



The Sunshine Coast
International
Broadband Network

**Australia's
fastest data
connection
to Asia
from the
east coast.**

Future-proofing with **fast data**



The Sunshine Coast International Broadband Network will provide Australia's fastest, most affordable international data and telecommunications connection from the east coast to Asia.

With future-proof capacity, the new cable will increase data transmission speed, reduce risk and lead to a reduction in international communication costs for business and consumers.

The cable will put the Sunshine Coast and Queensland on the international business map as a leading Australian investment destination for commerce and industry.

The Sunshine Coast is already one of Australia's fastest growing regions, with high levels of business confidence.

With an international broadband submarine cable landing here and being in service from mid 2020, the region becomes the ideal Australian location for domestic and global operators.

We expect to attract the attention of the world's biggest data users and those looking for a location with superior telecommunications and data infrastructure.

The project will contribute \$927 million annually to the Queensland economy, up to 864 new jobs and lead to improved international connections for locally based businesses.

Once again, Sunshine Coast Council has proven itself to be an innovative organisation, thinking outside the square to stimulate economic growth and create Australia's healthy, smart, creative capital.

MAYOR MARK JAMIESON

Sunshine Coast Council

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Vision for growth

Sunshine Coast Council's Regional Economic Development Strategy provides a 20-year vision and blueprint for sustainable economic growth and one that is already delivering results.

It will help to enable the region to actively participate in the global economy to deliver lifestyle and opportunities for local residents and businesses alike.

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IMAGES: Cover and pages 7, 9 and 10 – The future Maroochydore City Centre. Images are indicative only.

What is a submarine cable?

With all the talk of cloud-based technologies, it's easy to imagine your internet connection as a network of satellites beaming data from the sky directly to your phone or computer.

The surprising truth is that 99% of international data is transmitted via the world's undersea submarine communications system.

The world wide web relies on undersea cables that lie on the ocean floor. They can be laid in sections of the ocean that are as deep as Mt Everest is tall, with lengths that can span thousands of kilometres.

The first submarine cables carried telegraphy signals (early telephone technology) and were laid in the 1850s.

Modern cables are typically about 25mm in width for the majority of their underwater journey, with cables becoming larger and protected by concrete as they approach the shallow waters near the shore.

A fibre optic cable is as thick as a strand of hair, yet capable of transmitting digital data which includes telephone, internet and private data traffic.

Researchers have developed optical fibres that can transmit information at 99.7% of the speed of light!



Sunshine Coast International Broadband Cable Landing Station, Maroochydore Queensland. Formally opened 26 September 2019.

What fast data means for business

A catalyst for technology-based businesses

The region will leverage the Sunshine Coast International Broadband Network to drive the development of the region as Australia's first Digital Trade Hub – to take a region-wide approach to data and digital connectivity.

The cable will act as a catalyst for technology business and associated high-value jobs. New businesses in this sector will deliver access to a greater array of communication options for local businesses and residents.

High-speed connectivity will give data-intensive companies such as Facebook, Google, Amazon and Microsoft the opportunity to revisit their data transfer needs and where they locate their Australian investments.

Diversity, reliability and the good type of redundancy!

The majority of Australia's international broadband submarine cables are located in Sydney, so Australian consumers and businesses alike are reliant on their ongoing functionality. A new submarine cable on the Sunshine Coast provides the diversity and redundancy of a second international connection point on the east coast of Australia, meaning more reliable data and voice telecommunications for business.

Saving dollars and making sense!

We live in a digital world, yet the telecommunications costs of running a business can be astronomical and the need for more data insatiable. The new backhaul to Brisbane immediately increases competition amongst existing players, reducing prices for Sunshine Coast to Brisbane/NSW connections and provides efficiencies in connecting to the world.

Business benefits

— **Faster and cheaper** data transfer

— Ability to accommodate **large-scale** data needs

— Bypass Sydney with **direct international connection**

— Aggregated and intelligent database mining to **predict consumer behaviour**

— **Better access to richer data**, allowing enhanced customer experience and engagement

— **Ability to tap into new industries** such as esports, Internet of Things and Industry 4.0

It's all about the speed

The new international broadband submarine cable will provide business with the fastest data connection from Australia's east coast to Asia and the second fastest to the United States. The cable will have an initial design capacity of 18tbps to Guam and 24 tbps to Sydney. That means businesses on the Sunshine Coast have the capacity and speed to connect to billions of people through the direct cable paths to Hong Kong, Japan and Los Angeles. This is truly connecting the Sunshine Coast to the world.

