Rural Connectivity Study
Kick-off Meeting

Thursday 9 February
10.00 – 11.00

Agenda

#	Time	Description and Links to Supporting Documentation	Who
1	5 mins	Welcome and introduction of the rural connectivity study	Ben Oakley
2	10 mins	Icebreaker – getting to know the project team	Kate Robinson
3	10 mins	Why this study is important and our desired outcome	Brendan Dempsey
4	10 mins	Project scene setting	Tracey Irwin
5	10 mins	Priorities, workstreams, milestones and end date of the project (project life cycle)	Tracey Irwin
6	10 mins	Follow on meeting priorities and dates	Tracey Irwin
7	5 mins	Questions from attendees	Ben Oakley

Getting to know the team

- Ben Oakley – Manager, Market Performance, Telecommunications
- Brendan Dempsey – Principal Advisor, Telecommunications
- Tracey Irwin – External Project Consultant, Project Strategies
- Project Manager (TBC)
- Kate Robinson – Project Coordinator, Market Performance, Telecommunications
- John Gandy – Chief Advisor, Regulatory Rules & Compliance, Telecommunications
- Robert Deuchars – Chief Advisor, Market Performance, Telecommunications
- Stephen Hudson – Senior Economist, Regulation Economics
- Daniel Wypych – Assistant Economist, Regulation Economics
- Jordan Hamilton, Analyst, Regulatory Rules & Compliance, Telecommunications
- Hannah Lacey, Senior Legal Counsel, Market Regulation Legal

Welcome and introduction to the rural connectivity study

- Overview of the study
- Overview of Market Performance workstreams
- Dependencies to the 2025 Copper Review
- Dependencies to the AMR (Annual Monitoring Report)
- Transition to Routine Monitoring

Why this study is important and our desired outcome

- The Telecommunications team is better informed about markets in rural and remote areas (industry and user experience) – initially by identifying the highest priority questions to be answered.

- We have the information required to assess effectiveness of regulatory rules in rural setting (pre-requisites to the investigation into schedule 1 services (Copper Review)).

- The Commission and interested parties (i.e., MBIE) have a shared view of network performance and technology availability in rural areas of New Zealand.

Purpose of the Rural Connectivity Study

The purpose of this study is to deliver a baseline understanding of the current state of telecommunications services, competition, and user experience in rural (non-SFA) areas.

The baseline understanding will inform:

- the investigation of schedule 1 services (Copper review), that needs to be completed to December 2025
- routine monitoring which will lead to the identification of issues and will inform further targeted monitoring as needed (Market Monitoring Strategy)
- the design and deployment of a coherent regulatory regime for rural areas
- Data population into the strategy canvas, in particular the rural component

The first phase of this project, that delivers a current state analysis to feed into the Copper Review, is planned for delivery internally by end November 2023 (tbc).

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Rural Connectivity Study – "O3 Map"

Objectives
What does the project have to achieve?

- Capture and create a rural users and stakeholder database for future engagement (TUANZ, Federated Farmers etc).

- Produce clear, concise, and timely communications to identified stakeholders (internal and external).

- **TBC** establish an external advisory group to support/inform the study and consider whether this needs to be an ongoing arrangement.

- Approach the analysis in a considered way that respects the potential interested parties, particularly where policy and regulatory settings are concerned.

- Identify and document what workstreams/projects would require, or benefit, from the findings of the study, and when (e.g., Copper Review, AMR, MBNZ).

- Stock-take of data and information already available (e.g., submissions, MBNZ performance data, federated farmers?).

Outputs
Delivering the objectives will produce these products

- Communications and Engagement Plan (internal)

- Product Description (internal)

- Terms of reference (internal)

- Summary of findings and recommendations (internal)

- Consultation Documentation, including 9a requirements (external) which will detail our findings

- Consultation Report **(TBC)**, which will identify information we could not derive from consultation and propose alternatives (different information or alternative collection approach).

- A dataset including qualitative and quantitative data about rural telco services, market players and user experience. (internal?)

- GIS datasets and maps recording the availability of various technologies (copper, CMAR, FWA (cellular and WISPs) etc. (Internal)

- Final 9A report on the current state of rural connectivity in New Zealand. (external)

Outcomes
What does the business & our stakeholders hope to gain from the outputs?

