



Submission Form

Respondent Information

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Please attach this form to your submission.

Questions:

To assist you in shaping your views, we are particularly interested in the following questions.

On connection

Broadband connection across New Zealand is crucial. Connection is a key link that will enable New Zealanders to be more productive, share information and create online communities. Rodney Libraries view is that we must have a publicly-funded broadband network linking New Zealand's libraries.

What do you think of the new connection goal – is it ambitious enough?

1) The new goal is a good start. The first important step is to improve coverage across New Zealand then to maximise and increase connection speeds. Concentrating on areas that have registered a high level of interest via the National Broadband map seems to be a good way to collate information.

2) Development of a singular infrastructure both wired and wireless that enables users to roam and use multiple devices.

It would be great if you could have only one account with one provider that will charge you (if required) for the way that you connect regardless of where you are or what device you are using.

Telcos could join forces to introduce a singular seamless infrastructure both wired and wireless which would be more advantageous than each Telco having to invest in the development of their own networks.

When using internet at home you will have to subscribe to a network provider (e.g. Orcon, iHug, Slingshot, Xtra, TelstraClear).



When using internet on the road (mobile) you have to subscribe to a network provider (Whoosh, Vodafone, Telecom).

When using internet at a library you will have to subscribe to the library.

When using the internet at the airport you will have to buy a token.

This concept can also be extended beyond internet services and could typically include telephony, video on demand, television etc.

What other key priorities in this focus area (if any) would you like to see considered?

Access to computers and equipment for users. Having the ability to be connected to the Internet is no use if you can't afford equipment. Some New Zealand communities who are not well resourced are benefitting from the Aotearoa New Zealand People's Network (APN), the purpose of which is to provide free access to broadband internet services in public libraries so that all New Zealanders can benefit from creating, accessing and experiencing digital content. Feedback received from a number of APN-partner libraries indicates that the APN has made a positive difference in their community even in the short time it has been implemented. Rodney Libraries has applied to be a 'phase two' APN partner, and is currently wait-listed pending announcement around further funding in June 2008. Currently Rodney Libraries offers access to the PCs on a user-pays basis, and offer internet access, a relatively limited suite of software applications, and do not currently offer users access to APN-type equipment such as scanners and digital audio/visual recording equipment. Rodney Libraries eagerly await news about further funding, in the hope of becoming an APN partner to offer free digital access. One example of what Rodney Libraries could help facilitate if we become an APN partner, is to support creation of digital content to participate in the November 2008 celebrations of '90 years of coming home', including through capture of oral histories of members of the community. Continuing to fund the APN initiative and giving it the ability to expand across New Zealand's public libraries will ensure that many citizens of New Zealand will be able to learn digital skills and participate in New Zealand's digital dimensions.

Rodney Libraries' range of digital services has been limited to date by not having broadband infrastructure throughout the Rodney District. One example of that limitation, is provision of downloadable multimedia (audio and/or visual) items – whereby it might take currently overnight for a customer to remotely download one item. Other public libraries in New Zealand are able to realistically offer similar services to their customers, however that service isn't available through Rodney Libraries because of limitations imposed by dialup connection.

Is it possible to use other networks to provide quality, consistent broadband to business e.g. use of KAREN network? Are there other ways e.g. wireless connections to connect people?

Is competition for connection funds the most successful way to encourage investment in infrastructure?

There are some individuals and groups out there who may not see the immediate benefits of connection. Is it possible to create a Roadshow of sorts that travels the country or that can be presented to these groups? For example, the Green Rig from Horizons Regional council is a good example of how technology is being utilised outside of the normal office environment.

How well do the identified challenges and actions contribute to achieving the priorities?

“Adopting National Environmental standards for telecommunications services” is important in order to provide consistency across requirements thus enabling the design of efficiencies and cheaper implementation (relatively) which should mean better opportunity for return which in turn may mean telecommunications companies are more interested in investing.



“Promoting broadband friendly councils. Work with local authorities to develop a know how guide for local councils and community groups and a broadband friendly protocol for local councils and industry.” This is an excellent idea. Will need to be a mix of people involved – local, central govt, telcos, community groups, people with expertise – in order to ensure that the result is a usable, comprehensible document.