Essential business infrastructure

International broadband submarine cables are essential pieces of business infrastructure, providing superior telecommunications and connectivity for business. The Sunshine Coast International Broadband Network will encourage big business to consider the Sunshine Coast as a tech-savvy region and a smart place for business.

Digital Trade Hub

The Sunshine Coast is well-placed to position itself as a Digital Trade Hub – another Australian first and one that has been highlighted as a transformational opportunity for consideration as part of the proposed South East Queensland (SEQ) City Deal.

The SEQ City Deal, currently under negotiation, will be a partnership between Federal, State and Local Governments to align planning, investment and governance in the region to deliver better transport connectivity, more jobs and liveability to support SEQ's population growth – a region which is home to one in seven Australians.

The City Deal will seek to establish SEQ as Australia's leading Smart Digital Region by leveraging the new Sunshine Coast International Broadband Network to deliver a Digital Trade Hub and taking a regionwide approach to data and digital connectivity to support the region's global trade and investment aspirations.

The connectivity and bandwidth speed offered by the Sunshine Coast International Broadband Network will help position our region as a key digital trading location from Australia.

Highlights

A **550km** undersea fibre optic cable will connect the Sunshine Coast to the 9,700km Japan-Guam-Australia submarine cable network

Up to **\$927 million** in new investment in Queensland

\$435 million annual contribution to the Sunshine Coast economy

Up to **864 new jobs**

\$30-40 million per year in cost savings of national and international backhaul to Sydney

Greater resilience by removing the single point of failure of existing cables in Sydney



Linking Queensland to the **world**

An international submarine cable will put Queensland on the world map, providing its first direct international data connection to Asia and the USA, avoiding reliance on Sydney's cable network.

The new cable will provide more reliable data connectivity for all of Queensland and the Northern Territory by plugging into the existing terrestrial fibre connections that the Queensland Government invested in many years ago.

Queensland businesses will have a faster way to connect internationally. This will provide business with a range of new opportunities that come with increased speed and diversity.

Sunshine Coast opportunities

Across the world, cable landings are a boost to local businesses and consumers.

Wherever a cable lands, it becomes a revenue magnet for the area, as demand for data remains insatiable and growing at a 40% compound annual growth rate in recent years.

This project will stimulate investment and jobs growth on the Sunshine Coast thanks to the superior telecommunications connectivity and data infrastructure and could serve to attract some of the world's biggest data users to our region.

The cable will bring better data capacity for everyone, providing capital city infrastructure in a regional area at huge savings.

Providing **capital city infrastructure** in a regional area at huge savings

Attracting a **new calibre** of Investment

The project has potential to attract a new calibre of investment and high-value jobs for:

Technology based enterprises

Innovative design and applications development ventures

Industries dependent on high volume **online transactions**

Businesses in the **banking** and finance sectors

Creative digital media businesses such as video, film and TV content producers

Animators, 3D modellers and interactive **designers**

The HQ with IQ

The Sunshine Coast is becoming known for its innovation and entrepreneurial spirit.

The region is ideally placed as a location for the new international submarine cable because it is 1,000km closer to Asia than Sydney, where the only other Australian east coast cables land.

Connecting to the Sunshine Coast – Australia's 10th largest urban area – the cable will provide Queensland's first direct international data and telecommunications connection to global systems.



New Maroochydore City Centre will offer **Australia's fastest and most reliable connectivity to key global markets.**

Australia's newest international airport with new runway under construction.

New \$5 billion health precinct and \$1.8 billion tertiary teaching hospital, now open.

The Sunshine Coast is one of **Australia's fastest growing economies** which will grow to **\$33 billion by 2033.**

\$12 billion in major project investment underway.

High levels of business confidence.

Over one million consumers within a 45 minute radius of the Sunshine Coast.

"When the Sunshine Coast branch is installed, it will be the fastest path between Australia and Hong Kong where 1.1 billion people live and the fastest path to Tokyo where several hundred million people are." Russ Matulich, CEO, RTI-C

Business case studies



BUSINESS CASE STUDY

Huddle Insurance

Huddle Insurance is a technology-led challenger brand in Australia's \$42 billion general insurance market. The company's AI-powered platform puts members in control, giving them access to rapid, reliable and lower-cost insurance.

