

Wanganui Digital Strategy 2010



Digital Vision

Wanganui is a leader in the digital world.
We are a well connected, socially inclusive, prosperous and sustainable community.

Foreword

The digital revolution has begun and Wanganui business and personal lives now depend on digital gateways for effective communication, information and entertainment and transactions.

Through the development of new technologies Wanganui people will be able to choose to work virtually from new and different locations, videoconference or webinar between Wanganui and anywhere else in the world. They could send goods from the farm or factory to market, promote Wanganui's tourism industry or communicate with medical specialists anywhere in the world.

Underpinning these changes is an increasing focus on quality network infrastructure (the physical way which enables people to be connected), increasingly sophisticated software and using the internet in a more interactive way. The way in which telecommunications, broadcasting and the internet have become linked (often referred to as 'triple play' services – soon to be quadruple play by adding a mobile aspect) also contributes to changing the way we will live and work.

In the past creating web pages and other digital content was a specialist activity. Today people are able to create their own web based content, as well as consuming it. They are able to easily contribute to blogs, use online collaboration tools like wikis to create new ways of working, share experiences through social networking sites, and provide direct feedback, as customers, to improve product design and services.

The explosion of user-generated content is one part of the power of the new digital world. The other part is the number of people using the web today. For example, the greater the number of people using the web, the greater the number of possible connections and feedback loops, leading to an ever increasing opportunity for exchanging ideas and innovation.

In developed countries, access to the web is becoming commonplace: people are always online, and from anywhere. This speeds up business processes and adds both opportunities and challenges to our daily lives.

The next stage of the digital world will be even more transformational. In the future, the web will link not just to computers, but to other critical infrastructure such as buildings, transport systems and energy grids. Creating an 'internet of things' will allow us to change the ways people use resources, travel, communicate with each other, learn and earn a living.

Connecting Wanganui to the world and ensuring new and emerging digital technologies are available in Wanganui is critical to the District's ability to succeed in the future.

