



## Australian Broadband Guarantee – Small Business

### Photography business evolving with broadband

With a camera in his hand since 1987, Simon Vaughn of Evolved Images isn't new to the world of photography. Over his years in the industry, Simon has pioneered the use of the latest digital imaging technology.

But when Simon decided to move his home office to the Adelaide hills, 25 minutes from the Adelaide CBD, he found that he was unable to access Asymmetric Digital Subscriber Line (ADSL) or wireless broadband technology, which was a major setback.

'Unfortunately we have no wireless coverage and a pair gain line at our new place, so we can't access regular communications technologies,' Simon said.

'We connected to dial-up to access the internet when we first moved but it was not sufficient for our needs and very slow.'

It wasn't until Simon got chatting to a work colleague that he found out about the Australian Broadband Guarantee program.

'A work colleague of mine has a brother that lives close by and has a connection under the program—he said his connection is great and that we should call and find out if we are eligible,' he said.

'Since connecting I have noticed that there are a number of houses in my neighbourhood with broadband dishes on their roofs—Australian Broadband Guarantee satellite services have become quite popular in our area.

'We have chosen a 4GB plan for just under \$40 per month which suits our needs perfectly at the moment.'



Simon has found that his Australian Broadband Guarantee broadband service is critical to the running of his business.

'No one in the photography business picks up the phone to communicate anymore; it's all about emailing, which of course is a cheaper way to run things,' he said.

'Having a fast broadband connection has been essential for me. I use my broadband for every kind of communication you can imagine. I am always sending and receiving layouts and briefs for shoots, and we can't get mobile reception here, so it has enabled me to keep in contact any hour of the day.

'Connecting to broadband has enabled me to deliver the same level of business at my home office location as I would from the city.

'Without my Australian Broadband Guarantee connection the business just wouldn't flow like it does now.'

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](http://www.dbcde.gov.au/abg)