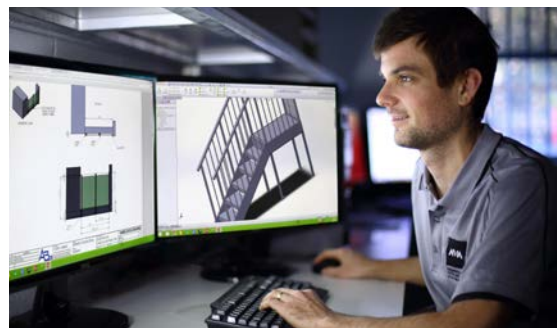
Huddle opened its new campus at Bokarina in 2019, with a set up most people would associate with Google.

The Certified B Corporation has turned insurance into a public good, where people are empowered to drive outcomes that create lasting value and support causes they care about.

The infrastructure and connectivity that will be available from the Sunshine Coast International Broadband Submarine Cable helped drive Huddle's decision to establish their largest national presence on the coast.

"The Sunshine Coast International Broadband Network has been a real drawcard for our business, with its ability to handle large volumes of data, reduce our risks and allow faster transactions, enabling our members to enjoy a better experience with our brand."

Jason Wilby, Founder and Joint Chief Executive,
Huddle Insurance



BUSINESS CASE STUDY

Architectural Metalworks Australia

"The flow on benefits of the international broadband submarine cable will provide greater network redundancy to ensure internet availability, especially for mission critical management systems we use, such as Asana."

Architectural Metalworks Australia (AMA) manufacture and supply aluminium balustrades and are known as a technology champion for their wide use of apps and systems to improve productivity and lower costs.

"It will also increase competitiveness for improved costs, peace of mind if communication lines are down and improve latency to run our business more efficiently, especially internationally which is becoming a primary focus for us."

Sam Bevis, CEO, Architectural Metalworks Australia

Maroochydore City Centre



A unique development and a brilliant location

The Maroochydore City Centre will be the only new CBD in Australia to be connected to an international broadband submarine cable.

The Maroochydore City Centre in the heart of the Sunshine Coast is the ideal location for companies seeking CBD offices in one of Australia's fastest growing regions.

Just five minutes from world-class beaches and 10 minutes from the Sunshine Coast Airport, a new Central Business District is being developed on 53 hectares of council-owned land in this rapidly expanding, highly sought-after tourism and business destination.

Declared a Priority Development Area by the Queensland Government, the Maroochydore City Centre will be the principal commercial centre for the Sunshine Coast and a wider area servicing a catchment of more than 500,000 people.

For further enquiries about the Maroochydore City Centre please visit www.maroochydore-city.com.au

The City Centre

150,000m² prime commercial office space

65,000m² exclusive retail and dining

Striking new waterways

Interconnected open space

Recreational spaces

4,000 residential apartments

A premium hotel

A convention and exhibition facility.

IMAGE: The future Maroochydore City Centre. Image is indicative only.



Tech-savvy region

The Sunshine Coast is a place with an innovative spirit and entrepreneurial culture, where business and lifestyle combine in a delicious concoction.

Australia's leading demographer Bernard Salt, has called the Sunshine Coast the '*entrepreneurship capital of Australia*'.

The Sunshine Coast is home to a flourishing innovation ecosystem built on networks and collaboration, which is a magnet for big thinkers, experienced leaders and world-class talent.

It's a tech-savvy region with a growing reputation for digital innovation. The Sunshine Coast has been recognised as one of the world's Top7 Intelligent Communities in 2019 and a Smart21 Community in five out of the past six years and a Smart City multi-award winner.

