**M-Enabling Australasia 2013 Conference**

**Day 1 – Shaping future market opportunities: 15:30 – 17:00pm**

KURSTEN LEINS: Good afternoon, and welcome back to the final session of the afternoon. My name's Kursten Leins. I'm the general manager of marketing and Government affairs at Ericsson Australia. I'd like to well you to our panel discussion this afternoon, focussing on future market opportunities. We've heard a lot of commentary this morning from our distinguished speakers looking at the current landscape, looking at emerging capabilities of devices, of challenges, of software and applications. What I'd like to do this afternoon is to round out the day with some forward‑looking commentary from our distinguished list of panellists up here. The format for this afternoon I'll keep moving relatively pace. I know it's late in the day and we want to make sure everyone is energised and keeping their attention. I know it is pushing through. Our panellists I'll introduce up‑front, then we'll cut to them in sequence as we go through. We'll start, first of all, with an introduction from myself, just talking a little bit about the scene and the context of today. We'll then have Wayne Hawkins, the disability policy advisor from ACCAN. Chris Althaus, the CE O of the Australian Mobile Telecommunications Association. David Powell, general manager of Device Experience, apps and operating systems at Telstra. Nan Bosler, the president of the Australian Seniors Computer Clubs Association. And Peter Rossi, the chief technology officer for Huawei. If we could perhaps bring up the first slide for this segment and, we'll kick off.

Sorry, the "Shaping future market opportunities" title. No, just the large fonts – if you could scroll to the centre one in your list there. That's it. Thank you. We'll just kick over to the second slide to start off. Sorry, I just realised I have a remote – I can do that from here. Thank you.

OK, if you take your mind back to, say, 2005‑2006, sometimes when we look forward, it's actually important to think back a little bit about how quickly we've moved to where we are today. Back in 2005, the very first mobile broadband networks were being built out globally and here in Australia. And really, the smartphone was still very much in the lab – no‑one had really seen that emerging in the market yet. In the past six relatively short years, though, we've seen a massive development, and we've heard a lot of these topics covered this morning in terms of device capability, operating systems, the open operating systems that allows so much innovation to be created on mobile platforms and building on that for the future. But really taking a lesson from history, I thought it was interesting to at least consider how this has played out in other industries historically. Ericsson has done some work with Coleta Perez, an academic researcher based in Tallon, and works in one of the major universities in the UK. Her research actually looked at what is the typical impact of the installation versus the deployment phase when we've had previous revolutions of various sorts. You can see various revolutions – the Industrial Revolution, steam and coal, railways, the ICT revolution – which arguably we are still very much in the middle of. What her research tells us, quite interestingly, is that in each of these cases, the very initial purpose of some of these transformations that occurred in society were built for a particular purpose. That's, as she defines, the installation phase. You could argue for IC T, we've actually passed that point of installation and are continuing to build on it. What she also points out, which I think is the most interesting piece here, is it's the deployment phase where we see the maximum utility of that particular transformation in society. What's even more interesting is that, in each of these historical disruptions if, you like, we've actually seen some kind of financial disruption or collapse as part of that. Now, whether the GFC a couple of years ago was in fact that collapse, in our cycle of this revolution, we'll have to wait for the future to tell. But it's interesting to see that potentially, history is repeating itself again. I think, in terms of framing this session, it's interesting to at least look forward to say, "We're talking about a lot of these possibilities in the relatively near-term complex, and we've done a lot in terms of mobility and how that's transforming lives, but if we fast‑forward another 10‑20 years, and it's quite probable that deployment phase will continue for at least that time frame in the future, what will the deploys look like?"

I'd like to share with you a very brief video part of a series Ericsson did globally in 2011 and early 2012. We looked at three different countries – the digital society or network society, as we refer to that. We also looked at inclusiveness – that was the series that we ran here in Australia. We also looked at the ageing population – digital seniors was the theme we looked at there. Each of those we've done in different languages. The Australian one, I'm going to share a short segment with you today, which we hope sets the scene, particularly looking at the ageing population and how healthcare and mobility and broadband, specifically, can help play a role in enhancing lives. I'll just let that run for approximately three minutes, and then we'll continue.

UNKNOWN SPEAKER: As we go forward 30‑40 years, the population over the age of 65 will effectively quadruple. If you look at healthcare, healthcare is predominantly for people as they get older. It's not a simple supply‑and‑demand situation. We'll have a blossoming of demand, but at the same time, we have fewer doctors and fewer nurses available. It's no longer palatable for students to go into healthcare because the system isn't designed to make their life easy. We're going to have a challenge where not enough doctors, not enough nurses, four times the size of demand – how do we deliver healthcare? The problem has always been healthcare has been delivered in a one‑to‑one manner. They've always had a situation where the patient came to the doctor, the doctor treated the patient, and the patient went back home. The solution really is to integrate healthcare, communicate more effect 11 with the patient back in their environment, make them an active part of their own healthcare.

UNKNOWN SPEAKER: How do you do that?

UNKNOWN SPEAKER: We provide them with tools so they understand the consequences of what they do, the treatments you're currently giving to them, and keep them constantly informed and in the loop.

UNKNOWN SPEAKER: Give me an example.

UNKNOWN SPEAKER: Say I take ap‑80‑year‑old at home whose heart and lungs are a bit off, she's had diabetes for 20 years. In the past, that would see a diabetic else specialist, a lung specialist and a heart specialist. They would have separate bits of information. It would be up to the patient to try and work out how to make that all work. In a well‑communicated world, there's now a team looking after her, and she's actively involved in a team. She has devices in her home which measure her blood sugar, trig alerts when thing goes bad, devices in the home which measure her lung function and her activity

UNKNOWN SPEAKER: Isn't that a huge machine that goes beep?

UNKNOWN SPEAKER: 20 years ago it was, but now it's a $25 piece of equipment she blows into. The technology is becoming more and more easily available, but also understanding the relevance of that information. The fact that she now takes 30 seconds to climb the stairs when she normally takes 20 seconds to climb the stairs is clinically important information. The patient understanding that there's been a change in those numbers are relevant for her. That's the sort of information we want to capture.

UNKNOWN SPEAKER: Are you saying it will be a high standard of care?

UNKNOWN SPEAKER: It'll be a higher standard of care from two perspectives. One – the patients will stay in their homes and their own communities. If you speak to the average 80‑year‑old in a hospital, they'll hate being in hospital.

UNKNOWN SPEAKER: If you speak to the average any‑year‑old...

UNKNOWN SPEAKER: Absolutely. Speak to some doctors and they say the same thing.

UNKNOWN SPEAKER: You know that!

UNKNOWN SPEAKER: I was there. Once people realise they have the tools to do it – don't just throw it out there and say, "Look after yourself," but provide them with tools that provides them with education in context, with communication with their care providers in context.

UNKNOWN SPEAKER: A tool that provides them with communications with their contact?

UNKNOWN SPEAKER: For an example, we did a program a few years ago when we provided a very basic video‑conferencing tool in the patients' homes. Once or twice a week, the nurse would visit the patient, we'd have a 2‑3‑minute video conference with that patient, asking very specific questions." How have you been? Have things changed?" The fact that they're a short, sharp conversation in that person's home versus the old model of waiting for the nurse to arrive or, more often, arrange for a family member to get them to the nursing clinic – all that stress associated with that – we found that that continuous communication was a lot more effective.

