

From: Phil Shepherd [phil@medialab.co.nz]
Sent: Friday, 23 May 2008 12:24 p.m.
To: Submission@DigitalStrategy.govt.nz
Cc: Staff
Subject: MediaLab Submission to Draft Digital Strategy 2.0
Dear Madam / Sir

Please accept the following submission to the Draft Digital Strategy 2.0 from MediaLab Ltd.

- The authors of the Digital Strategy 2.0 draft should be congratulated for their efforts in producing the document, commitment to consultation and notable achievements to date.
- The Digital Strategy 2.0 must support economic growth. While this is stated in the current draft, there is a need to establish and measure performance against quantifiable metrics. Job creation, number of companies, company growth and export revenues are important. Emphasis must also be placed on how ICT impacts our Balance of Payments – a critical economic issue for NZ. Our experience is strong ICT countries typically monitor ICT trade performance closely. Some have reversed ICT Trade deficits through focussed R&D and other economic development initiatives. South Korea, Finland, Hungary, Sweden, Ireland and Japan record trade surpluses, while NZ, along with Norway and Australia, is noted for running a significant ICT trade deficit*. MediaLab urges MED to consider developing nationally agreed, quantifiable performance metrics to determine the economic impacts of the Digital Strategy 2.0.
- The Digital Strategy 2.0 must support economic growth by providing immediate, tangible support to our agricultural and horticultural sectors. These sectors are the bedrock of our economy. The Digital Strategy 2.0 needs more mention of specific undertakings for delivering broadband and ICT services and applications for farmers, growers and their supply chain partners. Anecdotal evidence suggests advances in urban broadband growth may have come at the expense of broadband performance in rural areas, particularly those on the fringes of DSL coverage. This situation needs to be further understood and an action plan developed to address deficiencies. As well as broadband, investment is required in applications and system integration to improve the productivity and marketing of our agricultural and horticultural exporters. The TUANZ Rural Symposium in July will be an excellent opportunity to discuss and establish an outcome orientated Digital Strategy 2.0 plan for the rural sector.

*Source: OECD, International Trade by Commodity Statistics (ITCS) and Structural Analysis (STAN) databases, May 2007.

Best regards, Phil
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