

Mobile Coverage Programme Discussion Paper

Submission Cover Sheet

Submission Information

This cover sheet should be attached to submissions made to the Department of Communications in relation to the Mobile Coverage Programme Discussion Paper.

Contact Details

Name of respondent:	Tony Doyle
Name of organisation:	Hindmarsh Shire Council
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Website (if applicable):	www.hindmarsh.vic.gov.au
Date:	27/2/14

Confidentiality and privacy

All submissions and comments, or parts thereof, will be treated as non-confidential information unless specifically requested, and acceptable reasons should accompany each request. Email disclaimers will not be considered sufficient confidentiality requests.

Respondents lodging a submission should be aware that submissions (excluding any information agreed to be treated as confidential information) will be made publicly available, including on the Department of Communications' website. Submissions and comments will be subject to freedom of information provisions. Despite a submission being identified as confidential or sensitive, submissions may be disclosed where authorised or required by law, or for the purpose of parliamentary processes.

Do you want all or parts of the submission to be treated as confidential? **Yes** **No**

If yes, identify below which parts of the submission are to be treated as confidential (and provide a reason):

If the submission contains personal information of any third party individual, indicate on this Submission Cover Sheet if that third party individual has not consented to the publication of his or her personal information:

Submission Instructions

Submissions are to be made by **5:00pm (AEST) Friday 28 February 2014**.

Where possible, submissions should be lodged electronically, preferably in Microsoft Word or other text-based formats via the email address mobilecoverage@communications.gov.au

Alternatively, submissions can be sent to the postal address below (to arrive by the due date):

The Manager
Mobile Coverage Programme
Department of Communications
GPO Box 2154
CANBERRA ACT 2615

All submissions lodged will be acknowledged by the Department of Communications by email (or by letter if no email is provided). Respondents lodging a submission who do not receive acknowledgement of their submission should contact the Department. Submissions which are not acknowledged by the Department as being received may not be considered. Respondents should be aware that emails greater than 10Mb may not be successfully delivered.



27/2/14

**Administration
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**Customer Service
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The Manager
Mobile Coverage Programme
Department of Communications
GPO Box 2154
Canberra ACT 2615

Dear Sir/Madame,

Mobile Coverage Program Response

Hindmarsh Shire Council is located in the Wimmera region of Victoria. Council has participated in our regional response prepared by Wimmera Development Corporation (copy attached). This letter seeks to support that regional response, and provide the following points:

- Priority areas within Hindmarsh Shire Council are Yanac, Broughton, Lorquon and Netherby. Depending on the position of towers, one tower could cover Yanac and Broughton and another Lorquon and Netherby. A priority location for West Wimmera Shire is Telopea Downs, which is to the west of Broughton. By also positioning a tower in Telopea Downs, we will deliver services to a significant track of land currently without signal, stretching from well inside the South Australian border through to Lake Hindmarsh. It may be possible to provide service to this region with two well placed towers, rather than three.
- Our priority areas are significant economic producers in the agribusiness sector and part of what is referred to as the Wimmera Southern Mallee region. On farm productivity is being effected by an inability of farmers to fully utilise technology reliant on mobile signals. It is critical that we enable these farms to maximise productivity and continually improve operations as a platform for developing and diversifying our economy, growing export markets and to minimise the impacts of external shocks to the economy. It will also enable future growth industries that will include post farm gate production, agribusiness research and development, food processing, engineering and manufacturing of equipment for transport and agriculture, and alternative renewable energy systems.
- The recent fires in our Shire (the Mallee complex) were a stark reminder of the danger black spots bring to an emergency situation, not just the public but also emergency services and volunteers. WDA have

documented a number of examples in their submission, which includes Telstra having to erect a portable mobile phone tower in Yaapeet, recognition of the dire state communication capability was in during this emergency, placing lives at risk.

- Council is investing considerable funds into the development of Tourism in our region, however, a significant constraint on attracting investment is the inability of tourists or tourism operators to gain mobile signal. Tourism today is heavily driven by digital media, including access to social media, internet and digital applications.

I also add that the capacity of the current network to manage traffic is questionable. Our communities experience is that network provider coverage maps are inaccurate. In many locations reception is not possible where a map indicates it is, or at best only accessible during none peak periods with increased usage shrinking the signal footprint.

Yours faithfully,

A handwritten signature in blue ink, appearing to read 'Tony Doyle', with a small horizontal line extending to the right.

Tony Doyle
Chief Executive Officer