UNKNOWN SPEAKER: You still have the basic care...

KURSTEN LEINS: Thank you. We'll stop the video there. The conversation was actually part of a one‑hour long form. If anyone is interested, that's available on Ericsson.com. I'm happy to share the link with you if you're interested. I thought that was worth setting a bit of the context. It's not just about the technology, it's how you use it. That's certainly a thread or theme that's been coming through today. We need to think beyond the basic connectivity to make sure that the utility is actually there.

Without any further ado, we can perhaps cut across to our first panellist today, which is Chris Althaus, to start with an Australian perspective on all things mobile. Thanks, Chris.

(APPLAUSE)

CHRIS ALTHAUS: This is a challenge. You've given me a screen with no instructions! Here we go... right. Thank you. Good afternoon. How are the blood sugar levels going? I hope we're surviving. I'm very pleased to be here. Thank you, ACCAN – another congratulations from a speaker about getting this event together and running it so well. Thanks for the opportunity.

AMTA is the organisation that looks after the mobile devices and infrastructure vendors. I wanted to return to some of the higher‑level in enabling issues without a specific accessibility focus. As Axel Leblois said earlier today, increasingly the issues outside accessibility arena mirror those within accessibility and vice versa. So we've got quite a lot of crossover. AMTA did a study earlier this year with Deloitte Access Economics to try and drill down into some of the flow‑on impacts of mobile technology in both economic and social contexts. Predominantly economic, but I'd like to share with you some of the results of this.

Mobile Notion was a report that looked at the whole ecosystem and contrasted, over time, what has happened. Clearly, we've moved from a device for the individual into a platform underpinning both personal and professional activity. It's an ecosystem that's embedded in society and, of course, it's quite transformative as a result. But inherent in the transition that we're seeing right now is the issue of partnerships. This has been spoken about a lot today. I certainly know more so than the rapidly expanding partnerships between industry and a multitude of sectors of the economy and society – we've just seen a healthcare example, could be education, financial services, security – the list goes on. Certainly from my point of view, events like today are incredibly important, because you're the experts in your chosen fields, and it's great to learn and get a perspective from you that we can take back into the industry more broadly, but also through specific members of the industry who are involved with you.

We've got an ecosystem that's pervasive, it's ubiquitous, and we're trying to get a handle on what the impacts looked like. We're going to be quite narrow in our focus with me in this 5‑minute slot, but productivity is a key thing that we looked at. You heard Minister Lundy refer to these numbers earlier today. It's a critical enabling capacity of mobile that we can look at productivity gains, what we can do, and get a bigger result for less. That's affecting both the labour side of the equation and the capital side of the equation, interestingly. Certainly on the labour side, you've got all the classic time‑saving initiatives – work from home, reduced loss of down time, more productive use of down time, communications on the go, and so on. But on the capital side, also, you've got less need for bricks and mortar, perhaps – not a happy story, if you're David Jones. Telework – office space less required. Machines that you use in your business – perhaps replace them less often. BYOD – bring your own device. Very significant trend going forward in the environment.

We looked at a productivity gain of somewhere between $12 billion and $17 billion by 2025. This is a big issue in economic policy today in Australia. We'll elaborate a little bit more on that in a minute. Moving out of the straight economics, which I think most people get, we looked at the social impacts. This, again – we've heard today – spans virtually all aspects of what we do in our lives – relationships, community work, our actual work, our individual connectivity and, of course, at a national level, these all combine to be significant in the economy and society. I like to describe these as three core elements of the industry I represent, which is of productivity, of connectivity, and a mobility agenda. There's an economic impact, a social impact, and of course it's provided any time, anywhere, on the move. The social dimension is a case study in itself, but no more classic a demonstration of the social aspects of mobile would be the new wave of Facebook use. At the Barcelona event earlier this year, Facebook stood in front of a very large audience and declared itself a mobile company. So it's made a quantum shift in its thinking. 680 million mobile subscribers to Facebook, and a mobile subscriber to Facebook is 2.5 times more active than a fixed line. What we're seeing that translating to, of course, is a huge growth in traffic. This is putting a great deal of strain on the industry, which I've mentioned before. We've heard traffic described in bytes. It was terabytes, it was petabytes, exabytes – I think we're actually getting to the stage where zettabytes are being referred to – that's a trillion gig, for those who are interested. An interesting way of thinking about it – in 2012, the traffic over mobile networks was greater than every subsequent year added together. Enormous growth.

How does this translate? We've got an economic issue, a social impact. One of the things we haven't looked at – we haven't dived deep into this, but we're interested in the comments coming through today – this phenomenon. You heard Graeme Hugo talking about the ageing population and the huge skew of the population curve to the older age groups in the next couple of decades. For us, we're looking at the fiscal environment. Now we're looking at opportunities for the industry, and growth opportunities – many of them are in the accessibility/seniors segment. But governments are also looking at this issue. They're looking at economic growth. How do they get economic growth? There's three core elements – population, participation in the workforce, and productivity. All of those things have got to rise. From our point of view, we can see a fantastic opportunity coming for the workplace environment, aided by the mobile technology, to extend participation both in terms of the chronology of your life – how long you're going to be in the work – a lot of grey nomads out there would love to earn a quick consultancy sitting on Cable Beach in Western Australia – log onto your mobile broadband, do a bit of work, stay in the workforce, stay productive, add to that participation element – as well as those who are challenged in physical or mental ways who can use this technology to approach participation in life from an employment point of view, which I think is one of the great enablers both personally and as a contribution to the economy and the nation. All of this is combining to suggest a great opportunity that you are aware of. In summary, from our point of view, huge growth – the industry is very much approaching this with the three "i"s in mind – innovation through technology investment, in networks, and infrastructure, which is networks and spectrum. All of those things are being deployed at the minute to really give the best possible quality of service, the best possible opportunity, for people in accessible contexts and outside. And again, the boundaries there, I think, are blurry. We're at the forefront in Australia. I think we've got great opportunity to continue that world leadership position, and of course no better time to do events like this and make your message clear than during an election campaign. I'm sure Teresa, the messages earlier today will be well‑received for those very eager politician whose are listening for everything industries like this have to say. Thank you very much.

(APPLAUSE)

KURSTEN LEINS: Thank you, Chris. I forgot to mention at the outset the format – today is we'll basically keep the sessions moving quite quickly. I'll pose a quick question or two, and we will have around 30 minutes for open audience Q‑and‑A at the end, so you will have a chance to ask your burning questions later in the session. Chris, from your perspective, you mentioned in closing that the Australian mobile industry is in a pretty good shape. How do you perceive the Australian opportunity relative to other markets? How well are we placed, and any evidence of that you're able to share?

CHRIS ALTHAUS: We're placed incredibly well, Kursten. Am I on?

KURSTEN LEINS: Yeah.

CHRIS ALTHAUS: Incredibly well. We're an early adopter, as was said earlier on today. There are 30 million‑plus subscriptions in this market. 22 million people. So we're well above the 100% penetration. But more importantly, the attitude of governments – and we see quite good bipartisan support, frankly, for the mobile sector – governments have been reasonably sensible about light‑touch regulation allowing industry to get on and work with partners to achieve solutions. That's happening in health, education, right across the spectrum, including the accessibility sector. There's always improvement – an incredibly dynamic sector we're a part of. The moment you stand still, you're behind. The will is there. Governments and industry are engaged. All goes well for the future.

