

AUSTRALIA'S SUNSHINE COAST

KNOWLEDGE INDUSTRIES AND PROFESSIONAL SERVICES

The smart place for business

*Major
Airport
expansion*

*Broadband
submarine
cable*

*The future
Maroochydore
City Centre*

Join our thriving knowledge industries

The Sunshine Coast is a tech-savvy region with a reputation for innovation. The region is home to a wide range of knowledge-based businesses and is regarded as a national hub for entrepreneurs.

Knowledge and professional services businesses are well supported by a strong entrepreneurial, collaborative and increasingly digitally oriented ecosystem.

Why the Sunshine Coast?

The Sunshine Coast is being positioned as a leading location for innovation, entrepreneurialism and creativity, underpinned by its connectivity with the global economy and supported by a community which can experience an array of opportunities locally.

The knowledge sector currently provides approximately 21,400 jobs, with employment growth in managerial and professional services expected to exceed 135% over the next 20 years.

Investment in co-working centres, maker spaces and business accelerators drives growth across the region.

Award-winning Intelligent Community

The Sunshine Coast has been recognised as one of the world's Top7 Intelligent Communities in 2019 and 2020, and a Smart21 Intelligent Community in six out of the past seven years.

Knowledge industries on the Sunshine Coast

- The region is home to a wide range of businesses which are leaders in their field.
- Youi, one of the fastest growing general insurance companies in Australia, has its global headquarters on the Sunshine Coast.
- The International Broadband Submarine Cable is already acting as a catalyst for technology businesses and associated high-value jobs.
- A major knowledge hub at the Innovation Centre Sunshine Coast in Sippy Downs provides a base of startup technology and knowledge-based businesses.

“The Sunshine Coast is in the right place at the right time. (It has an) innovative self-starting streak, coupled with a broader knowledge sector.

By the measure of every other comparable city on the Australian continent, this place is entrepreneurial, it is bizarrely entrepreneurial.”

Bernard Salt, leading demographer, April 2019

Why invest in the Sunshine Coast?

- Commercial office accommodation rental costs almost 40% lower than Brisbane, 70% lower than Sydney and 43% lower than Melbourne.
- The International Broadband Network will deliver the fastest data and telecommunications connection to Asia from Australia's east coast from 2020.
- A large and highly talented pool of workers with skills across a number of areas and industries.
- Lower workforce costs (ie average weekly wages and employee insurance rates) than New South Wales and Victoria, the lowest basic flat payroll tax rate of any Australian state or territory.
- Access to various education and research hubs including USC (University of Sunshine Coast), Innovation Centre Sunshine Coast.
- The deployment of Australia's first fully-integrated Smart City Framework is underway.
- Strong and supportive business community.

Fast facts

21,400 jobs

Top7 Intelligent Community 2019, 2020

Leadership City winner 2018 Australian Smart Cities Awards

Dedicated hubs for **innovators**, startups and high-growth companies



STAR PERFORMERS

Youi Insurance
Auto and General
Stellar Asia Pacific
Poole Accounting
The Hive
Ambrose Building
4 Ingredients
Retail Express
Typefi
EyeOnIt
ID Care
Alkira Software
Entag
Preventum Group
Huddle Insurance
WOTSO WorkSpace
Innovation Centre Sunshine Coast
BDO
Telstra
the urban institute
Point Duty
Office HQ

High-speed connection to Asia and the world: International broadband submarine cable

From 2020, the Sunshine Coast will deliver the fastest telecommunications connection to Asia from Australia's east coast and the second fastest to the United States. With future-proof capacity, the international submarine cable will increase data transmission speed, decrease risk and lead to reduced international communication costs for businesses and consumers.

Sunshine Coast Council is the first local government in Australia to invest in an international submarine cable which will connect to the new Gigabit Maroochydore City Centre and provide Queensland's first direct international data and telecommunications connection to global systems.

This means businesses in Queensland will have the capacity and speed to connect to billions of people

through the direct cable paths to Hong Kong, Japan and Los Angeles, truly connecting the Sunshine Coast to the world. It will also encourage big business to consider the Sunshine Coast as a tech-savvy region and a smart place for their business.

