

SUBMISSION OF TELSTRA CORPORATION LIMITED

INTRODUCTION

1. This submission is prepared on behalf of Telstra Corporation Limited (**Telstra**) in relation to the following matters:
 - (a) Telstra's role with respect to the Emergency Alert telephone warning system; and
 - (b) the use of Emergency Alert in Queensland during the 2010/2011 floods.

SUMMARY

2. Emergency Alert is a national telephone warning system that enables State and Territory emergency management agencies to send information during emergencies to potentially affected individuals and communities. The information is sent to mobile and fixed line telephone services in specified areas based on the service address for fixed lines and billing address for mobiles.
3. State and Territory emergency management agencies, rather than Telstra, determine when messages are sent using Emergency Alert, the content of the messages and the geographic area.
4. From 27 November 2010 to 30 January 2011, there were 39 Emergency Alert campaigns in Queensland. All of those campaigns related to the 2010/2011 floods in Queensland.

TELSTRA'S ROLE WITH RESPECT TO EMERGENCY ALERT

Overview of Emergency Alert

5. Emergency Alert can be used for any emergency that threatens public safety, such as bushfires, floods, chemical spills or major police incidents. It is one tool that the emergency services may use to warn the community in the event of an emergency or likely emergency. Version 1 of the system commenced operation on 1 December 2009.
6. The Commonwealth government funded the establishment of Emergency Alert. The participating States and Territories are responsible for its ongoing costs. Western Australia has chosen not to participate in Emergency Alert, and instead uses its own telephone warning system called StateAlert.

7. A selective tender for the establishment, implementation and management of the Emergency Alert system was released on 9 July 2009. The tender closed on 3 August. Telstra was the successful tenderer. The contract was executed between Telstra and the State of Victoria on 30 September 2009.
8. The solution was designed in accordance with the Solution Requirements specified. The requirements were developed by Victoria in consultation with the participating States and Territories. Telstra provides a managed service and continues to work closely with government agencies to ensure that Emergency Alert is a fully robust system that meets the operational needs of the users. The system is expected to be continually enhanced as the expertise of users and their requirements increase.
9. Emergency Alert Version 2 was operational on 31 October 2010, this version incorporated greater automation, system speed, redundancy and increased functionality and usability.
10. Emergency Alert operates by sending Short Message Service (**SMS**) messages to mobile services, identified by billing address, and voice messages to fixed line services, identified by service address, in a specified area. Authorised representatives of government agencies have secure access to the system.
11. Emergency Alert can send up to 500 SMS messages per second and up to 1,000 voice messages per minute. The system transmits messages across all telecommunications carrier networks in Australia. The system is able to accommodate multiple message campaigns simultaneously. The system operates 24 hours a day, 365 days of the year.
12. The Integrated Public Number Database (**IPND**), which is controlled by the Commonwealth, contains all listed and unlisted public telephone numbers in Australia. The Location Based Number Store (**LBNS**) is a separate database which uses information from the IPND to enable telephone services to be identified within a specified area. LBNS is the data source for Emergency Alert.

Operation of Emergency Alert

13. The decision to use Emergency Alert during an emergency is made by the emergency management agency. If the agency decides to use Emergency Alert, an authorised user from the agency logs into Emergency Alert via a secure URL to create and initiate the message campaign.
14. A drawing tool is used to define the boundaries of the message area on a detailed map (for example, a region, town, street, block or shopping centre), by drawing a polygon. Emergency Alert then queries and receives the number of mobile and fixed line services

within the area and provides an estimate of the time that it will take to deliver the messages to those services.

- Below is a screenshot from Emergency Alert showing an example of a polygon drawn on the map.

Microsoft Internet Explorer

ites Tools Help

Search Favorites

jea.telstra.com/eas/Home/Campaign/CampaignDetails.aspx

Go Links

Message: 32530 Create New Email Clone Save Mapshot Print

Campaign Alert Region

Message Id:32530 (Initiating) Back

* Required Fields

Details

Message Details

Message Type * Chemical Incident

Message Severity * Warning

Campaign Details

Campaign Type * Actual Test

Notification List *

Campaign Identifier * Chemical Spill_20101112

Validity Period(HH:MM) * 00:10

Campaign Mode * Voice SMS

- The user enters the details of the message, including the message type (such as 'bushfire' or 'flood') and the severity of the emergency ('warning', 'watch and act'). The user also enters the period, measured in minutes, during which the messages will be sent. This is described as the 'validity period'. The text of the message is based on pre-established templates. The content of the message is determined by the relevant government agency, and not by Telstra. Different text is able to be entered for the SMS messages and voice messages. Voice messages are created using 'text to speech' software, which enables text to be translated into computer generated speech. The user may listen to the voice message before sending it.