KURSTEN LEINS: Great. Thanks, Chris. From a technology‑supplier perspective, Australia rates quite highly on the global market as well, although we may not realise that – we’re closely aligned with the US in terms of pushing the adoption and availability of some of the latest mobile technologies. We are fortunate in a global context – I'd absolutely concur with Chris. Thank you very much, Chris. Moving along to Wayne Hawkins, disability advisor for ACCAN. Wayne, if you'd like to share some of your key points with us, please? Thank you.

WAYNE HAWKINS: Hi, everybody. Thanks for that introduction, Kursten. I'm the disability policy advisor with ACCAN. From that, I'll be speaking from the consumer's perspective, particularly around shaping business opportunities, future business opportunities, in the mobile sector, through consultation with consumers with disabilities and older people, utilising what some of the topics we've already discussed and heard today – universal design is a key part of that consultation. Australia has the statistics that we've heard today – there's almost 1 in 5 Australians who identify as having a disability. As we heard this morning with Professor Hugo, the Australian population is living a lot longer, and we've got more people over the age of 65 today than we've ever had in our history. That number of older Australians is going to grow over time. We keep hearing that today – that the number is exponentially going to grow. With that increased longevity comes a lot of age‑related impairments. That's a pretty big percentage of the market – 20%. You add to that those – perhaps I should say "we" ageing baby boomers – acquiring age‑related impairments – that's a pretty sizeable market. We ageing baby boomers – we're not just going to stop using technology because we can't see or we can't hear or it's too difficult to navigate – we're going to demand that we have access to technology that is accessible and meets our needs and is relevant for the things we want to do today. Looking at it from that perspective, I see that this is a really huge market that needs to be looked at, and putting aside the idea of disability as a charity and looking at it really in terms of the idea of a win‑win situation, a benefit for business and also a benefit for the end user.

We've already heard today – people with disability are already starting to benefit from technology. There's a lot of things that are happening that are making people with disabilities' lives much easier, and giving them a lot more access to the community. Some of the apps that we have now – for people who are vision‑impaired, there's apps that can identify objects and, I use an app like that pretty much on a daily basis. What that provides for me is a greater sense of independence. We also have a lot of new mobile devices and apps which provide easier access for people with complex communication needs to communicate. That provides for them, again, that sense of independence, social engagement and also self‑esteem. We have mobile handsets which have video‑chat capability, and those allow people who are deaf to communicate in Auslan, their first language, which gives them functional equivalency to telecommunications, which has never been able before. These are awesome, really fantastic examples that highlight the potential benefits that mobile technology can provide for people with disabilities. As we heard from Axel this morning, there is a number of regulatory moral and legislative obligations that we have to include people with disability. Whilst those are very important protections for people with disability and older people acquiring impairments, there's also a growing business case for the inclusion of people with disability and older people.

Clearly, from where we sit, from a consumer's point of view, the opportunities for all of the stakeholders in the mobile ecosystem – there's great business benefits for collaboration with people with disability, and that collaboration can provide a range of different things. There's new market differentiation possibilities for service providers by making their plans and their handsets accessible, putting apps on that are accessible for people with disabilities. The examples overseas – in the US, there's a number of service providers who put – on their handsets, they have a suite of accessibility apps. It's a great way to not only attract consumers with disability, but also a way of retaining those consumers. Here in Australia, as well as internationally, we have some really good success stories from that collaboration with people with disabilities and older people. We heard this morning about the Japanese telco with their Raku Raku phones, and what a huge market success that was. And here in Australia, we have an example with the Telstra EasyTouch phones – again, through collaboration with people with disability and older consumers, Telstra was able to develop the EasyTouch phone, which has been a huge market success for them. It really points to, I think, that yes, there are great opportunities, there's great business opportunities. And again, it's moving away from that medical model of disability towards that social model where, if we take down some of those barriers that have disabled people, then everybody wins. There's a number of examples historically that we can see where assistive technology – things like SMS and vibrating phones and other technologies that have been designed primarily, or adopted primarily, by people with disabilities because they work well for them, but then have been incorporated and co-opted by the mainstream – things like voice dialling if you're using your mobile phone when you're driving – you can make a call. For a vision‑impaired person, that's something that is really essential. These are great examples of how universal design can be used for everybody. Handsets that are developed with universal design principles are not only useful for people with disabilities, but they're clearly usable by everybody. The more people that are gonna use a handset, the bigger your market share. Same thing with mobile plans – if you make your plans available that work for disabled as well as the non‑disabled population, you're gonna have a greater market share. Wrapping this up – the disability community has adopted the "Nothing about us without us" phrase. What that really means in this context is that, if something is going to be successful in a business sense, in the mobile ecosystem, people with disability have to be involved in that discussion. They have to be involved and collaborated with in order to make products and services meet their needs.

To really wrap this up, I think those are really clear examples of how we can all win – how business can win, how manufacturers can win, providers can win, and people with disability and older people can also win. It doesn't need to be a charity model any longer. We've got the opportunity today and tomorrow to really be able to collaborate and information‑share and network and talk about some of the ways that mobile technology can really become that enabling technology that we've been talking about. We've heard a lot of really fantastic things today about the ways people are using technology, and I think in this session, we're going to hear about some of the really fantastic future opportunities that mobile technology will provide. I think this is a great opportunity to collaborate. I'd like to just do a little hands‑up kind of thing, if people are willing. If all of those people in the audience who identify as having a disability would raise their hands... to the manufacturers and the service providers and the developers in the audience, these are the people you need to be talking to today and tomorrow. Apologising to the blind people in the audience. If those apps developers and manufacturers and industry members would like to raise their hands, these are the people that we, the disability sector, need to be talking to to make sure that we're working together. At the end of the day, what comes out of this conference is some really great collaboration that's going to make things better for everybody. Thanks.

KURSTEN LEINS: Thank you very much, Wayne. I just wanted to:

(APPLAUSE)

KURSTEN LEINS: By the way, there's probably 10% or 20% of the audience that put their hands up, just for the record there. Just wanted to start with one question before we rapidly move to the next speaker. You mentioned a lot of accessible features. One thing that seems to be emerging and it was mentioned today and it seems to be recurrent in the media. It seems to be voice demands, voice demands for turning things on, doing just about anything in your house via your mobile phone, that's at least what the hand set manufacturers would have us believe. From your perspective, do you see that as providing a genuine utility for people with accessibility needs or a gimmick from where we stand today. Obviously there's more that can be done.

WAYNE HAWKINS: No, I absolutely think that it is a very useful technology. And I think it will become more useful. You know, I use it with my hand set. You know, I use voice control. For the most part, it's pretty good. Sometimes in a noisy environment, I call people I don't want to talk to! But you know, I don't know that that is the technology's fault or the noise around me! But I think it does provide the potential for a number of people with disabilities. I mean, I benefit from it as someone who is blind and it is much easier for me to speak in to the phone and tell to send a text to somebody rather than it is to type on a touch screen, which I find a little bit difficult, still. But I think for people with physical disabilities as well, people who don't have dexterity, you know have dexterity issues, that kind of technology is a great enabler. Really useful and definitely not a gimmick. And I think it will, as more and more people use it, it's not just people with disability who can use that technology. A number of people can take advantage of that. Like I said earlier, people driving in their car. They can dial through voice control. You know, the more people use it and the more we find ways of making it work for us, you know, the better that technology is going to become. Hopefully I won't call somebody I didn't mean to!

