

MAJOR AWARDS



Google eTown Award in 2013



Smart21 communities in 2014 and 2015



Recognised by PayPal for three of our townships who were in the top ten for the highest transactions online

AUSTRALIA'S SUNSHINE COAST

Be part of Australia's first fully-integrated Smart City

WHO'S HERE:



Licensed Telecommunications Carrier

HOW THE SUNSHINE COAST COUNCIL CAN HELP

- ✓ Financial assistance to help offset various establishment costs
- ✓ A single point of service to facilitate connections with government bodies
- ✓ Tailored package of comparative information to assist in your decision
- ✓ Customised site selection assistance and relocation advice
- ✓ Access to key international market information and industry development
- ✓ Successful track record of helping investors move to the Sunshine Coast

In the digital age, if your business can be based anywhere, you might as well be where you can enjoy life and fit more into your day. I start each day at the beach then communicate all day with prospects, clients and team members across Australia and the world. The Sunshine Coast provides an idyllic lifestyle and I'd encourage anyone who can manage their business digitally seriously consider this region.

YVETTE ADAMS
Creative Collective



FOR MORE INFORMATION

Go to www.invest.sunshinecoast.qld.gov.au or email invest@sunshinecoast.qld.gov.au or call the Coordinator of Investment Attraction on +617 5475 9958.

www.invest.sunshinecoast.qld.gov.au



KNOWLEDGE INDUSTRIES





Join our thriving Knowledge Industries community

- ✓ Deploying Australia's first fully-integrated Smart City Framework
- ✓ Ranked highest in Queensland for online business growth
- ✓ One of the world's top 21 communities for embracing broadband technology
- ✓ High speed broadband available across the region
- ✓ Strong and supportive business community
- ✓ Commercial office accommodation leasing costs up to 58% lower than Brisbane CBD
- ✓ Award winning Innovation Centre to help start-up businesses

Ranked highest in Queensland for online business growth and Google AdWords, the Sunshine Coast is the state's most web savvy region.

Along with winning the Google etown award for Queensland in 2013, the Sunshine Coast was celebrated as one of the world's Smart21 communities in 2014 and again in 2015 for embracing broadband technology to deliver economic opportunities that lead to new jobs, investment and social development.

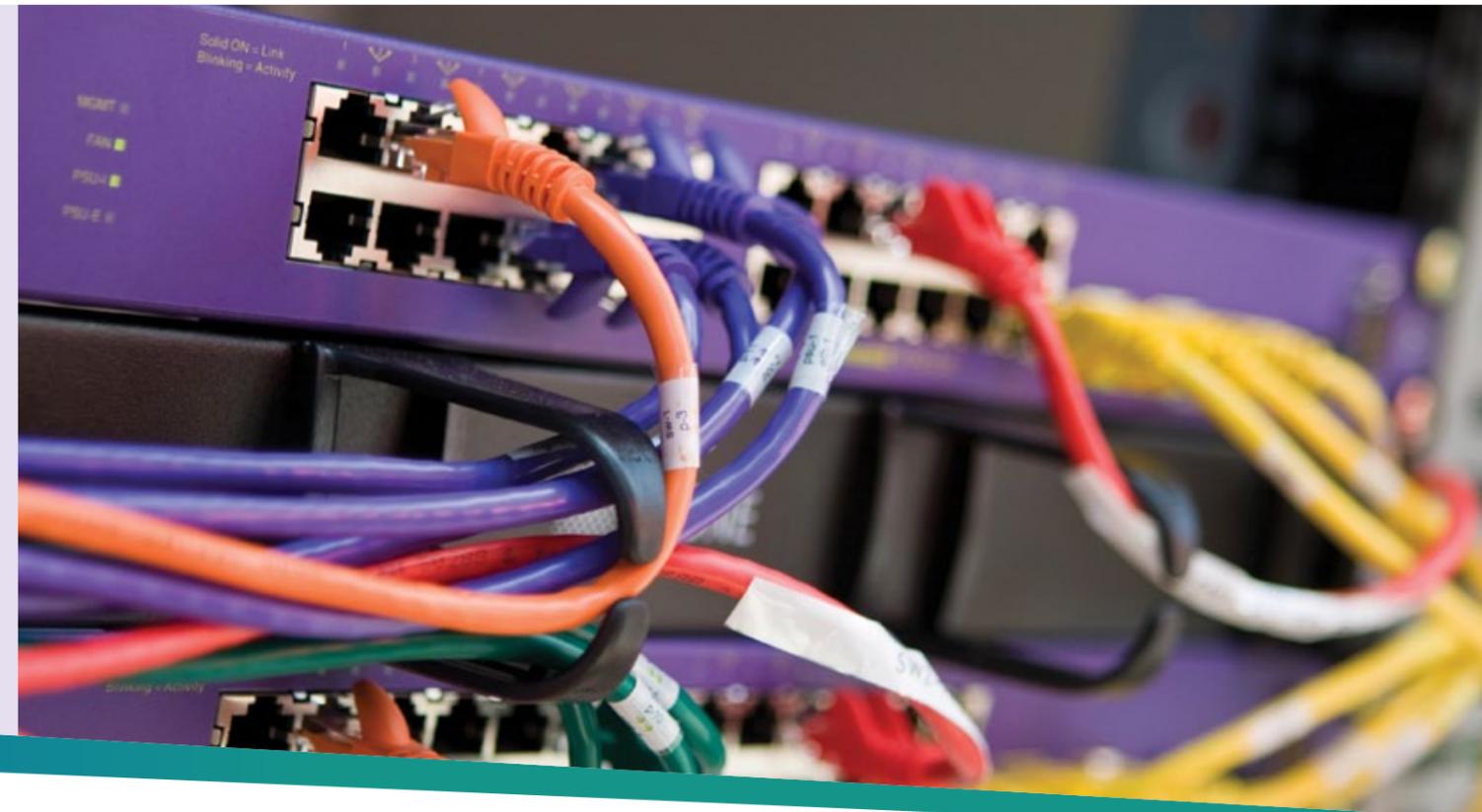
Already residing on the Sunshine Coast is a tight community of information and communication technology solution businesses who build digital services and/or actively export knowledge services.

