

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

The Sunshine Coast  
International Broadband Network

[invest.sunshinecoast.qld.gov.au](http://invest.sunshinecoast.qld.gov.au)

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The future Maroochydore City Centre. Image is indicative only.

## Robust, reliable infrastructure

Australia's newest international broadband submarine cable is coming ashore on Queensland's Sunshine Coast from early 2020. The cable will offer the fastest data connection from Australia to Asia and is the only location outside of Sydney and Perth to offer direct international connectivity.

The SCIBN will deliver critical building blocks (data centre, server, storage and network infrastructure) for national and international businesses to leverage better connected, faster, safer and secure data.

Steve Grubb, Global Optical Architect at Facebook, reported at a recent industry conference that Facebook invests in four diverse paths to every major connection to ensure continuous connectivity and maximise

uptime. The SCIBN will offer data hungry companies like Facebook additional diverse paths (domestically and internationally), and provide telecommunications service providers with additional risk management options.

## It's all about speed

The cable will have an initial design capacity of 18tbps to Guam and 24 tbps to Sydney. That means businesses on the Sunshine Coast and Queensland have the capacity and speed to connect to billions of people through the new direct cable paths to Hong Kong, Japan and Los Angeles. The SCIBN is truly connecting the Sunshine Coast to the world.

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## Business benefits

- Faster and cheaper data transfer
- Ability to accommodate large-scale data needs
- Bypass Sydney with direct international connection
- Use new wet-link to Sydney to bypass terrestrial connection
- Risk management and disaster recovery solutions
- Ability to tap into new industries

### A catalyst for technology-based business

Traditionally, tech-based businesses and massive data users have been drawn to capital cities. But as regions step up with newer and better infrastructure, many companies are looking beyond the capitals.

Furthermore, parts of regional Australia are uniquely placed to offer the increasingly desirable combination of low business costs and lifestyle.

The SCIBN 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 businesses and residents.

High-speed connectivity gives 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.

Amazon Web Services (AWS) is the world's most broadly adopted cloud platform, with more than 165 features serviced from data centres across the globe.

Iain Rouse, Amazon Web Services Australia and New Zealand Director, said access to an immense pool of tech talent, the opportunity to facilitate work-life harmony for staff and infrastructure that supports productivity are critical factors in location-based investment decisions.

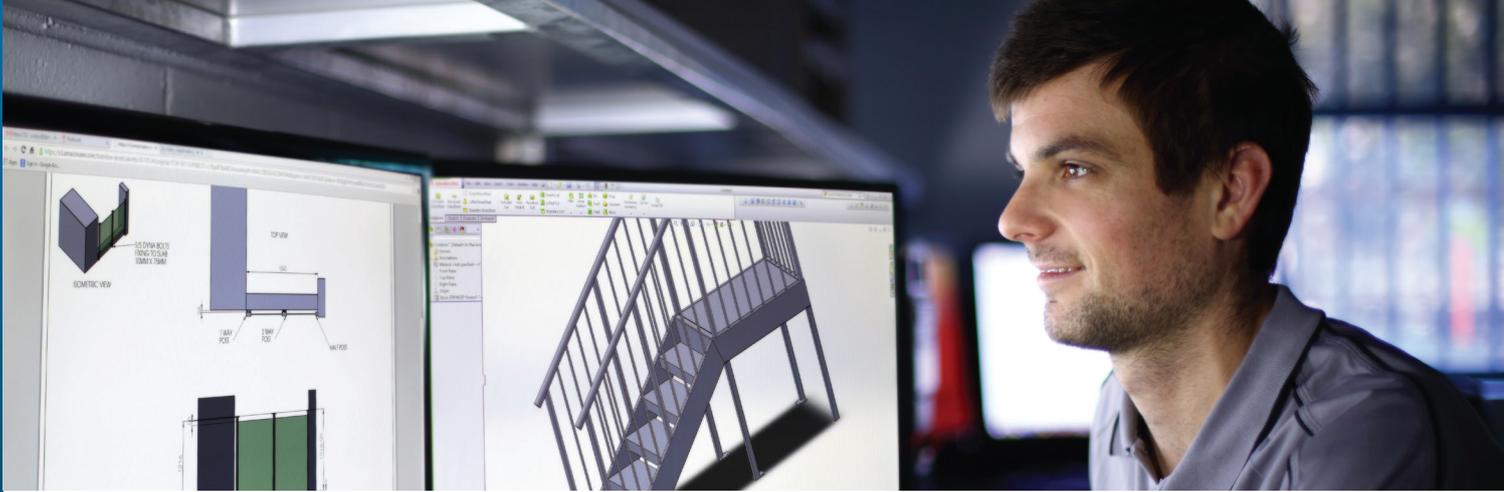
*“When you have a population of 20 million connecting to a service in the cloud, the service needs to be highly responsive. This is a business requirement that must frame our investment decisions,”* Mr Rouse said.

*“If we think about global connectivity for business, we need to consider more secure links, low latency links, the least cost path and the shortest distance between two points. AWS explores a range of diverse paths to maximise uptime.”*

*“We are super excited about the opportunity to work with Sunshine Coast Council to develop the next generation of skilled workforce,”* Mr Rouse said.

*“...more secure links, low latency links, the least cost path and the shortest distance between two points. AWS explores a range of diverse paths to maximise uptime.”*

Iain Rouse, Amazon Web Services Australia and New Zealand Director



## Calling all tech-based businesses

- Technology based enterprises
- Innovative design and applications development venture
- Industries dependent on high volume 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
- eSports

### A tech-savvy region

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

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

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

The SCIBN was a key driver in bringing Huddle Insurance to the region in 2018. A technology-led challenger in Australia's \$42 billion general insurance market, Huddle uses artificial intelligence and chat bots to offer instant claims processing.

Huddle Founder and Joint Chief Executive Jason Wilby, said the cable project was *“a real drawcard for our business, providing the ability to handle large volumes of data, reduce data risk and allow faster transactions.”*

*“On the Sunshine Coast, we've found an entrepreneurial community that rivals Sydney, and discovered that people with brilliant minds and smart ways of working also want to work in environments like the Sunshine Coast,”* he said.

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Huddle Founder and Joint Chief Executive Jason Wilby



## The smart place for business

- Economy expected to grow to \$33 billion by 2033
- \$12.5 billion in infrastructure investment underway
- A customer base of 1.1 million within a 45-minute catchment
- A new international airport taking off in 2020.

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

The Sunshine Coast has been recognised nationally and internationally as a smart place for business, named one of the world's Top7 Intelligent Communities in 2019 and a Smart21 Community for six out of the last seven years.

While the Sunshine Coast is known as one of Australia's top holiday destinations, it's fast becoming one of Australia's most attractive investment destinations.

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

The Sunshine Coast and Queensland offer companies looking to expand or relocate an educated workforce, quality lifestyle and world-class infrastructure.

*“The Sunshine Coast provides us with access to talented staff matched by a great place to live and work and, with the delivery of other major property and infrastructure projects, it provides a platform for businesses like ours to grow and develop.”*

Frank Costigan - (former) CEO, Youi.



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

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