KURSTEN LEINS: Thank you very much, Wayne. Thank you very much for your thoughts today.

Moving on to David Powell general manager of Mobile Device Experience with Telstra. Looking forward to hearing what you have to say today.

DAVID POWELL: Thank you, I'm very pleased to be here today and thank you ACCAN for hosting us all. We believe at Telstra that everyone should have access to technology, regardless of age or ability. And it's with that in mind that we're always exploring new ways to utilise existing technology and work with the community by our outreach programs such as Connected Seniors and Disability Forum. And our partners to constantly challenge them to find new ways to enable their products as well. With the rapid growth of modern technology, we've been able to find new ways to innovate around M‑Enabling. But before I talk about the future, I wanted to share with you a few views of the past and a little bit about how we got to this point in time today.

Way back in the early days, the landscape was very different. Technology was very much still in its early stages. It was dominated by phones just like this, the early feature phones with technologies such as SMS, which were very empowering for certain segments, particularly deaf and speech impaired. But essentially, it had limited functionality behind the SMS and talk and text. Smartphones were in their infancy and being hard and clunky to use and sadly little or no focus on the M‑Enabling aspect of those devices. And the vast majority running proprietary devices with the minimal flexibility. And it was up to the mobile operators and the handset manufacturers in those days to provide those services on devices.

All that changed in 2007 with the arrival of the iPhone. And it was the eve of the smartphone era which now, there was a mobile landscape that wasn't just defined by the operators. We had three big Internet technology companies in the form of Microsoft, Google and Apple, also defining that mobile landscape. Empowering those new smartphones. With these powerful mobile operating systems came opportunities to improve those experiences for older people and those with disabilities. And all of those mobile operating systems over time have been building great accessibility features in to their platforms to enable not just their customers but also app developers to be able to take advantage of those different segments.

One of the other benefits of the smartphone world is that the application ecosystem allowed us to build additional functionality on top of the already in‑built accessibility features and allows us new and unique approaches to M‑Enabling such as speech, which we heard a lot about today.

Additionally, this whole pace led to the costs coming down and it's given us as an operator, an opportunity to look at new ways to M‑enable and look at the traditional smartphones of the olden days and look at new ways to utilise those. We've been instrumental in this approach with the easy range and as you can see, we looked at three or four different segments and we're continuing to see how we can grow this segment over time. Primarily designed with the older generation in mind, we're increasingly looking at ways that we can M‑enable in terms of disability. One of those pieces that we have put in place is the hearing‑aid compatibility on some of the devices. And we also play with varying degrees of capability in terms of the easy call all the way up to a smartphone which is a simplified Android device. Additionally, apps and services on the devices enable video calling and conferencing and will begin a series which allows deaf people to communicate via Auslan.

Beyond smartphones today, one of the big exciting aspects in terms of mobile devices is obviously around wearable technology and we're increasingly seeing more and more of the devices emerging in the space. Watches, clothing and eye wear in the form of Google Glass the majority of these use natural user interface techniques rather than having to rely on a keyboard such as voice and gesture. Some examples of this for a person with a physical impairment could be using an i‑tracking camera built in to a device to help someone technically speak. Conductivity to help people with hearing difficulties. And blind people being able to wear the Glass and able to recognise places and objects placed in front of them.

As mentioned previously, we're passionate about enabling people and connecting people in all aspects of the community and improving their lives. But no one company can solve this on their own. That's why I'd like to reach out to explore many of the collaborative approaches within our industry and beyond, so carriers, device manufacturers, developers, Government and regulators and you, yourselves. I would like people to come and talk to us about ways we can help improve the devices that we put out to market. Together, our ideas can not only connect us, but also enable us.

(APPLAUSE)

KURSTEN LEINS: Thank you very much, David. Some inspiring words in terms of the challenge and being ready for the challenge. One of the things I noticed outside earlier today was the Connected Seniors concept that I have to admit, I was personally not aware of until I was asked to be involved in today's program. Possibly not targeting my segment at this point, but I was quite pleased to see the amount of effort and the extent of investment already made in that particular program. So I guess for the benefit of the wider audience, are you able to just elaborate at a higher level on what the key objectives of that program are and where you're at and where you're headed from here?

DAVID POWELL: So, we've got a program called Everyone Connected. And that program effectively focus on a few segments. Essentially, probably the two big ones are the Telstra Disability Forum set up in 1999. That's where we get a whole group of people together and we discuss challenges and issues and ways that we can actually get together and make our products and services and information that we present on the websites more accessible. The other one is around the Connected Seniors Program which I've been lucky to be involved in in terms of helping define our range. Essentially, it is the same sort of program where we talk at regular intervals with the more mature market in terms of understanding what it is that they need from their devices to be able to make them work better for them.

KURSTEN LEINS: Great, so it is based on a dialogue and obviously feeds in to the process.

DAVID POWELL: Very much so.

KURSTEN LEINS: Thank you very much. Moving along to Nan Bosler the president of the Australian Seniors Computer Clubs Association. Welcome.

NAN BOSLER: Thank you. And thank you to ACCAN for organising this conference. You've brought together an amazing array of speakers and participants. It's been a very, very great experience of making us think and we're all going to take back a lot of information to our organisations or to our individual homes. Thank you.

We do have an ageing population and if we minimise the implications of this fact, it will be very much to our disadvantage. But... I urge you to begin to acknowledge the positive aspects of the older community and don't just concentrate on the challenges. We've got to work on the challenges, but remember the positive aspects. Community organisations, companies, Government departments, we need to work together. If older people are going to be able to reap the value of using mobile devices and services for communication, learning, e‑health, e‑commerce, we must address the problems of access and include cost and training. Now, we've got to help older Australians as they try to achieve access and equity in the digital age. Do you think that older people are capable of using modern technology? Do you benefit from having access to mobile devices and the Internet? Then why shouldn't older people also enjoy the benefits and satisfaction of using the communication formats of the 21st century.

(APPLAUSE)

Technology can enable older Australians to remain an active participant in older life whether family lives nearby or across the world. It can provide information on issues of interest and importance to older people. It can support communication relative to good health and play a vital role in the delivery of healthcare no matter where they live in Australia. Increasingly, the capacity for older people to participate in activities, continue in employment, purchase goods and services is reliant on technology. This is particular of many, many government departments and organisations who are relying more and more on their e‑bulletins and websites to disseminate information and to obtain feedback from customers and clients. Older people are thus at a severe disadvantage if they're not prepared or able to embrace technology. And I tell you what – seniors won't bother with your website if it's not quick to load, easy to navigate and have the content that we want. We need options. Seniors can be hesitant to use technology. All sorts of negative thoughts swirl around in our minds. "I can't do this." "I'll make a fool of myself." And, "What if I break it?" We need options. We may prefer to use a laptop or a smartphone or a tablet. We need to learn in a friendly, non‑threatening environment. And we thrive if we can learn at our own pace. Peer‑supported learning is ideal for us. Mastering even simple computer skills is going to greatly increase our self‑esteem and our general well being. If a senior is motivated to learn how to use technology, they're likely to succeed. And my organisation, the Australian Seniors Computer Clubs Association is determined to help them. You knew that there would be a commercial – didn't you!

