

# Mobile Coverage Programme Discussion Paper

## Submission Cover Sheet

### Submission Information

This cover sheet should be attached to submissions made to the Department of Communications in relation to the Mobile Coverage Programme Discussion Paper.

#### Contact Details

Name of respondent:	[REDACTED]
Name of organisation:	Cook Shire Council
Phone:	[REDACTED]
Email:	[REDACTED]
Website (if applicable):	<a href="http://www.cook.qld.gov.au">www.cook.qld.gov.au</a>
Date:	26.02.2014

#### Confidentiality and privacy

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.

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.

Do you want all or parts of the submission to be treated as confidential? Yes  No

If yes, identify below which parts of the submission are to be treated as confidential (and provide a reason):

--

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:

#### Submission Instructions

Submissions are to be made by **5:00pm (AEST) Friday 28 February 2014**.

Where possible, submissions should be lodged electronically, preferably in Microsoft Word or other text-based formats via the email address [mobilecoverage@communications.gov.au](mailto:mobilecoverage@communications.gov.au)

Alternatively, submissions can be sent to the postal address below (to arrive by the due date):

The Manager  
Mobile Coverage Programme  
Department of Communications  
GPO Box 2154  
CANBERRA ACT 2615

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.

The Cape York region comprises of 11 local government areas of Aurukun Shire, Cook Shire, Hope Vale Shire, Kowanyama Shire, Lockhart River Shire, Mapoon Shire, Napranum Shire, Northern Peninsula Area Regional, Pormpuraaw Shire, Weipa Town and Wujal Wujal Shire. As at 30 June 2012, the estimated resident population for the Cape York region was 16,830 people. *\*See figure 1 – Distance Chart.*

Cook Shire has almost 4,500 residents which caters for nearly 27,000 tourists visiting Cooktown annually. With these figures in mind (and great vastness of our Shire which covers 80% of Cape York or the size of the state of Victoria) ensuring motorist’s safety is of great concern.

Many visitors who embark on their ‘once in a lifetime’ journey to the tip of Australia have limited 4WD and off-road experience with the types of road conditions they are faced with in Cape York. Each year there are numerous reports of accidents and fatalities on the Peninsula Development Road and with limited mobile reception available, people faced in this terrible situation would have to simply wait for the next vehicle to pass before contacting emergency services.

Each year there are more tourists visiting and as one of the four pillars in the QLD State Government’s Tourism 2020 vision, Cooktown is always finding new initiatives and is on track to increase visitation numbers over the coming years. Cook Shire Council has a duty of care when it comes to ensuring safety on main roads and many tourists are unaware of the remoteness and unforgiving terrain they face when travelling on the Peninsula Development Road. Most of our visitors are unprepared for the lack of mobile reception and over the past couple of years, has proven to be difficult to access the QLD National Parks websites and 1300 numbers to book camp sites.

Tourism in Cape York is booming and while it is worth a lot of money to our economy, improving mobile reception along with fast, reliable internet connectivity would ensure the future of this valuable industry is secured.

Cook Shire and in particular Cooktown punches above its weight in terms of bed spaces per head of capita. 7 beds per head indicates a strong representation of tourism, as a dominant industry within the Shire. The range of accommodation types is equally impressive from youth hostels and basic camp facilities to four star accommodation on the waterfront.

LGA	Establishments	Rooms	Bed spaces
	– number –		
Cook Shire	26	343	637
TNQ Region	172	10,744	31, 060
<b>Total</b>	<b>198</b>	<b>11087</b>	<b>31,697</b>

Source: Cook Shire Council Economic Development Data Estimates

Tourism aside, the local residents who work in the Cape and work remotely are also faced with situations where a simple two-way radio or satellite phone is their only means of communication. Telstra, being the Cape’s main Mobile Network Operator (MNO) has the potential to capture such a large market of consumers if their reception area was increased.

This funding commitment has enormous potential to increase coverage area and give tourists and locals alike, peace of mind while travelling in Cape York and will ultimately change the way residents conduct business. *\*Please see figures 2,3 and 4 – Coverage areas for Telstra, Optus and Vodafone.*

Cook Shire Council are pleased to hear the Australian Government is investing \$100 million towards the Mobile Coverage Programme as this will open the market up for greater competition for business.

Cook Shire Council have undertaken a surveys and petitions relating to mobile blackspots in the Shire and the results speak loud volumes. \* Please see *Communications Infrastructure Survey and "Petition regarding mobile phone coverage Mulligan Highway the Peninsula Development Road between Mareeba and Cape York Peninsula"*.

For too long have residents on Cape York lived with poor mobile reception and unreliable internet connections and Cook Shire Council are open for negotiations with the MNO's for long term solutions.

Figure 1 – Distance chart through Cape York in kilometres.

### Distance Chart

1039	867	791	729	653	590	482	416	428	293	79	34	The Tip
1005	833	757	695	619	556	448	382	394	259	45		Bamaga
960	788	712	650	574	511	403	337	349	214			Jardine Ferry
746	574	498	436	360	297	189	123	135				Moreton Telegraph Station
820	648	572	510	434	371	263	197					Weipa
623	451	375	313	237	174	66						Archer River Roadhouse
557	385	309	247	171	108							Coen
449	277	201	139	63								Musgrave Roadhouse
386	214	138	76									Hann River Roadhouse
310	138	62										Laura
248	82											Lakeland
330												Cooktown
												Cairns

Figure 2 – Telstra coverage map across Cape York Peninsula.

**PERSONAL** Explore Shop Support My Account Search Telstra.com

# MOBILE PHONES

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  - Your feedback

## Our coverage

Use our search tool to check what coverage and data speeds are available in your area. Also find out how you can **maximise your coverage**

cooktown Find ?

Map Options ▲

**Service Selection**

- Voice
- Data

**Network Type**

- 4G & 3G
- 2G GSM

**Device Use**

- Device Only
- Ext Antenna

**Map View**

- Standard
- High Contrast

Print

**Transparency**

160 Km

Map Data © 2011 MapData Services Pty Ltd (MDS), PSMA

Coverage transparency

4G typical download speed 2 to 50 Mbps
  Typical download speed 1.1 to 20 Mbps
  Typical download speed 550 kbps to 8 Mbps
  Typical download speed 550 kbps to 3 Mbps

A diagonal pattern indicates a location where an external antenna may be required. Scroll down for more information. This is approximate coverage only. Speed and performance depends on your location and device and can be improved with an external antenna.

Figure 2 – Optus coverage map across Cooktown. No future coverage planned.

