

ABOUT DIGITAL SUNSHINE COAST

This collaborative project is being led by [Regional Development Australia Sunshine Coast](#) and [Sunshine Coast Council](#) in partnership with a large network of organisations and individuals.

This action plan is the first step. We aim to connect people on the Sunshine Coast on the topic of digital innovation and have also created a website www.digitalsunshinecoast.com.au

This project is an action in the [Sunshine Coast Regional Economic Development Strategy 2013-2033](#), developed collectively by all the major industry, government and business associations across the Sunshine Coast.

Further origins of this project can be found in the Broadband Today Sunshine Coast (now [Australian Smart Communities](#)) initiative and the RDA Sunshine Coast [Digital Futures Project](#).

This final document was released in May 2015 following a public consultation process in August and October 2014.

INTRODUCTION

PREPARING THE SUNSHINE COAST FOR SIGNIFICANT CHANGE

This document will primarily focus on **actions** and the **delivery of achievable projects**, many of which are short to medium term, to generate momentum on the topic of digital innovation and adoption in the business and broader communities across the region.

When we talk about digital, we are looking beyond just the internet, websites, social media and the startup culture. We include: digital infrastructure, digital capacity and skills, and digital culture and innovation.

The foundation behind this plan is the work undertaken by a range of Sunshine Coast business, industry, education and government leaders last year to deliver Sunshine Coast: The Natural Advantage, Regional Economic Development Strategy 2013-2033.

This Digital Action Plan is relatively short term and deliberately action-oriented. It aims to bring the majority of digital elements together, to help provide a focus, articulate our aspirations, and get started on programs or initiatives to help achieve our goals.

Responsibilities for the delivery of specific actions outlined in this document are currently being planned for by participating partners.

ACTIONS

CAN YOU PLAY A ROLE IN THE DELIVERY OF THE ACTIONS LISTED IN THIS DOCUMENT?

Following on from a successful consultation process we are encouraged by the level of talent and commitment on the Sunshine Coast.

We wish to continue to encourage collaborative opportunities and warmly welcome involvement in all of the actions listed.

To get involved go to www.digitalsunshinecoast.com.au

PROJECT OBJECTIVES

Elevate the discussion, practice and adoption of digital solutions on the Sunshine Coast.

Participants in this project include people from:



Technology & Business

Atmail
Traffika
The Creative Collective
Cloud DC
Poole Group
Sundale
CCIQ
Innovation Centre Sunshine Coast



Groups & Organisations

Sunshine Coast Digital Association
Digital Careers
CCIQ
The-Core
Regional Development Australia
Sunshine Coast
University of the Sunshine Coast
Sunshine Coast Destinations Ltd.
#SiliconCoast



Government

Sunshine Coast Council
Noosa Council
Queensland Government
Australian Government



Telecommunications

Optus
Big Air
Telstra
Vodafone
TPG
NBN Co
Talking Business
And others

SUMMARY

Three priorities and 15 actions are being delivered by over a dozen collaborators across the entire Sunshine Coast region. Participants include all three levels of government, education institutions, businesses, community groups and local leaders.



DIGITAL INFRASTRUCTURE: Facilitate private and public sector investment in technology infrastructure (both hard and soft infrastructure) to assist daily consumption, development and application of technological solutions.

- ACTION ❶ Infrastructure investment
- ACTION ❷ Smart region
- ACTION ❸ Smart City Maroochydore



DIGITAL CAPACITY AND SKILLS: Develop the skills, capabilities and capacity of the people in our local businesses and communities to build productivity and enhance our quality of life.

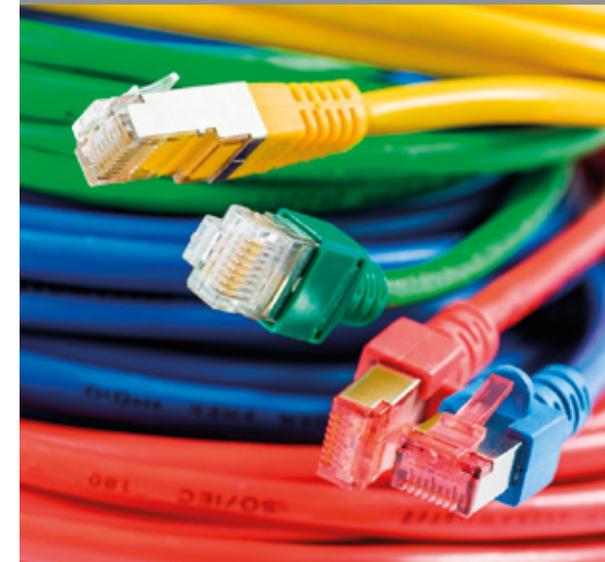
- ACTION ❹ Include digital innovation in curriculum development
- ACTION ❺ Coding clubs
- ACTION ❻ Startup and entrepreneurial programs
- ACTION ❼ Digital capacity building in local businesses
- ACTION ❽ Collaborative industry and business solving events and platforms
- ACTION ❾ Creative industry support and capacity building
- ACTION ❿ Augmented virtual reality



DIGITAL CULTURE AND INNOVATION: Nurture our digital culture through institutional and individual leadership, which fosters and celebrates innovation and provides collaboration opportunities resulting in local businesses becoming net exporters of knowledge, products and services.

- ACTION ❿ Long term digital planning for the region
- ACTION ⓫ Showcase and exemplify digital champions
- ACTION ⓬ Business and digital awards programs
- ACTION ⓭ Smart work hubs
- ACTION ⓮ Communicate the Digital Sunshine Coast initiative and further the collaborations

Collaboration
is critical.
Delivery is the
new strategy.



THE IMPORTANCE OF DIGITAL

The digital marketplace is evolving at a rapid rate.

DIGITAL TRENDS

Digital innovation goes beyond the ICT sector and venture capitalists. It permeates through every business type in every location and can significantly affect business competitiveness.

Digital innovation helps **supply chain management** including the integration of information and resources throughout every stage of the process, enhanced automation, improved visibility, the provision of real time reporting and increased accuracy of information.

Digital innovation provides greater **business intelligence** capabilities including systems-based approaches alongside the increased analytical opportunities from the growing number of significant datasets.

Digital innovation reflects the changing nature of both work and play, allowing for greater **mobility** including increased access to information, products and services from anywhere, at any time.

Business solutions are continually evolving, often resulting in a variety of improvements in our quality of life alongside greater connectedness between communities.

Research has shown¹ that consumers are the drivers of the new trends. In response, businesses are shaping solutions to meet consumer demand resulting in new digital innovations, which further empower consumers.

The Sunshine Coast is part of a global community, with access and reach into many high performing regions. The task is to adopt the learnings, look for best practice and seek to emulate or improve them.

“A lot of businesses think about their digital strategy in isolation. Businesses really need to think about what is their BUSINESS strategy in this digital market, as opposed to what is their digital strategy.”

David McGregor, EY Technology, Digital Australia: State of the Nation 2014 report.