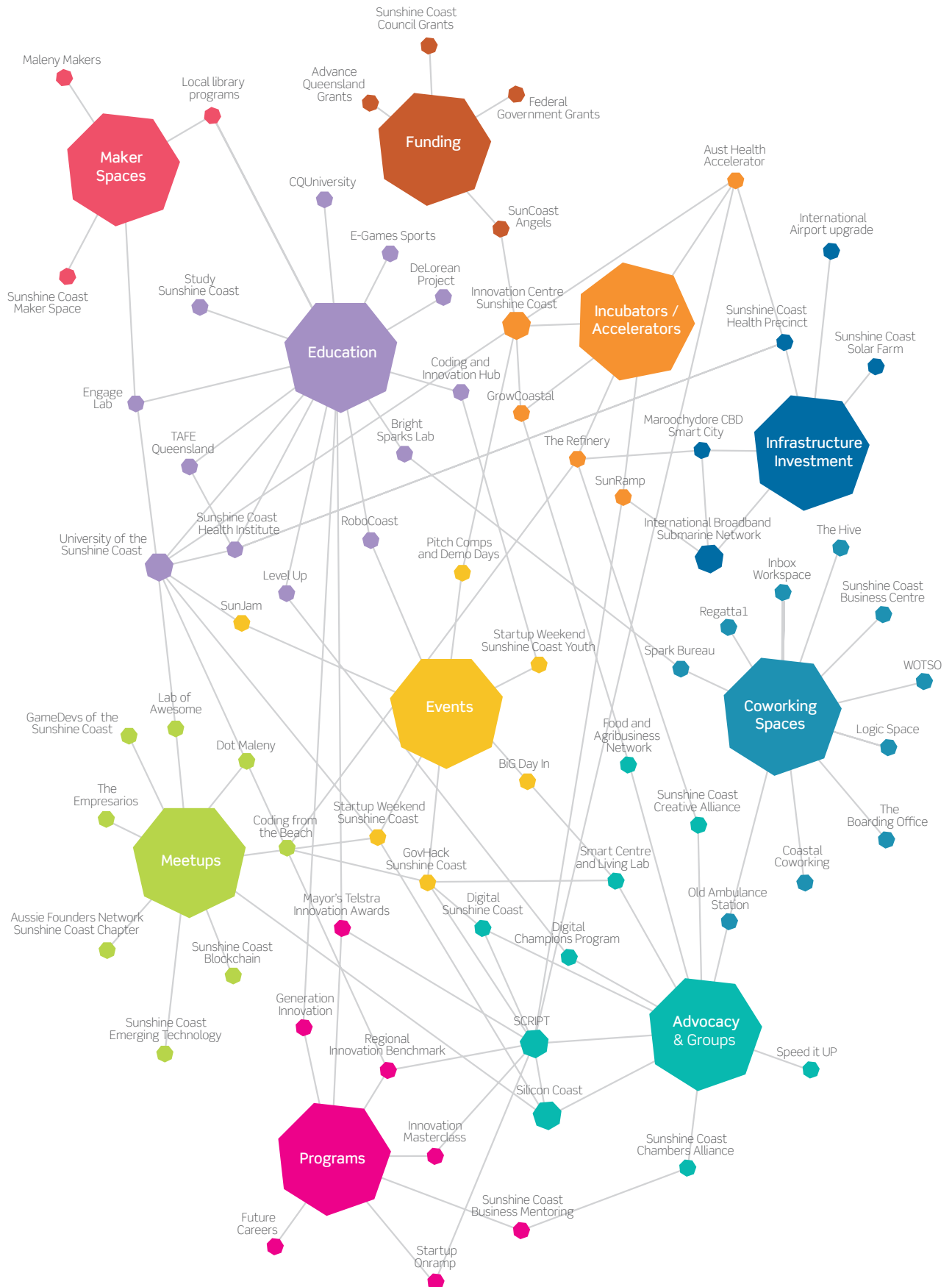
A \$1 million investment by the Queensland Government and the Sunshine Coast Regional Innovation Pipeline Team is driving the region's flourishing innovation ecosystem built on a collaborative culture, where new ideas, entrepreneurs and start-ups are actively supported and encouraged.

— **A Smart City Framework** is delivering integrated technologies which promote synergies and growth within the region and help make the Sunshine Coast even more liveable, workable and sustainable.

— **A Smart Centre and Living Lab** to showcase examples of smart city technology currently being tested with real-time results.

— **An award-winning Innovation Centre** – rated in the Top 10 University Business Incubators in the Asia and Oceania region.

Sunshine Coast innovation ecosystem



Smart City Planning

A range of programs and initiatives are making the Sunshine Coast even more liveable, workable and sustainable.



Free high-speed WiFi and valuable data insights for businesses, such as pedestrian traffic.



The Smart Centre and Living Lab tests smart city technologies before being installed permanently.



Maroochydore City Centre and underground vacuum waste system.

Public bin sensors measure waste levels, generate alerts and provide predictions to help council deliver more cost-effective waste management services.



Sensors in Pumicestone Passage will monitor salinity and oxygen levels to protect wildlife and waterways.

Flood warning sensors installed at roads and bridges prone to flooding, with information available through the Sunshine Coast Council app.



Smart Region Management Platform collects information about water consumption, lighting, WiFi use, parking, waste, pedestrian/cyclist counting and environmental data (temperature, pressure, humidity, sound Intensity, CO2, dust and ozone).



3D modelling and augmented reality provides the community with 3D virtual tours of developments and projects, eg. Sunshine Coast Solar Farm, new Maroochydore City Centre, significantly Increasing community engagement on major projects.