OPTUS *yes* | HOMEPAGE | PERSONAL | BUSINESS | ABOUT OPTUS | HELP | Search... | Go | Quicklinks: | Go

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## Coverage Map - Queensland

[ACT](#) | [NSW](#) | [NT](#) | [QLD](#) | [SA](#) | [TAS](#) | [VIC](#) | [WA](#)

Qld - [Brisbane](#) - [Birdsville](#) - [Mt Isa](#)

3G Dual Band | 3G Single Band | 2G

**Optus Network Coverage Maps**  
[ACT](#) | [NSW](#) | [NT](#) | [QLD](#) | [SA](#) | [TAS](#) | [VIC](#) | [WA](#)

[Check Optus mobile coverage in a street location](#)

**Mobile Products:**  
[Personal](#) | [Business](#)

**Mobile Broadband Products:**  
[Personal](#) | [Business](#)

**Network Information**  
[3G Dual Band](#) | [3G Single Band](#) | [2G](#) | [3G Dual Band new sites launched](#)

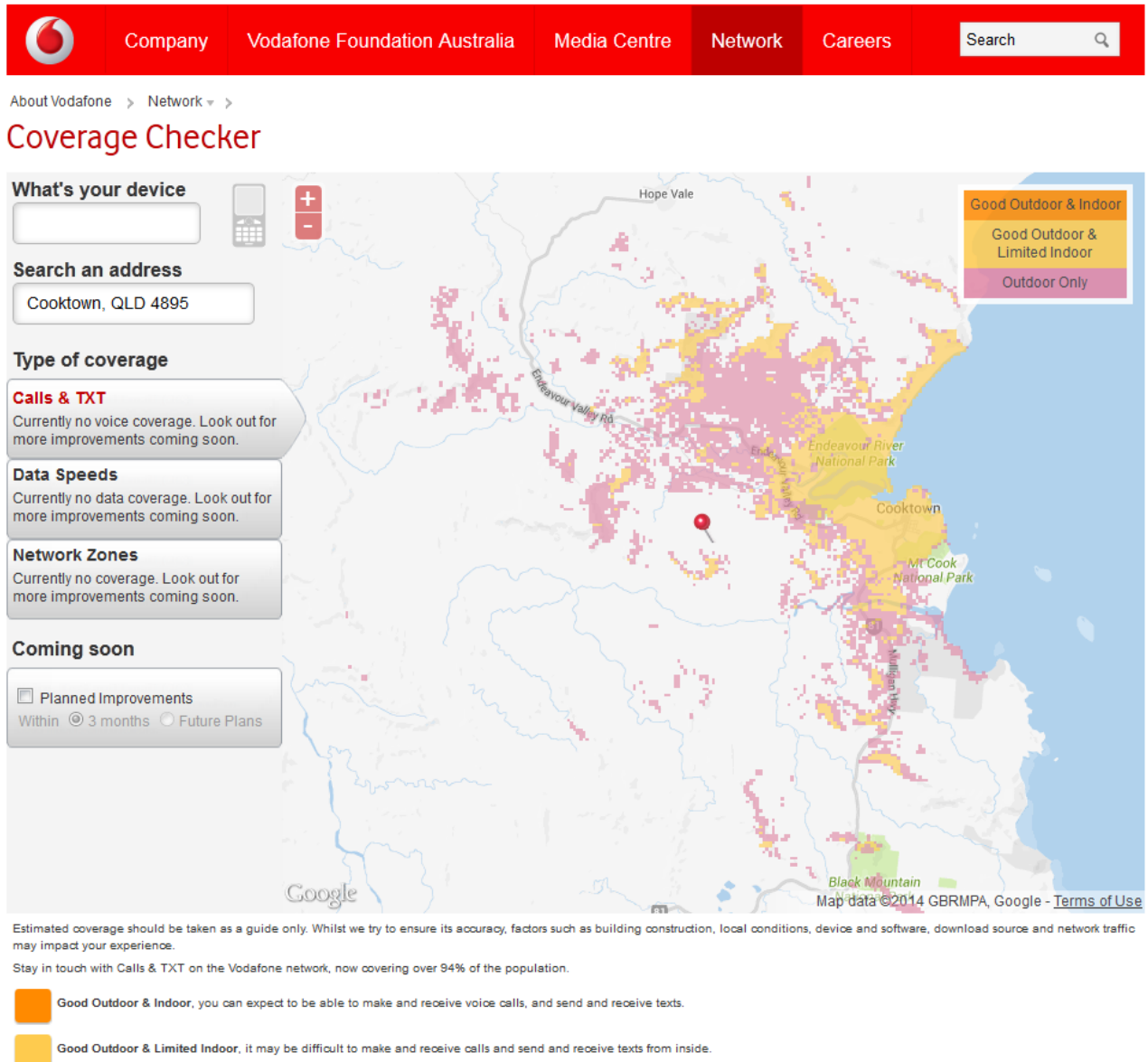
[Satellite Network](#)

[Mobile Coverage Satisfaction Guarantee](#)

**Legend:**  
■ Voice, Data and Video On Street Coverage\*  
■ Voice, Data and Video On Street Coverage with External Antenna\*  
■ Future Coverage\*

\* Optus 3G dual band service is part of the Optus Open Network and refers to our UMTS2100MHz/900MHz coverage. Coverage available throughout the Optus Open Network in 3G dual band areas subject to network availability. You will require an Optus 3G dual band compatible device to access the 3G dual band coverage, throughout the Optus Open Network. A number of factors may affect coverage including location, demand on the network and use of external antenna. Please note that not all products and services are available in all locations within coverage areas. To check the availability of services in your area please call

Figure 3 – Vodafone coverage map across Cooktown



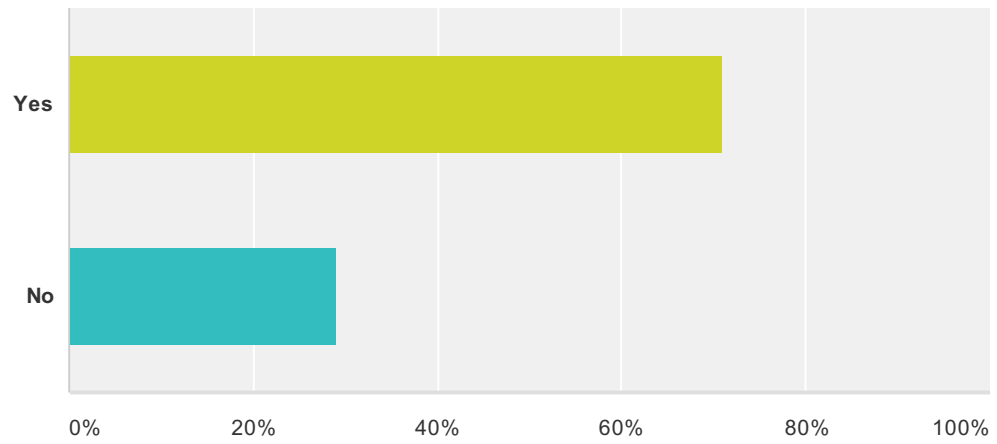
**Q1 Information About You (The address listed here is the location that should be used in the remainder of the survey. If you would like to complete this survey for both home and work locations please complete two questionnaires).**