¹ Optus Future of Business Report, Deloitte Access Economics

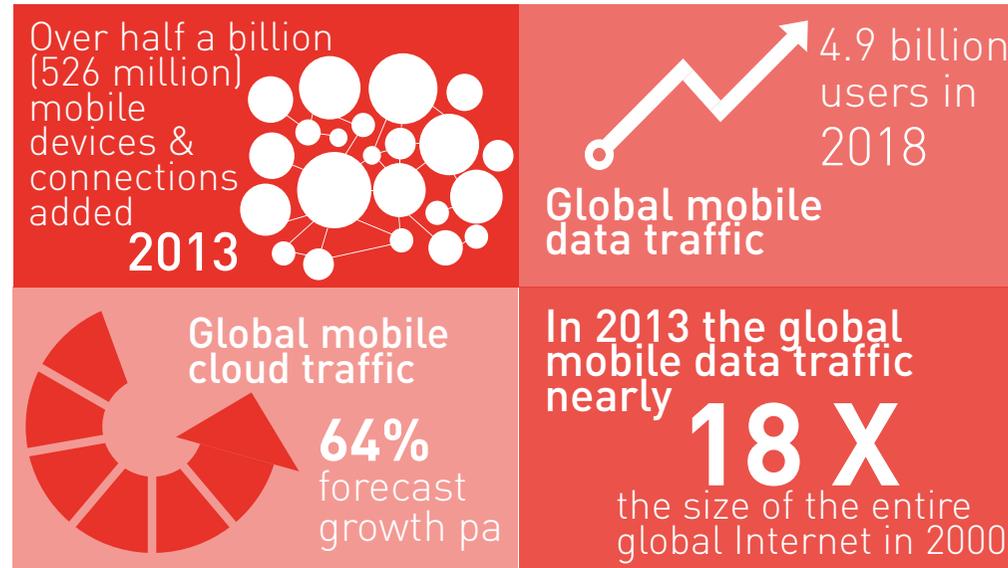
Digital innovations are not just new technologies that replace human effort; the changes are having a transformative impact on the future of business.



WHY EMBRACE A DIGITAL FUTURE?

GLOBAL MOBILE TRAFFIC

Mobile traffic will continue to rise, rise, rise as smart devices take over the world.



Source: CISCO Visual Networking Index, Feb 2014

INNOVATION AND DIGITAL TECHNOLOGIES

Innovation is a key driver of economic prosperity. More than 80% of Australian business leaders believe innovation is the main driver to creating a competitive economy and the best way to improve productivity.

Modelling by PwC shows that an ecosystem based on innovation and digital technologies has the potential to increase Australia's productivity and raise GDP by \$37 billion in 2024.

Source: Digital Pulse, Expanding Australia's Economy, PwC, 2014

PAST: GROWTH IN ONLINE SALES

Australians have been rushing online to buy goods and services - with the recent growth in online sales five times that of traditional retail - providing ongoing challenges and opportunities for Sunshine Coast businesses.

NOW: SHARING IS THE NEW BUYING

In the collaborative economy, people get what they need from each other by sharing - instead of buying from traditional commercial sources.

FUTURE:

New cultural and commercial trends will emerge - either driven by digital technology and/or enabled by digital technology.

DIGITAL DISRUPTION

DISRUPTION CREATES OPPORTUNITY

Following on from their 'Short Fuse, Big Bang' theory, Deloitte Digital's latest report, ['Harnessing the bang'](#), identifies some of the impacts of digital disruption to existing companies. It notes that 13 industries comprising 65% of the Australian economy are facing significant disruption by 2017.

However with digital disruption comes increased opportunities. As identified by the [Digital Australia: State of the Nation report 2014](#) the rising frequency of digital disruption will create significant opportunities for nimble organisations that have the capacity to react. The issue of trust, keeping the customer at the centre of business thinking and protecting security and privacy will increasingly become paramount.

Queensland

By 2025 disruptive technology is expected to have an economic impact of \$96 billion per year in Queensland alone, \$6 billion specifically from digital technology.

Source: [South East Queensland 2014 Startup Ecosystem Report](#)

STARTUPS AND ENTREPRENEURSHIP

The [Sunshine Coast Startup Weekend Impact report](#) found that the successful 2014 Startup Weekend event raised public awareness around entrepreneurship in the region and initiated #SiliconCoast, a supportive entrepreneurial community where experienced entrepreneurs mentor new startups.

The #SiliconCoast group includes a large number of digital businesses and is increasingly playing an active role in the Sunshine Coast digital business landscape.



THE JOURNEY AHEAD

Connecting people within the region and across other regions to strengthen business growth and generate innovative solutions.

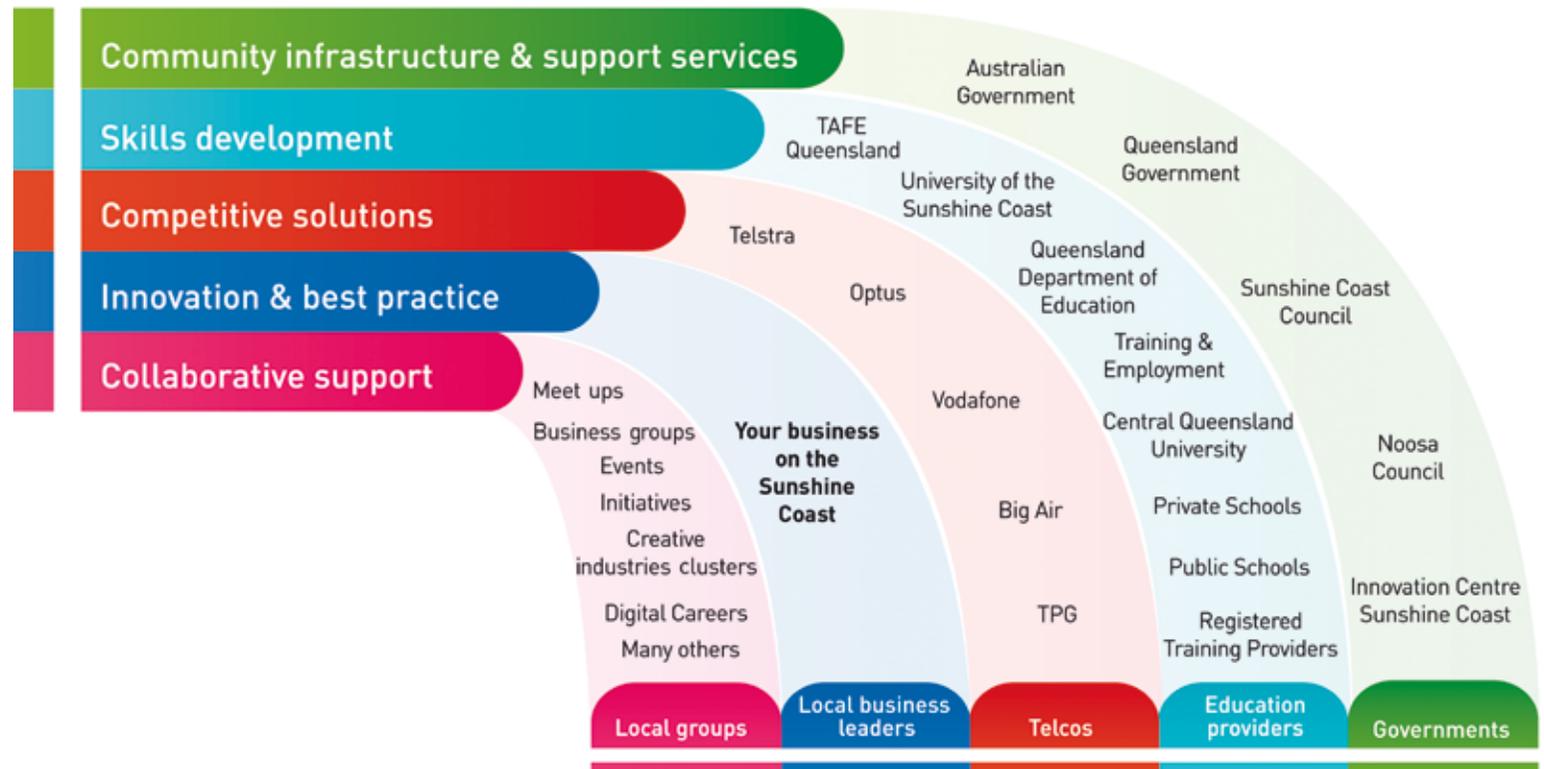
Supporting GoDigitalQld's Queensland Digital Economy Strategy and Action Plan
www.qld.gov.au/godigitalqld

