



Sub # 24

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Dear Brad

DRAFT DIGITAL 2.0 STRATEGY FEEDBACK

Thank you for the opportunity to provide feedback on the Draft Digital Strategy 2.0.

It is noted the first Digital Strategy was published in May 2005. The stated aim of the strategy was to "...create a digital future for all New Zealanders, using the power of information and communications technology (ICT) to enhance all aspects of our lives." To achieve this, three key "enablers" were identified: Content, Connection and Confidence and their associated targets.

Our expectation of the draft strategy was that it would present a synopsis of the Digital Strategy 2005, an evaluation of the objectives and progress against them, any new objectives, how the objectives will be achieved (including the investment, probable resources required and identifying risks and benefits), and timelines. The Report on Progress 2007 has been noted, but there is no clear evidence of this in the draft strategy. The inclusion of a summary of achievement against the key targets from the Digital Strategy 2005 would position the reader to move into the second iteration of the strategy.

The current draft appears to be trying to be two things; a discussion paper and a strategy document. We acknowledge the effort that has been made to include good discussion on the issues in forming the revised strategy, but question whether the Draft Digital Strategy 2.0 is the appropriate place for the discussion aspects.

We would also question the prominence of the case studies as their current placement distracts the reader from the detail of the plan, rather than being a meaningful adjunct.

Feedback has been provided based on the assumption that the document is a draft strategy and not a precursory discussion paper. Comments on specific items in the Draft Digital Strategy 2.0 are contained in the following paragraphs and are presented on a page-by-page basis for easy reference.

Pg 4 - Minister's Forward: the comment that broadband prices have already tumbled to below 'a dollar a day' is potentially misleading for two reasons. One, it conflicts with the statement on Pg 17 in the Future Directions for Te Pahū section, that a reasonable cost is "starting at \$45 per month for 512 kbps"; and two, our research shows that the average subscriber in New Zealand is currently paying around \$40 per month for broadband services.

Companies advertising lower prices for broadband connections inevitably have a requirement for the subscriber to join their telephone calling plan(s) to receive the advertised broadband rate, (minimum \$10 per month). In addition, most of the lower advertised broadband rates are

for low-level usage, i.e. 200MB per month with an average installation charge of \$100. Given the emphasis on affordable broadband in Digital Strategy 2005, this raises the question of what is a New Zealander's perception of affordable broadband, and how this has been tested or verified?

Pg 7 - Progress Since 2005: As noted above, The Report on Progress 2007 has been noted. However, the inclusion of a summary of achievement and an accounting of monies allocated and spent against the key targets from the Digital Strategy 2005 would position the reader to move into the next phase of the strategy document – The New Digital Environment.

Pgs 12-15 - The New Digital Environment: This chapter appears to contain the drivers for a revised strategy to adapt to the future environment. However, the opportunity to clearly identify those drivers has been missed with the statement "Digital Strategy 2.0 will need to take account of this fast-moving environment." We believe that in this chapter the gaps between the 2005 strategy and the current environment are recognised, analysed and new targets identified for inclusion in the Digital Strategy 2.0.

Pgs 16-19 - Connection: It is unclear whether the new goal for Connection is in addition to, or is replacing the 2005 goal. If it is replacing the 2005 goal, does this mean that the goal has been met (it has not) or is it no longer valid? It would be useful to reiterate the original goal for the Connection enabler and then clarify whether it is being replaced or expanded, and why. In addition, no new/revised targets have been included in the document, which makes it difficult to provide constructive comment.

Pgs 20-25 - Confidence: the comments from the previous paragraph apply.

Pgs 26-33 - Content: the comments from the previous paragraph apply.

Pgs 34-40 - Collaboration: Unlike the earlier three enablers, Collaboration has neither a stated goal nor any targets, and therefore it is very difficult to provide constructive comment. Obvious targets would include supporting e-research and establishing the overarching forum. We also note that graphical representation (Pg 41) of Collaboration as an enabler is easily overlooked, and the linkages are unclear. Inclusion of this graphic earlier in the strategy may resolve this.

Pg 46 - Achieving our Digital Potential: It is noted that this chapter introduces the outcomes (productivity, community and sustainability) for the first time. The discussion around these outcomes may be more meaningful if referenced within the sections on priorities (content, collaboration, etc). This chapter could then pull together the linkages (by presenting the new goals and targets of the revised plan) to more clearly demonstrate how New Zealand as a nation can achieve our digital potential.

Please feel free to contact me on (04)913 6373 if you wish to discuss anything in our submission.

Yours sincerely

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