Answered: 73 Skipped: 1

Answer Choices	Responses	
Name:	94.52%	69
Company:	0%	0
Address 1:	97.26%	71
Address 2:	31.51%	23
City/Town:	97.26%	71
State/Province:	97.26%	71
ZIP/Postal Code:	98.63%	72
Country:	0%	0
Email Address:	0%	0
Phone Number:	0%	0

**Q2 Do you have mobile reception at this location? Answer yes to this question even if your reception is very poor. If you have no mobile coverage go to question 7.**

Answered: 69 Skipped: 5

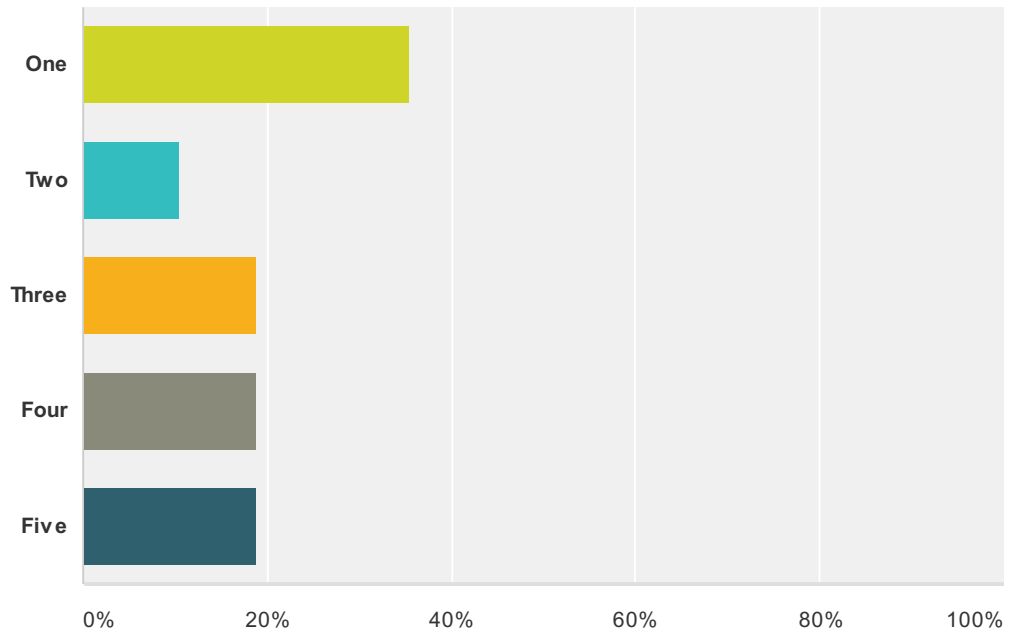


Answer Choices	Responses
Yes	71.01% 49
No	28.99% 20
<b>Total</b>	<b>69</b>



### Q3 Approximately how many bars of reception do you have at this location?

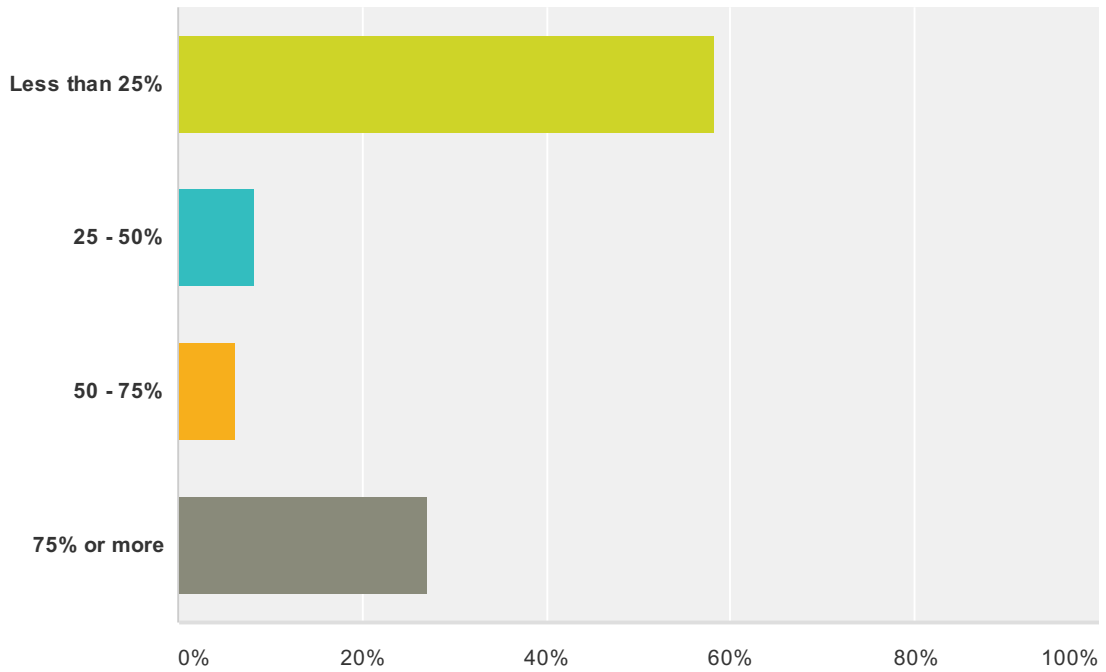
Answered: 48 Skipped: 26



Answer Choices	Responses	
One	35.42%	17
Two	10.42%	5
Three	18.75%	9
Four	18.75%	9
Five	18.75%	9
<b>Total Respondents: 48</b>		