COLLABORATIONS

Collaboration is critical for success. The entire region must understand the challenge and play a role towards our future success to create region-wide change.

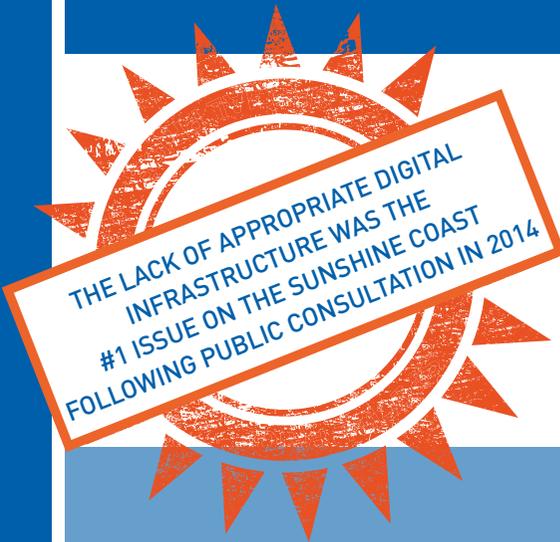
All businesses and governments will be affected by digital disruption, some with more urgency than others, therefore everyone has a role to play. Discussions, collaborations and partnerships will form in response to the challenges and opportunities.

Parallel to this process, each organisation will also attempt to transform its own internal practices, processes and business strategies to adapt and prepare for the significant changes ahead.



DELIVERY IS THE NEW STRATEGY

PRIORITY 1 DIGITAL INFRASTRUCTURE



DIGITAL INFRASTRUCTURE

OPPORTUNITY

Facilitate private and public sector investment in technology infrastructure (both hard and soft infrastructure) to advance daily consumption, development and application of technological solutions.

OUTCOMES (medium-to-longer term)

- Publicly available Wi-Fi has become ubiquitous enabling greater business opportunities.
- A purpose-built vibrant and innovative Smart City Maroochydore city centre has commenced construction, with accessible state-of-the-art facilities that drive business growth and further investment.
- High speed broadband becomes available in all commercial precincts across the region at competitive commercial rates.
- Equity of access to digital solutions and digital infrastructure, regardless of rural or suburban locations.

ACTIONS

1. Infrastructure investment: Getting the mix of both fibre optic cables and Wi-Fi at the right balance across the entire Sunshine Coast region through increased competition and both public and private investment.

WHAT

Actively **ADVOCATE** for investment in high speed broadband for all parts of the region as a matter of urgency. Increase connectivity (through competitive environment, increased capacity and increased coverage) and significantly increase bandwidth/upload/download speeds across the region facilitating additional capital investment, productivity gains and greater export opportunities to international markets.

HOW

Develop an evidence-based approach to articulating demand in partnership with a wide range of business, industry and government collaborations, ie **SPEED IT UP** campaign. Directly connect the Sunshine Coast to the international network of fibre optic cables.

WHO

RDA Sunshine Coast, Sunshine Coast Council, Noosa Council, University of the Sunshine Coast, telecommunications providers plus other collaborators.

“In order to grow and compete globally, Sunshine Coast businesses need cost competitive access to high speed broadband - it is mission critical.”

Greg Tuckwell, Poole Group

Average connection speed by country

1. South Korea
2. Hong Kong
3. Japan
4. Switzerland
5. Sweden
6. Netherlands
7. Ireland
8. Latvia
9. Czech Republic
10. Singapore
44. Australia

Source: Akamai State of the Internet Report 2015 (covering 201 countries/regions)

PRIORITY 1

DIGITAL INFRASTRUCTURE



2. Smart region: Focusing on the enterprise corridor, then broadening to the greater region, create a fully digitally connected region that maximises productivity and regional prosperity.

WHAT	HOW	WHO
Plan for and invest in a highly connected, fully digitally enabled enterprise corridor and broader region, using an integrated systems approach including best-practice technological applications.	Using a collaborative approach develop information and tools to enable digital infrastructure investment, harnessing community participation.	Sunshine Coast Council, Noosa Council, plus other collaborators.

“I believe in a near future where internet connections across the Coast will be fast enough for specialised home-based medical consults.”

Cr Stephen Robinson,
Sunshine Coast Council

3. Smart City Maroochydore: Plan for and invest in a world best practice digital city centre development in the heart of Maroochydore.

