



Australian Broadband Guarantee – Small Business

Small business surfs high-speed broadband

Hundreds of kilometres of coastline and pristine secluded beaches, make an idyllic work location for Sanchee Barnes and Graeme Scruby. Amongst the gum trees, only a few kilometres from the coast and 20km north of Batemans Bay NSW, is where Graeme and Sanchee run their small business Soulriders Surf School.

‘We’re in the middle of the bush and it’s fantastic,’ Sanchee says.

The area is known for its communication technology black-spots. Sanchee had become used to slow dial-up which she thought was the only option, until she found out about the Australian Broadband Guarantee.

‘The area is quite hilly and heavily forested. There are places in town that can’t get broadband,’ Sanchee says.

‘I thought you had to be geographically remote to be eligible for a subsidy, so we are more than pleased that this isn’t the case.’

Sanchee found out about the Australian Broadband Guarantee purely by chance through a neighbour.

‘Previously we could only get dial-up and the modem had crashed three times which severely restricted our business. We weren’t able to expand and offer different services,’ Sanchee says.

‘We knew satellite was the only other option, but we had heard it was really expensive and never investigated it. Once we had signed up I thought there would be really long delays, but I was surprised at how fast everything moved.’

A broadband connection has allowed Sanchee and Graeme to improve their business and reach more people.



‘Since connecting to broadband we have been able to offer more services and definitely noticed an increase in sales,’ Sanchee says.

‘Having broadband has also given us the option of taking up services such as VOIP.’

As well as using their broadband connection for website updates and researching Sanchee and Graeme also use it to check the local weather conditions.

‘Before every lesson it is essential for us to check the wind conditions and swell in case our chosen location is unsafe and we need to go somewhere else or cancel the lesson,’ Sanchee says.

Sanchee was also very happy with the choice of plans available to her and selected the threshold plan guaranteed by the Australian Broadband Guarantee program.

‘We upload photos to our website daily so we are really happy with the 3 GB download limit,’ Sanchee says.

‘Broadband has simply allowed our business to grow. It has made everything easier.’

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**