### Q4 Approximately what percentage of calls are dropped each day?

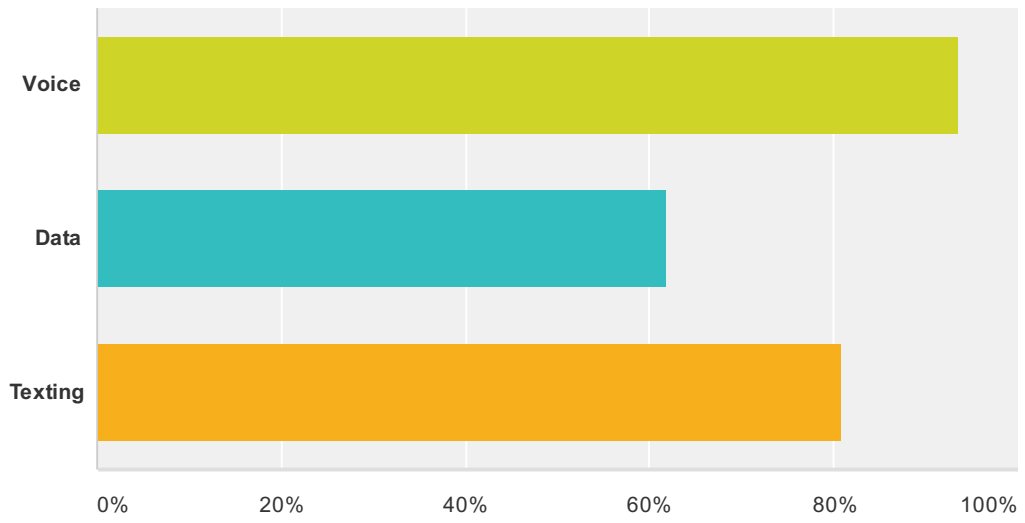
Answered: 48 Skipped: 26



Answer Choices	Responses
Less than 25%	58.33% 28
25 - 50%	8.33% 4
50 - 75%	6.25% 3
75% or more	27.08% 13
<b>Total Respondents: 48</b>	

**Q5 Which of the following do you use while at this location? Please select all that apply:**

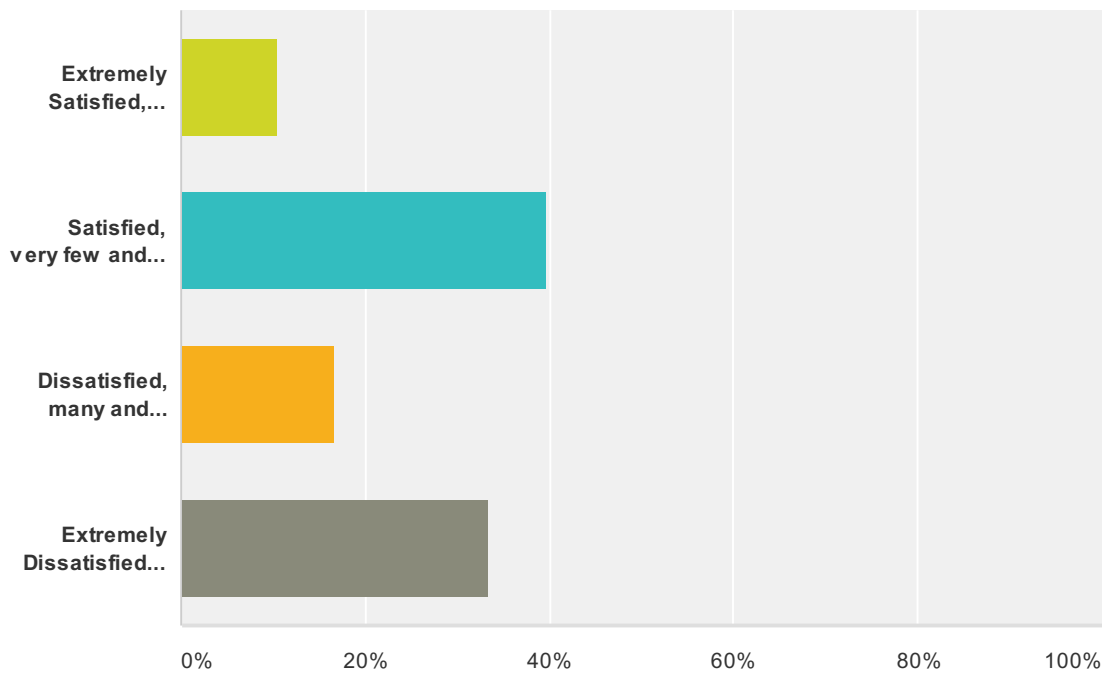
Answered: 47 Skipped: 27



Answer Choices	Responses
Voice	93.62% 44
Data	61.70% 29
Texting	80.85% 38
<b>Total Respondents: 47</b>	

### Q6 How satisfied are you with the mobile coverage at this location?

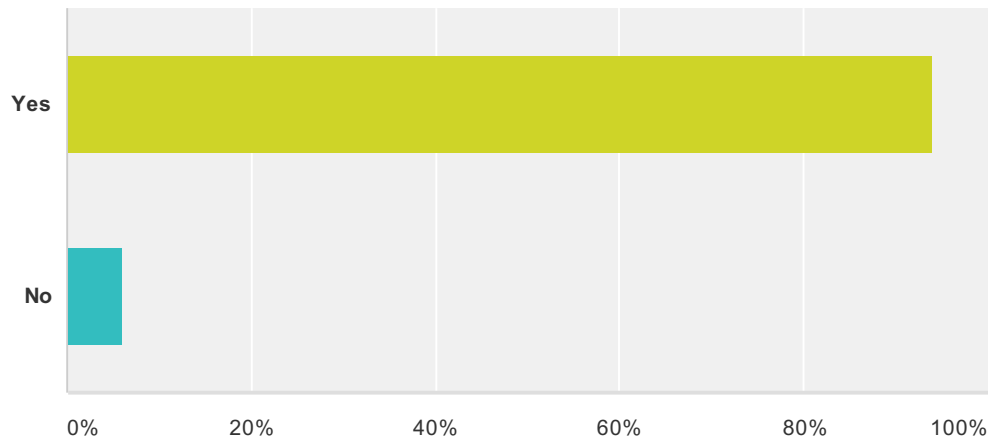
Answered: 48 Skipped: 26



Answer Choices	Responses	
Extremely Satisfied, almost no reception or coverage problems	10.42%	5
Satisfied, very few and very infrequent problems with coverage	39.58%	19
Dissatisfied, many and frequent problems with coverage	16.67%	8
Extremely Dissatisfied, mobile phone use almost impossible	33.33%	16
<b>Total</b>		<b>48</b>

