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Media Release – For immediate release

Joint approach to faster internet access for rural Canterbury

Rural districts in Canterbury have joined forces to get fast broadband access.

Enterprise North Canterbury is a part of Canterbury Rural Broadband Project (CRBP) a project-based team of economic development agencies, district councils and lines companies that aim to bring ultra-fast broadband to rural Canterbury.

CRBP has commissioned Research First to conduct a survey of 300 rural businesses in North Canterbury to provide a clear insight into the demand for improved, locally-provided, broadband in the region.

This survey comes as a result of the Government's \$300 million pledge to bring faster broadband to 97% of people who live in rural areas.

Enterprise North Canterbury Manager, Heather Warwick said ultra-fast broadband is becoming a necessary tool on the farm and for rural businesses.

"The rural sector is the backbone of our economy and we need to ensure that adequate internet is available to farms and rural businesses so that they may stay ahead in their industry." Mrs Warwick said.

The survey will provide specifically address the following questions:

- Do rural businesses want faster broadband than they currently have?
- Do rural businesses have a preference for how this broadband is delivered?
- Are rural businesses willing to pay for improved broadband services?
- Is there a preference for broadband to be provided by a local supplier?

The survey will be conducted over the June/July period and everyone who completes it goes into the draw to win \$200 restaurant or shopping voucher of their choice.

If you have the opportunity to participate in this phone survey, please – help us help you get fast broadband.

For further information contact Heather Warwick at Enterprise North Canterbury on 03 310 6860.

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