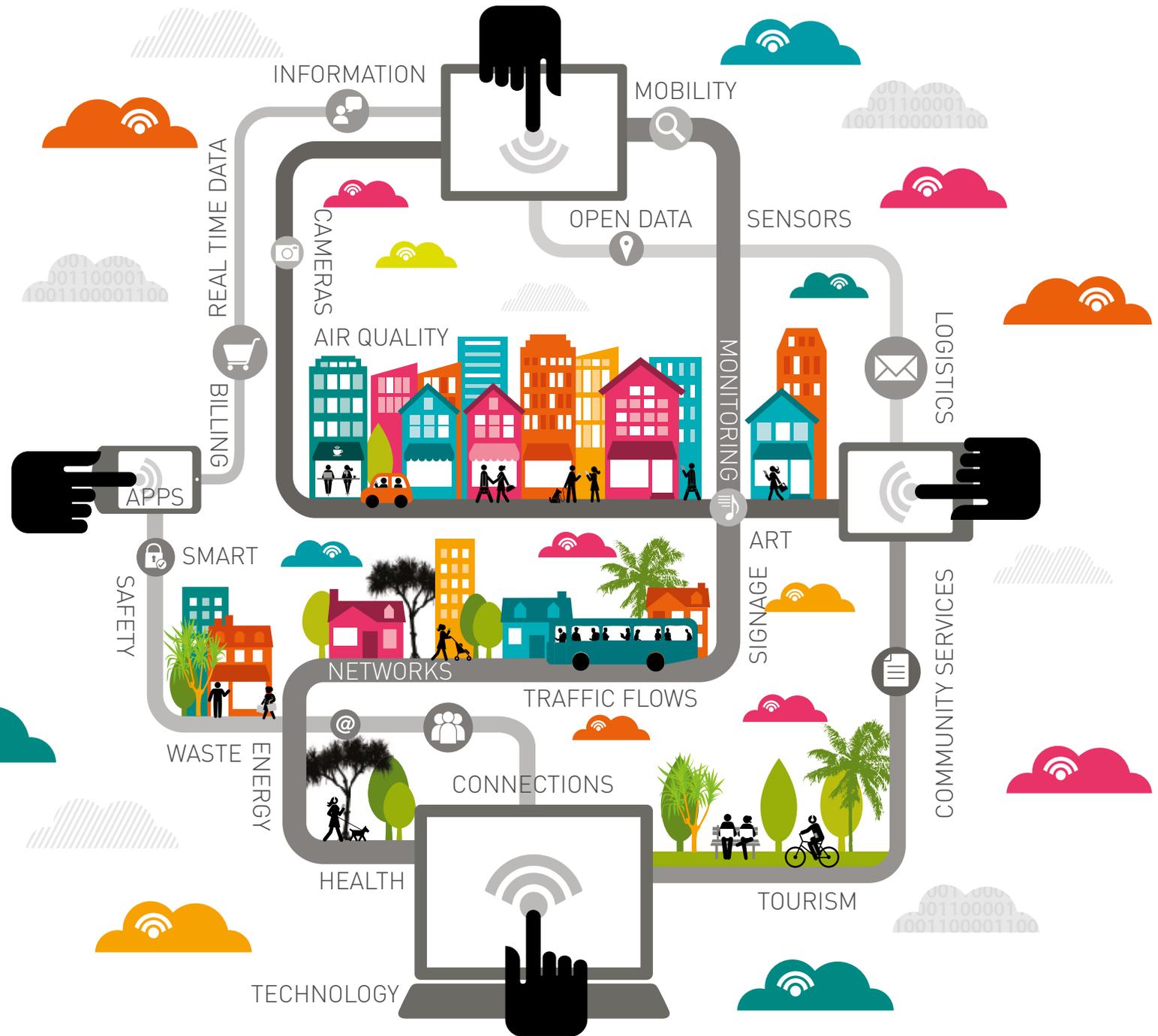
WHAT	HOW	WHO
Plan for and invest in a highly connected, fully digitally enabled Smart City Maroochydore as a best-practice greenfield city development using an integrated systems approach including best-practice technological sensors and applications.	Create innovative ideas to engage the community and inspire creativity, resulting in collaboration, embracing smart industries, new technologies and harnessing our youth’s imaginations. Fully harness community participation.	Sunshine Coast Council, plus other collaborators.



Beau Deeley, Statera Planetarum (digital media)

SMART CITY FRAMEWORK

Improving social, economic and environmental outcomes through public and private investment in a range of network infrastructure. Ensuring that all network elements work seamlessly together to provide automated real-time response for today as well as meeting the needs of tomorrow.



PRIORITY 2

DIGITAL CAPACITY AND SKILLS



Today's students are preparing for jobs that don't yet exist.

DIGITAL CAPACITY AND SKILLS

OPPORTUNITY

Develop the skills, capabilities and capacity of the people within our local businesses and communities to enhance productivity and improve quality of life.

OUTCOMES

- Accessible and affordable programs that are readily available outside of school, providing early intervention digital training for school children.
- Fully integrated ICT and entrepreneurship curriculum rolled out at primary and secondary schools in partnership with Federal, State and local governments and the ICT sector.
- A highly competitive and interconnected business community that is exporting world class products and services to neighbouring regions - and internationally - using digital tools to enhance productivity as well as increase collaboration/ business opportunities.
- A digitally literate, mobile and highly skilled workforce is readily available and regularly used by high value industry businesses operating in the region.
- Greater access to international speakers, entrepreneurs, training and mentors at the cutting edge of digital change and entrepreneurship.

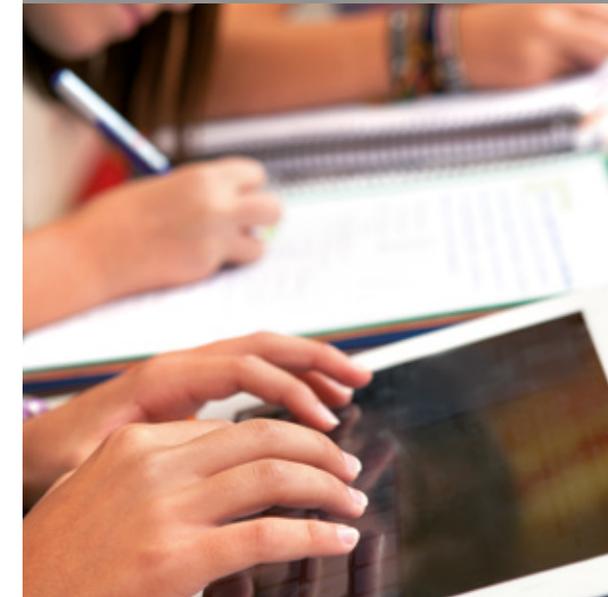
ACTIONS

4. Include digital innovation in curriculum development

WHAT	HOW	WHO
Create a sustainable education model that helps Sunshine Coast youth be competitive and prosperous now and in the future.	Increase the longer-term capacity and capability levels of digital skills in Queensland through the development of curriculum and extra-curricular activities in secondary schools and vocational education. Facilitate partnerships between ICT industry groups and education groups, including the creative development of extra-curriculum activities such as digital competitions and activities (local apps and robotics development).	Queensland Government, University of the Sunshine Coast, Digital Champions.

“I wish that my 10-year-old could be taught real-life digital skills like coding and robotics, alongside traditional subjects at school.”

Steve Lawrence, Noosa Boardroom



PRIORITY 2

DIGITAL CAPACITY AND SKILLS



5. Coding clubs

WHAT	HOW	WHO
Train, develop and foster Sunshine Coast youth to become highly skilled workers and entrepreneurs of the future, by creating a self-sustaining series of workshops, programs and events where people can learn to code, develop websites, apps, programs and games from qualified volunteers and mentors.	Generate community interest and participation, in particular from volunteer mentors. For example CoderDojos for children between 7-17 and other similar initiatives.	Queensland Government, Sunshine Coast Council, RDA Sunshine Coast, University of the Sunshine Coast, Digital Champions.