**Q7 Do you have access to Internet services at this location? If you answer No to this question go to question 16.**

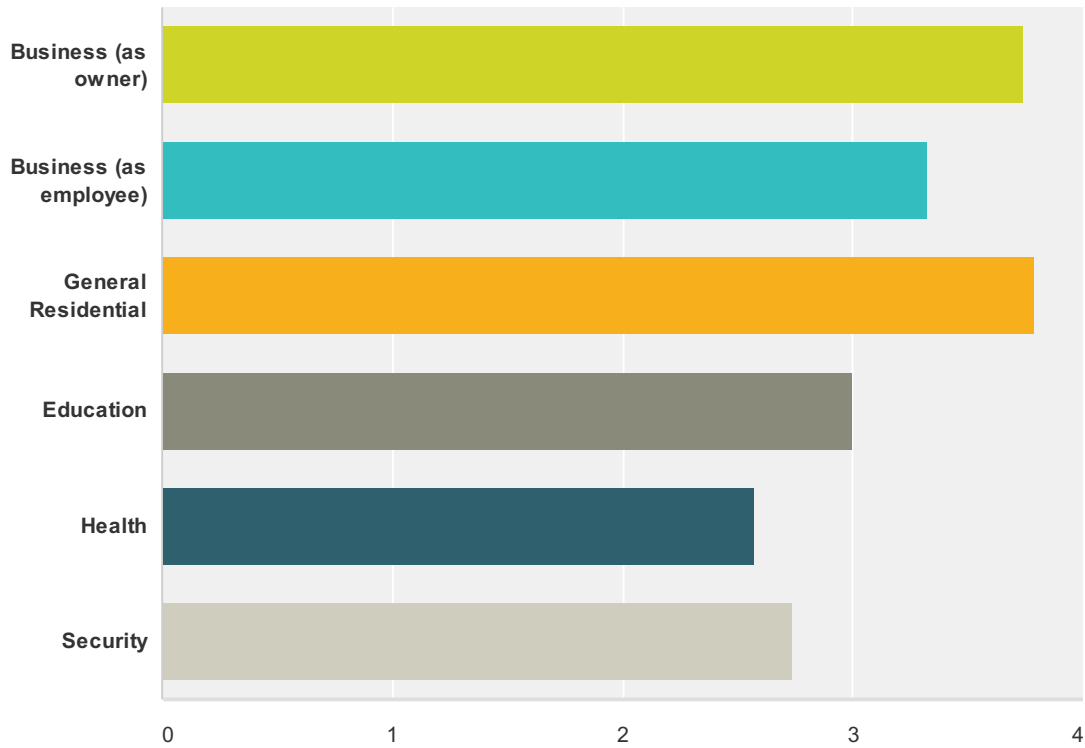
Answered: 67 Skipped: 7



Answer Choices	Responses
Yes	94.03% 63
No	5.97% 4
<b>Total</b>	<b>67</b>

### Q8 What best describes the category of internet use at this location?

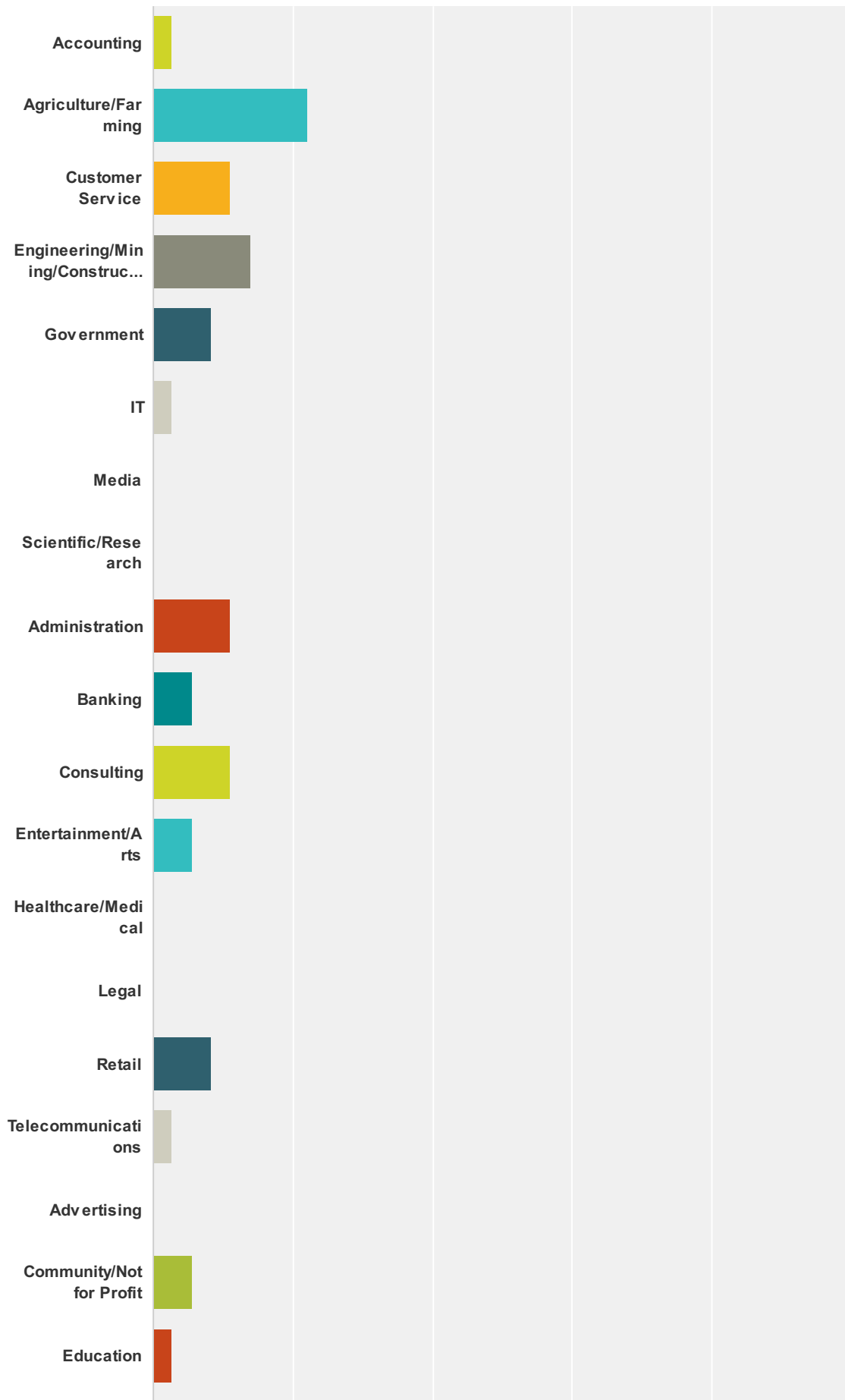
Answered: 64 Skipped: 10



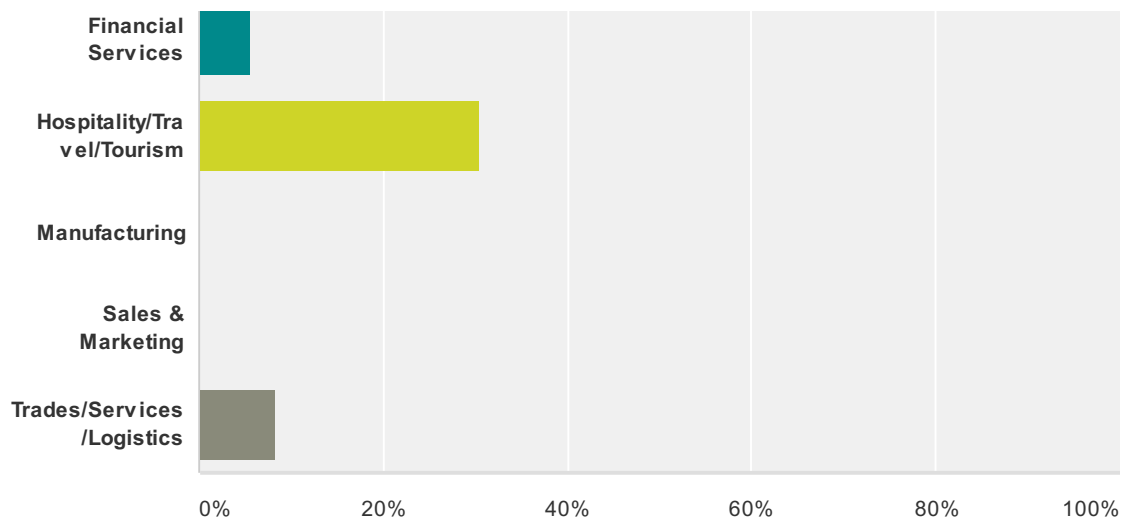
	Rarely	Occasionally	Sometimes	Mostly	Exclusively	Total	Average Rating
Business (as owner)	6.52% 3	0% 0	19.57% 9	60.87% 28	13.04% 6	46	3.74
Business (as employee)	12% 3	8% 2	24% 6	48% 12	8% 2	25	3.32
General Residential	3.85% 2	3.85% 2	25% 13	44.23% 23	23.08% 12	52	3.79
Education	25% 7	0% 0	32.14% 9	35.71% 10	7.14% 2	28	3.00
Health	33.33% 7	14.29% 3	19.05% 4	28.57% 6	4.76% 1	21	2.57
