



The Hon Dr Denis Naphine MP
Premier
Minister for Regional Cities
Minister for Racing



The Hon Gordon Rich-Phillips MLC
Assistant Treasurer
Minister for Technology
Minister responsible for the
Aviation Industry



Lord Mayor Robert Doyle
City of Melbourne

Joint Media Release

Wednesday 12 March 2014

Free Public Wi-Fi Pilot Program to be established in Melbourne

- **Free public Wi-Fi for Melbourne's CBD**
- **Building a better Victoria by providing fast, reliable and consistent Wi-Fi**
- **Free Wi-Fi access for tourists, students, small businesses and locals**

Premier Denis Naphine together with the Minister for Technology Gordon Rich-Phillips and Lord Mayor Robert Doyle today announced Expressions of Interests (EOIs) to deliver free Public Wi-Fi in central Melbourne.

Dr Naphine said the Public Wi-Fi initiative aimed to create a consistent Wi-Fi experience, expanding broadband connectivity to boost productivity, service delivery and quality of life for residents and visitors. It would also help draw more businesses and entrepreneurs to Victoria.

"As the first step, the initiative aims to pilot fast, reliable and free Wi-Fi services in central Melbourne, in and around publicly owned infrastructure, including public transport hubs and tourist attractions for the next three to five years," Dr Naphine said.

"Providing free public Wi-Fi in the city is part of the State Government's agenda to build a better Victoria.

"These networks will be delivered in partnership between the Government, the City of Melbourne and the private sector.

"We are encouraging innovative expressions of interest that will ensure a reliable, sustainable free service that is also filtered for prohibited and undesirable content.

"All responses will be assessed on their commercial viability with strong preference given to proposals where there is no ongoing cost to government, beyond any potential initial investment to establish the infrastructure.

"Government investment could include direct grants or in-kind contributions like advertising, sponsorship and priority access to public infrastructure and facilities."

Lord Mayor Robert Doyle said that as the economy changes from a traditional manufacturing base to a knowledge base, tools like Wi-Fi become critical.

"More free Wi-Fi in the city is great for residents, visitors and tourists," Lord Mayor Robert Doyle said.

Minister for Technology Gordon Rich-Phillips said the EOI process will provide the Victorian Government with a better understanding of the supplier market and available solutions as it develops a business model, leveraging public infrastructure to roll out more Public Wi-Fi networks across the State.

“The Public Wi-Fi initiative will support small businesses, improve the tourism experience, assist our education sector, and further strengthen Victoria as Australia’s leading technology state,” Mr Rich-Phillips said.

“The provision of free Wi-Fi at Flinders Street Station has been a success and we are looking to provide this amenity more broadly.”

Expressions of Interest are open from Wednesday 12 March to Thursday 17 April 2014.

The Government expects to award contracts in mid-2014. This process is the first stage in a larger roll-out of public Wi-Fi.

For more information on the free public Wi-Fi initiative, visit <http://www.digital.vic.gov.au/public-wi-fi-for-victoria/>

Media contacts:

Martin Barr 0418 101 127 martin.barr@minstaff.vic.gov.au (Premier)
Andrew Drever 0409 580 996 andrew.drever@minstaff.vic.gov.au (Minister Rich-Phillips)