



Communications Alliance Industry Conference 2009

Imagining a Broadband Future

11th February, 2009 – Melbourne

Join us as we imagine a broadband future!

When: Wednesday 11th February, 2009; 9.00am - 6.30pm

Where: Minter Ellison, 525 Collins Street, Melbourne

Cost: Communications Alliance Members: \$150; Non-Members: \$300 (Inc GST)

Broadband and Beyond 2009 – Imagining a Broadband Future will bring together senior representatives of the Australian communications industry. Taking place in Melbourne on Wednesday 11th of February, 2009, Broadband and Beyond will discuss the ways the convergence of communications, media and information technology is creating a new broadband-enabled business environment bursting with opportunity.

Delegates will discover:

- » innovation driving future services and business models
- » how today's kids will change tomorrow's telcos
- » how to capitalise on the business opportunities as devices converge

Explore where the market is heading, what the consumer will want and ways to position your business to make the most of the opportunities ahead – Register online at www.slatteryit.com.au/broadbandandbeyond or fax the form below to 02 9280 3671.

Registration

First Name _____ Last Name _____

Title _____ Company _____

Phone _____ Email _____

COST \$150 for Communication Alliance members \$300 for non-members

PAYMENT METHOD Cheque Credit Card Amount \$ _____

Card No Expires /

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Cardholders Name _____ Signature _____



Ross Honeywill
CEO, Social
Intelligence Lab



Damian Kay
Managing
Director,
Telcoinabox



Dr Colin McLeod
Head, Research
and Innovation,
AFL



Alan Noble
Engineering
Director, Google



Steve Outtrim
Chairman,
ekoLiving



Michael Smellie



Deanne Weir
Group Director,
Corporate and
Legal Affairs,
AUSTAR

- Upon completion of registration, attendees will have their names on the door at the event. We do not issue physical tickets
- All prices shown include GST and are Australian Dollar amounts.
- Given 72 hours notice of the event start time, we are happy to issue a full refund for any cancellation
- Should for any reason the event be cancelled, a credit will be issued to be redeemed at a future event.



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Program

Please note this is the draft program and is subject to change.

9.00am Registration and Networking

9.30am Welcome

Paul Kallenbach | Partner, Minter Ellison

9.40am Opening Address

Anne Hurley | CEO, Communications Alliance

*MC: **Paul Kallenbach** | Partner, Minter Ellison*

9.50am Where innovation is going on the web

Alan Noble | Engineering Director, Google

Alan Noble will share his thoughts on the future of the web, the challenge of globally distributing innovation, how innovation happens and his perspectives on what technologies are likely to dominate our broadband future.

10.30am A murky but decidedly different future

Michael Smellie

Calling on his extensive experience in the music industry, Michael Smellie will provide insights into how the future may be different in terms of online content, the redefinition of the roles of industry participants and the role of new participants - especially the consumer.

11.10am Morning Tea



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MC: **Brendan Park** | Marketing Director, Alcatel Lucent Australia

11.25am Our Digital Future

Andrew Skewes | Director Technology Policy, Department of Innovation, Industry and Regional Development

Andrew will discuss the Victorian Government's initiatives and address some of the issues around competition and convergence, productivity and growth, and investment in infrastructure.

Mia Garlick | Assistant Secretary for the Digital Economy branch, Department of Broadband, Communications and the Digital Economy

Mia will outline the Federal Government's recent work to maximise the benefit of the digital Economy for all Australians.

12.20pm Economic Impacts of Broadband

Mark Vassarotti | Associate Director, PricewaterhouseCoopers Australia

Mark Vassarotti will provide the key findings of recent research into the economic impacts of broadband for Australia and globally. The findings cover the impact on economic growth, conditions for maximising these benefits, potential productivity improvements, and welfare benefits.

12.35pm Future Dreaming Education

Chris Hancock | CEO, AARNet Pty Ltd

Chris Hancock will outline ways broadband is already enhancing Australia's higher education and research sectors and provide his perspective on the outcomes of ubiquitous true broadband. Chris will look over the horizon to the impacts of the massive growth of the internet and the way in which we educate, teach and learn in the future.

12.50pm Future Dreaming Health

Gary Morgan | CEO, Australian e-Health Research Centre

Gary Morgan will discuss the current state of information technology in the health sector and the role increased broadband will have in improving health outcomes.

1.05pm Lunch



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MC: **Tony Malligeorgos** | Vice President, Marketing & Business Development, Ericsson Australia and New Zealand

1.35pm The Regional Challenge

Deanne Weir | Group Director, Corporate Development and Legal Affairs, AUSTAR

Regional markets are missing out on broadband because it is so hard to deliver affordable regional broadband. Deanne Weir will explain the outcomes a National Broadband Network should deliver to regional Australia.

2.05pm Managing Convergence, Navigating Change and creating a new Customer Experience

Dr Colin McLeod | Head, Research & Innovation, Australian Football League (AFL)

Major sports provide a great playground for online developments because sports fans are interested in many different dimensions of their favorite sports – the game itself, the players, statistics, scores, blogs, broadcasts, editorial comment, images and videos, fantasy sports, sports betting and so on. As the international experience shows, both convergence and increased access to high speed broadband can create a whole new level of interest for fans, accompanied by a whole new level of brand and commercial opportunities. But it is not all smooth sailing, and some key challenges remain.

2.35pm Reinventing the reseller

Damian Kay | Managing Director, Telcoinabox

Damian Kay will discuss the crucial elements required for resellers to remain relevant, functional, and part of the game. He'll look at case studies of past failures and successes, while highlighting fundamental changes that will be necessary for the future. He will share his perspectives on the opportunities for resellers, the future of 'value-added' products / applications and what this means for the reseller's margins.

3.05pm Afternoon Tea



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MC: **Warwick Broxom** | Executive Director, Telstra Wholesale

3.20pm The Connected Life

Dr Hugh Bradlow | Chief Technology Officer, Telstra Corporation

The state of the global economy has highlighted a pressing need for technology-driven innovation. Hugh Bradlow will outline how we are connected today, the infrastructure developments required for a connected world, and how our connected lives will change in the future.

Steve Outtrim | Chairman, ekoLiving

Steve Outtrim will provide his perspective on Connected Living – including empowerment of mobile devices, digitally assisted living, connected real-estate, intelligent communities, services beyond the triple play and smart environments.

4.20pm State of the Nation Report

Howard Secombe | Director Client Services, Roy Morgan Research

The Roy Morgan State of the Nation Report provides a unique perspective of Australian Society based on over half a million interviews conducted between 1997 and 2008. This presentation will explore the current mood of consumers and focus on media and technology, communication changes, the role of broadband and media convergence.

4.35pm THE WAVE MAKERS: which consumers are redefining global telecommunications?

Ross Honeywill | CEO, Social Intelligence Lab

Four million Australians, 59 million Americans and 12 million Britons are making waves. They are re-imagining communications and in doing so are demanding more creative uses, more useful applications, more premium services - and they're prepared to pay a premium. In this session, international author and consumer behaviourist Ross Honeywill reveals startling new evidence from a three-continent survey on the current and future uses of mobile telephony.

5.20pm Close

5.30pm Drinks and Networking

6.30pm End