

Connecting Australia

Future of Farming

nbn[™] helps support estimated \$15.6bn annual contribution to Australia's \$100bn agriculture target by 2030.



Modelling how the nbn™ network can help Australian farmers make smarter decisions, save time and grow productivity

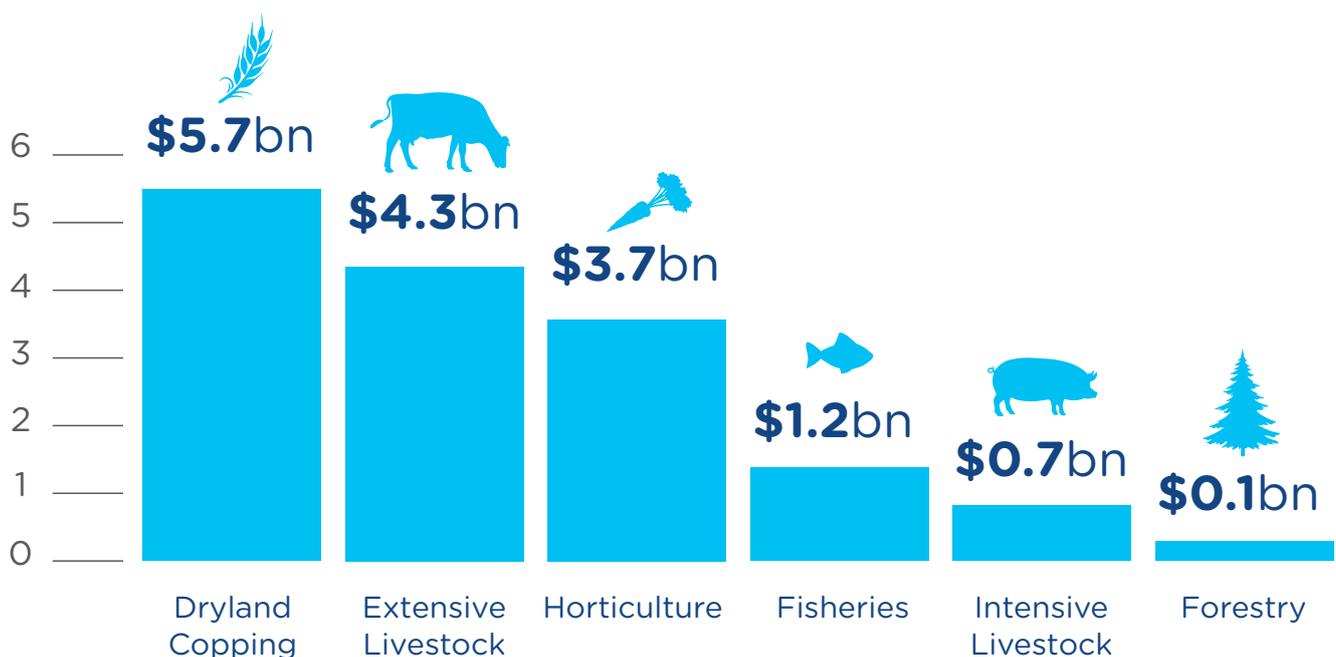
Agriculture plays a vital role in the Australian economy and society, providing a secure supply of food and fibre, contributing significantly to Australian exports and adding value to our nation’s GDP.

The value of agriculture, fisheries and forestry production is \$64 billion today and has been steadily rising for the past 20 years¹, driven by increasing global demand and improved productivity through technology adoption.

