



MADDOCK GROUP

Information Technologies

“ *SMART* FAIR ”

Doug Maddock

President

Maddock Group Inc

Here Today Wearing Three Hats

- Website development / web hosting since 1996 in a remote rural community in Haliburton County
- Consultant – Community ICT Projects (CAP, TAP, DSIP, COPSC, GeoSmart, BRAND and COBRA)
- Chair of the Central Ontario Smart Region or COSR Including communities from Muskoka to Lanark

Website Development & Hosting

- Currently designer for 45 active websites – many are rurally based, small companies, and a few municipalities
- 60 % are 1st generation, 33% are 2nd generation and the balance of 7% are 3rd generation
- Only 3 (7%) have an e-payment facility
- Are clients at their level of comfort? i.e. difficulty filling out online forms

Consultant – Community ICT Projects

Including CAP, TAP, DSIP, COPSC, GeoSmart,
BRAND and COBRA

SMART FAIR

March 18th, Alymer

Chair: Central Ontario Smart Region

Communities in
Central East Ontario

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Two Recent Observations:

- “Doug, we’ve been at this several years and we really have not gone that far!”
- Central Ontario Smart Region .. Last meeting most community organizations (CBNs) described that they were struggling to survive.

Perhaps its time to see where we are and where we're going?

- True picture of existing broadband coverage
- True potential that the 'holes' will be addressed in the near future.

Doug's Top 10 Suggestions

One

Promote (Rural) ICT Achievements:

i.e. Internet Based Applications

Two

Create Regional CIOs

Possibly through CFDC's ?

Three

Fund Community Awareness of ICT:

Perhaps a DSIP II? – DSIP got Communities started; we now need to foster applications.

Four

Gain a Better Understanding of Rural Challenges

- population is low density, terrain is unfriendly to infrastructure, MUSH sector is not omnipresent

Five

Implement K.I.S.S. for Programs:

The current alphabet of programs is often confusing for communities.

Six

Build on CAP's Success:

Super Caps / Technology Incubators

Seven

Improve Program Credibility:

- Slow approvals, slow/difficult payments/ funding, lack of cooperation between Ministries and programs

Eight

Promote Regional Collaboration

Fund Regional Meetings etc.

Nine

**Create An Online Resource Library
for Applications:**

- examples, achievements / success stories

Ten

Re-Examine the Issue of Sustainability:

ICT is an important component of
Community / Economic Development
– *Are Roads and Bridges Financially
Sustainable?*



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Thank you !

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