

# NOOSA CLEVER NETWORKS STRATEGY FACTsheet

## PLANNING FOR THE FUTURE KNOWLEDGE ECONOMY OF NOOSA & THE SUNSHINE COAST

The Sunshine Coast is experiencing sustained, substantial population growth which is predicted to continue into the foreseeable future, bringing with it strong business investment and growth to the region.

Businesses in Noosa Shire have consistently indicated a need for high quality broadband services, identifying current infrastructure and cost as limiting their capacity for growth. In a recent Noosa Business Survey, over 40% of businesses said they would use a high speed internet connection if it were available locally.

To capitalise on projected business growth and attract investment from high value, low volume industries, Noosa Council with support from SunROC, the Australian Government and private partners Allegro Networks and Mach Technology, has created the Noosa Clever Networks Strategy.

## A STRATEGY FOR THE FUTURE OF NOOSA

Noosa Council recognises the importance of emerging knowledge markets, innovation, diversification and long-term vitality. The Clever Networks Strategy supports the knowledge economy as a central part in achieving economic resilience and in doing so aims to position Noosa as a hub for ICT-dependent businesses and take Noosa to the next level in providing metro-standard IT services.

It is Noosa Council's aim under its Knowledge Economy and Regional Economy Strategies to attract high value-adding, technology-based industries to the region. These businesses can operate from home or from within technology or business park precincts and include digital arts, financial services, architecture, graphic design, IT and many more.

The basic infrastructure behind the Clever Networks Strategy is the rollout of high speed, low cost broadband supported by a data centre in Cooroy which will service businesses and home users in the Sunshine Coast region.





# NOOSA CLEVER NETWORKS STRATEGY

## FASTER, AFFORDABLE INFRASTRUCTURE

To deliver on its economic strategies and on the Regional Knowledge Economy Strategy for the Sunshine Coast, Noosa Council with Clever Networks Project partners Allegro Networks and Mach Technology will:

- connect to the fibre optic cable running along the Queensland Rail line at Cooroy
- construct and operate a data centre at the site of the Cooroy Butter Factory providing high capacity data support to local companies and communities on the Sunshine Coast
- provide business grade wireless broadband using fourth generation (4G) WiMAX technology enabling broadband connections over distances of up to 50km
- connect the fibre optic cable to the newly planned library at Cooroy and the planned Carpenters Lane and Nandroya developments to service new and growing businesses.

The data centre in Cooroy will act as the base station for running applications, backups and websites as well as to gain access to faster network speeds. The ability to tap into the data centre locally or outside the region, provides businesses with a cost effective alternative to housing similar applications themselves and enables a level of accessibility previously only available to large corporations with substantial IT budgets.

The fibre optic infrastructure will enable asymmetric, business grade broadband speeds of 1 megabit per second (Mbps)/1Mbps to 40Mbps/40Mbps and the servers in the data centre will support connectivity of up to 10Gbps (gigabits per second). The service enables equally fast upload and download capabilities to support new IP applications like Voice over IP (VoIP) and videoconferencing, which improve productivity and effectiveness.

Businesses and residents in the Noosa Shire and broader Sunshine Coast region will have access to the new services from March 2008. The greater functionality and faster broadband connection available through the new infrastructure will be priced accordingly, however broadband services will be comparable with equivalent business grade services in metropolitan areas.

## NOOSA ONLINE 24/7

The data centre will operate and be managed on a continuous 24/7 basis with multiple network connectivity and offsite redundant servers / backup nodes. High redundancy in the fibre and wireless networks will ensure high availability. Uptime on the network will be guaranteed at 99.95% of the time — this is an industry leading service level for these services in regional Australia.

It is expected that many local businesses that require highly available services will host their server applications within the data centre and obtain a very high speed business grade fibre optic or WiMAX network connection from Allegro Networks.

## A NEW ALTERNATIVE

The Noosa Clever Networks Strategy provides an alternative for the Noosa and Sunshine Coast regions. The key benefit of moving to fibre optic is its capacity to deliver Gigabit speeds (speeds that are 1000 times faster than most Megabit services available today) to new business park developments in and around Cooroy. In addition, the project will make WiMAX wireless broadband business grade services available to businesses in many parts of the wider Noosa region at speeds of between 1Mbps to 40Mbps.

