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Tasmanian Electronic Commerce Centre Pty Ltd

# MEDIA RELEASE

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**ATTENTION: News Directors, Chiefs of Staff**

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## **TECC wins prestigious National Broadband Award**

Tasmanian Electronic Commerce Centre (TECC) CEO, Mr John McCann received the Australian Telecommunication's User Group (ATUG) National Broadband award from the Minister of Broadband Communications and The Digital Economy, Senator Stephen Conroy at the Presentation Evening held on 11 March 2010

The ATUG Awards are the oldest and most respected Awards for Australian Communications achievements. The Awards recognise the achievements of people and companies working to advance the use of communications services which are now so critical to business growth, competitiveness and efficiency.

ATUG's National Broadband Awards are a category with a particular focus on innovation which is a key element that industry delivers to end users including ways to improve services in regional and rural areas. In this instance the expert judging panel awarded the TECC the Community Sector award for its involvement and championing of the Hobart Wireless Waterfront Project.

Mr McCann stressed the importance of the project. "Under the banner of Wireless Tasmania, the Hobart Wireless Waterfront project is a real example of government/industry involvement in the installation and operation of a wireless broadband network for the benefit of the community and visitors to Hobart's historic waterfront."

"The mix of traditional, industrial, cultural and creative sectors that form the commercial and institutional enterprises spread throughout the Hobart Waterfront precinct will provide a blueprint for the deployment of mixed function wireless broadband communities elsewhere in the state", said Mr McCann.

The TECC had been encouraging the Tasmanian government to actively seek the introduction of wireless broadband into the waterfront and Salamanca precinct as part of the TECC's smart city initiative. No community based access to wireless broadband network was present in the waterfront area. A number of national and international city specific projects have drawn attention to the potential

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technology such as WiFi and WiMax wireless broadband presents in the establishment of mixed usage communications platforms.

These projects have become the catalyst for new business models where integration has occurred across different industry sectors and between community and cultural pursuits. Through this project the TECC and the Tasmanian government were seeking the adoption of digital technology via an efficient means to deliver a cultural and historical narrative of Hobart's waterfront. Mr McCann noted that since the project went live in December 2009, Stage 1 has seen the introduction of WiFi in the Salamanca Precinct. This has allowed free community internet access (2mb/s per user symmetrical) via the Wireless Tasmania portal as well as access to the portal's content. Over time, the content will be increased to allow mobile digital devices access to specific information related to the waterfront, utilising the high speed internal wireless bandwidth. The TECC has signed an MOU with Adobe to utilise Adobe technologies for developer content creation and is actively working with small Tasmanian software developers to allow a range of innovative applications to be deployed via the wireless precinct. TECC is currently engaged with a range of content developers and owners in the cultural, creative, local government, tourism and hospitality sectors to trial content and software applications on the existing and proposed extended stage 2 WiMAX network.

Mr McCann also reiterated the TECC's vision in seeking greater broadband infrastructure in regional areas. "The TECC strongly believes in broadband to raise awareness of e-commerce, and provide support and advisory services for businesses, business groups and industry associations. To that end, the TECC is constantly seeking projects such as the Wireless Waterfront to demonstrate to the broader community the benefits of undertaking new trials and testing new business models that high speed network infrastructure can bring", said Mr McCann.

Overall, the TECC believes the telecommunications and IT industries can also help facilitate and support research into issues relevant to the uptake and use of smart business technology and digital infrastructure, as well as facilitating new opportunities for involvement in Tasmania for new information and knowledge based businesses.

For further information, please contact Mr John McCann on Mobile 0419 322 551 or [mccann@tecc.com.au](mailto:mccann@tecc.com.au)