Security	34.78% 8	13.04% 3	13.04% 3	21.74% 5	17.39% 4	23	2.74

**Q9 If you are a business owner please select your business sector from the list below.**

Answered: 36 Skipped: 38



## Cook Shire Council Communications Infrastructure

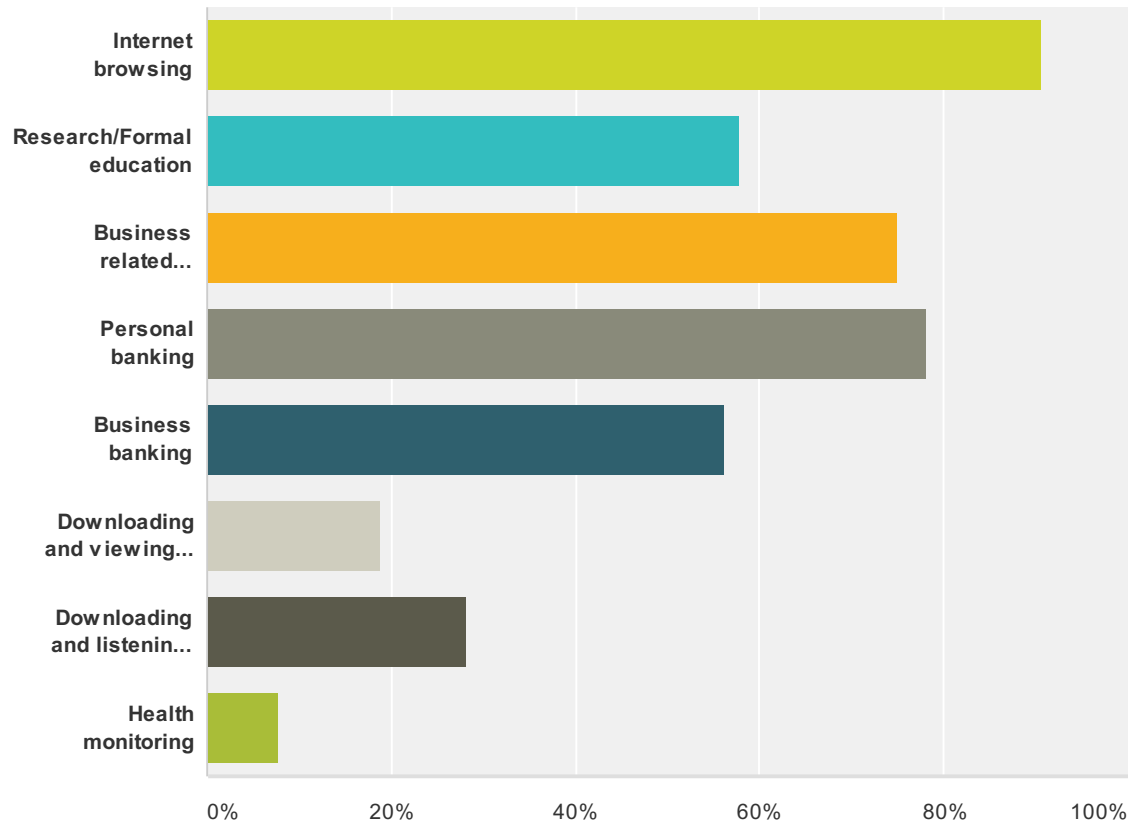


Answer Choices	Responses
Accounting	2.78% 1
Agriculture/Farming	22.22% 8
Customer Service	11.11% 4
Engineering/Mining/Construction	13.89% 5
Government	8.33% 3
IT	2.78% 1
Media	0% 0
Scientific/Research	0% 0
Administration	11.11% 4
Banking	5.56% 2
Consulting	11.11% 4
Entertainment/Arts	5.56% 2
Healthcare/Medical	0% 0
Legal	0% 0
Retail	8.33% 3
Telecommunications	2.78% 1
Advertising	0% 0
Community/Not for Profit	5.56% 2
Education	2.78% 1
Financial Services	5.56% 2
Hospitality/Travel/Tourism	30.56% 11
Manufacturing	0% 0
Sales & Marketing	0% 0
Trades/Services/Logistics	8.33% 3
<b>Total Respondents: 36</b>	