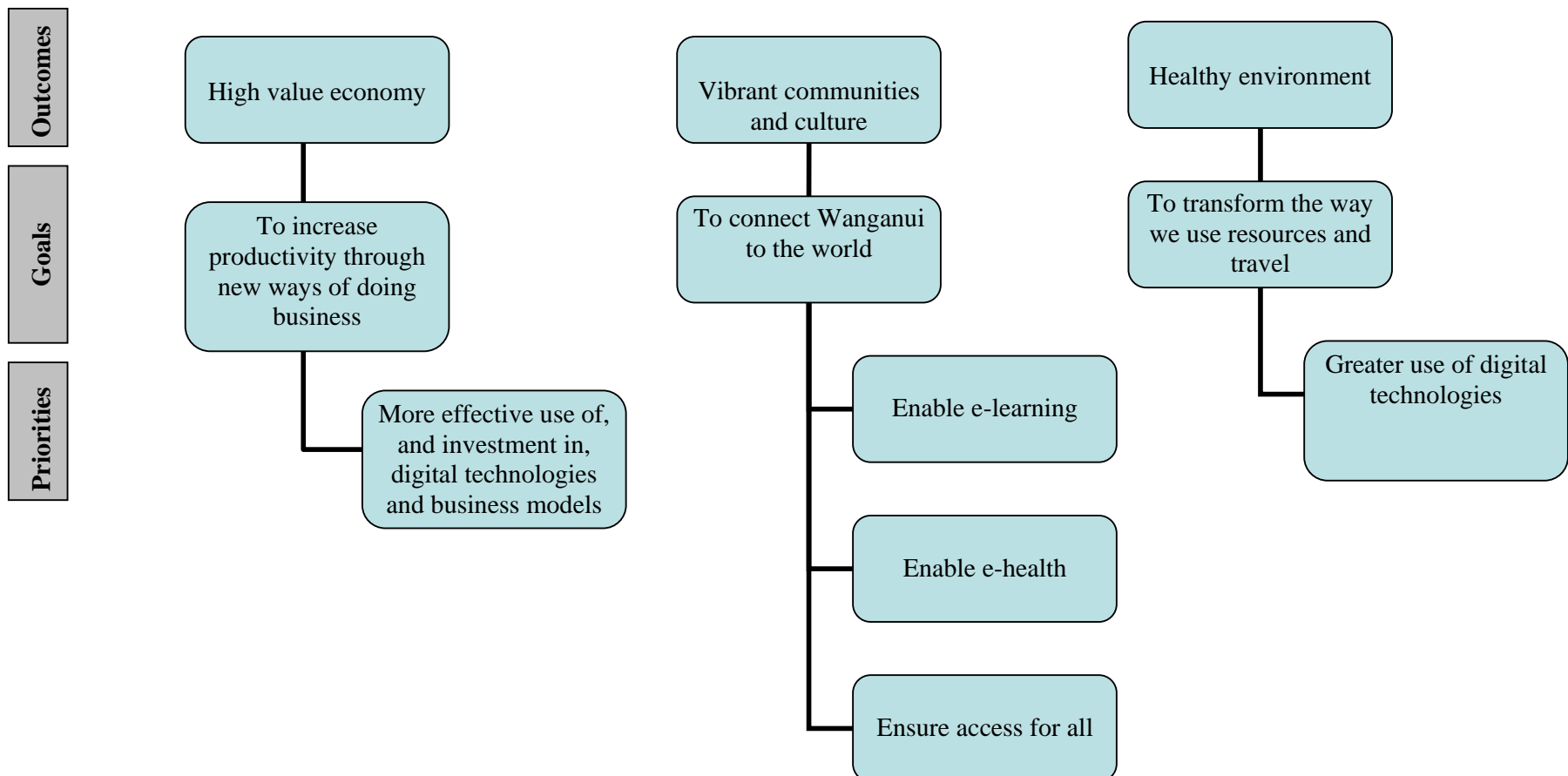
Executive Summary

FAMILY-FRIENDLY WANGANUI


Digital Vision

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We are a well connected, socially inclusive, prosperous and sustainable community



ENABLERS AND COMMUNITY STRATEGIES

ENABLERS	CONNECTION Broadband	+ CAPABILITY People with the digital literacy and technical ICT skills to fully participate in the digital world	+ CONFIDENCE A reliable system people can trust	+ CONTENT Raw material increases opportunities for interactivity, cross-fertilisation of ideas and creative endeavour
COMMUNITY STRATEGIES	Develop Broadband Strategy	Develop digital literacy from grassroots – school education; tertiary training in digital careers; Computers in Homes training support; Computer Clubhouse;	Ensure quality infrastructure and network design is developed.	Improve access to and usefulness of digital content
	Work with Wanganui Education Loop to ensure schools and learning institutions are connected	Provide business training and support	Provide community education to keep people safe online	
	Secure investment in infrastructure – fibre and wireless			
	Ensure open access networks are developed			
	Ensure Council regulations keep pace with the changing environment			
	Enhance access to computers – Aotearoa People’s Network; Computers in Homes; Marae Cyber Hubs, Computer Clubhouse			
	COLLABORATION			
	WDC will be a partner to ensure Wanganui, and in turn the rest of New Zealand, becomes a leader in the digital world			

