



Digital Economy Strategy

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Response 153985165

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Introduction

Are you lodging a submission on behalf of an organisation?

Please select one item

☐ Yes

☐ No

What is your organisation?

Organisation

Masoud Varjavandi

Provide a comment

1. The digital economy

1. As a videographer, my business www.unity productions, and a filmmakers; digital technology is at the heart of everything I do in my professional life. My business depends on it. Especially working from a rural area. 2. In 10-20 years time I would like to see Australia leapfrog the infrastructure we have today to fibre to premises, in combination with fast fixed wireless broadband for rural areas, and accessible satellite in extremely remote areas. This is crucial to my business as transferring videos for client review & approval across the country, and hopefully the world in the future, fast, accessible and reliable Internet is at the corner stone of transferring such large video files. Also as filmmaker with project intending to deliver online, I would like my films to be accessible by as

many people as possible in the highest quality possible. 3. I believe a collaborative policy is more useful for the industry than pumping in tons and tons of money. While competition is good for most city customers, it is not beneficial to rural clients. One size does not fit all, unfortunately, and almost half of Australians live outside of the major cities. We need a collaborative effort to make Internet fast and accessible to all Australians no matter where they live. This can be achieved much better if companies are working together, not against each other. Ofcourse there needs to be balance between competition and collaboration, but I believe in the right environment and spirit there can be a balance and achieve great things. Government can be that mediator, and/or glue to achieve this level of collaboration. Our geographic, cultural and economical reality is different to other developed countries, so we need a unique and Australian specific strategy which I believe at the heart of it is collaboration between Industry, consumers and government. 4. In my field virtual reality is the next trend, from education, health to simulations and entertainment. The opportunity for Australia is enormous, both in terms of social benefits and economical growth. We can already see some of the benefits in real-time doctor consultations with patients using 3-d representation of scans. Education will benefit the most, with access to virtual reality material not even imagined 10 year ago. Entertainment such as games are new opportunities which the Industry can harness and innovate being the leaders in the world. The talents are there. There are also other benefits to say airline industries where pilots can update their skills on simulations of new planes, or upgrades, from anywhere in Australia. This would be invaluable to Airline Industry to expand their training and make it more efficient and diversify. These are just the tip of the ice burg.

2. Enabling and supporting the digital economy

5. Cloud storage is going to be more and more in demand, which'll even increase the pressure on physical Infrastructure. Therefore we need more efficient way of storage, file transfer protocols and data compression. These are crucial foundations for businesses, and organisations, to grow online and make maximise opportunities that are created. 6. CSIRO. It has

been my observation that this wonderful organisation is not utilised as much as it can be. They have great scientists and projects that have provided us with opportunities at the forefront of technologies. Pushing the boundaries. Collaboration between CSIRO and the Industries will underpins huge number of opportunities to large for me to even contemplate, I believe this industry needs to grow, with better ties to Industries, not shrink. Investment in such organisations will benefit us much into the future as well as grow Industries and opportunities for the shorter term.

7. As I've mentioned before there needs to be a balance between competition and collaboration between all protagonists involved. Different industries react in different ways while some benefit from one extreme others suffer and vice versa. Getting the balance is tricky, however one thing I can suggest is incentives to encourage different companies, entrepreneurs, government organisations and individuals to collaborate on some of the most challenging aspects of the digital economy. This can include collective education campaigns. Industry bodies are good and do good jobs at preparing business, organisations and individuals. However the education campaigns of what I am referring to is beyond just promoting a certain technology or product. It is about how to handle technology disruptions, basic education for seniors, more apprentices/traineeships, assistance to businesses who have suffered, etc. This can only be done in collaboration, not one organisation can handle this huge task. 8. I'll only speak to this question in regards to my field only, but aspects can apply universally. In the video industry there appears to be a boom and a bust happening at the same time. While traditional video production by professionals is shrinking, the video stock sales for clients to use in their own video is sky rocketing. This is my impression at the moment, it might change as my knowledge grows. So the digital standards that are needed to take advantages of this surge and possibly growth opportunity in this respect is actually to do with trade mark and copyright. Digital ownership and copyrights are outdated across the world, but there are simple things we can do technically and policy wise that can ensure protection for creators but at the same time make it easy for consumers and clients for using the content in their own production.

9. Wow this is a tough one. Having been in the IT industry and working on ID and security projects I know the challenges too well. One opportunity I see is strengthening the powers of Australian Federal Police (AFP) to pursue offenders from overseas. It seems to me the greatest threats are coming from unregulated, or weakly regulated, countries in terms of cyber threat. Also letting the public know what the AFP is doing in this respect, i.e. publicity, that'll boost confidence. 10.

3. Building on our areas of competitive strength

14. Lack of understanding and fear of unknown. 15. Education from trusted sources. Also support when they get into trouble would go a long way to reduce their fears, this can simply be a generic business support from industry. 16. I'm at the forefront of technology with my business. 17. Support for the filmmaking industry, not necessarily funding but better tax breaks or investor tax rebate. More regional support from existing Arts bodies 18. Shopify, or similar e-commerce platform. This is a great opportunity to get online with minimal investment and be up and running quickly. Good test of market as well. 19. Leading Health & education industries. Fast followers streaming services such as "Netflix" and apple music.

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