6. Startup and entrepreneurial programs

WHAT	HOW	WHO
Attract and retain skilled workers and entrepreneurs to support the growth of high value industries through the creation of a series of mentoring and skills development short courses for new venture development focusing on digital delivery mechanisms. Examples include the successful Startup Weekend events for both adults and youth.	Through a collaborative approach, identify program champions and collaborators as well as target participants.	Innovation Centre Sunshine Coast, University of the Sunshine Coast, RDA Sunshine Coast, Sunshine Coast Council plus other collaborators.

7. Digital capacity building in local businesses (high value industries focus)

WHAT	HOW	WHO
Help Sunshine Coast businesses establish, grow and capture new opportunities (including those arising from game changing initiatives such as the new hospital/allied health sector growth) through adoption of best practice digital activities (skills development, access and innovation) and capital investment.	Address the digital opportunities (and overcome barriers) within the high value industry sectors, (including supply chain maps and linkages to game changing initiatives). Build capacity for micro and SME (including local creative entrepreneurs) in order for them to access and adopt digital productivity tools and innovation, ie investigate the opportunity to map the digital training and skills gaps, opportunities and pathways to inform investment decisions.	Noosa Council, Sunshine Coast Council, RDA Sunshine Coast, Queensland Government, Innovation Centre, Federal Government agencies, Sunshine Coast Destination Ltd, plus other collaborators.

“Digital skills programs and collaborative events will help local businesses compete on a national scale, and be ahead of the curve.”

Hon Fiona Simpson, MP



PRIORITY 2

DIGITAL CAPACITY AND SKILLS



8. Collaborative industry and business solving events and platforms

WHAT	HOW	WHO
Coordinate and convene a series of open house discussions, forums, conferences and networks using the region's brightest minds (including leaders and students) where communities of interest come together and engage in collaborative events to solve business problems. Examples include quarterly breakfasts, CloudBiz annual expo and others.	Create a trusted and sustainable model that is inclusive and productive resulting in a series of collaborative business events, creating both traditional style conferences and workshops as well as innovative events that supersede traditional networking models, ie Hackathons, Open Data events, ICN Network.	Innovation Centre Sunshine Coast, RDA Sunshine Coast, CCIQ, Sunshine Coast Council, Noosa Council plus other collaborators.

9. Creative industry support and capacity building

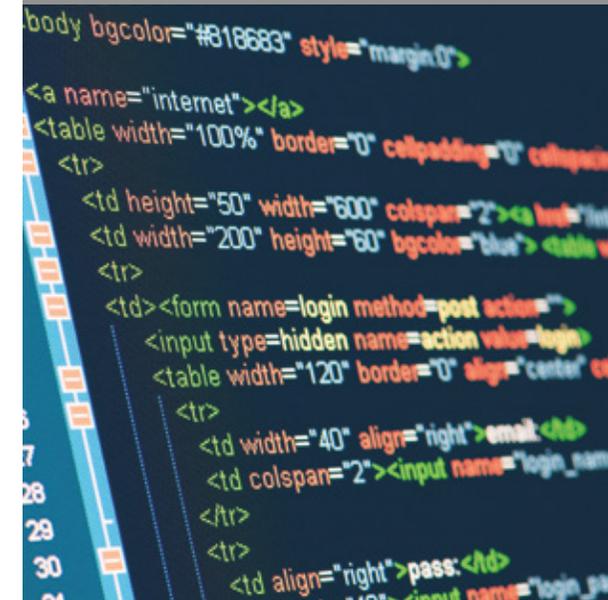
WHAT	HOW	WHO
Foster and develop digital creativity within the creative industries.	Creation of a new media category in the Sunshine Coast Art Prize competition that focuses on innovative digital design for local young emerging artists. Future opportunity of developing a national digital design and development prize.	Sunshine Coast Council, University of the Sunshine Coast.

10. Augmented virtual reality

WHAT	HOW	WHO
Develop capacity and skills, including business acumen so that local businesses can help build an iconic augmented reality visitor experience that attracts new visitors and businesses to the Sunshine Coast.	Create and deliver programs that assist local businesses (including ICT and tourism sector) to enable the development of an augmented virtual reality experience on the Sunshine Coast.	University of the Sunshine Coast.

“The expanding digital economy means that what was once only available to people with deep pockets or powerful connections, is now available to the ordinary person. You will be mainly limited by your creativity and persistence.”

Pauline O’Sullivan, Victus Health



YOUTH

Priority 2 is to develop the skills, capabilities and capacity of the people in our region, and what better place to start than our youth. There are many initiatives and activities available on the Sunshine Coast and the range of options and ideas are steadily increasing as the education community and local digital champions work in collaboration.

CODERDOJO SUNSHINE COAST

New in 2014 is the creation of a series of free coding workshops for children. Volunteer mentors with coding experience work alongside children for two hours each Saturday on digital projects such as apps, websites, games and anything the group decides is worthwhile pursuing. Held at numerous locations across the Sunshine Coast including libraries.

www.coderdojosunshinecoast.com.au

PIXEL MOSAIC

If you were to describe yourself as a sequence of colours, what would it look like? Pixel Mosaic is an online competition established on the Sunshine Coast for school age students to create a real-life interactive digital artwork. Sign up for the next workshop or download the App.

www.pixelmosaic.com.au

DIGITAL CAREERS

A nation-wide program that focuses on primary and secondary school students, parents, teachers and school based career advisors to raise awareness and interest in ICT careers and grow and diversify the pool of tertiary students preparing for a career in the ICT industry. Plenty of activities and events for Sunshine Coast students.

