



**TONY WINDSOR B.Éc MP**  
**INDEPENDENT**  
**FEDERAL MEMBER FOR NEW ENGLAND**

PARLIAMENT OF AUSTRALIA  
HOUSE OF REPRESENTATIVES



# **MEDIA RELEASE**

**17 February 2012**

## **ZooWhiz.com demonstrates the potential of the NBN to create country jobs**

“ZooWhiz.com is an example of the new types of business made possible in country Australia by the higher speeds and reliability of the National Broadband Network (NBN),” was the joint view of the Independent Member for New England Tony Windsor and the Minister for Broadband, Communications and the Digital Economy, Senator Stephen Conroy, following its official launch in Armidale today.

Minister Conroy joined Mr Windsor in launching ZooWhiz.com at PLC Armidale Junior School, where students have demonstrated the new online learning resource using the school’s NBN connection.

ZooWhiz.com is a high-quality structured online education program that uses games and zoo animals to motivate kids to reach learning goals in maths, reading, grammar, punctuation, spelling and more.

Developed by Armidale business EdAlive, ZooWhiz.com has already signed up 25,000 kids in 25 countries during its preliminary testing phase.

Minister Conroy has praised the creators of ZooWhiz.com for their foresight.

“The NBN makes possible a huge range of new applications, from health, education and aged care, to agriculture, business services, and others that are yet to be fully understood.

“It’s inspiring to see ZooWhiz.com building a global business which will take full advantage of the opportunities available in a first-release NBN site,” Minister Conroy said.

Mr Windsor says the NBN will serve as a platform for innovation in country areas.

“ZooWhiz.com demonstrates that innovative local businesses will be able to use the NBN to reach new customers, no matter where they live around the globe.

“I’d like to congratulate ZooWhiz.com for embracing the technology of tomorrow, today,” Mr Windsor said.

While ZooWhiz.com is able to operate in schools and homes with slower internet connections, the installation of the NBN across Armidale will allow the company to carve out a competitive advantage, according to owner Graham East.

“The NBN will allow us to update ZooWhiz.com faster and more regularly, deliver features faster, reduce maintenance times to improve online availability, provide better customer service around the globe, access specialist training and services without having to travel to metropolitan areas, and better retain staff by giving them the flexibility to work effectively from home.

“The NBN is a game-changer for regional businesses – we can access everything the city has to offer, while paying lower rents in the country,” Mr East said.

Being the first school in mainland Australia to be connected to the NBN has allowed PLC Armidale to overcome the tyranny of distance and access the world, according to Head of School Debra Kelliher.

“The NBN has inspired both our students and teachers, and helped us reach our goal of offering country girls an education that’s equal to the best available in Sydney,” Ms Kelliher said.

---

**FURTHER INFORMATION CONTACT TONY WINDSOR MP 0427 668868**

**TAMWORTH OFFICE** SHOP 5, 259 PEEL STREET, TAMWORTH 2340 PH: 02 6761 3080 OR TOLL FREE 1300 301 839 FAX: 02 6761 3380  
**INVERELL OFFICE** 88 OTHO STREET, INVERELL 2360 PH: 02 6721 0144 FAX: 02 6721 0288  
**ALL MAIL** PO BOX 963, TAMWORTH NSW 2340 EMAIL: [Tony.Windsor.MP@aph.gov.au](mailto:Tony.Windsor.MP@aph.gov.au) WEB: [www.tonywindsor.com.au](http://www.tonywindsor.com.au)