The opportunity to place a data centre in the region will ensure the Sunshine Coast is a true Point of Presence for international and domestic digital connectivity with full consumer content peering and consumer and business cloud peering.



Investment and high-value jobs

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

- Technology based enterprises
- Innovative design and application 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

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.

New technology businesses and associated high value jobs 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 where they locate their Australian investments.

Benefits for knowledge industries and professional services

- Faster and cheaper data transfer
- Ability to accommodate large-scale data needs
- Bypass Sydney with direct international connection and improve disaster recovery processes
- Aggregated and intelligent database mining to predict consumer behaviour
- Better access to richer data, allowing enhanced customer experience and engagement
- Ultra-high definition live streaming and digital broadcasting, with the ability to reach national and international audiences

Highlights

A **550km** undersea fibre optic cable now connects 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 access of existing cables in Sydney





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Emerging opportunities

Key capital investment projects are changing the face of the Sunshine Coast and paving the way for a stronger economy.

Leverage the International Broadband Network

Opportunities exist for technology-based businesses and organisations with large scale data needs to leverage the fast, direct international connection delivered by the Sunshine Coast International Broadband Network.

Maroochydore as a Smart City

Build upon the value proposition for the Sunshine Coast's new city centre as a significant economic growth opportunity by highlighting technology opportunities.

Knowledge industries as a catalyst for change

Champion the collaborative network across all industry sectors and continue to play a key supply chain role to help facilitate growth and innovation.

Collaborative ecosystem

Expand upon the collaborative network of local startups, digital businesses, entrepreneurs, education providers and incubators.

YOUI

National car and home insurer, Youi has chosen the fast-growing Sippy Downs technology precinct as the home for its global headquarters.

Youi is one of the Sunshine Coast's major employers and has been part of the region since its Australian operation began with 30 staff in 2008.

Youi now insures over 640,000 Australians with around 1 million policies in place and has won a multitude of awards, including the prestigious 2019 national Canstar award for car insurance.

The Sippy Downs location places Youi in the heart of the developing technology precinct and close to USC, enabling partnerships with the university.

Youi is known for investing in people and has consistently been recognised for fostering an engaging workplace for its 1400+ employees including an in-house health and wellbeing program and a gamified reward program. The company has also established Youi@Hand to encourage staff to get involved in projects that create lasting change in the community.

Growing innovation and business capacity

The Sunshine Coast Regional Innovation Project Team (SCRIPT) is a unique collaboration of entrepreneurs, businesses, government stakeholders and the community to grow innovation and business capacity in the region.

SCRIPT invests in collaborative activities that build capacity, showcase excellence, incubate and accelerate new solutions and support entrepreneurs and innovators to turn their ideas into commercial reality.

The SCRIPT team constitutes the largest state-wide collaboration of partners working to

#SCRIPT

develop a Regional Innovation Hub, building on the region's strong social capital locally and connections nationally and globally.

Now in its third year, SCRIPT has contributed significantly to the 48% growth and increase in quality of the region's innovation and entrepreneurship ecosystem since 2016.

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TYPEFI

Typefi is a global leader in the provision of single-source automated publishing software, helping organisations around the world publish their content faster and in more formats. Typefi's cutting edge, user-friendly platform provides customers – from small businesses through to global publishers, international organisations and Fortune 500 companies – with the ability to take a single source document and automatically render it in their choice of over 30 formats for print, online and mobile in just minutes with 100% accuracy.

Founded in 2001, Typefi began exporting in 2007 and has customer organisations in 20 countries, with individual users of Typefi software in 65 countries. Export now accounts for approximately 90% of revenue.

The company has grown to more than 40 staff, and was the winner of the 2018 Premier of Queensland's Export Award for Small Business.