### Q10 How do you, or your family, use the internet at this location? Click all that apply

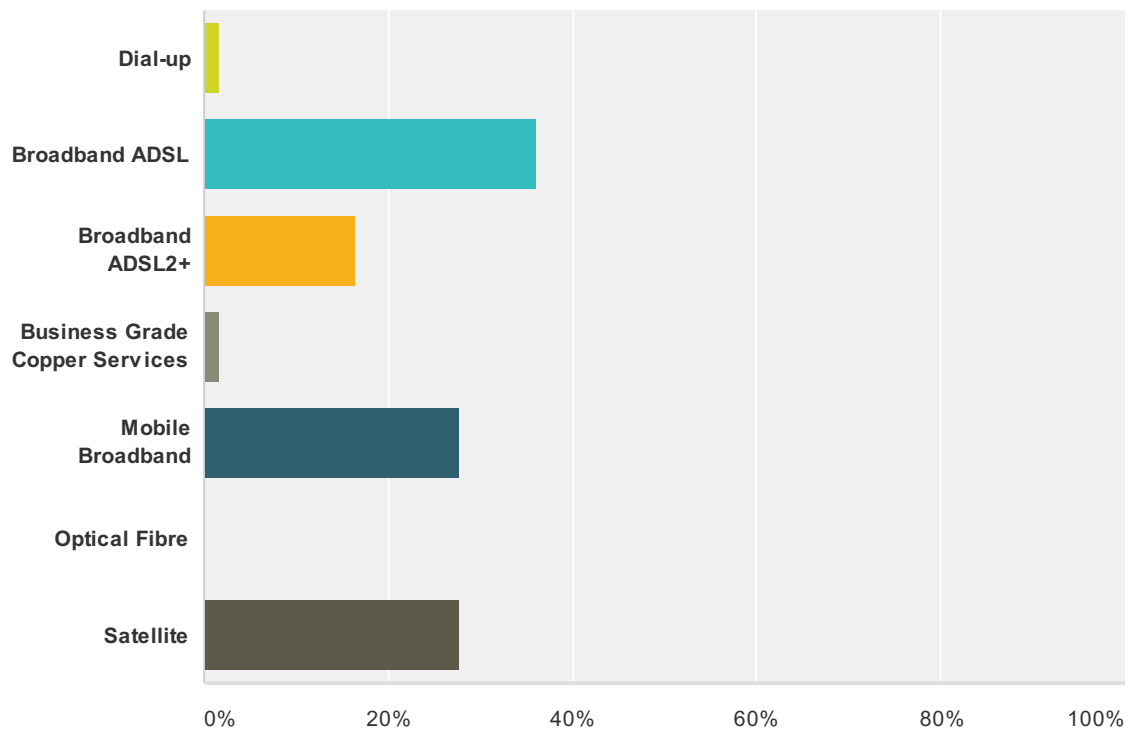
Answered: 64 Skipped: 10



Answer Choices	Responses	Count
Internet browsing	90.63%	58
Research/Formal education	57.81%	37
Business related (accounts etc.)	75%	48
Personal banking	78.13%	50
Business banking	56.25%	36
Downloading and viewing movies	18.75%	12
Downloading and listening to music	28.13%	18
Health monitoring	7.81%	5
<b>Total Respondents: 64</b>		

## Q11 How do you currently connect to the internet?

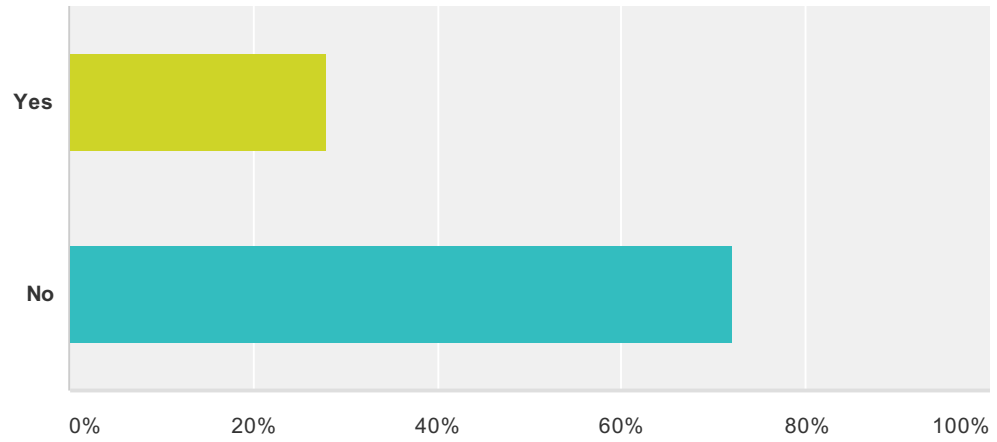
Answered: 61 Skipped: 13



Answer Choices	Responses
Dial-up	1.64% 1
Broadband ADSL	36.07% 22
Broadband ADSL2+	16.39% 10
Business Grade Copper Services	1.64% 1
Mobile Broadband	27.87% 17
Optical Fibre	0% 0
Satellite	27.87% 17
<b>Total Respondents: 61</b>	

**Q12 Have you been able to run a speed test on your current internet service? If you have not run the speed test please skip to question 16**