www.digitalcareers.edu.au

STARTUP WEEKEND FOR YOUTH

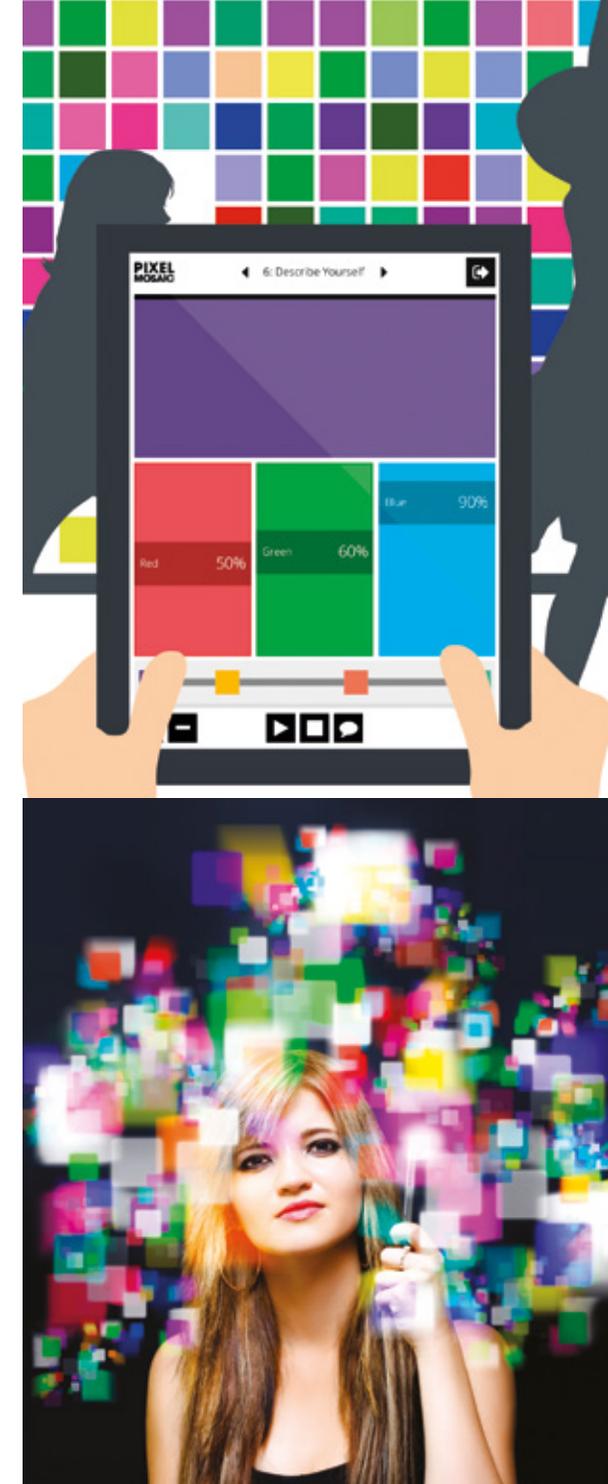
Promoting entrepreneurship and innovation, the Startup Weekend global movement has already proven successful on the Sunshine Coast for both university students and adults. Mountain Creek High School is taking that concept one step further and creating a Startup Weekend especially for secondary school aged children in 2015.

www.facebook.com/StartupSCYouth

CORE ED

Core Ed is a school based program that has been developed to empower and inspire the minds of tomorrow. Students develop skills in entrepreneurship, innovation, information technology, coding and each session is designed to support self-directed learning, in a motivating and optimistic environment. Coming to a local school near you.

www.thecore.co



PRIORITY 3

DIGITAL CULTURE AND INNOVATION



DIGITAL CULTURE AND INNOVATION

OPPORTUNITY

Continue to nurture our digital culture through institutional and individual leadership that fosters and celebrates innovation and provides collaboration opportunities resulting in local businesses becoming net exporters of knowledge, products and services.

OUTCOMES

- Sunshine Coast business community is highly networked and uses both online and traditional collaboration tools.
- Access to quality data is readily available and used to gather insights that will drive new products/services and innovation.
- A positive and vibrant community that adopts best practice, leads by example and provides inspiration for youth wishing to pursue digital careers (ie digital champions).
- Flexible, digitally-enabled work environments (smart work hubs) that will enhance collaboration opportunities and ease congestion on the roads.
- Increased opportunity for jobs and business opportunities, including startups.
- The Sunshine Coast becomes well known as a digitally-enabled, proactive and productive region throughout Australia and a hot-bed of innovation.
- Business visitors gain an understanding of the region's digital leadership and future business opportunities, resulting in business tourism becoming more recognised and greater number of conventions and events hosted in the region.

ACTIONS

11. Long term digital planning for the region

WHAT	HOW	WHO
Build upon this document and collaboratively outline a clear digital vision for the Sunshine Coast as well as a dynamic digital brand around that vision.	Working collaboratively to develop strategic initiatives that build upon the goals of the Regional Economic Development Strategy 2013-33. Develop a thorough process using robust economic modelling and draw upon best practice from around the world to further the objectives of a digitally focused region.	Sunshine Coast Council, RDA Sunshine Coast, Noosa Council, University of the Sunshine Coast, Digital Champions, plus other collaborators.

“Let’s create an environment where digitally savvy entrepreneurs can connect, learn and grow together.”

Yvette Adams, The Creative Collective



PRIORITY 3

DIGITAL CULTURE AND INNOVATION



12. Showcase and exemplify digital champions

WHAT	HOW	WHO
Develop a robust and national/global PR program to promote the growing Digital Sunshine Coast story. Ensure that the Coast's digital focus and progress in nurturing digital productivity and participation becomes a major element of the region's business attraction programs. Help Sunshine Coast businesses tap into new business opportunities outside the region, including export markets.	Showcase and exemplify digital champions as credible examples of success in the region through web, video, press and additional content for marketing purposes. Storytelling, using multiple channels (not just digital channels) using appropriate spokespeople. Investigate the opportunity to create a Chief Digital Champion role.	RDA Sunshine Coast, Sunshine Coast Council, Digital Champions, plus other collaborators.

NORMALISING TECHNOLOGY FOR BROADER ADOPTION

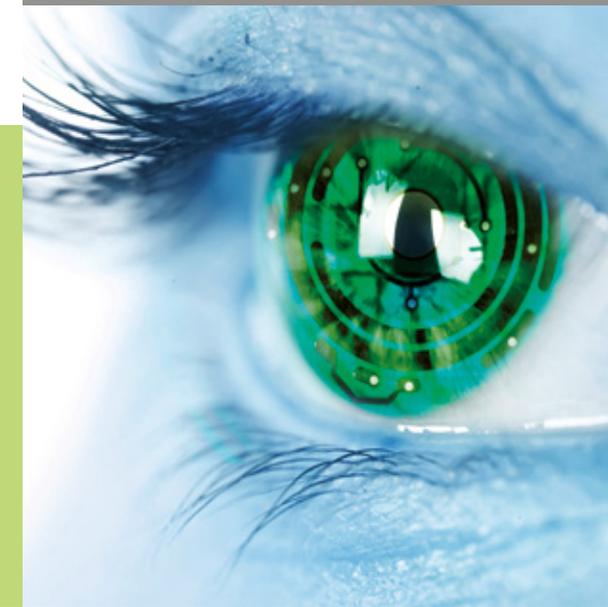
"If we create a culture that demonstrates collaboration and adoption of digital business, then we would attract the Instagrams, Facebooks and Twitters of the future. This in turn would help to generate the confidence within the region for investment from venture capitalists into startups - from there, success breeds success." Craig Josic, The-Core.

"Not many people realise that we already have immense depth of talent here on the Sunshine Coast, let's celebrate these digital leaders and help them even further."

Hon Mal Brough, MP

13. Business and digital awards programs

WHAT	HOW	WHO
Celebrate and encourage digital innovation and excellence to enhance the region's reputation, provide inspiration to local businesses and attract investment through the promotion of awards programs that incorporate digital innovation and digital leadership.	Support existing local awards programs and help them embed digital innovation and excellence criteria that can be mapped across to national award programs, ie Sunshine Coast Business Awards.	Sunshine Coast Chambers of Commerce awards committee, Innovation Centre Sunshine Coast.



