will need to be funded, on merit, as a separate proposal to DCITA.

5.0 THE REQUIREMENTS OF DCITA

The project requires the support of DCITA across a number of areas, not only in the area of funding under the Backing Indigenous Ability program, which is critical to the establishment of I T B N, but also its assistance in having I T B N approved as an Authorised Provider under the various Connect Australia programs, including Broadband Connect, Clever Networks, Mobile Connect and Indigenous Broadcasting.

I T B N will need assistance in having this proposal viewed and assessed by DCITA across all applicable programs to ensure a seamless approach to the services it is seeking to provide.

6.0 THE CHARACTERISTICS OF THE SERVICES TO BE DELIVERED BY THE PROJECT

The broadband platform solution provides a number of advantages, including;

- It does not require wire or cabling, so there is no disruption to existing buildings, infrastructure or the environment.
- It is faster, more reliable, more efficient, more secure and more economical than many terrestrial networks.
- The broadband platform solution can be quickly and economically deployed to multiple sites throughout the country, which can be expanded to support additional sites quickly, at little extra cost.
- It enables video-conferencing and other sophisticated two-way applications, which can be fully synchronous, with immediate benefits to Communities within the region.

- It will utilise a combination of some existing and new infrastructure to create a highly sophisticated national communication's network.
- The Project brings together a group of industry leaders in the areas of content, Community affiliations, technology, telecommunications, business planning, marketing and support services able to establish and provide world leading broadband communication, via Satellite and Wireless platforms.
- Through the application of WebCam, it will allow the Communities to have interactive engagement.

7.0 THE BENEFITS AND OUTCOMES OF THE PROJECT

The Project provides a number of outcomes that clearly demonstrate it's effectiveness and the synergies it has with the overall broadband roll-out, where it;

- **PROVIDES FOR THE IMPROVEMENT TO THE DELIVERY OF SERVICES TO THE REGIONAL AND REMOTE COMMUNITIES.**
- **SIGNIFICANTLY IMPROVES THE DELIVERY OF HIGHER BANDWIDTH SERVICES TO REGIONAL AND REMOTE COMMUNITIES.**
- **PROMOTES COLLABORATION BETWEEN A BROAD RANGE OF THE STAKEHOLDERS.**
- **COMPLIMENTS AND BUILDS ON OTHER TELECOMMUNICATION'S INITIATIVES.**
- **PROVIDES FOR THE DELIVERY OF TECHNOLOGICALLY ADVANCED PLATFORMS AND SERVICES.**
- **IS CONSISTENT IN ITS APPROACH WITH THE BROADBAND AND REGIONAL TELECOMMUNICATION'S INITIATIVES.**
- **ENHANCES THE COMPETITIVE ENVIRONMENT FOR THE SUPPLY OF BROADBAND.**
- **ALLOWS FOR INTERACTIVE ENGAGEMENT BETWEEN ALL OF THE STAKEHODERS.**
- **ESTABLISHES INFRASTRUCTURE THAT COULD BE LEVERAGED TO PROVIDE SERVICES TO THE WIDER COMMUNITY, INCLUDING SMALL AND MEDIUM ENTERPRISES (SME'S), NOT FOR PROFIT ORGANISATIONS AND CONSUMERS.**

- **PUTS IN PLACE A NETWORK THAT CAN BE ADAPTED AND/OR ENHANCED AT RELATIVELY LITTLE COST AS NEW DEVELOPMENTS IN TECHNOLOGY BECOME AVAILABLE.**
- **BRINGS TOGETHER A TEAM OF VERY EXPERIENCED PEOPLE CAPABLE OF ESTABLISHING AND MANAGING THE PROJECT IN A SECURE AND EFFICIENT MANNER.**

8.0 THE EXTENT TO WHICH THE PROJECT MAXIMISES THE AUSTRALIAN GOVERNMENT'S INVESTMENT IN BROADBAND

The project facilitates the following, where it;

- **CREATES AN ADDITIONAL COMPLIMENTARY BROADBAND NETWORK.**
- **DEVELOPS OUTCOMES FOR COMMUNITY SERVICES, BUSINESS AND EDUCATION.**
- **PROVIDES SOCIAL AND ECONOMIC BENEFITS TO THE COMMUNITIES WITHIN THE REGION.**
- **ENCOURAGES THE COMMUNITIES TO WORK TOGETHER.**
- **ENHANCES THE COMPETITIVE ENVIRONMENT FOR THE SUPPLY OF BROADBAND.**
- **EXPANDS CONSIDERABLY THE REACH OF THE SERVICES PROVIDED BY THE VARIOUS INDIGENOUS SUPPORT SERVICE ORGANISATIONS.**
- **PROVIDES THE OPPORTUNITY TO STIMULATE FURTHER INVESTMENT IN THE DELIVERY OF SERVICES USING BROADBAND INFRASTRUCTURE, INCLUDING THE KEY AREAS OF TOURISM, HEALTH, EDUCATION AND LOCAL BUSINESS.**
- **PROVIDES LINKS BETWEEN THE LOCAL COMMUNITIES AND THE NATION AS A WHOLE.**
- **WORKS ACROSS SECTORS AND JURISDICTIONS IN DEVELOPING A COLLABORATIVE PARTNERSHIP INCLUDING THE LOCAL COMMUNITY, SERVICE PROVIDERS, GOVERNMENT SUPPORT AGENCIES & SERVICES, BUSINESSES, GOVERNMENT AGENCIES, LOCAL GOVERNMENT, NOT FOR PROFIT ORGANISATIONS AND COMMUNICATION'S PROVIDERS.**

9.0 FINANCIAL PLAN

The following sets out the broad estimate of funding requirements of the project, however a detailed specification of funds required of the project would be provided at the appropriate time;

ITEM	AMOUNT (AUD)
Level 1 and 2 Resource Centre hardware costs (100)	\$2,000,000.00
Level 3 Resource Centre hardware costs (100)	\$ 750,000.00
Principle Office hardware costs	\$ 250,000.00
Bandwidth costs (1 st year)	\$1,400,000.00
Staffing and support costs (1 st year)	\$3,000,000.00
TOTAL	\$7,400,000.00