



Motorola partners with AFAC to promote smarter emergency services communications

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With communication and inter-agency cooperation central to the findings of the Royal Commission enquiry into the February 2009 Victorian bushfires disaster, addressing the need for smarter public safety communications systems has never been more important to the Australian community. That's according to Naomi Brown, CEO of the Australasian Fire and Emergency Service Authorities Council (AFAC), which has today announced an official partnership with Motorola Solutions (NYSE:MOT) to promote smarter communication and knowledge creation for emergency services personnel.

We represent a large number of critical emergency services organisations (ESO) and public safety agencies that are collectively committed to protecting Australian lives, says Brown. This includes more than 30,000 career personnel and 200,000 volunteers, all of whom work in dynamic and challenging environments that require constant management and strategic support.

Working closely with organisations like Motorola that not only have the domain expertise in mission-critical public safety communications, but are also intrinsically tied to the interests of the public safety community in Australia, is an essential part of our strategy to nurture and support knowledge creation and evidence based decision-making for every one of our members and the communities they serve.

The 12-month partnership will see Motorola become closely aligned with AFAC's Knowledge Series events, to be held around Australia to promote professional development opportunities for interaction, thinking and the adoption of new knowledge across the emergency services sector. Subject areas may include protecting fire fighters, interoperability for a national approach, effective communication for incident management teams, leadership in emergency management and crisis communications for emergency management leaders.

The partnership will also see the creation of an annual Knowledge Innovation Award to recognise the achievements of AFAC member agencies and individual members in the advancement of knowledge management in their agency or jurisdiction. Prizes will include a trip to a public safety conference of the winners choice.

Dr Michael NGuyen, General Manager, Government and Public Safety, Motorola Solutions Australia, says Motorola has earned recognition for benchmarking public safety communications in Australia by establishing and managing the first of its kind emergency services two-way radio and data services networks for the Victorian Government.

Projects such as this and others around the world give us deep and distinctive insight into what it takes to set up world-class cross-agency emergency services communications networks, says NGuyen. This often comes down to smarter technology that can, for example, collect visual site information from bushfire-affected areas so that commanding officers can relay it back in real-time to the fire fighters on the ground. It's about technology that can monitor the heart-rate of field officers and provide immediate assistance through two-way communications, even in the most challenging emergencies.

Next-generation public safety communications is all about the ability of emergency services organisations to get relevant and timely information to their field officers as quickly and efficiently as possible while filtering out the erroneous information that inevitably gets thrown into the mix, he adds. But

most of all its about fostering a collective attitude among agencies that need to share time-critical information and communicate securely across large geographies, as is typical in Australia. This partnership shows a real commitment on the part of AFAC to embrace next-generation public safety communications as part of its mandate, and continue the work we as a company have been doing for decades to support and uplift the public safety industry in Australia.

Brown says Motorola will be closely involved with AFACs member agencies in order to contribute to the safety of the community and the health and wellbeing of fire fighters and other emergency service personnel.

This could include working with agencies in the development of products to enhance operational effectiveness, better understand their needs in relation to mission-critical design, or working on the development of standards and policies to address the needs of the broader industry.

Motorola is a trusted partner for reliable mission-critical communications for government agencies, large international event organisers and infrastructure operators in more than 100 countries. The Victorian Government, the City of Austin, Texas, and the Indiana statewide public safety network are some examples of large-scale advanced networks rolled out by Motorola.

About Motorola Motorola is known around the world for innovation in communications and is focused on advancing the way the world connects. From broadband communications infrastructure, enterprise mobility and public safety solutions to mobile and wireline digital communication devices that provide compelling experiences, Motorola is leading the next wave of innovations that enable people, enterprises and governments to be more connected and more mobile. Motorola (NYSE: MOT) had sales of US \$22 billion in 2009. For more information, please visit www.motorola.com.

About AFAC

Established in 1993, AFAC is the industry body for public sector fire, land management and emergency service organisations in Australia and New Zealand. The organisation fosters and promotes an integrated approach to emergency service operations and business management by identifying opportunities to share knowledge, collaborate and optimise the use of resources.