Now, however, many seniors won't even think about using technology because they're scared that they won't be able to afford it. They're enthused by the images of people doing amazing things with a mobile device, but they draw back because their minds are swamped by worry. How much would it cost me to be doing that? The NBN promises so much, but will the cost required by an ISP muck up their budgets? The non‑profit mission is to educate seniors and seniors with a disability where possible, in the use of technology, as a way of enriching their lives and making them more self‑reliant in the world of technology. The association also seeks to bridge the generation gap and assist seniors in finding ways to benefit the community at large through their collective experience and knowledge. It is run by seniors for seniors and except for some staff in our office, we're all volunteers. It provides a challenge for communication between like‑minded people who want to share in the potential of the digital age to serve the individual and the community goals. Professor Joseph Tirooski (?) Was a key note speaker in June of this year and he began by saying that the "World of the 21st century is experiencing an irreversible and extraordinary revolution in longevity." Since 1950, he says, "We have, on average, gained 20 years to our live expectancy. This is expected to extend a further 10 years by the mid‑21st century." That won't affect me! This should have the attention of every Government. The Professor said, "Is it not a fact that while the world, especially the western developed world, has succeeded in adding years to life, it has not yet succeeded in adding life to years." Now, technology can, with the click of a mouse or the flick of a finger, open up a new world for those of us who want to keep in touch with life. Access to the Internet will provide us with many advantages and it's too good to miss. For instance, it will enable us to communicate with family and friends, take photographs and e‑mails, to talk face‑to‑face with Skype and learn in ways we never thought possible before we began to embrace computer‑based technologies. There are many, many advantages and benefits. Researching family history and shopping – whether for food or airline tickets. Checking timetables and theatre programs and keeping up to date on current affairs. If we have come to Australia from another country, we can still visit the land of our birth, even read the local newspapers in our native language thanks to the Internet. It's up to each of us to take whatever steps we can to assist older Australians to take advantage of the enormous potential that using a mobile device and service can provide for them. Your department, your company, you, as an individual, can help. Ladies and gentlemen, we need to work together to maximise M‑Enabling opportunities. Thank you.

(APPLAUSE)

KURSTEN LEINS: Thank you very much for that, Nan. A very inspiring talk. Just to pick up on a thread of commentary you made, "Adding life to years." Which I thought was an interesting perspective. Given your experience and, I guess, exposure to seniors in your role, are you able to share with us an example of somewhere where there has been some kind of transformation or significant shift in people who maybe were afraid to embrace technology and have actually found it to be much more than they'd hoped? There's obviously a lot of challenges with that, but if you could share with us a positive story?

NAN BOSLER: I know stories of the important difference that technology has made for older people. Let me share with you a story that I only received a fortnight ago. Diane and her sister were keeping a bedside presence with their mother. They knew that very soon she would close her eyes for the last time. They had a brother in Queensland and he'd been unable to be with them. Even though their mother had dementia, there were still many things that needed to be said. Diane connected to Skype using her iPad and the siblings were able to share any special thoughts, memories and words that they wished to tell their mum. They did that believing that she would hear and understand their voices. They played the favourite Vera Lynn songs and talked to her of childhood memories and of all the wonderful times that they'd shared. While the distance was an obstacle, the aid of technology enabled them to build a bridge of love with that technology and give them a very, very special opportunity to say all the they wanted to say to their mum. A simple story, but it was one that brought a great smile to my face and tears to my eyes.

KURSTEN LEINS: Thank you very much for the moving words. I'm sure there a many other stories that we could share but which only have time for a brief discussion. Thank you very much.

Our last panellist for this afternoon is Mr Peter Rossi, the chief executive technology officer for Huawei. Looking forward to hearing Peter's thoughts on the mobile industry and particularly where mobile broadband and fixed broadband are taking us. Thank you, Peter.

PETER ROSSI: Enriching life through communications – now I really understand it a lot more. And I thank all the panellists, in particular, Nan, that was very passionate there.

Look, thank you, ACCAN and everybody here making this event really a success. It's a privilege to be invited to speak a little bit about the industry itself and where it's going. There's a lot of chat and talk about accessibility and making life a lot easier for people to access technology. And that's correct. There were lots of changes that the older generation will know all about it, going through the industrial revolution, electricity, gas, the works. Things happened all of a sudden. The technology age is still in its infancy. We have seen a lot of change, we have seen a lot of enhancements to everybody's life and what we do and we saw a huge revolution, in particular in the mobile space, when Apple brought out the iPhone making it much easier for people to touch things and make things happen. Not that it wasn't tried before. Four or five years prior to that, there was always people trying to look at how we could utilise mobile technology.

What I will do here now is talk about the connected world. What is the connected world? If you ask your children, they'll say one thing. If you ask the older generation, they'll say it's scary. It's really important to understand that this next phase of digital revolution or what we'll call the connected world could cause us a lot of pain and could cause us a lot of unification. What I mean by that is – as our younger generation accept and adopt the new way of the connected world, our older generation will divorce from that very much more rapidly. So we need to bridge this gap. We all talk about the digital divide. I call it a human divide at the moment and increasing the generation gap, which we need to try to close.

It does work! I'm not sure if everyone can see it.

There's been lots of talk, speculation and all the rest of it about how much speed do we need at home? How much speed do we need on the move? And now, this is the next little bit of world to the digital society. What does it actually mean? Because I can cost effectively put a device on anything, and I mean anything now, I can change the characteristics of it. And that means I can put a mobile device on a piece of equipment to control it.

There was a brief discussion about – how do I control things inside the home? Through a mobile phone or an iPad? The reality of that world is already there and a lot of countries in the world have adapted what we call the digital society or digital city. There are cities being born all over the world today. And what that means is I can, essentially, take my device, go to the office or go somewhere else and say, "What do I need to do at home? I forgot to turn off the kettle or the microwave. The dishwasher needs to go on at a certain period of time in the day." I can control that lifestyle and that's where we're really going towards.

The Internet of things, home automation, business automation. It will start off with business, definitely. But it will go in towards home automation and a lot of people are dabbling today. It will start because of the fact that we have a large ubiquitous mobile network and the ability to utilise that network. Research and development in our industry has been large and it will continue to be invested at a great rate and we'll see talk of 4G, 5G. We'll call it a different name one‑day and call it a service delivered to someone. When you walk in to a shop, you don't ask for 4G or 5G or 6G, you ask for a phone service or something else and ease of utility and accessibility.

So the Internet of things where robots and machines will start to invade our lives, and it's scary and there's lots of movie the out there. 'iRobot' comes to mind where these machines are do things for us. That's not a bad thing. We need to embrace it in different ways.

