



12 February 2008

043/2008

Apple icon headlines broadband conference in Sydney

Apple co-founder Steve Wozniak and Senator Stephen Conroy, Minister for Broadband, Communications and the Digital Economy will join with top telco, IT and media heavyweights over two days in Sydney next month to discuss and debate their vision for the future of broadband convergence in Australia and the Asia Pacific region.

The *Broadband and Beyond* conference, organised by peak national telco body Communications Alliance and co-hosted by Telstra Wholesale will take place on 3 and 4 March 2008 at the Shangri-la Hotel.

Communications Alliance chief executive Anne Hurley said *Broadband and Beyond* is an industry first.

“We are encouraging the industry to take a step outside the day-to-day issues we are dealing with and come together to discuss and debate big-picture industry issues like: what convergence will deliver and who benefits; how high bandwidth helps reduce greenhouse gas emissions and how broadband is creating new business alliances,” Ms Hurley said.

Telstra Wholesale is the largest seller of wholesale telecommunication services in Australia. Ms Kate McKenzie, Telstra Wholesale Group Managing Director, said she was pleased to support this inaugural industry event which will explore the business opportunities that high-speed broadband is creating.

“At a time when the industry is looking forward to working with the new Federal Government on its plans for the digital economy, now more than ever is the right time to be debating and discussing broadband issues,” Ms McKenzie said.

Conference speakers selected to provide the Australian audience with a robust and varied perspective on the international telco industry include:

- Steve Wozniak, Co-Founder, Apple Computers, USA
- Senator Stephen Conroy, Minister for Broadband, Communications and the Digital Economy
- Dennis Muscat, Senior Vice President of South Asia, PacNet
- Jack Matthews, CEO, Fairfax Digital
- Nigel Dews, Chief Executive Officer, Hutchison Telecom
- Shirley Lue Arnold, Non-Executive Chairman, Telkom South Africa
- Didier Dillard, Head of domestic wholesale, France Telecom
- Mark Scott, Managing Director, Australian Broadcasting Corporation
- Berit Svendsen, Vice President and Head, Nordic Fixed, Telenor, Norway
- Stefan Gustafsson - VP Global Sales & Marketing, Packetfront, Sweden
- Annikki Schaerferdiek, Vice President, Marketing & Strategy, Multimedia Division, Ericsson, Sweden.

Further information on the Conference is available at:

www.broadbandandbeyond2008.com

Media Inquiries – Communications Alliance

Jeff Bird

02 9365 3585

Media Inquiries – Telstra Wholesale

Martin Barr

0418101127

About Communications Alliance

Communications Alliance was formed in 2006 to provide a unified voice for the Australian communications industry and to lead it into the next generation of converging networks, technologies and services.

Membership of Communications Alliance is drawn from a wide cross-section of the communications industry, including service providers, vendors, consultants and suppliers as well as business and consumer groups.

Anne Hurley is the Communications Alliance Chief Executive Officer. The Communications Alliance Directors as at 1 December 2007 are as follows: Neville Stevens (Chair); Tony Malligeorgos, Ericsson Australia; David Gee, Alcatel-Lucent; Dennis Muscat; Pacific Internet, Noel Robertson; MatrixView; Maha Krishnapillai; Macquarie Telecom; Georgia-Kate Schubert; Vodafone Australia; Rob Wheals, AAPT; Gary Smith, Singtel Optus; Brian Currie, Hutchison Telecoms; Roger Nicoll, Primus Telecom; Phil Lipschitz, Commander Australia; Warwick Broxom, Telstra.

About Telstra Wholesale

Telstra Wholesale is Australia's leading full service wholesaler of innovative telecommunications solutions and network capacity. As part of Telstra Corporation, Telstra Wholesale offers its customers not only the latest in telecommunication solutions and services, but also the reach and reliability of Telstra's vast network infrastructure, known in Australia for its coverage, interoperability and reliability. Telstra Wholesale is continually developing and evolving its extensive range of dedicated wholesale solutions -voice, wireless, internet and data-for use in both the Australian and international markets.