

# Mobile Coverage Programme Discussion Paper

## Submission Cover Sheet

Submission Information	
<p><b>This cover sheet should be attached to submissions made to the Department of Communications in relation to the Mobile Coverage Programme Discussion Paper.</b></p>	
<b>Contact Details</b>	
<b>Name of respondent:</b>	MICHAEL BRITT
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<b>Date:</b>	29.4.14
<p><b>Confidentiality and privacy</b></p> <p>All submissions and comments, or parts thereof, will be treated as non-confidential information unless specifically requested, and acceptable reasons should accompany each request. Email disclaimers will not be considered sufficient confidentiality requests.</p> <p>Respondents lodging a submission should be aware that submissions (excluding any information agreed to be treated as confidential information) will be made publicly available, including on the Department of Communications' website. Submissions and comments will be subject to freedom of information provisions. Despite a submission being identified as confidential or sensitive, submissions may be disclosed where authorised or required by law, or for the purpose of parliamentary processes.</p> <p>Do you want all or parts of the submission to be treated as confidential? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p> <p><i>If yes, identify below which parts of the submission are to be treated as confidential (and provide a reason):</i></p> <div style="border: 1px solid black; height: 40px; width: 100%; margin-top: 5px;"></div> <p>If the submission contains personal information of any third party individual, indicate on this Submission Cover Sheet if that third party individual has not consented to the publication of his or her personal information:</p>	
<p><b>Submission Instructions</b></p> <p>Submissions are to be made by <b>5:00pm (AEST) Friday 28 February 2014.</b></p> <p>Where possible, submissions should be lodged electronically, preferably in Microsoft Word or other text-based formats via the email address <a href="mailto:mobilecoverage@communications.gov.au">mobilecoverage@communications.gov.au</a></p> <p>Alternatively, submissions can be sent to the postal address below (to arrive by the due date):</p> <p style="text-align: center; margin-left: 40px;">             The Manager              Mobile Coverage Programme              Department of Communications              GPO Box 2154              CANBERRA ACT 2615         </p> <p>All submissions lodged will be acknowledged by the Department of Communications by email (or by letter if no email is provided). Respondents lodging a submission who do not receive acknowledgement of their submission should contact the Department. Submissions which are not acknowledged by the Department as being received may not be considered. Respondents should be aware that emails greater than 10Mb may not be successfully delivered.</p>	

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As a past Group Manager, Product Strategy for Telstra, I have a reasonable idea of the scope of submissions you will likely receive. This short submission aims to ensure inclusion of several issues and perspectives which may otherwise be overlooked.

### ***Coverage Measure***

MNOs continue to measure population coverage on a residential basis. Copper wire, HFC and fixed wireless cover most residential areas well. The unique attribute of mobile technology, is that it covers the *mobile population*. In many parts of rural and remote Australia, many more people drive through the towns each day than live in them. Publicising the percentage of tarred roads covered by each MNO network should be mandated.

### ***Access to Emergency Services***

The mobile is becoming the dominant access mechanism for emergency services. For road accidents it is usually the sole mechanism. Black spots on major roads cost lives. They also increase the notification delay for Rural Fire Services.

### ***School Busses***

Students are bussed to school all over Australia. An accident in a mobile black spot could turn an accident into a disaster by dramatically increasing the time to notify emergency services. This issue is especially acute in the Snowy Mountains area where snow and ice increase accident risk - however much of the Snowy River Way, for example, is blackspotted.

### ***Farm Productivity***

Mobiles can lift farm productivity significantly via on-farm auctioning, automatic watering, animal surveillance etc. Ensuring that black spot removal benefits adjacent farms to the maximum extent should be a priority.

Regards,

Michael Britt  
[REDACTED]