I'll spend very little time on this. We all know that the population is ageing and we've talked about the demographics here in Australia. This is a global phenomena and it is a fairly serious global phenomena. We don't know or we haven't addressed it as yet. We're starting to address it and the whole industry is starting to look at – how do we monitor, manage and continue a lifestyle that people are using whether or not they're older or whether or not they have capabilities that don't allow them to do certain things. E‑health is one of these things and we all talk about e‑health and the governments around the world have the four pillars, e‑health, e-government and all of this. And the fact is with technology, one portion of technology and that is telepresence, we can dramatically change the way we address e‑health. And the fact is – yes, you can be at home and visited by a telepresence and once a week be visited as a personal touch. But you can also go in to the hospital and avoid the issue or change the problem of needing to go and see a diabetics expert, an arthritis expert. All of these things can be done in one area. They can all do a telepresence and a teleconference and address those issues while you're there. So those are the sorts of things. So it also breaks the domain of saying – I need to live in the city because I need to be close to all this environment. You don't. So all of a sudden, I want to retire out in the country somewhere and enjoy bringing up sheep or cows – not that I will! But I'm not restricted any longer. Technology, the connected world gives us this ability not to restrict where we are. And in fact, I'm sure a lot of people in this room either have siblings or are part of a sibling that has now moved to another country. You need to be able to communicate and ensure that you can see all of that.

I think that's a buzz to say my five minutes is over.

But one more – if it ever changes. E‑education. I just want to spend a couple more minutes on this one. It's dear to my heart. As I see, there is a generation gap in skills and in fact, there is a generation gap in people who say – no, I can not do this course or learn this skill set. Well, I ask why. With the ability, and we'll call it either wireless broadband networks getting better and much more reliable, or National Broadband Networks globally being deployed, why can't I learn music from Germany? There's nothing stopping me from doing this. The more important one is – there's the silver workers who are about to go and enjoy the rest of their time and have a fun time. All that skill has disappeared. How do I get it? Can they do classes from home once a week? Can they change the dynamics of how they provide information to the younger generation? Well, this information that is out there will go away soon as that ageing population continues to go, we won't get that skill set any longer because those things that we did in the past, we don't do any more.

With that, all I say is yes, enriching life through communication is probably one of the mottos that makes a lot more sense now. But I thank you and I'll leave it over to Kursten now.

(APPLAUSE)

KURSTEN LEINS: Thank you very much, Peter. Before we open the floor to questions, I had, I guess, a reflection on your comments there, Peter. Apart from some of us becoming farmers – or not – you mentioned about the concept of having more machines and helping to enrich our lives. That may be scary for some. Do you mind elaborating a little bit more on some of those early trends that we're seeing, in terms of how that actually helps people today?

PETER ROSSI: What's happening – and I know everybody knows and has heard about the electricity companies doing things like smart meters and everybody always gets weary about a utility company who's going and touching things and making them automatic. What will happen is, within the home, devices will become connected, so your power point will all of a sudden be accessible via your iPad. Your television will be able to change channels via Xbox's Kinect service – so gestures. Already, Samsung has, in their phones, eye movements which will change what your phone will do. That's that portion. All of a sudden, I can now turn on lights and turn off lights, if I want to. I can change the conditions of my home – make it warmer, colder – just through simple gestures on a device. That looks at Nan's problem saying, "Make it easy for me." I will. That's what we're talking about – connecting the devices. When you go and buy a kettle for $25 in one of the shops, in Myer, this kettle is not connected. But when you plug it into a power point, that power point is connected. So I now control that kettle, and I can do what I want with it. And I can do that via a gesture. The same will happen with all the switches, access to the home, the recognition when you walk towards your home – the camera will recognise that it's you. All of a sudden, it will unlock the door, let you in there, make it more accessible to the into your own home and do things there. That's what weir ooh talking about – machine‑to‑machine and all the other little bits and pieces going towards that.

KURSTEN LEINS: Thanks, Peter. Before I open the floor, a reflection on that. I checked some numbers in terms of what the mobile handset and volumes are. It's interesting, but just last year, we exceeded the 700 million mobile phones produced and sold in one calendar year. To put that into perspective in terms of the global economies of scale, there's only around 60 million cars produced and sold globally. So 10 times the volume of devices are hitting the market. That's continuing to grow. Obviously many markets are still adopting mobility for the first time, developing Asia, parts of Latin America and, of course, parts of developing Africa. It's a massive economy of scale that we see. I think many of the opportunities we've heard talked about – both in this session and also through the wider conference – will of course benefit from that continuing momentum in the global context. So it's a very exciting future, and that momentum is certainly not letting up any time soon.

To open the floor to questions, we're going to try and close at 5:00 to keep on time. If you could try to be quite succinct in your questions so that we can give the panellists a fair chance at responding to some questions. I might take the gentleman... where's the microphone? This gentleman down here. Thanks. Thank you. Sorry, a lot of hands went up simultaneously. There a whole cluster over here. We'll head there next. Thank you.

UNKNOWN SPEAKER: Hi. I sit on the board of Spinal Cord Injuries Australia. Thanks for the session. Great presentations. I've learned a lot today. It's made me this go about a whole variety of things. One of the things I'd like to ask – I'll have to precede the question with some background. Currently in Australia, we've got the Disability Discrimination Act. Perhaps the act – we have education transport ‑‑ standard, transport standard, but no technology standard. Transport standards requires a whole variety of things they need to do for their products and services and vicinity to people's lives. My question is to Wayne at ACCAN and the other panellists. Why isn't there – I know they talked earlier about a Communications Act, but I would like to suggest, or ask the question – shouldn't a communications standard that fits in with the Discrimination Act that requires all communication service providers and operators that, when they go to produce a service, a facility or a product – like a telephone, mobile phone, or any other product – to ensure it's compliant within the needs of all people with a disability?

WAYNE HAWKINS: Short answer – yes.

(LAUGHTER)

There should be. Good question. Thanks. But yeah, the short answer is it would be great if that there was something to regulate so that we didn't have a lot of the inaccessible products and services that are available. The DBA – section 24 – does address this, and the idea of all products and services should be accessible for all Australians. As you said, there's not a specific standard such as the transport or access to premises standards in the DBA for communications. I think what was discussed earlier this morning about the idea of an Aussie version of the 21st Century Communications and Video Accessibility Act of 2010 would really speak to this. Another area that ACCAN's working quite strongly around is the idea of an accessible – a public procurement policy for accessible ICT, so all Government spending on ICT – equipment, services, development – was fully accessible for people with disabilities, would also provide some protections around that. I think, for me, you're right when you say that it would be great if it was. By listening to the panel just now, I was thinking all of these new technologies are fantastic and will be fantastic, and what is great about coming here today and for all of us being here and talking about this today is that it's raising the awareness that everybody is going to be thinking, "Wait a minute. If they do have a switched‑on home, if I do have an accessible home, and if I develop that service, is it going to be accessible for someone who's blind? Is it going to be accessible for somebody who's in a wheelchair? Is it going to be accessible for somebody who's deaf?" Whilst those protections, those legislative protections, are necessary and useful, I don't think – again, I'm speaking for my own feelings around this – I don't think that people design things specifically to exclude people with disabilities. They think it's very much about not being aware and not understanding what those difficulties are. And one of the great benefits, I think, of this conference, is that people will have that in their minds when they go out. The people that are in an industry that are here today and have given their time and come and contributed obviously have an understanding of that. But I think for us to sit here for two days and talk about, "What does it mean to design an accessible product?" – that's going to have a much greater impact than having a piece of legislation saying that, "You've got to do that." It's about encouraging people and using a step. At the end of the day, the DBA is a complaints‑led process. You and I as people with disability have to go and make a complaint. It would be so much better if people who had designed products and services in this sector thought about it and used universal design principles and had an awareness, so that when they do go to that design table, they think about the needs of all of us, not just people who are able‑bodied.