## THE COOROY KNOWLEDGE PRECINCT

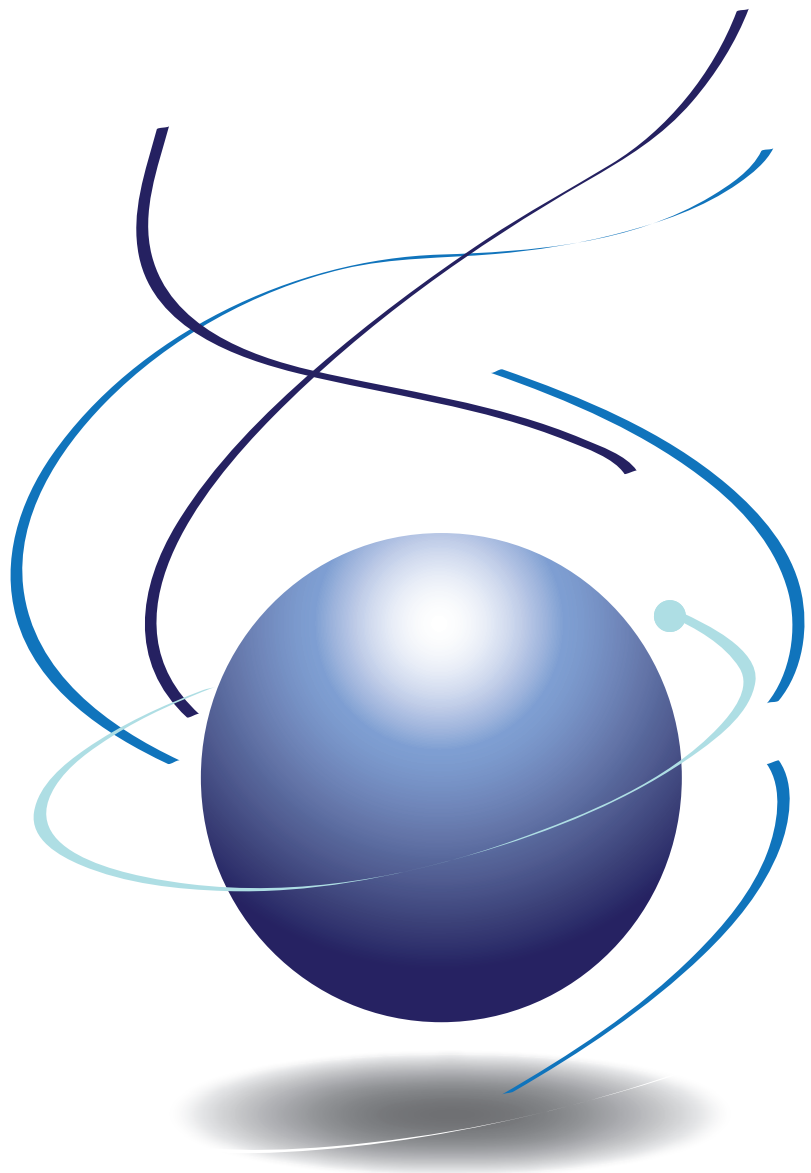
The Noosa Clever Networks Strategy complements the transformation of the Cooroy Lower Mill Site to a key creative and knowledge hub for Noosa Shire supporting design for living enterprises, research & development, and new community library and global connect facilities.

### **The data centre at the Cooroy Butter Factory**

The data centre is a key hub of the Noosa Clever Networks Strategy offering network access services to businesses throughout Noosa and the Sunshine Coast region. The data centre is a small building that operates in a 'lights

out' capacity which means it is managed remotely from Mach Technology's Network Operations Centre and Help Desk in Noosa. The decision to establish the data centre in Cooroy was based on its close proximity to existing network infrastructure and the area's planned future development.

Because of the data centre's central location, network carrier Allegro Networks has ensured the network transmission equipment and transmissions themselves fully comply with the very strict regulations and standards set out under the Telecommunications Act.



## **PUBLIC & PRIVATE COMBINE TO DELIVER**

The Noosa Clever Networks Strategy was developed out of the Suncoast Broadband Program — a SunROC partnership initiative between the Noosa, Maroochy and Caloundra Councils. The Noosa Clever Networks Strategy is supported by a successful Clever Networks: Innovative Services Delivery funding submission to the Australian Government helping to deliver in Noosa the Sunshine Coast combined goal to provide cheaper, faster and more flexible broadband.

Development of the Noosa Clever Networks Strategy through public and private partnership has achieved a total Clever Networks funding package valued at over \$5million, with \$1.2million of the Federal Government grant matched by over \$4million between the three partners: Allegro Networks, Mach Technology and Noosa Council.

This winning partnership has been formed following local government selection and tender processes.

## **TO FIND OUT MORE**

To upgrade to broadband and find out more about how the new services can benefit you, visit

**<http://suncoast-broadband.net.au/registration.html>**

For information on the Noosa Clever Networks Strategy and the next generation broadband and world-class data centre facilities visit **[www.clevernoosa.net.au](http://www.clevernoosa.net.au)**

Contact Noosa Council's Economic Strategies & Innovations Unit to find out more on the Noosa Knowledge Economy Strategy on **07 5449 5137** or email **[fwilson@noosa.qld.gov.au](mailto:fwilson@noosa.qld.gov.au)**