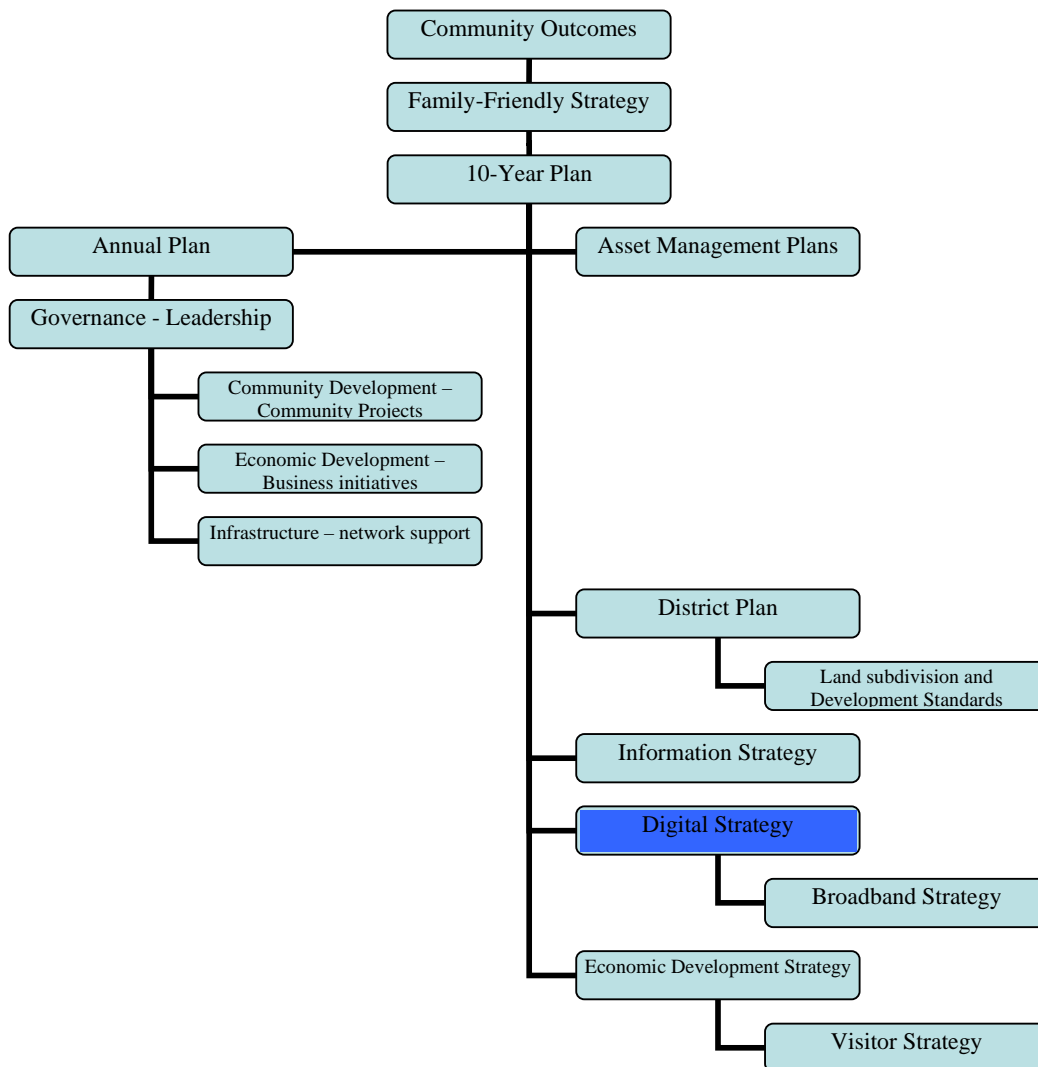
Introduction

Digital technology is integral to the way society will operate in the future and Wanganui needs a strategy to ensure the best outcome is achieved for the district and its people.

This draft Digital Strategy (Digital Strategy) is prepared for Wanganui District Council but it should fit with all of Wanganui's diverse communities and provide a base for organisations to work together ensuring Wanganui becomes a leader in the digital world.

