

29th Sept 2008



INFORMATION : RE EXPRESSION OF INTEREST FOR ACCESS TO WIRELESS NETWORK AT THE MELBOURNE MARKETS

Purpose

One of the Melbourne Market Authority's ("the Authority") key roles is to provide the facilities and infrastructure needed to support businesses within the Melbourne wholesale fruit, vegetable and flower market (Melbourne Markets).

An infrastructure technology, which is increasingly being used by businesses, is wireless networking. Wireless networking is simply the technology that allows two or more computers to communicate and share information, access the World Wide Web and E-mail communications without the need for these computers to be hard wired.

The Authority is seeking expressions of interest from market tenants who want to have access to this wireless technology.

Background

A number of market businesses have already begun to use wireless technology in the operation of their businesses and others are in the process of upgrading their business systems generally.

The use of wireless technology at the Melbourne Markets offers significant benefits to businesses with contemporary information systems. These benefits include the ability to:

- Access Point of Sale (POS) systems, stock or financial information between geographically separated trading modules and people eg. sales and office staff or forklift operators; warehouse areas and trading modules or growers stands.
- Access the internet for E-Mail and web access without the need to establish an ISP account.
- Connect to remote computers around the Melbourne Markets, or connect back to the head office server outside the Melbourne Markets.

As you may be aware the Authority had a wireless network trial back in 2004. Since that time there has been significant improvements in wireless technology that has allowed the Authority to provide a more thorough coverage with better signal strength around the entire fruit and vegetable trading floor and also the entire NFC trading floor at the Melbourne Markets. The new wireless coverage should enable businesses to operate more efficiently.

The interest shown by a number of market users at the Melbourne Markets indicates that they share this view of the numerous benefits associated with wireless technology.

Role of the Authority in Providing a Wireless Infrastructure

As a piece of infrastructure, the deployment of wireless technology in the Melbourne Markets will be controlled and managed by the Authority. In so doing, the benefits of wireless technology will be maximized for all market users because the Authority is able to position the wireless hardware infrastructure in locations that will provide a comprehensive coverage of the Melbourne Markets which may not be possible to do for individual businesses.

Additionally, should the Authority not provide this infrastructure, it is likely that as businesses establish their own infrastructure, conflicts and interference will occur between these individual business networks operating within the Melbourne Markets.

The introduction of wireless infrastructure, along with the connection to, and maintenance of, businesses on this network represents a new service provided by the Authority. Essentially, the Authority would deliver services akin to an ISP to those businesses on the wireless network.

Scope

The Authority's wireless coverage will spread across the entire area of the central trading floor, and will cover Growers stands and A & B trading modules and also the NFC trading floor at the Melbourne Markets.

Charges to Participants

Internet Access for the first 3 months will be free of charge, but businesses would be required to purchase the hardware which fits the Authority's minimum hardware requirements for connecting their PCs / laptops to the network. The Authority's I.T Manager can provide specific details on this.

In addition, those participating will need to pay for power connection if not already connected and for support calls, and any other relevant and associated expense. The Authority is providing the infrastructure only.

To Register for MMA's Wireless Network

If you wish to express an interest in participating in this offer, please complete the enclosed Expression of Interest Form.

This Expression of Interest and Offer by the Authority will be subject to the market user entering into an Agreement with the Authority.

I hope that you will take this opportunity to participate in a significant innovation by the Authority for the Melbourne Markets.

If you have any questions in the interim, or wish to discuss your requirements, please contact the Authority's I.T Manager, John Ly, on 9258 6100.



MELBOURNE MARKETS
WIRELESS NETWORK
APPLICATION

I wish to register my interest to access the Melbourne Market Authority's wireless network.

Business Name

Business Address

.....

Market Location / s

.....

Contact name

Phone No. (Business)

Phone No. (Mobile)

Email

Services you would use in Wireless Network (please tick)

- Point of Sale(POS) systems / Stock Control / Financial Information between computers
- Internet or email access (for businesses without current internet accounts).
- Access from the Market to an off-site computer or network (VPN)
- Join your existing wireless network onto MMA's wireless network
- Other

No. of computers to be connected to Wireless Network

Type of Operating System (if known)

Signature

(This Expression of Interest does not oblige you or the Authority to use the wireless network).

Please complete and fax to (03) 9687 7714 or drop at Customer Centre / Admin Office