- The Telecommunications team is better informed about markets in rural and remote areas (industry and user experience) – initially by identifying the highest priority questions to be answered

- We have the information required to assess effectiveness of regulatory rules in rural setting (pre-requisites to the investigation into schedule 1 services (Copper Review)).

- The Commission and interested parties (i.e., MBIE) have a shared view of network performance and technology availability in rural areas of New Zealand.

Additional outcomes: ??

- High quality and well-maintained database of rural services offered and the user experience of those services.
- Rigorous data to populate the strategy canvas (particularly the rural component.
- Baseline data to populate the annual monitoring report.
- Ability to respond with evidence when asked about policy (eg by MBIE).
- Market Players can get insights into consumer demand for technologies and services in rural areas as well as the current "customer service" experience they are receiving.
- We and policy makers are better able to quantify and assess the risks of under-serving rural customers so that risks can be mitigated.

Benefits
Quantifiable benefits once the outcomes are in place?

- The benefits of this project align with the strategy canvas objectives of increased confidence, choice and connectivity.

- An improved understanding of the different technologies and providers available to rural consumers in different areas of New Zealand.

- Increased understanding or the rural telco markets to inform regulatory and policy work

- More accurate and consistent advice to other Crown entities on the current state in rural areas.

What's in scope and what's not

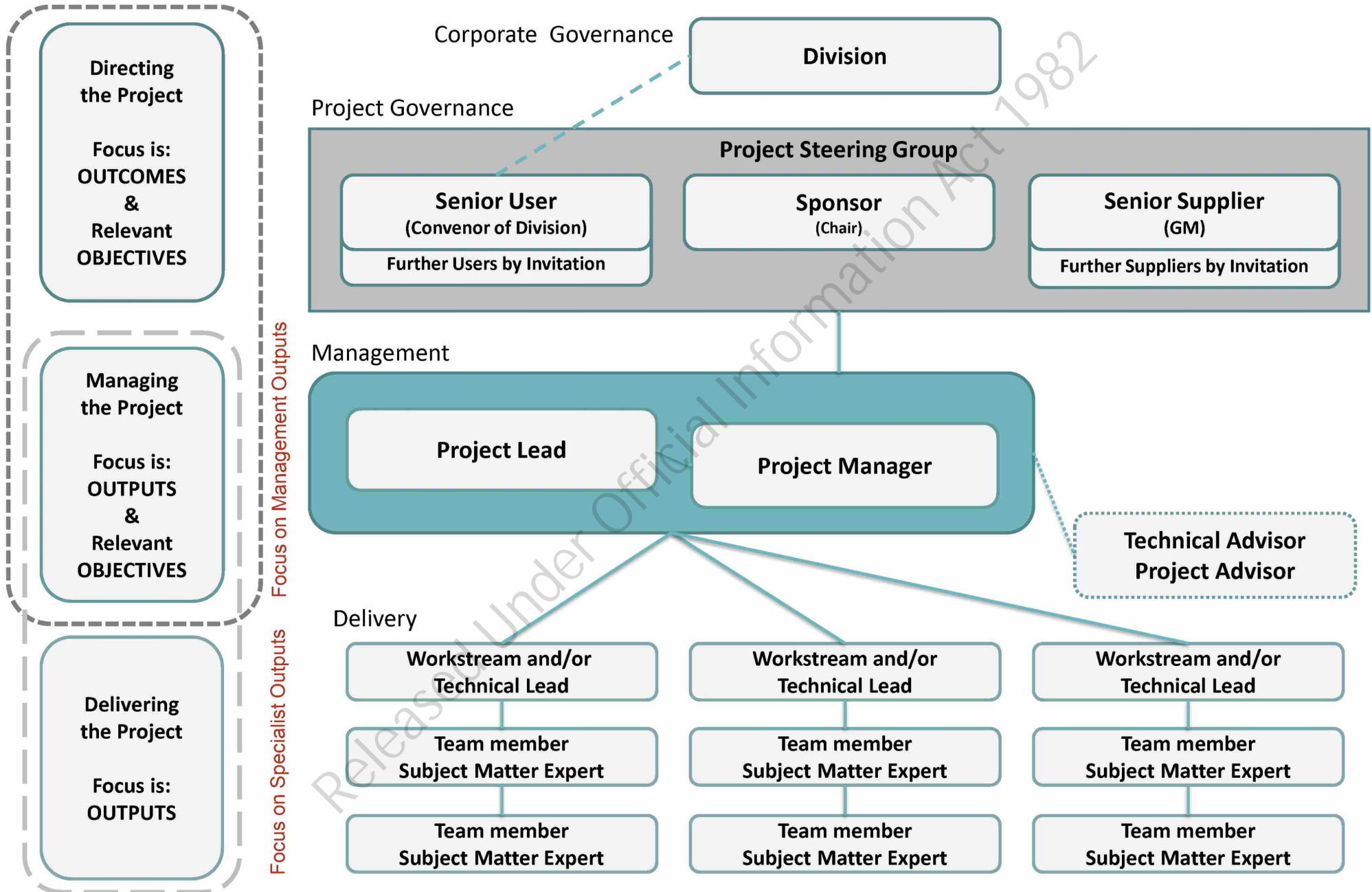| In Scope		Out of Scope	
	• Areas outside specified fibre areas (SFAs). • Mobile and WISPs • Competition (both between RSPs and between technologies)and competitive dynamics and impacts. • Current view of rural services and user experience research. • Consultation with external stakeholders (industry, end consumers). • Scoping the skillset and resources required to undertake this study. • Services in schedule 1 of the telco act. • Understanding and considering needs of other work programmes within telecommunication. • Understanding and considering policy impacts in the research areas. • Analysis and output of data for AMR. • Investment data (already collected). • Regulatory impacts and system view in rural areas. • Tailoring our analysis to our findings. • Affordability of telco services in rural areas. • International comparisons and behaviour patterns (commentary only), including consideration of the EU experience in different rural circumstances, eg remote, adjacent to SFAs etc • Data management including GIS		• This is not a market study because we will not formally define the market it applies.to in any more detail than is contained in this PID. • Specific effects of previous regulatory decisions. • Areas where fibre is available (non-rural areas). • Study of compliance with regulatory tools. • Future looking view – where connectivity is heading. • Detailed analysis for specific downstream projects. • Verification of received GIS data. • Policy development. • Recommendations of regulatory changes.