Context

The Digital Strategy is aligned with the New Zealand Digital Strategy and with the Government's \$1.35B Ultra Fast Broadband Initiative (UFB). The Digital Strategy is underpinned by Wanganui's Draft Broadband Strategy and contributes to Wanganui's Economic Development Strategy. Other strategies, policies, documents and processes that contribute to or are affected by the Digital Strategy include:



Outcome 1 – A high value economy

Goal 1.1 To increase productivity through new ways of doing business

Priority 1.1.1 More effective use of, and investment in, digital technologies and digital business models

- Attract and retain businesses, investment and talent; and increase productivity through the availability of smart digital applications, by providing access to high quality digital networks
- Connect Wanganui businesses to international markets to increase trading opportunities
- Ensure Wanganui companies have the capacity to deliver on contracts and can compete with the international market
- Create local and international e-business clusters
- Create opportunities for new kinds of businesses to develop in Wanganui, such as film and design work
- Develop new ways of working and schooling, no longer dependent upon location.
- Improve job training and employment options in Wanganui and throughout New Zealand and the world.

Digital production means website content creators and providers can use digital networks to reformat, package, disseminate and sell to markets wherever they choose, not limited by location. They can reach consumers directly.

Creating high-value digital content for exports is an area where Wanganui can lead the digital world. This will enhance the productivity and competitiveness of key export industries, such as food and beverage manufacturing; goods manufacturing; tourism and farming, by creating digital solutions tailored to local needs and conditions.

Outcome 2 - Vibrant communities and culture

Goal 2.1 To connect Wanganui to the world

Priority 2.1.1 Enable e- learning

- Increase e-learning opportunities for everyone that encourage lifelong learning
- Provide access to high speed internet connections for students, especially those needing to communicate with people in other parts of the world
- Provide unlimited access to data to allow large files to be sent and received – e.g. NCEA assessment and moderation documents.
- Provide access to content rich learning material throughout Wanganui
- Provide the ability to utilise virtual classrooms - Wanganui to the world
- Reduce Wanganui's education costs by providing virtual access to information for both students and teachers
- Improve professional development opportunities for teachers in Wanganui

- Provide opportunities for leading edge research and development based in or focused on, Wanganui

An equitable, holistic focus on e-learning in Wanganui will contribute not only to improved digital literacy but improved overall literacy in the District. Wanganui schools already have an excellent understanding of how improved digital network infrastructure will support better learning outcomes and are ready to connect to a high quality network now.

Priority 2.1.2 Enable e-health

- Facilitate better access to accurate and timely patient care data, through electronic health records, reducing the amount of costly medical tests
- Improve video conferencing enabling remote diagnostics and consultations reducing time delays and improving access to healthcare advice, especially for those in rural Wanganui
- Enable immediate second opinions through real time imaging transmissions for MRIs, CT scans, x-rays and so on
- Enable large files e.g. x-rays to be sent electronically
- Liaise with experts in other centres
- Improve professional development for Wanganui medical staff
- Attract medical professionals to Wanganui with the provision of 21st century technology

A quality digital network will contribute to improved health services in Wanganui, particularly for rural patients and patients who are unable to easily access health care services (e.g. terminal patients living at home). Improved digital infrastructure will also allow education on health matters to be more easily disseminated.

Priority 2.1.3 Ensure access for all

- Connect Wanganui to the world with excellent, open access, fibre and wireless links
- Improve individual skills and confidence for digital technology use by facilitating digital education programmes and opportunities aimed at every sector of society
- Ensure information is available through government, local government, libraries and community and cultural groups and is accurate, easy to find and use.
- Digitise non-digital content, collect and cache existing digital content and build smart, freely available search and discovery tools
- Support Tangata Whenua's development of digital content and recognise their specific issues around copyright and reproduction of their information.

Wanganui's socio-economic status is at the lower end of the scale. Equitable access to a quality digital network will provide increased learning and social outcomes for Wanganui people.

Outcome 3 - Healthy Environment

Goal 3.1 To transform the way we use resources and travel

Priority 3.1.1 Greater use of digital technologies

- Use digital technology to facilitate remote working conditions, reducing pressure on transport infrastructure and reducing reliance on vehicle use and fossil fuel consumption
- Provide opportunities for the development of green technology
- Provide access to information on environmental issues and solutions
- Provide information electronically, reducing the need for paper and other 'hard' resources
- Ensure a responsible approach to e-waste

Wanganui's unique natural environment includes the ocean, mountains, river, streams, hinterland and Whanganui National Park. The natural environment is under pressure as people use non-renewable resources to travel between home and work and consumerism rises. A quality digital network can reduce the need to travel and increase access to information and projects that focus on protecting the District's pristine natural environment.

