

The Sunshine Coast  
International  
Broadband Network

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

Sunshine Coast, Queensland, Australia

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Invest  
Sunshine Coast  
Australia

Sunshine Coast  
COUNCIL

# Future-proofing with fast data



The Sunshine Coast International Broadband Network will provide Australia's fastest, most affordable international data and telecommunications connection on 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 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 5, 6/7, 8 – The future Maroochydhore City Centre. Images are indicative only.

# What the fastest connection to Asia means for your business

## 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 submarine cable should, over time, lead to a reduction in international communications costs, as new cables and technology have a tendency to drive down data prices.

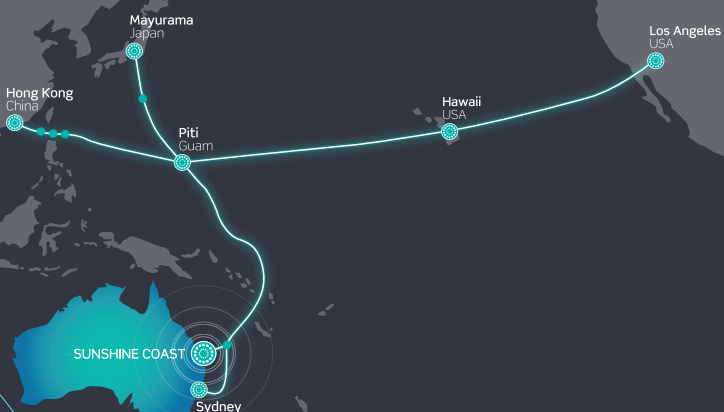
## It's all about the speed

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. 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.

With a growing economy and an enviable work-life balance, the Sunshine Coast has proven a smart place for business.



The project includes a 550km undersea fibre optic cable that will connect the Sunshine Coast to the 9,600km Japan-Guam-Australia-South (JGA-S) submarine cable network being delivered by a consortium lead by RTI-C. The Sunshine Coast cable will become part of the RTI cable system that will link to Guam, Hong Kong, Tokyo and Los Angeles.



# 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.

**“My government is committed to stimulating economic growth and innovation. A project of this calibre has the potential to attract investment in technology dependent enterprises, regional offices of global companies, innovative design and applications development and new business in the banking and finance sector.”**

*The Honourable Anastacia Palaszczuk MP, Premier of Queensland, 2015.*



## BENEFITING THE SUNSHINE COAST

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 and, over time, lead to reduced data costs.

# 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 CBD 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.**
- **\$12.5 billion in major project investment underway.**
- **High levels of business confidence.**
- **Over one million consumers within a 45 minute radius of the Sunshine Coast.**

With a growing economy and an enviable work-life balance, the Sunshine Coast has proven a smart place for business.

# Maroochydore – The Bright City



## THE NEW CBD WILL FEATURE:

- Prime commercial office space
- Exclusive retail and dining
- Striking new waterways
- Interconnected open space
- Recreational spaces
- Residential apartments
- A premium hotel
- A convention and exhibition facility.

The future Maroochydore City Centre. Image is indicative only.

## 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](http://www.maroochydore-city.com.au)

## THE DEVELOPMENT SCHEME FOR THE NEW CBD OFFERS BUSINESS AND INVESTORS:

- 150,000m<sup>2</sup> Commercial Gross Floor Area
- 65,000m<sup>2</sup> Retail Gross Floor Area
- 2,000 Residential Apartments.





# Tech-savvy region

Australia's leading social commentator Bernard Salt, recently 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, ranking #1 for online business growth and winning a Google eTown Award. With a reputation for innovation, the Sunshine Coast was named as a Smart21 Community of 2019 and five of the past six years, and in 2019 achieved Top7 status awarded by the Intelligent Community Forum.

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.

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

## ECONOMIC GROWTH

- **More than \$2.5 billion in major infrastructure projects and over \$10 billion in private investment already underway or in the pipeline.**
- **The Sunshine Coast economy (\$17.7 billion) is one of the largest regional economies in Australia and has achieved an annual average growth rate of over four percent per year over the last 15 years, well above the national rate of economic growth (ABS, 2017; NIEIR, 2017; AEC, 2018).**
- **The Sunshine Coast is in the top ten leading regions in the country for employment generation, adding more than 20,000 jobs over the last five years (Department of Jobs and Small Business, 2017).**