KURSTEN LEINS: Thanks, Wayne. I think Chris, you wanted to add a comment there?

CHRIS ALTHAUS: I'd like to support Wayne's comments. I mean, it seems to me we're in a time now where the awareness level and the focus on the issues that are confronted in the accessibility world is probably at an all‑time high, and going to be cemented into the policy world courtesy of DisabilityCare and so on. In that environment, I think the partnerships approach that Wayne's just described is a good one. I've always wanted to encourage that, as opposed to looking for a little regulatory setting, simply because the sector is such a rapidly moving one that, by the time you work through the body politic and get that done, the chances of your instrument being compromised by just simply the passage of time and technology is reasonably high. If you make it so general to avoid that, then you wonder about the meaning of it. I think the partnership approach is a good one, and trying to work in a co‑regulatory environment to avoid the restrictions is a wise course.

KURSTEN LEINS: Thanks, gentlemen. I might add a comment before we move to the next question. I think one of the dilemmas we face today – this is in the fixed internet domain, as it is now in the mobile space – the roles of entities are very much shifting, and very rapidly. Previously, the operator was the one, five or six years ago, who solely was the channel to market for the device for the service, and for the connectivity service and the services you used. That, of course, now still exists, but there are additional models with global players, internet services on top of. That's something that regulators are grappling with in all markets, in terms of convergence and layered separation of control. It's not to say it can't be handled, but it is a very quickly moving piece, and regulation could be quite tricky to make relevant in that type of context.

UNKNOWN SPEAKER: Just in regard to the public procurement, where the (inaudible) is to purchase equipment that is accessible, under the transport standards, it's for public providers and operators. Well, most state territories are the actual public transport services and providers. Under the Disability Discrimination Act, they actually are required to procure conveyances and infrastructure that is accessible. That's the answer.

KURSTEN LEINS: Mm.

WAYNE HAWKINS: I was referring specifically to ICT.

KURSTEN LEINS: Sorry, mate. I was going to say, I guess there are many problems and challenges posed here, but we certainly won't be able to necessarily solve them today, but I do appreciate the comment in terms of awareness‑raising and sort of putting it in context of other services. I think that's a valuable insight. Thank you very much. The gentleman over here next to the mike? Thank you.

UNKNOWN SPEAKER: Frank Nolan. I'll be quick and cut to the chase. A question for Chris. We all love and welcome the growth of mobile capability and the increasing the range of mobile products. But along with this coming difficulty for consumers making informed choices about what they buy. These difficulties are exacerbated for people with disabilities, largely because of their problems obtaining access to relevant information. Given that, how do you feel about the Australian mobile industry having a database of mobile features – let's say the features for each particular type of mobile, each mobile model – to enable a one‑stop shop for people to look in and make meaningful comparisons? In saying this, I'm aware of the existence of GARI, but it seems an Australian version would be much more helpful for Australian consumers.

CHRIS ALTHAUS: Thanks for the question. I agree entirely. For that reason, we are a very close partner with the mobile manufacturers forum and the creation of GARI. It's a tough call, because the gathering together of a one‑stop shop is no mean feat in the mobile world, with such a proliferation of devices and very rapid turnover. The reality is, from an Australian point of view, we are a technology taker, in a sense – we feed off the global life of the big producers and use their devices locally. To the extent that we can, we're looking to make, literally, the GARI a one‑stop shop globally, and maintain its relevance in local context by partnering with local industries. AMTA has a relationship with MMF, and we both monitor the GARI in a local context under the relevant code, which references GAR I. It's a partnership that exists. My organisation works with MMF simply to keep that database relevant in a local context as part of a key piece of information. In extension to GARI, of course, the individual service providers are also ramping up their own specific resources of information to provide people. I think the fundamental point for ‑‑ fundamental change point, I guess, going back to the ageing population discussion, is that while we look for a whole raft of social benefits to tag to be brutally commercially honest, this is a really growing market segment which all commercial providers are going to look very, very fondly at and want to service more and more with nothing and better information.

KURSTEN LEINS: Thank you very much. I know there's a number of additional questions. I'll just look to our timekeepers as to whether we have any leniency? We do? We can continue with a couple?

UNKNOWN SPEAKER: I will keep it short. Nan, awesome talk. Thank you very much for that. A lot of takeaways for me. My question is more around the internet side of things which you were talking about. It is a hot topic in the user experience community – this is for all the panellists, actually. You change your phone every year or every two years, if you got into an unlucky plan, and you change your fridge and you change items around your house every 10 years. The product life cycles are not at the same pace. I'd be very interested in any of your views on how we can M‑Enable our homes through this concept of internet of things, but actually keep everything at the same pace or all lined up? Does that question make sense?

KURSTEN LEINS: Um, I think so. Peter, did you want to take that? We can both, if you want to start.

PETER ROSSI: You're right. Mobile phones or consumable devices such as iPads and whatnot are changed in 12‑24‑month cycles. Whereas everything in the home is changed in a very large cycle, other than a TV which now seems to be changed on a 2‑year cycle for some reason. I don't know why.

What we're seeing is that the cloud will take care of this. What the device is is just a platform to access the applications and the way of interacting with the home. Even if you change it, you should still be able to access on your new platform. This will cater for the rapid‑change devices such as phones, and it should cater for the slower ones. When you change your power point to be internet connected, or "connected", I don't expect to see that change for another 10‑15 years, minimum. So those sort of things are already catered for and thought about within the telecoms industry to say, "OK, an electrician will come in, change the house, everything will work. I don't expect to see that for another 10 years, but I expect to access it via my devices, whichever device I have." That will be catered for within the cloud, as time goes on.

KURSTEN LEINS: Yep. Maybe just to add, from an internet‑of‑things perspective, I think one of the challenges with that wanted position is that many of those appliances have a disparate life span. One thing we're starting to see, though, is the emergence of standards that will actually, as you organically replace devices, you are starting to see international standards that enable the interoperation of devices, so communicating from a tablet or smartphone irrespective of the manufacturer towards other devices. Technologies like DLNA – Digital Living Network Align – you see that appearing on numerous smartphones. Connected TVs, et cetera, games consoles – that's probably the most prominent, but it is more at the leading edge. Even then, there's of course competing technologies. I think with time, you may not see a single winner there, but I think the device manufacturers and the consumer electronics manufacturers themselves have a vested interest in trying to grow that. So you'll see from Sony or from Samsung or from other mainstream device manufacturers, they will have a story. I guess if you buy into that, you'll be able to advance it. From a pure consumer perspective, you probably don't want to have a complete lock‑in. The emergence of a single standard may be still some way off, but that's certainly where it's headed. But these things do take time, given that there's probably no single entity pushing for that, because no‑one, I would argue today, owns the connected home – communications services operators have a role, but who owns the home will be played out. It will take some time, I will say. We have time for perhaps one more question – the gentleman down the front here – and I will hand over to our organisers for next steps.

UNKNOWN SPEAKER: In this splendid expansion of accessibility, a key feature has been lost. I'm one of the ACCAN board members – Marcus Wiggin. The main profitability area in many industries is now data. As I think all of you appreciate, the smart meter people have made sure that the public doesn't know that they've appropriated all that data – the internet of things, they would extend to the AEC and the other energy regulators have not chosen to even challenge it. So we have, here, an interesting contrast. We have providers, opportunities, accessibility. But the most profitable single item for the business is to own the customer and own, in great detail, with detailed monitoring, no protection, and no data ownership. I'd be very interested for a comment from the industry at that point.