Enabling digital development

1. Enabler: Connection

Ultra-fast broadband is required to connect Wanganui to the world.

Strategies:

1.1 Develop the Broadband Strategy

The Draft Wanganui District Council Broadband Strategy (Broadband Strategy) sets out Council's broadband vision; underpinning principles; strategies; and implementation plan for connecting Wanganui to the world. The Strategy also outlines the benefits of broadband to Wanganui, potential roles for Council, financial implications and potential measures for evaluating the use and success of fibre optic and wireless networks in Wanganui.

1.2 Secure investment in infrastructure

Wanganui currently has limited access to the internet. Considerable investment in quality digital network infrastructure is required to ensure Wanganui is on a level playing field with the rest of New Zealand and the world. The Government's \$1.5B Ultra Fast Broadband Initiative (UFB) provides an excellent opportunity to ensure Wanganui is a leader in terms of broadband availability.

1.3 Ensure open access networks are developed

Open and affordable access is an underlying principle of Council's Broadband Strategy and the UFB and ensures strong competition between internet service providers. Increased competition will drive prices down, increase the number and types of service available and assist in closing the widening 'digital divide'.

1.4 Ensure Council regulations keep pace with the changing environment
Council's objectives, policies, methods and rules, under the District Plan, need to reflect the Wanganui's desire for investment in a comprehensive fibre optic network. Regulations should be regularly reviewed to ensure they are keeping pace with the changing environment.

1.5 Enhance access to computers
For open access to the internet which will assist in closing the digital divide, access to computers must continue to be supported. Programmes such as Computers in Homes, Computer Clubhouse and Marae Cyber Hubs provide excellent starting points for introduction to computers, software and the internet and should continue.

2. Enabler: Capability

People need the expertise and technical ICT skills to fully participate in the digital world.

Strategies:

2.1 Develop digital literacy from grass roots
Digital literacy needs to be promoted from the grassroots level all the way through to tertiary training in digital careers. This is essential for Wanganui to make the most of an ultra fast broadband network. It means supporting schools and other educational institutions and working together with the community to identify areas of need and addressing them.

2.2 Provide business training and support
Business training and support in digital literacy will provide opportunities for increased productivity for Wanganui businesses. This includes understanding how different applications can support businesses, from accounting systems, booking systems, and online sales to advertising and marketing, communication and information dissemination and storage.

3. Enabler: Confidence

Confidence can be achieved through reliable systems people can trust

Strategies:

3.1 Ensure quality infrastructure and network design is developed
A quality, future proof digital network will provide a reliable system for Wanganui and connect the District to New Zealand and the rest of the world. The fibre optic network will provide a backbone for wireless networks and will ensure that even the most remote parts of the District have access to a quality digital network.

3.2 Provide community education to keep people safe online
Internet security is an issue for the whole community. Education on how to ensure systems are secure is essential and will benefit every Wanganui business, organisation, and individual. Education for parents and users will ensure people are kept safe online.

4. Enabler: Content

Digital content, increases opportunities for interactivity, cross fertilisation of ideas and creative endeavours.

Strategies:

4.1 Improve access to and usefulness of digital content

Supporting Wanganui's education sector to provide excellent training from pre-school through to tertiary level will enable Wanganui's community to become proficient in accessing and contributing to digital content. Community education programmes will catch those members of the community outside the education system. Government is in an excellent position to offer nationwide training and professional development programmes in the community.

As the network becomes more capable, users will increase and content will develop in a more intuitive and user-friendly manner

5. Enabler: Collaboration

5.1 Wanganui District Council will be a partner to ensure Wanganui, and in turn the rest of New Zealand, becomes a leader in the digital world.

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Wanganui Digital Strategy

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