17. Once the user is ready to submit the message, they must enter their password to authorise the campaign. The campaign is then 'in progress' as the messages are sent.
18. Emergency Alert provides a real-time display of the campaign's progress. A summary report is produced at the end of the campaign showing the number of delivered and undelivered messages. A message may be not be delivered to a particular service for a range of reasons – for example, an SMS message may not be delivered to a mobile service because the mobile telephone was turned off for the duration of the campaign.

Use of Emergency Alert since commencement

19. Between 1 December 2009, when the system commenced operation, and 9 March 2011, there have been 274 campaigns and over 6.38 million messages sent using Emergency Alert. The system has been used in New South Wales, Victoria, Queensland, South Australia and the Northern Territory, for flood, tsunami, bushfire, storm surge, chemical incident and missing person emergencies.

USE OF EMERGENCY ALERT IN QUEENSLAND DURING THE 2010/2011 FLOODS

20. Telstra's records show that Emergency Alert was used 39 times in Queensland from 27 November 2010 to 30 January 2011. All 39 of these campaigns occurred during the period from 26 December 2010 to 14 January 2011, and all related to the 2010/2011 floods in Queensland. The majority of the messages were "prepare to evacuate" or "evacuate immediately" warnings. All of the campaigns were authorised by Emergency Management Queensland.
21. Below is a table showing the Emergency Alert campaigns directed to locations in Queensland during the period from 27 November 2010 to 30 January 2011.

Item	Date	Campaign start time	Location	Campaign type
1	26 December 2010	16:20	Around Bradleys Creek	Flood
2	27 December 2010	19:08	Around Myall Creek	Flood
3	27 December 2010	20:11	Around Myall Creek	Flood
4	27 December 2010	22:19	Around Alpha Creek	Flood
5	27 December 2010	22:58	Around Jordan River	Flood
6	28 December 2010	12:57	Emerald	Flood
7	28 December 2010	13:02	Warra	Drinking water
8	28 December 2010	17:25	Emerald	Flood

9	29 December 2010	9:12	Emerald	Flood
10	29 December 2010	12:39	Central Coast	Drinking water
11	29 December 2010	17:47	Central Coast	Drinking water
12	29 December 2010	18:00	Central Coast	Drinking water
13	29 December 2010	18:36	Central Coast	Drinking water
14	29 December 2010	22:00	Emerald	Flood
15	30 December 2010	7:05	Emerald	Flood
16	30 December 2010	9:59	Emerald	Flood
17	30 December 2010	18:54	Emerald	Flood
18	31 December 2010	16:51	Dalby	Drinking water
19	1 January 2011	17:11	Dalby	Drinking water
20	3 January 2011	17:30	Emerald	Information (on insurance and cleanup supplies)
21	9 January 2011	22:34	Dalby	Flood
22	10 January 2011	8:14	Dalby	Flood
23	10 January 2011	14:44	Dalby	Flood
24	10 January 2011	18:51	Chinchilla	Flood
25	10 January 2011	20:20	Lockyer Valley	Flood
26	10 January 2011	22:49	Condamine	Flood
27	11 January 2011	10:15	Forset Hill, Lockyer Valley	Flood
28	11 January 2011	10:23	Laidley	Flood
29	11 January 2011	11:33	Caboolture	Flood
30	11 January 2011	12:09	Caboolture	Flood
31	11 January 2011	15:26	Ipswich	Flood
32	11 January 2011	19:13	Dalby	Flood
33	12 January 2011	14:08	Chinchilla	Drinking water
34	12 January 2011	21:13	Sommerset	Drinking water

35	13 January 2011	11:38	Dalby	Drinking water
36	13 January 2011	17:50	Goondiwindi	Flood
37	13 January 2011	22:37	Goondiwindi	Flood
38	14 January 2011	19:39	Gatton	Drinking water
39	14 January 2011	20:16	Gatton	Drinking water

22. Below is an example of the text used for an Emergency Alert campaign. This campaign commenced at 22:34 on 9 January 2010 and was directed to **Dalby**.


Text of SMS message

Dalby Council anticipates Myall Ck to rise to 3m by 6am 10 Jan. Water in Russel St. Concerned people should evac to Family/friends or Dalby Ag Collge. Ph: 46626666

Text of voice message (using phonetic spelling)

From Dalby Regional Council, For information, It is anticipated that Myall Creek will rise to 3 metres by 6 ay em 10 January 20 11. Water has entered Russell Street. Conserved residents should e vacuate to family and friends or the Evacuation Centre at Dalby Agricultural College. Fone Four six six two six six six six

23. A confidential DVD giving a live demonstration of how Emergency Alert operates accompanies the hardcopy of this submission.


 General Counsel Dispute Resolution
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