

From: Pete Walsh [REDACTED]
To: secretariat@rtirc.gov.au
Sent: Thu 1/12/2011 1:20 PM
Subject: Submission to RTIRC

Submission to the RTIRC

by Peter Walsh, Director of Audience Data Solutions Pty Ltd

1. Our business is an exporter of services mostly to international markets. Availability of ADSL in the Northern Rivers was an essential requirement in the relocation of our business from Brisbane. Our decision to make this move, for cost and lifestyle reasons, is an unambiguous case study of how broadband access promotes decentralization.
2. However, after more than 5 years, ADSL has still not been upgraded to ADSL2 in this region, and this has become a commercial disadvantage. Our ability to provide the service levels that international clients expect today, and to compete with companies overseas, is limited by the slower speed of the ADSL service in our area. Moreover, it forces us to use a server hosting service, which adds to our cost base.
3. The Northern Rivers attracts many 'sea changers' who in many cases bring new businesses and employment opportunities to the region. We submit therefore that making high speed broadband available in such a region should be a high priority because of the additional and more measurable benefits that would flow from the infrastructure investment when compared with other regional areas.

Yours sincerely,

Peter Walsh
[REDACTED]
Audience Data Solutions
www.audas.net