Sunshine Coast Major Projects

Solar Farm



>\$10 million economic benefit 100% of council's electricity offset by renewables

Sunshine Coast Airport



\$4.1 billion contribution to economy
2,230 jobs

Sunshine Plaza



\$440 million expansion
5,200 jobs

Maroochydore City Centre



\$4.4 billion contribution to economy
15,000 jobs

International Broadband Submarine Cable



Annual contribution
\$927 million to Queensland economy

University of the Sunshine Coast (USC)



\$81 million expansion complete
20,000 students by 2020

Sunshine Coast University Hospital



\$1.8 billion investment
4,600 jobs

Palmview



\$3 billion development
17,000 residents

Mass Transit Solution



\$3.6 billion contribution to economy
9,000 jobs

Aura (Caloundra South)



\$7 billion+ investment
50,000 residents

Beerwah East



44,000 residents
Development ready by 2027

Bruce Highway



\$1.6 billion upgrade
First stage completed by 2020

Coolum

Nambour

Maroochydore City Centre

Mooloolaba

Caloundra

Landsborough

Glass House Mountains

BRISBANE

1 HOUR



BRUCE HIGHWAY

Enviably work-life harmony

As one of the most biodiverse locations in Australia, the Sunshine Coast offers a subtropical climate with 60km of beautiful beaches, freshwater rivers and lakes, subtropical forests and national parks.

The region lives up to its name with clear blue skies, a vibrant green hinterland and an abundance of sunshine.

In fact, the sun shines on average seven hours per day, more than 300 days a year. Surely work-life harmony is more easily achieved when the sun is shining!

Access to all major transport networks and export infrastructure – air, road, rail and broadband connectivity – including the award-winning Sunshine Coast Airport. The Sunshine Coast is also only one hour from the Port of Brisbane.

Room to grow – available commercial and residential land, commercial precincts, more than 2,700 industrial zoned properties across 870 hectares with three major industrial parks.

An Enterprise Corridor for business – centrally located and providing a focal point for commercial, high-value industry, retail and residential growth.

Nationally recognised lifestyle location with leading advantages for business.

Destination Appeal

The work-life harmony on the Sunshine Coast provides businesses with a strong basis to attract employees from other parts of Australia and internationally.

More than **A\$2.5 billion in major infrastructure** projects and A\$12 billion in private investment already underway.

In the top 10 leading regions in the country for employment generation, **adding almost 25,000 jobs** over the last five years (NIEIR 2019).

A large workforce catchment that includes **1.15 million workers** (Department of Jobs and Small Business, 2017).

Hinterland, Sunshine Coast





SUNSHINE COAST BUSINESS SNAPSHOT

Alexandra Headland, Sunshine Coast

Population growth

- One of the largest local government areas in Australia with a population of 320,000 and has averaged 2.7% annual growth over the last decade, making it one of the fastest growing areas in the nation. (ABS, 2018)
- Population expected to grow to more than 500,000 people by 2041. (QGSO, 2018; ABS, 2018)
- A wider service catchment of more than one million people. (Department of Jobs and Small Business, 2017)

Educated workforce

- Quality education sector with award-winning universities, a multi-campus vocational training institute, more than 150 Registered Training Organisations and more than 80 private and public schools.
- A highly educated workforce, with the region's population holding a higher level of post-secondary school qualifications than the state average and more than 83,500 students studying locally.

Lower operating costs

- More affordable industrial land prices – more than 50% lower than other Australian capital cities on the eastern seaboard.
- Lower prices for commercial office space – almost 40% lower than Brisbane CBD costs.
- Lowest basic flat payroll tax rate of any Australian state or territory.

Prime location

- The Sunshine Coast Airport is being expanded to deliver direct access to the region from more Australian and international destinations, with completion expected by late 2020.
- The Sunshine Coast is just over one hour by road from Brisbane, the state capital.
- Excellent access to national and international air and sea ports, including the Sunshine Coast Airport, Brisbane International Airport and the Port of Brisbane, along with direct access to national road and rail networks.

THE FUTURE IS HERE

The Sunshine Coast is building a new economy based on a clear 20-year economic plan, which aims to double Gross Regional Product (GRP) and high-value employment opportunities.

Goals for 2033

- A\$33 billion economy
- 100,000 employment opportunities in high-value industries
- 20% of goods and services produced for export outside the region
- Household income levels above the state average

Sunshine Coast Council welcomes and supports the growth of local businesses and the establishment of new ones in the region.

- Talk to a specialist for site selection assistance and relocation advice.
- Ask for connections with government and industry bodies and access international market information.
- Access a wide array of information online, including local success stories, programs available to local businesses and the latest in local industry news.



Download the Invest Sunshine Coast app for latest news.

Available from the App Store and Google Play.

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