



## MEDIA RELEASE

20<sup>th</sup> March 2012

### **Profitable Farm Businesses and the National Broadband Network**

Project Platypus has been fortunate to secure in-demand presenter Darren Alexander for local field day Agrifest, taking place at 'Overdale' Concongella on Thursday March 29.

Mr Alexander is the founder and CEO of highly successful software company Autech, based in Tasmania. In just 20 years, Mr Alexander has overcome a relatively remote location to grow a small regional company into a world-leading supplier of software and marketing tools to clients in 22 countries, all made possible through the power of the internet.

Mr Alexander is also a Federal Government Digital Champion, one of a prominent group of respected Australian experts passionate about helping rural and regional businesses better understand how they can benefit from high-speed broadband.

So what does the National Broadband Network rollout mean for farm businesses? Mr Alexander will be on hand at Agrifest to discuss the opportunities the NBN opens up, and how farming businesses can benefit from the impending NBN.

'Now is the ideal time to consider the possibilities the NBN can bring to you so that you can plan and position your farming business to make the most of the digital economy' said Agrifest organiser Bronwyn Bant.

Ms Bant encouraged farmers to visit the Project Platypus website [www.platypus.org.au](http://www.platypus.org.au) for updates and to register. Agrifest is held as part of the Farming in the 21<sup>st</sup> Century series and is organised by Project Platypus and supported by Northern Grampians, Ararat and Pyrenees Shire Councils. Agrifest is made possible thanks to funding received from the William Buckland Foundation.

### **End of release**

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