Rural Connectivity Study - Project Roles & Responsibilities

	PROJECT ROLE	NAME & ROLE TITLE	PROJECT RESPONSIBILITIES
Directing the Project **Focus is:** **OUTCOMES**	Division	..	Holds accountability along with the PSG. Decision making and providing input where required.
	Project Sponsor	..	Has accountability for the project. Chairs the PSG. Decides what goes to Division and when and why.
	Senior User(s)	..	Represents the interests of the final end-users. Advises on the 'desirability' of the project outputs.
	Senior Supplier(s)	..	Provides perspective from a solution provider. Advises on the 'do-ability' of the project outputs.
Managing the Project **Focus is:** **OBJECTIVES**	Project Lead	..	Has responsibility for the project. Responsible for 'Specialist Outputs'.
	Project Manager	..	Management of the project's Outputs and the relevant Objectives. Responsible for the 'Management Outputs'.
	Project/Technical Advisor	..	If required, provide advice and support to the Project Lead and Project Manager
	Project Coordinator	..	Support the Project Manager and Project Lead.
Delivering the Project **Focus is:** **OUTPUTS**	Project Team Members Workstream Leads Technical Leads	..	e.g. Support the modelling role and provide qualitative analysis.
		..	e.g. Economics evaluation and strategic role.
		..	e.g. Provide Legal advice and views.
		..	e.g. Support the delivery of the stakeholder engagement and communications workstream.

[Rural Connectivity Study] - Project Organisation

Directing the Project

Focus is:
OUTCOMES
&
Relevant
OBJECTIVES

Managing the Project

Focus is:
OUTPUTS
&
Relevant
OBJECTIVES

Delivering the Project

Focus is:
OUTPUTS

Focus on Management Outputs

Focus on Specialist Outputs

Corporate Governance

Division

Project Governance

Project Steering Group

Senior User (Convenor of Division)	**Sponsor** (Chair)	**Senior Supplier** (GM)
Further Users by Invitation		Further Suppliers by Invitation

Management

Project Lead

Project Manager

Technical Advisor Project Advisor

Delivery

Workstream and/or Technical Lead	**Workstream and/or Technical Lead**	**Workstream and/or Technical Lead**
Team member Subject Matter Expert	**Team member** Subject Matter Expert	**Team member** Subject Matter Expert
Team member Subject Matter Expert	**Team member** Subject Matter Expert	**Team member** Subject Matter Expert

- - - - - Project Sponsor owns Objectives related to Risk appetite, Outcomes & Benefits.