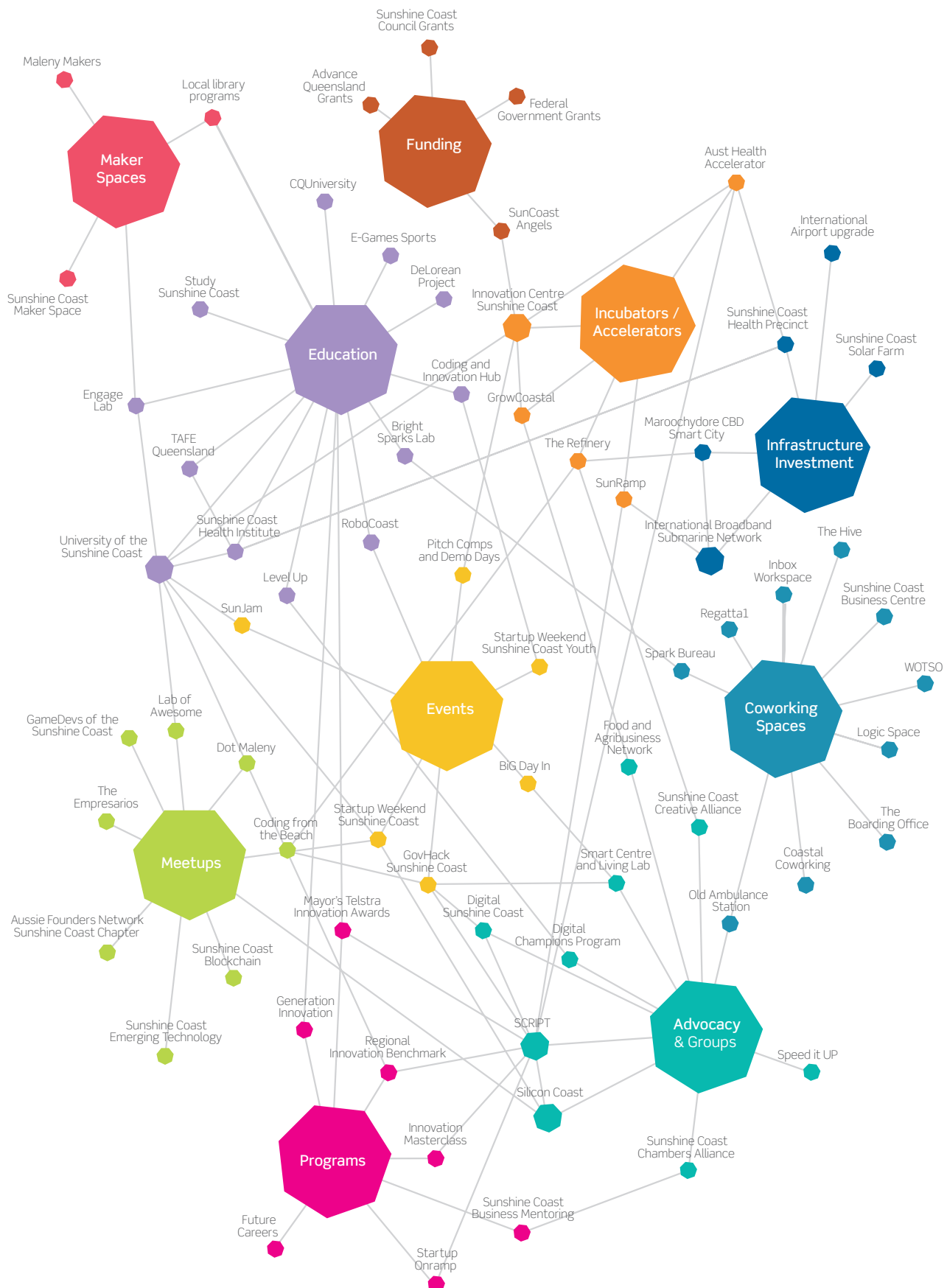


“As a region with a strong commitment to the innovation and technology sector, the Sunshine Coast continues to offer an excellent base for Typefi, with organisations like Sunshine Coast Council and the Innovation Centre providing valuable support and a depth of professional expertise to rival that of any of Australia's major cities.”

Shanna Bignell, Marketing Manager

A flourishing innovation ecosystem

Our region has a unique innovation and entrepreneurial ecosystem of education programs, business incubators, coworking spaces, advocacy events and meetups which actively support and encourage innovation, new ideas, entrepreneurs and startups.