PRIORITY 3

DIGITAL CULTURE AND INNOVATION



14. Smart work hubs

WHAT	HOW	WHO
Migrate city centre jobs and enterprises out to regional areas through the creation of smart work hubs that service the needs of the flexible workforce of the future.	Encourage the development of economically viable smart work hubs and teleworking facilities, through collaborative investment models and community-building.	RDA Sunshine Coast, Sunshine Coast Council, Queensland Government.

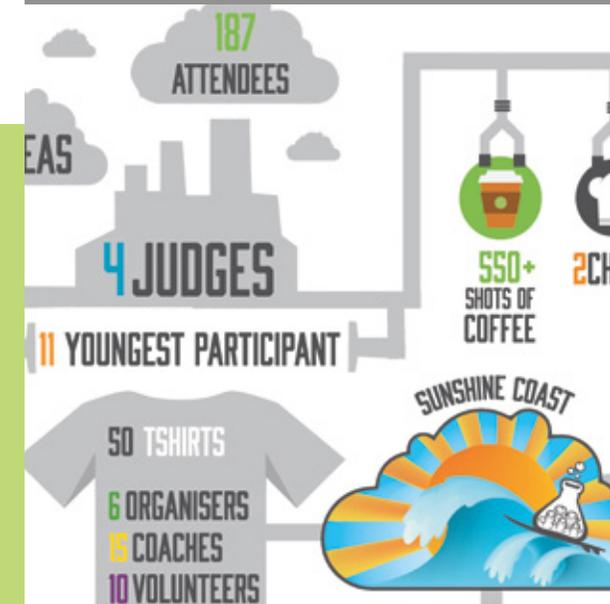
“As remote working becomes more accepted in the corporate world, it will enable digital communities to work and grow here on the Sunshine Coast. It won’t be long before the Sunshine Coast becomes a place where capital city based businesses start looking for talent. There is real value in the region becoming known for having highly skilled people excelling in specialised fields.” Dan McKinnon, Appfactory

“The Sunshine Coast has the ability to be a world digital hotspot as we have all the right ingredients. From Startup Weekends through to coworking spaces and meet up groups, we have built the backbone of a digital business ecosystem.”

Dr Retha Scheepers, University of the Sunshine Coast

15. Communicate the Digital Sunshine Coast initiative and further the collaborations

WHAT	HOW	WHO
Encourage participation and ownership of the Digital Sunshine Coast initiative across all businesses and seek collaborations from both within and outside the region that will further the Digital Sunshine Coast actions.	Provide leadership and encourage all participants in the program to continue to champion the Digital Sunshine Coast collaborative agenda via all communication channels, utilising the Digital Sunshine Coast website.	Sunshine Coast Council, RDA Sunshine Coast, Noosa Council, Innovation Centre Sunshine Coast, Digital Champions, plus other collaborators.



LET'S CELEBRATE OUR DIGITAL ACHIEVEMENTS

CAPACITY AND MOTIVATION

The region has both the capacity and motivation to embrace a digital future and has already achieved significant digital accomplishments.

DIGITAL INFRASTRUCTURE

The Sunshine Coast region has recently facilitated substantial carrier investments (A\$76mil 2011-2016) including major new fibre, wireless, Wi-Fi and data centre developments. New open access fibre deployments in the last two years have introduced further competition to the incumbent carriers and continues to enable investment attraction and existing business development through the availability of 3-4 committed fibre providers within 300m of most business areas across the Sunshine Coast.

INNOVATION CENTRE SUNSHINE COAST

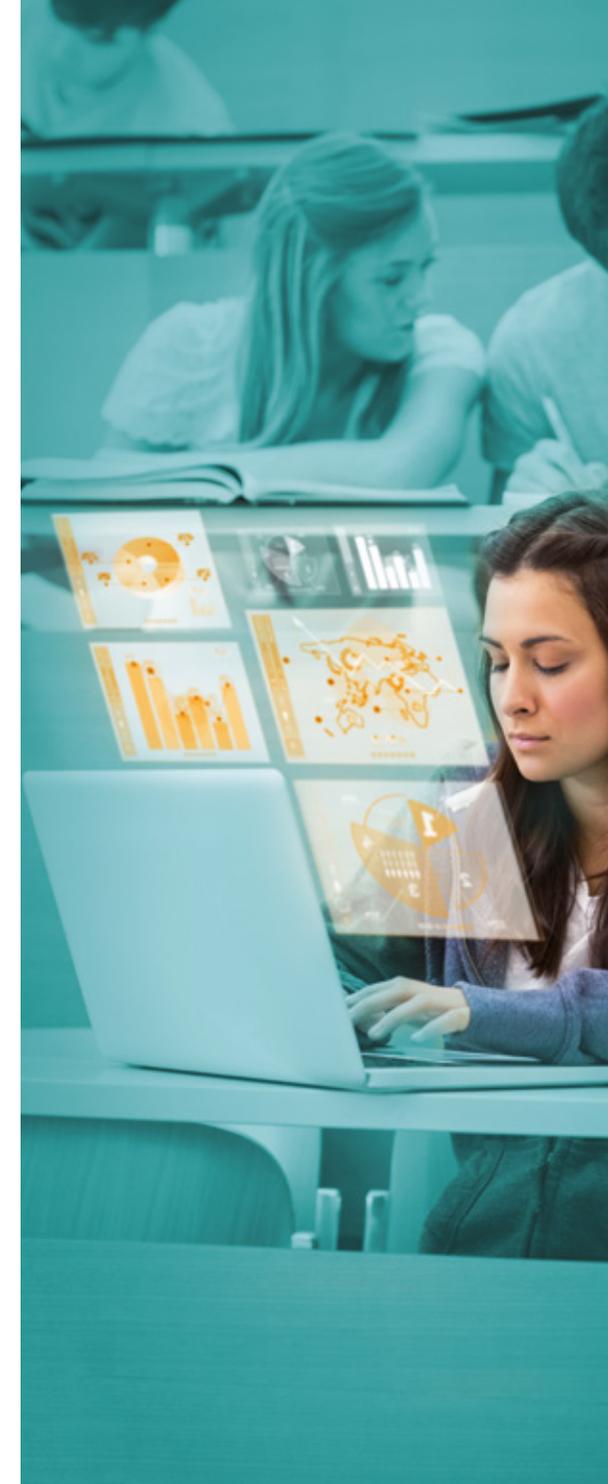
University of the Sunshine Coast (USC) company established in 2002 as a business incubator, with a strong track record of maintaining a dynamic entrepreneurial culture. Over the last 13 years it has directly assisted the startup and growth of over 150 businesses, creating around 520 jobs and helped raise over \$31 million in investment for client companies.

AUSTRALIAN SMART COMMUNITIES ASSOCIATION

The Australian Smart Communities Association (formerly known as Broadband Today Alliance) is a not-for-profit group which originated on the Sunshine Coast. It now represents a collaboration of 135 councils predominantly from Queensland and NSW, with growing interest from other states. Activities are centered around two common themes: advocating and championing for digital infrastructure; and increasing awareness, skills and uptake of digital technologies in the broader community to further enhance the digital economy.