Like the broadband map, think it’s a great idea to map facilities. What about opening it up to businesses?

What other specific challenges and actions (if any) do you think should be considered? By whom and by when?

Demand aggregation by local government to facilitate construction of the network.

On confidence

“Developing digital literacy and confidence in the workforce and our communities” (Third Priority point.) Glad to see that “communities” are included as not all New Zealanders of working age are currently in the workforce. There must be awareness of individuals who are not networked via workplaces or community groups. More and more government will be available online and these citizens must be able to participate.

What do you think of the new confidence goal – is it ambitious enough?

This is a good start to what will be an ongoing and developing issue.

What other key priorities in this focus area (if any) would you like to see considered?

Bridging the “digital divide”

Part of the bridging the digital divide is informing and showing people what difference technology can make in their lives e.g. what’s in it for them? If the internet is completely outside a person’s scope of experience then they are not going to understand why it is important or what they can use it for. Even someone who is using dial-up does not have the same understanding as someone who uses high-speed internet.

Public libraries can play a significant role here. Through the support of their councils, libraries can offer Internet access, equipment and help with applications. The Aotearoa People’s Network also supports connections, equipment and people. This Network can play a significant part in bridging the gap.

Security

Not just about security on computers also raising awareness of identity theft, how to protect your online identity and other crimes that aren’t stoppable by anti-virus software etc. for example, phishing etc. Provide a realistic assessment of online threats re social networking, understanding of how children use internet etc. Netsafe/Internet Safety Group is doing good work online which could be rolled out face-to-face via libraries through the Aotearoa People’s Network. Educate parents who can then be confident that they have the skills to monitor what their children are participating in online.

Education not scaremongering is the key to being confident in online security.

How well do the identified challenges and actions contribute to achieving the priorities?

The challenges comprehensively cover people who have access to formal education via their workplace or educational institution. Pleased to see that *“Implementing the Aotearoa New Zealand People’s Network”* is on the list of actions in order to involved communities.

**On content****What do you think of the new content goal – is it ambitious enough?**

This is a goal which will only be achievable if New Zealanders have easy access to connection speeds and technology that are available overseas. We have a great reputation for working around problems and finding solutions but in order to truly be world-class we must be able to use technologies available around the world.

Content is what will create communities and encourage people to be involved. Sharing and creating in a stimulating environment must be promoted as a benefit of broadband.

What other key priorities in this focus area (if any) would you like to see considered?

What about activities that encourage investment in local business for local communities?

Encouraging the development of authoritative local history databases which can be created and maintained by professionals with the ability for the community to add comments and participate. For a similar example look at War Art Online <http://warart.archives.govt.nz/>

Continuing to support the actions in the Digital Content Strategy (stated in this Draft Digital Strategy already but worth endorsing.)

How well do the identified challenges and actions contribute to achieving the priorities?Digital culture

Seems to be heavily focused on media and television. How will sites such as the Kiwi Research Information Service ensure they are well promoted and used?

“Launch of the second Māori channel – Te Reo” – very important in order to continue the visibility of Maori culture and worldview.

“Delivering Digital New Zealand” Implementation of ‘Kete Horowhenua’ <http://horowhenua.kete.net.nz/> style community history/story databases across New Zealand.

Digital Business

“Using technology to transform the provision of government services for New Zealanders” Endorse this action. The streamlining of processes for government services will encourage participation and interaction by citizens. Must include the use of technology to reduce fraud.

What other specific challenges and actions (if any) do you think should be considered? By whom and by when?Digital culture

Support for Museums in order to encourage and facilitate online cataloguing of artefacts so information can be accessed across New Zealand. Digital archiving, digitisation of historical documents and preservation. Facilitation and training for online exhibitions. Led by the National Digital Forum, <http://ndf.natlib.govt.nz/about/aboutus.htm> ongoing.

Assessment of culturally important databases, websites etc to ensure they are maximising their potential. E.g. usability, optimised for search engine discovery, accessibility etc. Led by National Library of New Zealand, ongoing.

Use of Creative Commons license where possible by institutions in order to stimulate further creativity as well as promoting historical collections. Led by the National Digital Forum, <http://ndf.natlib.govt.nz/about/aboutus.htm> ongoing.