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 technology campus at Bokarina in 2019 with plans for significant growth.

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 Network helped drive Huddle's decision to establish its largest national presence on the Sunshine Coast.

"The Sunshine Coast is leading the way for local governments in Australia when it comes to attracting investment in technology driven communities. The Sunshine Coast's technology focus aligns beautifully with our core mission as a brand."

Jason Wilby, Founder and joint Chief Executive

Airport expansion

Sunshine Coast Airport is ideally situated in the heart of the region and its expansion will see a new, longer runway by the end of 2020.

The airport is actively adding new routes, with direct Sydney, Melbourne, Adelaide and Auckland, New Zealand flights available across a range of carriers and connections to the world. The airport's expansion will deliver access to increasing numbers of domestic and international destinations.

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.

Solar Farm powers our future

Sunshine Coast Council is powering its future and positioning the region as the solar industry capital of Australia with the **Sunshine Coast Solar Farm**.

At its peak the solar farm generates 15MW of electricity, which is fed into the Energex network. As a result, council is the only government in Australia to offset more than 100% of its electricity consumption.

The award-winning solar farm will provide more than \$20 million in savings after costs over a 30-year period.

Council has taken control of its electricity supply to combat rising costs and generate renewable energy to power facilities and services.

2018 Smart Cities Awards

The region was recognised as a **Leadership City** winner for council's commitment to smart cities through the Smart City Implementation Program and **Regional Leadership** winner for the Sunshine Coast Solar Farm.

Council's clear priority is to continue to position the Sunshine Coast as a leading location for innovation, entrepreneurialism and creativity, underpinned by its connectivity with the global economy and supported by a community which can experience an array of opportunities locally.



Innovation Centre Sunshine Coast

The Innovation Centre brings entrepreneurial startups and high-growth companies together with its high-quality facilities, support services and dedicated business mentors fostering an environment for innovation and success.

The centre's mission is to support the startup and growth of knowledge-based businesses and promote beneficial interaction between these businesses and USC.

Since 2002, the Innovation Centre has directly supported the establishment and growth of more than 260 businesses, created over 1100 jobs and raised over \$36 million in early stage capital for member companies.

The not-for-profit organisation coordinates incubator/accelerator programs, collaborative events and a 42-member mentor panel that is helping entrepreneurs thrive.

“What we offer on the Sunshine Coast is the fantastic lifestyle with all the support and infrastructure to help take your business to the next level. The Innovation Centre Sunshine Coast has the capacity to provide a tailored solution to any new venture that's looking to scale to the next level.”

Mark Paddenburg, CEO

Smart City Program

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.

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.





Leaders in STEM and innovation

The Sunshine Coast is a tech-savvy region with a reputation for innovation and leadership in Science, Technology, Engineering and Maths (STEM) education.

A continued investment in talent and skills is preparing our workforce with the knowledge and experience they need to compete in a global marketplace.

USC is part of the Queensland STEM education network, a consortium of Queensland universities providing high quality programs and initiatives designed to build STEM capacity across the state.

With extensive opportunities for young tech minds, the Sunshine Coast is becoming recognised as a place where emerging tech talent, young techpreneurs and STEM high achievers flourish.

Queensland's first STEM School of Excellence: Baringa State Primary School

Baringa State Primary School is leading the way in innovative education. Opened in 2018, Baringa is a prototype school that offers students extensive opportunities to develop STEM education.

Students will learn the skills they need to be citizens of the 21st century, with classes delivered in a digitally-rich learning environment, including a purpose-built robotics engineering laboratory, recording studio and innovation hubs.



Tech career pathways at USC

USC is one of the world's top 150 Young Universities with a growing reputation for world standard research.

USC is committed to unlocking the innovation, productivity and full human potential of its regions. Several innovative programs offer career pathways for young technical minds including a Bachelor of Design (Game Design) and a range of cyber security programs taught by international experts at the Institute for Cyber Investigations and Forensics.

Future proofing our next generation

Exciting new opportunities are available to help and connect students on their technology and innovation journey. A range of programs and events designed for school and university students provide opportunities to learn new skills in innovation, coding, robotics and entrepreneurship.