UNIVERSITY OF THE SUNSHINE COAST

Three additional purpose-built 3D and 2D immersive spaces are being established at USC. They will be equipped with state-of-the-art technologies that enable immersive visualisations and lifelike simulations that add depth and reality to learning and teaching. Immersive spaces let teachers and students experience 3D representations of fluid dynamics, anatomy and physiology, and building structures responding to stresses, to name a few.



LET'S CELEBRATE OUR DIGITAL ACHIEVEMENTS

DIGITAL SKILLS DEVELOPMENT

Sunshine Coast Council, as a member of the Australian Smart Communities Association, has been proactively assisting businesses to up-skill digitally through the development of a variety of programs such as Get up to Speed, in partnership with commercial providers such as The Creative Collective.

DIGITAL WORK HUBS

This collaborative Digital Work Hub project, led by Regional Development Australia Sunshine Coast, provides an evidenced-based investment framework for a network of collaborative work environments (including coworking), suitable for a range of employees and entrepreneurs, resulting in increased productivity and diversity through greater regional employment and reducing travel-related stress.

FREE WI-FI

In partnership with Big Air, Sunshine Coast Council began a free Wi-Fi service in several Sunshine Coast locations in December 2012. From 1,100 users per day the service has grown to 1,400 users per day. By March 2015 the service is expected to have reached one million sessions. The Digital Sunshine Coast website has an interactive map showcasing Wi-Fi locations across the region, with the ability for ALL businesses and communities to upload their Wi-Fi location details.

LIBRARIES AS DIGITAL ECOSYSTEMS

Sunshine Coast Council libraries have evolved from the traditional places to relax, meet, learn and borrow books, to places where the community can gain core digital skills. The library network offers e-books as well as an extensive program on new technologies which allow users to operate in the 21st century - from basic computer skill workshops, how to use an iPad, to social media and blogging through to how to start up a new business venture. These programs are inclusive of all socio-economic groups, including the elderly, parents on a budget and aspiring entrepreneurs.



AWARDS AND CELEBRATIONS

GOOGLE ETOWN STATE WINNER 2013

The Sunshine Coast was selected as Queensland's most web-savvy region to vie for the national Google eTown Award for 2013. The awards program celebrates the towns and cities whose businesses are growing online and contributing to Australia's future economic growth. They are presented to towns that rank the highest in Google AdWords and online business penetration, amongst other criteria.

SMART 21 INTELLIGENT COMMUNITY AWARDS 2014 and 2015

The International Intelligent Community Forum named the Sunshine Coast region as one of the world's Smart21 Communities for both 2014 and 2015. A panel of seven judges from the New York-based Intelligent Community Forum awarded the Smart21 regions based on five intelligent community indicators (broadband connectivity, knowledge workforce, innovation, digital inclusion, marketing and advocacy) alongside three critical success factors (collaboration, leadership and sustainability).

ADDITIONAL EXAMPLES OF RECENT AWARDS, ACCOLADES AND CASE STUDIES:

Yvette Adams, owner of The Creative Collective based on the Sunshine Coast, won the Entrepreneurial Award and the Employer of Choice at the Women in Technology Awards in 2012. Yvette was also honoured at the prestigious national iAwards in Melbourne, where she was announced the National ICT Woman of the Year (2013).

Three of the top 10 regions ranked nationally for high growth in Paypal transactions (May 2013) were situated on the Sunshine Coast.

Sunshine Coast ICT company Commission Factory was named one of Australia's coolest businesses in Anthill Magazine's Seventh Annual Cool Company Awards (2012).

The Poole Group was named 2013 Xero Australian Accounting Partner of the Year.

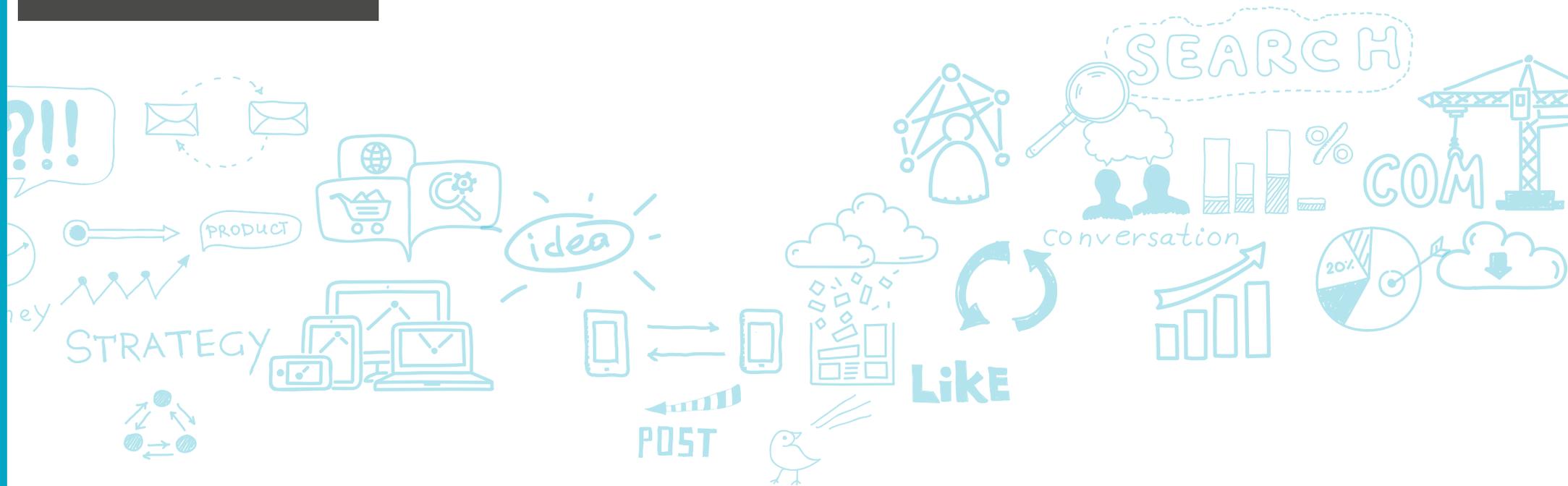
Sunshine Coast Council was a category winner of the Australian Government's National Awards for eGovernment (2013) which recognised excellence in providing ebusiness services to the community.

The Broadband Today Alliance (now called Australian Smart Communities Association), a Sunshine Coast Council-led initiative, won the top award at the Economic Development Australia Awards (2011) for pioneering an organisation committed to developing the digital economy in Australia and enhancing the benefits of the Federal Government's National Broadband Network rollout.

The Innovation Centre was recognised in the top 25 leading global University Business Incubators Index in 2013.



YOU



WE NEED YOUR HELP

We don't want this to be another document that just sits on shelves.

All of the participants in this project are committed to delivering on-the-ground actions that further the priorities as described.

Further communication and participation is the key, and we encourage YOU to take an active role in helping create a digital future. Embrace digital changes within your business. Participate at one of the many events. Invest in training.

Contact us www.digitalsunshinecoast.com.au

