



Australian Broadband Guarantee – Small Business

Rural nursery propagates business with broadband

Kiriatharim Nursery is a small business run by Ray and Maree Clay in Victoria's Hamilton region. It specialises in supplying native trees for reforestation, erosion control and agroforestry.

'Most of our native tree stock is bought for stabilising landfill, forming wind breaks for farms and general reforestation,' Maree said.

'But we also have a close affiliation with the Victorian Catchment Management Authority assisting their strategies for the prevention of erosion.'

With their new internet connection through the Australian Broadband Guarantee, Ray and Maree are quickly finding out the benefits of running their business with broadband.

'It is the first time we have had broadband for the business and we are still busily figuring out all the things we can do with it, but we have got the ball rolling with our new website, which is great,' Maree said.

'In the past, most of our customers have been regulars or locals, but now we are hoping to reach a wider audience.

'So far, we have found the main benefit of having broadband is emailing. It is such a straightforward task, but one that used to take us so long! Now it is so quick and easy.

'Our new connection has also allowed us to start paying our bills over the internet, which has been an absolute revolution for us! Not having to make that weekly trip into town has been a great time saver.'



Ray and Maree were previously connected with an Integrated Services Digital Network (ISDN).

When Maree found out that their ISDN service was closing, she investigated changing over to the newer ISDN business service but found it too expensive and didn't know what to do. Then she found out about the Australian Broadband Guarantee.

'We actually found out about the program through a flyer in the mail,' Maree said.

'Since connecting to a service, we have spread the word about the program and other people in our area have connected to broadband through the program too.

'It has worked out so well because not only is our Australian Broadband Guarantee service much better than ISDN, but with the entry level plan we chose it is also something we can afford.

'Our broadband connection has been great—it would simply be impossible for us to go back to ISDN.'

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