

From: Martin Lane
Sent: Monday, 12 December 2011 10:03 PM
To: secretariat@rtirc.gov.au
Subject: ML Design - Submission to the Regional Telecommunications Review

Martin Lane Design

- Submission to the Regional Telecommunications Review- December 2011

Dear Secretariat

My company moved to West Wyalong NSW 3 years ago from the UK, we produce graphic design for publications, websites, brochures etc. Approximately one half of our business is with overseas companies. The company is based less than 1k from the telephone exchange and has a fast modem, but still we find our ADSL connection speed is too slow to enable any on-line proofing with the printers of our publications.

Recently on the final stages of a book that went on to win a bronze medal at the Australian Print Awards 2011, things became very tricky. It was impossible to proof on-line with Alpine Offset Printers in Sydney, due to our slow upload speed in West Wyalong. This required me to head down to Sydney with a large amount of computer equipment and virtually camp out at the printers for several days to complete the job.

My son visited from UK for 2 months, he also works on a computer each day as a data base engineer connecting with servers in the USA and UK and completing the same routine of work daily. I asked him how he found working from West Wyalong, he said "its very slow" and showed me his time sheets. From the sheets we could see that he was spending on average an extra 2.5 hrs per day waiting for data, he said it would be impossible to attract any IT company to set up shop in the town.

I simply state here how I find the situation in what I believe to be a typical rural township. I am chairman of Business West Wyalong (our local chamber of commerce) in most cases businesses here are unaware of the potential for the town that High Speed Broadband or even 4G mobile services could bring. I urge you to consider targeting the smaller regional townships such as West Wyalong for better digital services, you will not hear them crying out but they are in urgent need.

Yours sincerely

Martin Lane