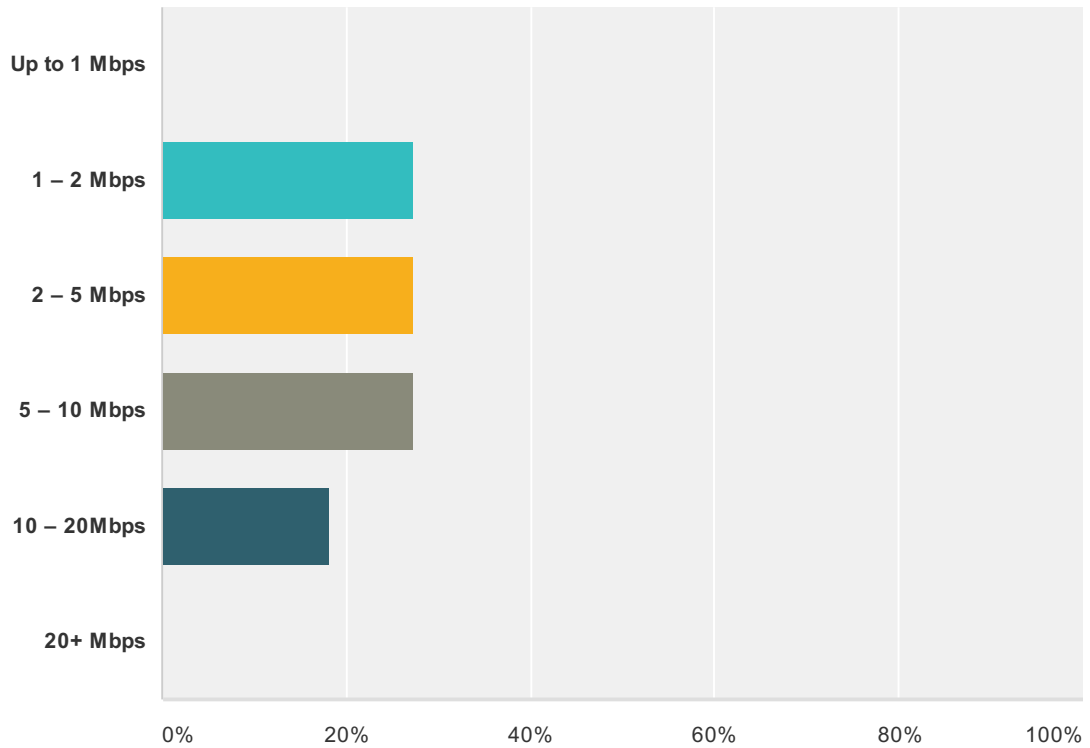
Answered: 43 Skipped: 31



Answer Choices	Responses	
Yes	27.91%	12
No	72.09%	31
<b>Total</b>		<b>43</b>

### Q13 If you have run a speed test, what was your download speed result?

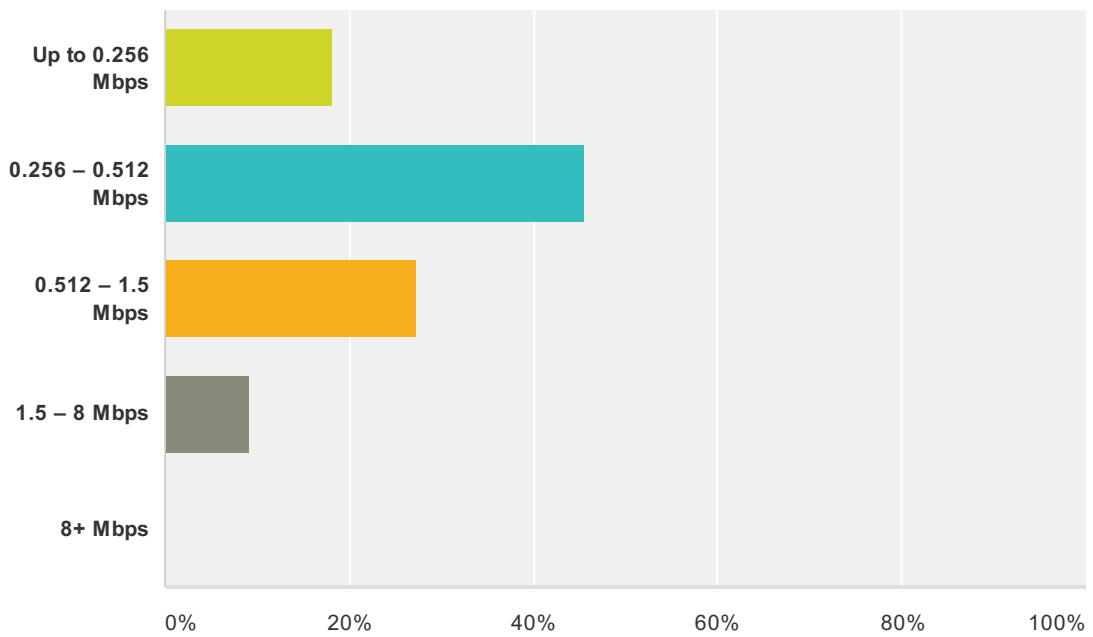
Answered: 11 Skipped: 63



Answer Choices	Responses
Up to 1 Mbps	0% 0
1 - 2 Mbps	27.27% 3
2 - 5 Mbps	27.27% 3
5 - 10 Mbps	27.27% 3
10 - 20Mbps	18.18% 2
20+ Mbps	0% 0
<b>Total</b>	<b>11</b>

### Q14 If you have run a speed test, what was your upload speed result?

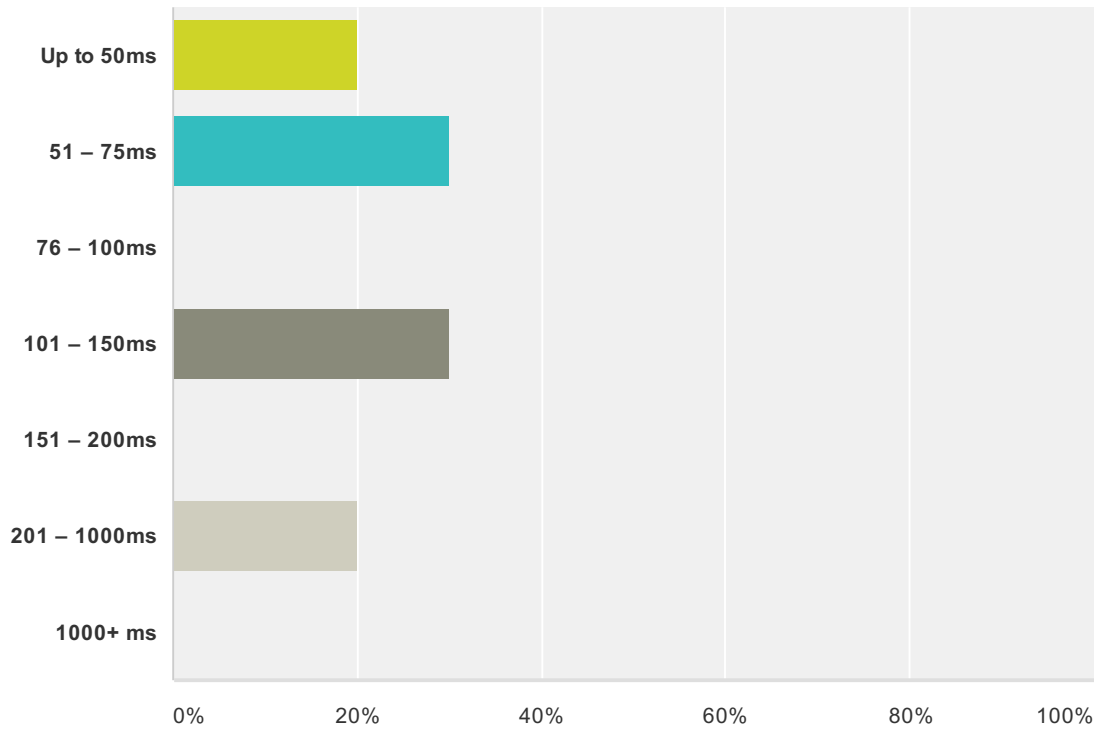
Answered: 11 Skipped: 63



Answer Choices	Responses
Up to 0.256 Mbps	18.18% 2
0.256 - 0.512 Mbps	45.45% 5
0.512 - 1.5 Mbps	27.27% 3
1.5 - 8 Mbps	9.09% 1
8+ Mbps	0% 0
<b>Total</b>	<b>11</b>

### Q15 If you have run a speed test, what was the ping or latency result?

Answered: 10 Skipped: 64



Answer Choices	Responses	Count
Up to 50ms	20%	2
51 – 75ms	30%	3
76 – 100ms	0%	0
101 – 150ms	30%	3
151 – 200ms	0%	0
201 – 1000ms	20%	2
1000+ ms	0%	0
<b>Total</b>		<b>10</b>

**Q16 How would you utilise high speed broadband services at this location if they were available?**

Answered: 58 Skipped: 16

**Q17 Is there any other information that you would like to provide?**

Answered: 31 Skipped: 43