The Sunshine Coast has world-class, high speed broadband available at competitive rates across the region. In addition, some Sunshine Coast suburbs have already been connected to the

National Broadband Network (NBN), while a number of others are scheduled for connection.

One of the major knowledge hubs in the region is at the Sunshine Coast University's Innovation Centre in Sippy Downs. The Innovation Centre provides a base for start-up technology and knowledge-based business and has so far graduated 110 businesses.

Commercial office accommodation leasing costs are up to 58% lower than Brisbane CBD, yet only an hour's drive for training and business partnerships. Queensland has the lowest payroll tax rate of any state or territory in Australia and the Sunshine Coast region boasts lower operating costs, compared to the state averages in Queensland, New South Wales and Victoria (Queensland Government, Low business costs in Queensland, June 2014) which makes it a cost-effective place to do business.



EMERGING OPPORTUNITIES

A dedicated High Value Industry and Investment Plan to 2018 has been developed with emerging opportunities. Key capital investment projects are already underway to change the face of the Sunshine Coast and pave the way for a stronger economy.



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 start-ups, digital businesses, entrepreneurs, education providers, investors and incubators

Our base on the Sunshine Coast allows Atmail to attract world-class talent from across the globe and also represents considerable opportunity for us to find and nurture our next generation of employees through connections with local education institutions and local government. The combination of a favourable business environment and our unbeatable natural surroundings with limitless options for outdoor pursuits makes this a unique place to live and do business - without compromise.

ZACH JOHNSON
CEO, Atmail

Our practice has thrived on the Sunshine Coast due to the flourishing University providing a steady stream of prospective quality employees who are able to balance their career aspirations with an enviable lifestyle in an economy that is consistently growing. The current and proposed major infrastructure projects will only enhance this growth and the business prospects in the region.

GREG TUCKWELL
Director, Poole Group



ABOUT THE SUNSHINE COAST

The Sunshine Coast provides an outstanding mix of opportunities for new investment and business expansion. Located just over one hour's drive from the state capital of Brisbane, and with a population of more than 280,000, the Sunshine Coast has a

clear 20-year economic blueprint and vision to build a high-value economy of choice for business, investment and employment. The region is home to some of Australia's biggest brand names in the Knowledge industry. Visit us to find out why...

ECONOMIC FACTS

Population:	280,000
Population growth rate:	10.1%
Economy (GRP):	\$13 billion
Value of major projects underway:	\$2.5 billion
Registered businesses:	30,000

Indicative Industrial Land Values (3,000 - 5,000 sqm)	
Sunshine Coast:	\$180
Brisbane:	\$280
Melbourne:	\$235
Sydney:	\$400

Source: Savills (2013)

Commercial Office Rental		
Locality	Mid-Point (A\$/sqm)	Compared to Sunshine Coast
Sunshine Coast	\$335	-
Gold Coast	\$350	4.3% more
Brisbane CBD	\$810	58.6% more
Sydney CBD	\$810	58.6% more

Source: Savills (2013) & Cushman & Wakefield (2013)