



Australian Broadband Guarantee — Small Business

Broadband revolutionises family cattle business

Barleyfield Beef is an organic cattle farm operated by Arthur Dewar, the fourth generation of cattle producers in the fertile Gingin District of Western Australia. Although Arthur's property is not classed as being in a remote area, broadband was simply not affordable without help from the Australian Broadband Guarantee.

'We have had dial-up before, but it is nothing like this. I honestly don't know how people run their business without broadband,' Arthur said.

Before finding out about the Australian Broadband Guarantee, Arthur was interested in broadband, but it wasn't until he connected and began using his service that he realised the value broadband would add to his business.

'In lots of ways there are benefits of having broadband that I had never dreamed of,' Arthur said.

'People ring me with business offers every day. Before I had broadband I would have to say I am not interested because doing business over the phone can be dubious. Now they are able to email me something to look at and it is easier for me to determine if I am interested—it separates the wheat from the chaff.'

One of the most important things to Arthur was an easy-to-understand process of connecting to a broadband service.

'My internet service provider supplied me with a satellite broadband service and went to huge lengths to accommodate me. I found the process of connecting to a service very straightforward,' Arthur said.



With Barleyfield Beef co-located in the city, it has been important for Arthur to streamline his business processes and to limit travel between the two locations. The Australian Broadband Guarantee has enabled him to do this.

'I am certainly no computer guru, but since I've connected to my broadband service I have been able to do all of my banking online and keep a track of my records quite easily. Having high-speed broadband access is now an integral part of my business—it's just marvellous.'

'It hasn't just changed the way I do business, it has revolutionised it.'

For more information about the Australian Broadband Guarantee program, call the Department of Broadband, Communications and the Digital Economy on **freecall 1800 883 488** or visit **www.dbcde.gov.au/abg**