Digital business



“Delivering the New Zealand Scientific and Research Programme of Action” How will this safeguard intellectual property and competitive business advantage?

On collaboration

How important do you think collaboration across sectors is to achieving our digital potential?

Collaboration across sectors is vital to achieving our digital potential for all sorts of reasons.

- Issues faced by collaboration partners are more easily solved if both/all parties are working towards a solution
- A collaborative relationship implies more of a win=win focus
- Learnings and skills are shared and can be leveraged into benefits for both/all partners
- Gains are potentially larger
- Buy in from all groups involved; all bases covered

Apart from the ones already identified, what other collaboration partners or sectors (if any) are vital to achieving our digital potential?

Educational institutions and independent educational providers – work with others to provide training e.g. MIT Free-B <http://www.manukau.ac.nz/freeb/default.asp>; or opportunity for research partners; or collaboration on development of ideas etc

Media companies – work with other to create content; provide training etc

Regional councils – facilitate infrastructural development; assist with Resource Management applications and process etc

What unique contribution do you see for Māori, for communities, for business groups, for local government, for researchers or for other contributors you identify as having a key role?

Māori

Protection, preservation, promotion of mātauranga Māori.

Communities

Creation of content; creation of online communities; training and building confidence amongst community members;

Local government

Facilitation of infrastructural development

[Need some words here about what contribution council could make. Uniquely Rodney? Kw]

What would you like to see the overarching sector forum focus its work programme on?

Widespread broadband connection; demonstrating the value of having a fast connection.

Definition of what role business can play

Facilitation of cross-sector discussions at the operational level across New Zealand e.g. matching community groups with advisors with local government officials with telecommunications representatives.

**On achieving our digital potential**

Rodney District Council [[how keen we are for broadband in the district. Kw](#)]

Using digital technology, what contribution will you make to improving our productivity (achieving a creative, knowledge-based, high-income economy)?

Rodney District Council will provide access to equipment and connections in the Rodney Libraries. With this communities will be encouraged to play and learn and develop their confidence. We are committed to the use of technology to facilitate service and customer experience. We will implement online applications as appropriate for our community. ([check it's okay to say this – I think we're doing it... Kw](#))

Using digital technology, what contribution will you make to enriching and valuing New Zealand communities and cultures, and promoting our unique national identity?

Rodney Libraries will create content via authoritative databases e.g. Local History Online <http://www.localhistoryonline.org.nz/cgi-bin/PU1> (Rodney go-live early 2009.) Rodney Libraries will participate in the use of web-based applications in order to demonstrate their us to customers.

Using digital technology, what contribution will you make to achieving sustainable growth as a nation?

[\[is there anything that we could put here regarding use of technology e.g. dog rangers that has reduced something or minimised waste? Is it worth contacting Parul at RDC to get some input here? Kw\]](#)

What contribution do you think others need to make to achieve our digital potential?

The willingness to discuss and action practical steps which groups can collaborate on in order to improve productivity and innovation in New Zealand.

Other comments**Do you have any further suggestions or comments?**

The Digital Future Summit 2.0 brought together people from different sectors. There is usually little opportunity for such a large gathering of people. It was particularly valuable in sharing information about challenges and projects that people were working on. We encourage this kind of conference being run again.

The National Digital Forum conference focuses on content. It would be beneficial if individuals involved in the connection and confidence areas attended too.

Post to Digital Strategy 2.0 Submission
 Digital Development Group
 Ministry of Economic Development
 P O Box 1473
 Wellington

Email to submission@digitalstrategy.govt.nz

Fax to 04 499 0969

Submissions close on 23 May 2008 at 5:00pm.

Confidentiality and the Official Information Act



Respondent should note that written submissions or comments provided to the Ministry of Economic Development on the Draft Digital Strategy 2.0 will be subject to the Official Information Act (OIA) 1982. The OIA requires information to be made available unless there is good reason, pursuant to the Act, to withhold the information and that good reason outweighs the public interest in making the information available.

If you want information that you provide to be treated as confidential, please clearly identify the material and explain to us why you believe the information should be withheld under the provisions of the OIA.