Coding and Innovation Hub

Established by Mountain Creek State High School to provide professional development opportunities for teachers, promote lean startup and design principles, and provide students with opportunities in advanced coding.

Two robotics studios, three STEM labs and customised drone cages are part of a \$22 million STEM facility development at the school, expected to be completed by 2020.

RoboCoast: Sunshine Coast Robotics

Chancellor State College, Mountain Creek State High School and the wider Sunshine Coast community have developed RoboCoast, a hub of state and private schools that promote the uptake of robotics and coding through the delivery of staff and student training and fun robotics competitions.

In 2019, RoboCoast provided leading robotics, coding and graphics workshops for over 1500 students and 250 staff from 45 schools. The increased capacity building in robotics and engineering education has also helped forge world-class robotics teams such as Chancellor's RoboRoyals who placed second at the World Championships in Houston, Texas.

Generation Innovation

This annual challenge for 15-25 year olds wanting to start their own business is the first of its kind anywhere in the world. Over the past four years, almost 150 youth participants have been mentored and educated on entrepreneurship, resulting in 14 youth-led businesses being launched and raising over \$39,000 in seed funding from the local community.



CoderDojo

Covering everything from basic web, app and game development, CoderDojo is a free coding club for students aged 7 to 17 years.

Sunshine Coast Telstra Innovation Awards

An annual program for Year 10-12 students to showcase innovative ideas, learn new skills and win prizes. The competition connects students with industry mentors to develop entrepreneurial thinking and creative uses of technology.

DeLorean Project

This program at Glasshouse Christian College allows Year 10 students one day per week to negotiate and implement their own learning projects. Students are learning entrepreneurial approaches like lean startup, rapid prototyping and customer validation.



Artist's impression: The future Caloundra City Centre.

Enterprise and investment areas

The Sunshine Coast Enterprise Corridor represents the key regional location for commercial and residential growth over the next 20 years and is home to many of the region's 31,695 registered businesses.

The Enterprise Corridor stretches along the coastal strip from the Sunshine Coast Airport to Caloundra South (Aura).

- More than 80% of the region's projected population growth and the majority of new business investment will be accommodated within the Enterprise Corridor, in appropriately planned and serviced locations.
- The regulatory settings for development in the Enterprise Corridor are designed to encourage investment in infrastructure, commercial and industrial precincts, and residential development.
- Lower levels of development assessment and greater flexibility apply in appropriate areas of the Enterprise Corridor.
- Priority areas for investment are identified within the Enterprise Corridor and across the region associated with major infrastructure projects, to accommodate expansion and new business development opportunities in the high-value industries.

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ALKIRA

Founded on the Sunshine Coast, Alkira Software is a pioneer of making voice commerce easy and accessible for businesses around the globe. Inclusion by design is part of Alkira's DNA, which means that conversational commerce is inclusive and accessible to everyone.

Developed over six years, Alkira software was specifically designed for people who are blind or have low vision but many other users find this application helpful too, such as people with low literacy, the elderly and people with a wide range of disabilities.

As well as helping to navigate the web, Alkira has specific services for banking, transport, news, weather, local libraries and councils.

The University of Queensland, Aldi supermarket, Brisbane City Council and Royal Automobile Club of Queensland are some of the organisations that have Alkira voice enabled websites.

"The Sunshine Coast is a real hotspot for innovation. The depth of talent here is incredible."

Ray Guy, Chief Technology Officer

SUNSHINE COAST BUSINESS SNAPSHOT

Population growth

- One of the largest local government areas in Australia with a population of 330,000 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 518,000 people by 2041. (QGSO, 2018; ABS, 2018)
- A wider service catchment of more than 1.2 million people. (DESE, 2020)

Educated workforce

- Quality education sector with award-winning universities, a multi-campus vocational training institute, more than 100 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 – between 36-84% lower than other Australian capital cities on the eastern seaboard.
- Lower prices for commercial office space – almost 50% 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.

Export opportunities

- Positioning the region as a competitive source of high demand goods and services to increase investment, employment, infrastructure and community prosperity.
- Sunshine Coast International Business Development program provides collaboration and market opportunities.



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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