KURSTEN LEINS: Before the panel responds, who precisely are you referring to – when you say data in general, is this to the telco? Which entities are you referring to ENSO we can make the answer more precise.

UNKNOWN SPEAKER: In marketing, the generation of data and its scale is now generating considerably greater value. 85% of the Australian stock market is now intangibles.

KURSTEN LEINS: It's more related to big data rather than a specific sector collecting or using that?

UNKNOWN SPEAKER: We've just had mentioning of access via mobile devices – smart meters were mentioned. I've touched on this issue. I think that this particular area of privacy and ownership of one's own data is absolutely central to the acceptability, and the likely business success in future, of this sector.

KURSTEN LEINS: Sure. Thanks for clarifying. I'm happy to also comment, but I want to give the panel a chance to respond.

CHRIS ALTHAUS: From a sectoral point of view, absolutely right. Two of the hottest spuds at the global conference in Barcelona this year were security and privacy. The cloud is bringing that reality to bear. Everyone's looking at their proprietary solutions and safeguards, et cetera. There's no commonality, necessarily, but it's certainly front of mind.

KURSTEN LEINS: Anyone else? Otherwise I'm happy to...

DAVID POWELL: We're very keen to – Telstra takes that extremely seriously.

KURSTEN LEINS: There's different approaches being taken to data privacy. There's changes in the Australian context around the buck stops with the person that effectively owns that relationship with the end customer. If you happen to partner or outsource your data processing to a third party, whether onshore or offshore, the Australian Government has made quite clear now that you, as the local entity, are responsible under Australian law to respond if there's a breach of privacy or to maintain Australian standards. I think it's still an emerging area, but I would say there's been some major blunders been made. I saw something in the media again just this week – I think it was in the UK – where some – ‑‑ where a pilot concept of rubbish bins in a high‑density area were measuring wi‑fi strength on smartphones to try to gauge individuals' patterns of foot traffic, et cetera, and potentially targeting them with specific advertising. That's probably one extreme. I think society is long way from accepting that. It's interesting to do these pilots, but I think sometimes the social element of what you're opting in for needs to be considered. I've seen a lot of debate and discussion on this in the Australian context, but also in other markets. I wouldn't say it's open slather, "Do what you want with the data." We've seen some bad examples of that, but I wouldn't necessarily assume that that's what will take place in the future. I think the US, particularly driven by more an internet philosophy where you own the data because of an advertising relationship or advertising revenue – there's a risk of blaming someone for doing that. I think as consumers, we also need to be quite mindful that, when we're acquiring free services, or supposedly free, we're giving something in return. We shouldn't do that blindly. There's education for consumers to also be also aware of that. Over time, that will improve. I think there can be improvements made on both sides.

UNKNOWN SPEAKER: I was talking about data ownership and the acquisition of it by the media, not about the privacy – that's a subsidiary issue. The surveillance of data ownership are not established, are not always part of the debate, and though privacy is what you've chosen to respond on, the key issue is the ownership of that data and the surveillance and retrospective roll‑out of the increasing areas of big data. That area requires attention, must be pre‑emptive for the internet of thing, otherwise we will get great resistance to its take‑out.

KURSTEN LEINS: It's certainly an area of focus. Specifically to your question, whether that needs to be regulated or is simply covered under existing legislation as to how you handle data and therefore what you do with it tends to be on a customer‑by‑customer relationship basis. I understand it's a big question, but I don't think there's a simple answer to that either. In the interests of time, I think we'll close now. Thank you very much, everyone, for sticking around.

Just a final comment – we actually had a big surprise planned this afternoon, but as sometimes happens with demos – and I've done many in my time – they don't always work as you expect at the right point, but David has kindly brought along an example of Google Glass, which we're planning to showcase. If anyone is prepared to stick around longer, I think David has kindly offered to try to get that working. But within the forum this afternoon, we weren't able to nail it in time. If anyone is interested in that, we may or may not be able to get that working, but we'll certainly give it a go later on. Thank you for your commentary. A big round of applause for our panellists. Thank you.

(APPLAUSE)

TERESA CORBIN: Thanks. That's great. That was a really interesting session. People that are interested in trying out the Google Glass, we have a couple more things to da – maybe people could gather at the end of that session out the front here and have a little look at what they're really like.

It's been a pretty awesome day. Thank you for making it to the end. What I am pleased to report is that we've had over 500 tweets, and also some pretty influential re-tweeters. So all up, 800 tweets today. That's, I think, a very useful thing. It means our message is getting out further than just this conference. The other thing I think that's really quite exciting is we've had nine different media outlets report on M‑Enabling today, including the 'Sydney Morning Herald', 'The Australian', and ninemsn. That's also very exciting. In a minute, we're going to hear from Telstra, and then there'll be some cocktails served and some food served out in the area where the showcase is. We've also got a bit of entertainment – Lauren Dawes will be singing. Some of you who came last year to our annual conference would have heard Lauren, and some of you will would have seen her since – she's become a bit more famous since then, and in fact was recently on – I can't even remember which one it is. It's terrible. Somebody tell me! Which one was she on? 'The Voice'! God, that's how bad I am. It's interesting. When I asked the people today what their favourite apps are, they tell me they're really boring. Clearly, I am too. Anyway. So that's what I wanted to say. You'll have an opportunity to have a look at a lot of the showcase out there now, as you're enjoying cocktails and refreshments. If I could just ask Jill Riseley to the stage now, and then after that we'll wrap up for the day and we can enjoy the networking.

JILL RISELEY: It's a dangerous place to be, between you and drinks, so I will say very little.

(LAUGHTER)

I just wanted to thank ACCAN, again, for partnering with Telstra. We were really delighted to be able to participate and partner to bring this event to the Southern Hemisphere for the first time. I thought it was a brilliant day. It was really exciting, and a lot of ideas and a lot of opportunities to collaborate moving forward. I think there's also some work to do in ensuring that the future of telecommunications and the future of technology is an accessible and inclusive one, as well. I just wanted to follow on from this last session, to mention a couple of the Telstra programs that I know – there was a question. Telstra's actually been running intergenerational learning since 2007, so it's at connected centres. We're currently partnering with the NSW Government, which we're delighted to do. We've got some of our colleagues from the Department of ageing here today. Basically, with high‑school students and seniors connecting them up to do digital literacy training. Through the Connected Seniors program, we've trained and provided digital literacy education materials to over 250,000 people over the last five years. So it's a really significant program which we're quite proud of. The other thing I wanted to mention was that the Telstra Foundation have just signed a multiyear, $5 million agreement with the national centre of Indigenous Excellence to produce a digital excellence agenda. So we're looking forward to seeing what comes out of that over the years ahead. Certainly a real significant investment in ensuring Indigenous Australians are also connected. Telstra was the first corporation in Australia to register a disability action plan, which is something we're really proud of. We have our sixth disability action plan being launched in December. We would love any feedback or input into that that anyone may have, so please tell us your thoughts. I won't stand between you and drinks any further, but thanks again for today. I look forward to tomorrow.

(APPLAUSE)