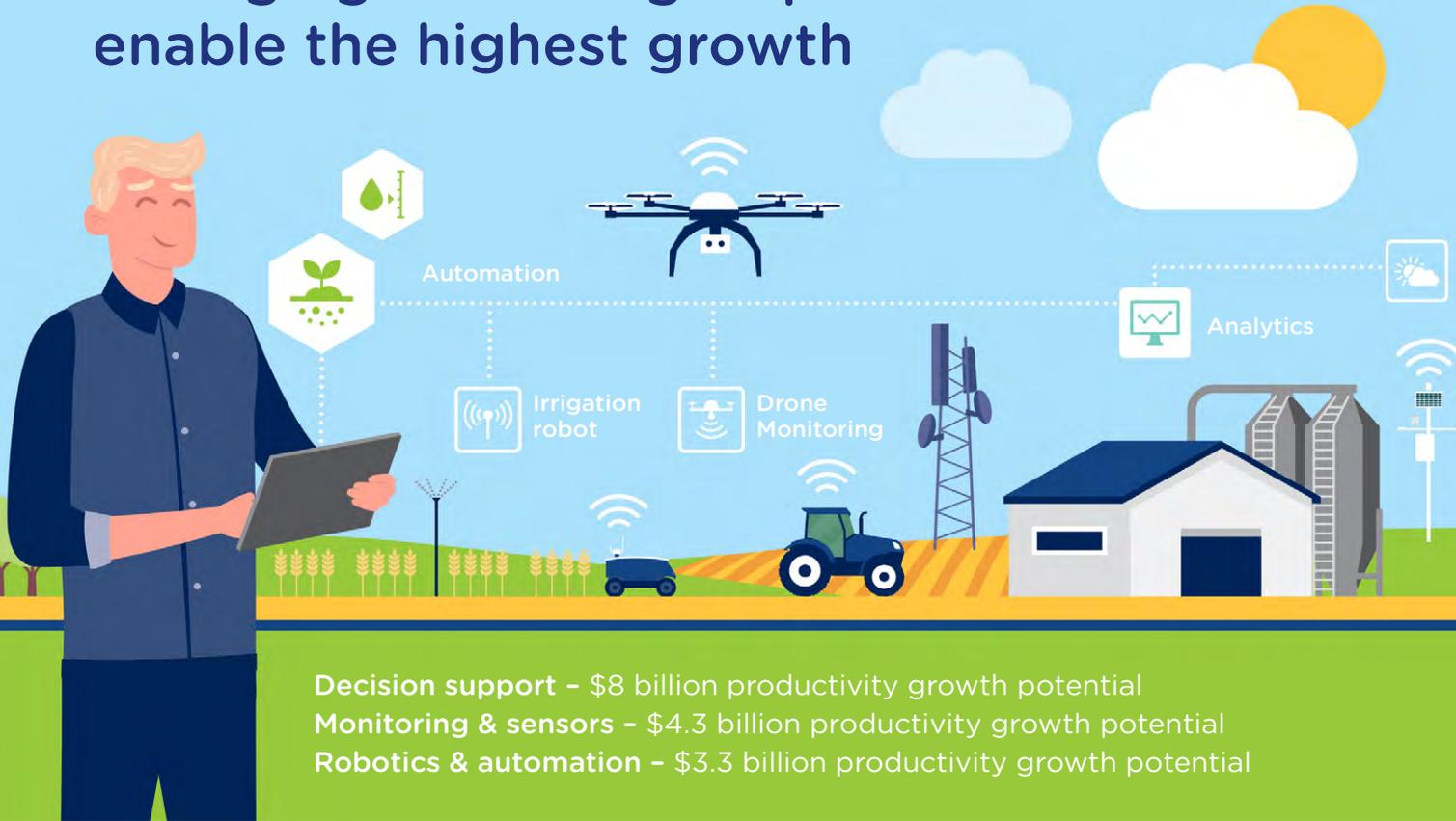
Increased adoption of digital agriculture on-farm is essential to the industry achieving its objective of being Australia’s next \$100 billion industry. With poor connectivity estimated to cost farmers up to \$5 per hectare², the availability of the nbn™ network enables the realisation of digital agriculture across Australia.

Economic modelling undertaken by AlphaBeta³ shows how accelerated adoption of emerging technologies, enabled by the nbn™ network, can deliver exponential growth to farming and agriculture in the next ten years.

By 2030 internet-enabled technologies could add \$15.6 billion to the agriculture sector’s gross value of production each year.



Emerging technologies predicted to enable the highest growth

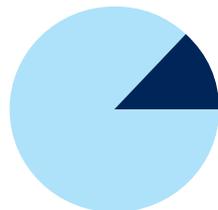


Time savings estimated to be achieved through internet-enabled technologies

The adoption of emerging technologies is also set to deliver additional benefits such as helping save almost three hours per week of farm workers' time through automation, and helping farmers access new markets which is estimated to deliver \$1.2 billion boost to premium agricultural exports by 2030.



One farm worker -
2hrs 45 mins per week or
17.8 working days per year
(based on 8 hour shifts)



Total Agricultural Workforce⁴ -
Over 600k hours per week or over
4 million working days per year

The **nbn**[™] network already plays a crucial role in connecting rural Australia through access technologies such as Fixed Wireless and Sky Muster[™] satellite services. Farming families and communities in regional and rural Australia are using this connectivity to access a range of services and support.

Rural nbn™ users⁵ are more likely to access services online for education, health and wellbeing



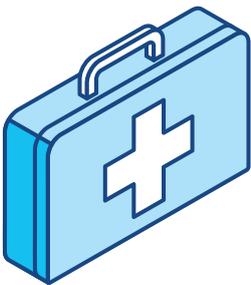
x2

as likely to enrol in education online



x1.5

as likely to socialise online



x1.5

as likely to access health services online

To learn more about what nbn™ is doing to support Australian agriculture, please visit: nbn.com.au/learn/regional

1 ABARES Snapshot of Australian Agriculture 2020: https://daff.ent.sirsidynix.net.au/client/en_AU/search/asset/1029981/0

2 The Cost of Digital Inequality in Regional Areas: <https://www.bcg.org.au/wp-content/uploads/2017/08/170804-Connectivity-report-fin.pdf>

3 The Connecting Australia report on agriculture was commissioned by NBN Co. and undertaken by AlphaBeta. AlphaBeta Advisors undertook analysis of the benefits of internet-enabled technology by categorising agricultural technology into 3 types of technologies (automation and robotics, decision support technology and monitoring technologies), identifying the degree of internet connectivity required, and estimating the potential benefits of these technologies to different agricultural uses (e.g. dryland cropping) to 2030. The analysis is aligned to and builds on the Farm Institute of Australia, Accelerating precision agriculture to decision agriculture 2017 project.

4 Calculation based on ABARES Snapshot of Australia's Agricultural Workforce https://daff.ent.sirsidynix.net.au/client/en_AU/search/asset/1027073/0

5 A rural nbn™ user is defined as an individual who has a home internet connection and lives in non-metropolitan suburb/postcode where nbn™ is at least 90% rolled out, this comparison has been made with individual who aren't connected to the nbn™ network.

©2020 nbn co ltd. 'nbn', 'bring it on', 'Sky Muster', 'gen nbn' and the Aurora device are trade marks of nbn co ltd | ABN 86 136 533 741.