AIIA: NBN a call to action for Australias business leaders

Thursday, 9 April 2009The National Broadband Network announcement made by the Australian Government this week represents a call to action for Australia’s blue chip business leaders, according to Australia’s peak technology industry body, the Australian Information Industry Association (AIIA). “AIIA has long been arguing that the introduction of a robust broadband infrastructure is only the first step towards realising the benefits of a smart economy, and not the full solution,” said AIIA CEO Ian Birks. “With this first step now being taken, it is time to shift the debate from the introduction of world class technology towards the needs of business and industry in Australia.”The Government announced a decision to raise the speed of the national broadband project from 12Mb/s to 100Mb/s, and substitute plans for Fibre-to-the-Node (FTTN) with Fibre-to-the-Premises (FTTP).“These decisions provide the opportunity to deliver truly powerful services and applications to homes and businesses. As FTTP connections are progressively established, high-quality value-added services must quickly follow as a priority.”“Business must now step up to the challenge that the national broadband infrastructure presents, and identify the transformation that high-speed fibre to the premises will offer them in the future,” said Mr Birks. “This is a real opportunity for Australian businesses to identify the products and services necessary to fully participate in a global digital economy. It is time for them to engage with industry and government in order to spur an economic transformation.” According to Government studies released with the National Broadband Network report, a new ‘smart economy’ could expand Australia’s GDP by 1.4% after five years of widespread NBN use.“The success of a smart economy will be determined by the degree to which Australian business leaders successfully define their aspirations and the business transformation they are seeking through the digital economy,” Mr Birks continued.“This is a psychological turning point for the national economy. The jobs our grandchildren will be doing have not even been thought of yet. The tools and products they will use have not been invented. It is up to today’s industry leaders to define the future we want.”“The challenge for all Australian business leaders is this: how will you develop a global competitive advantage from the planned National Broadband Network?” -ends- For more information or interview opportunities, contact:Rhett SomersCommunications ManagerAustralian Information Industry AssociationTel: 02 6281 94000411 670 007r.somers@aiia.com.auRachel York Max Australia on behalf of the AIIAPhone: (02) 9954 3492Email: rachel.york@maxaustralia.com.au