

4th ANNUAL NATIONAL AWARDS FOR THE EFFECTIVE USE OF BROADBAND

ATUG 2010 National Broadband Awards – Judging Completed

The ATUG 2010 Broadband Awards have been judged and winners will be announced by the Minister, Senator Stephen Conroy at the ATUG Awards Gala Reception on 11th March at Australian Technology Park in Sydney.

ATUG's Broadband Awards recognise innovation based on broadband services and the benefits of successful applications to the end users in many sectors of the economy and community.

This year, the judges noted specifically that continued take up of broadband by Australian business, corporations and government organisations is driving very significant innovation in service delivery.

Judging Panel Chairman, Paul Morris, ATUG's Vice Chairman and Managing Director of Consulcom said, "The advancements and improvements in the use of broadband have been impressive with nominations coming from all over Australia and from sectors such as small business, community, media, health, education, communications."

"It is great to see the beginnings of the move to a Digital Economy with innovation spreading throughout the economy and no longer the province of big corporations. Broadband is really starting to make a difference to business and consumers."

Quotes from the Awards Nominations speak for themselves:

- Broadband has reduced our travel time and costs and our carbon footprint. **Regional Australia Submission**
- Broadband is unlocking the knowledge and learning of communities for the benefit of other communities. **Victorian Submission**
- Broadband is providing much better service information for use by the public. **Tasmanian Submission**
- Broadband is giving access to vocational training and qualification to people in regional areas. In one week we have saved hours of travel time and tonnes of CO2. **South Australian Submission**
- For the first time broadband makes it possible to use 21st century learning technologies to connect selective students without the student needing to leave their home town. **New South Wales Submission**
- Broadband enables an Internet of Things – in our case improving community safety and confidence. **Western Australian Submission**
- Broadband has improved the quality of life for residents in our aged-care facilities by reducing isolation from families and friends. "The program has changed my life..now I get to see my grandchildren once a week instead of once a year." **New South Wales Submission**

- Creative use of broadband has created better outcomes for my business and its customers in a traditionally conservative industry and in a small business with 4 staff. We save money and give our customers a much better service. **Victorian Submission**
- Broadband means we can deliver specialist health services in towns without specialists. "Video conferencing is now part of the way we conduct patient care – it's yet another tool." **Victorian Submission**
- Broadband provided the necessary tools for clinicians to help save the life of a young girl who presented to our District Hospital in October 2009. **New South Wales Submission**
- As a not-for-profit company, the quality of the services we are offering would be impossible without broadband. Our clients can access services 24X7 now, even in remote areas. **National Submission**
- We are using broadband to provide students with work experience in businesses, NGOs and Government Departments in rural and regional Australia. Using broadband we are extremely low-cost and highly manoeuvrable. **Queensland Submission**
- We are using broadband for video streaming services, joining small and medium businesses with customers in a practical and personal way. We are removing geographical limitations and delivering convenience to customers. **Tasmanian Submission**
- We are using broadband to improve project and asset management, productivity and site security in the construction and property sectors. **New South Wales Submission**
- We are using broadband to allow our staff to work from home – customer satisfaction is up; sales conversions are up; absenteeism is down and more calls are being answered. **Western Australian Submission**
- We are using broadband in the media industry to change management and production processes, to save money and to improve broadcast quality. Australians love their sport – broadband makes it better." **National Submission**

ATUG congratulates all the nominees on their success with broadband and we look forward to celebrating with the Winners of the 2010 ATUG National Broadband Awards at the Gala Reception on 11th March in Sydney.

David Tudehope, Managing Director of Macquarie Telecom, industry partner for the 2010 Broadband Awards, will join Senator Conroy in congratulating the winners on their innovative use of broadband and the applications and uses they have developed to do better business and to deliver better outcomes for their customers and clients.

The awards will be presented to the winners at ATUG's Gala Networking Evening on the 11th of March at the Australian Technology Park by the Minister for Broadband, Communications and the Digital Economy, Senator Stephen Conroy.

End

Macquarie Telecom is the Industry Partner for the ATUG 2010 Broadband Awards