# Enviably lifestyle

As one of the most biodiverse locations in Australia, the Sunshine Coast offers a subtropical climate with 52km 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 a positive work-life balance 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 high quality of life on the Sunshine Coast provides businesses with a strong basis to attract employees from other parts of Australia and internationally.**
- **The Sunshine Coast has the third highest level of net interstate migration in the country (ABS, 2017).**
- **Tourism injected almost \$3 billion into the Sunshine Coast Region in 2017 (TEQ, 2018). Australia's #4 rated best beach in Mooloolaba (Trip Advisor 2019).**
- **The Sunshine Coast also offers some of Australia's leading natural settings including the heritage listed Glasshouse Mountains and Ramsar listed Pumicestone Passage.**





## Population growth and talent

- The Sunshine Coast is one of the largest local government areas in Australia with a population of 311,511 and has averaged 2.5% average annual growth over the last decade, making it one of the fastest growing areas in the country (ABS, 2018).
- The Sunshine Coast's population is expected to grow to more than 500,000 people by 2041 (QGSO, 2017; ABS, 2018).
- The Sunshine Coast has a large workforce catchment that includes 1.15 million workers (Department of Jobs and Small Business, 2017).
- The University of the Sunshine Coast has an enrolment of 13,500 students (USC, 2018), which is projected to grow to 20,000 by 2020, making it one of the fastest growing universities in Australia.

## Resources

- Quality education sector with an award-winning university, a multi-campus trade training institute, over 180 training institutions and more than 70 private and public schools.
- A highly-educated workforce with the region's population holding a higher level of post-secondary school qualifications than the Queensland average – and more than 83,000 students studying locally.
- Existing industry clusters and growing supply chains.
- Access to all tiers of government, facilitated as part of the development and investment approval processes.

## Lower costs

- More affordable industrial land prices – 50% lower than other Australian capital cities on the eastern seaboard.
- Lower prices for commercial office space – 40% lower than Brisbane CBD costs.
- Lowest basic flat payroll tax rate of any Australian state or territory – and overall taxation estimated at \$766 less per person than other Australian state and territory averages.
- Lowest average worker compensation premiums across the main eastern states of Australia.
- Lower workforce costs than Queensland, Victoria and New South Wales averages – meaning lower operating costs for employers on the Sunshine Coast.

# 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!**



## WHAT ABOUT WIFI AND SATELLITES?

Satellites are great for reaching areas that aren't yet connected to fibre optic cables and can distribute content from one source to multiple locations well.

However, when it comes to bandwidth, satellites simply cannot compete with submarine cables.

They also have latency issues as the signal has to quite literally travel out of this world!

Wireless connections usually only carry signal from your device to the nearest mobile tower or router before the data is carried over land (NBN) and submarine cables.



**Solar Farm** 

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

**Airport** 

**2230 jobs**  
\$4.1 billion contribution to economy

**International Broadband Submarine cable** 

**\$927 million** per annum to Queensland economy  
\$45.3m per annum to Sunshine Coast economy

**Sunshine Plaza** 

**\$400 million** expansion  
creating 5200 construction and retail jobs

**Maroochydore** 

**15,000 jobs**  
\$4.4 billion contribution to economy

**University** 

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

**Bruce Highway** 

**\$1.6 billion** expansion and upgrade  
First stage to be completed by 2020

**Palmview** 

**\$3 billion+** development  
17,000 residents

**Beerwah East** 

**44,000 residents**  
Development ready by 2027

**Hospital** 

**4600 jobs**  
\$1.8 billion investment

**Light Rail Project** 

Stage 1 by 2025  
**9000 jobs**  
\$3.6 billion contribution to economy

**Aura (Caloundra South)** 

**50,000 residents**  
\$7 billion+ investment



# Sunshine Coast Major Projects

Mayor Mark Jamieson mail@sunshinecoast.qld.gov.au 07 5441 8242





## BUSINESS ASSISTANCE

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

The installation of the submarine cable connection to the Sunshine Coast will provide business and investors with an unparalleled advantage that previously could only be obtained by locating in Sydney or Perth.

Whatever business or industry you're in, the Sunshine Coast offers multiple opportunities for growth, development and expansion.

If you had the choice to base your global headquarters anywhere, why not choose a location that combines business and lifestyle?

- **Talk to a specialist for site selection assistance and relocation advice.**
- **Find out the options for financial assistance to help offset establishment costs.**
- **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 business and the latest in local industry news.**

To find out how Sunshine Coast Council can assist, please email [invest@sunshinecoast.qld.gov.au](mailto:invest@sunshinecoast.qld.gov.au) or visit [invest.sunshinecoast.qld.gov.au](http://invest.sunshinecoast.qld.gov.au)

03/19



RTI is a leading neutral cable owner, developer and operator of global telecom infrastructure and large-scale data connectivity in selected markets.

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**Australia's  
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Sunshine Coast, Queensland, Australia

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