– · – · – Project Manager / Project Lead owns Objectives related to Time, Cost, Scope and Quality of Outputs.

Who am I?

Project Steering Group

We govern the project. We decide **what** needs to be done and we articulate the benefits of what we are trying to achieve in terms of the Outcomes. We are responsible for assurance that the project remains on track to deliver the Outcomes and Benefits along with the relevant Objectives.

Division

As Commissioners, our statutory responsibilities are performed through Divisions. A large project is likely to have a Division associated with it and therefore we are very interested in the project's Outcomes, and we engage with the project's Outputs by acting as the **ultimate decision makers** and setting the steer for the project. The Project Sponsor, with input from the Project Lead and Project Manager, will set the agenda for project considerations to be escalated for Division input and/or approval.

Senior User

I sit on the Project Steering Group, articulate the **desirability** and approve the Project's requirements. I work closely with the Project Sponsor to ensure we deliver a successful Outcome and all the Benefits. I advise the Sponsor to ensure the outcomes are in line with my **requirements**. I can also be the business owner when required and I can be the Sponsor too if needed. In many cases, I am well connected to the Division.

Project Sponsor

I chair the Project Steering Group and champion the project. I am **ultimately accountable** for the success or failure of the project's **Outcomes and Benefits**. I rely on the Project Lead and the Project Manager to update me on progress of the Outputs and inform me of any potential breaches of the Objectives. I let them know what goes to Division (and when and why).

Senior Supplier

I sit on the Project Steering Group, articulate the **do-ability.** I advise the Project Sponsor on the design and approach of the project's Outputs and ensure that I and my team contribute the **expertise required to deliver** a successful Outcome. I can never be the Sponsor nor the business owner of the Project's Outcomes. I also have a broader view of the Commission's capability and capacity.

Technical/Project Advisor

When required, I provide advice to both the Project Lead and the Project Manager. I'm useful on larger, high profile or high-risk projects as I provide my advice as a form of independent assurance providing comfort to the Project Steering Group and respective leadership team(s). I have significant input to either specialist products (technical) or management products (project). I don't need to get caught up in the day-to-day management of the project.

Project Coordinator

I support the project manager and project lead with the delivery of the project. I ensure accurate documentation and knowledge management throughout the duration of the project. I support external stakeholder management including communications. I support the entire project team in delivering the project.

Project Lead

My role is to lead the development of the project's Outputs and Outcomes within the Objectives set. I report to the Project Sponsor and work closely with the Project Manager. I have sufficient experience and expertise to make good judgements on **WHAT** this project is **delivering**. I take the lead on the specialist outputs of the project and get support from the Project Manager on the management products.

Workstream Lead (Team Member)

I am a Subject Matter Expert, and report to the Project Lead to deliver the project's Outputs. My role is to oversee a section or a part of the project that I am an expert in. I am accountable for the progress and delivery of individual packages of work. I support the Project Manager by providing the information they require to report on progress and apply the standard methodologies and practices required.

Project Manager

My role is to manage the project for the Sponsor and Project Lead. I am responsible for the successful management and delivery of the project's outputs and the relevant Objectives. I am an expert in the process and methodologies used to deliver the project and therefore focus on **HOW** the project is **delivered**. My focus is on the management products.

Subject Matter Expert (Team member)

I am one of several people who provides specialised knowledge area expertise for the project. I take direction from the Project Lead and/or Technical Lead and/or Project Manager about where I should focus my efforts and where and with whom I should share my insights and understanding.

Next steps

- Confirm project structure

- Milestones timeline

- Priorities

- Workstreams

- Allocation of roles & responsibilities

- Any comments or questions?
- Anything that needs clarity?
- Anything you think we need to add?