

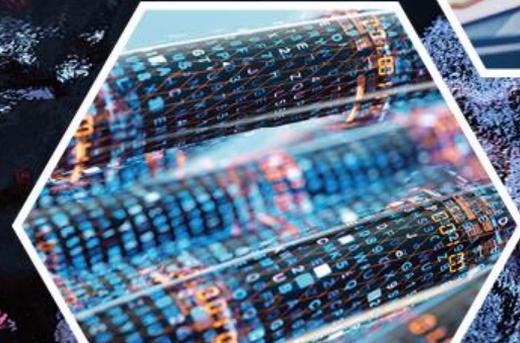
# DIGITALISATION

MOVING THE REGIONAL ECONOMY FORWARD

## WELCOME

SUNSHINE COAST  
**Business Council**  
one vision, one voice 

[www.scbusinesscouncil.com.au](http://www.scbusinesscouncil.com.au)



# RECAP



11 June 2019	Conference in June 2019 on FAST DATA etc
2 September 2019	Workshop to identify growth opportunities
10 December 2019	Subset of the workshop group met to discuss draft action plan
Dec – March 20	Drafted action plan with input from many
16 March 20	TDT workshop deferred due to Covid-19. Pre-reading distributed to frame the workshop content
12 May 2020	Zoom session with same group to seek interest in rescheduling workshop
6 July 2020	Recap, update and recommit

# WORKSHOP AGENDA MONDAY 6 JULY 2020

## Welcome & introduction

15 mins

Questions on pre reading

Session overview

## Facilitated discussions – presentations, discussion and questions

Update on submarine cable	Greg Laverty	30 mins
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Digital assets & last mile	Gavin Keely	30 mins
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Health Industry	Christopher Norton	30 mins
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## Break

Education & Training	Tim Wess	30 mins
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Cyber Security	Sandy Zubrinich	20 mins
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Food & Agribusiness	Mark Forster	20 mins
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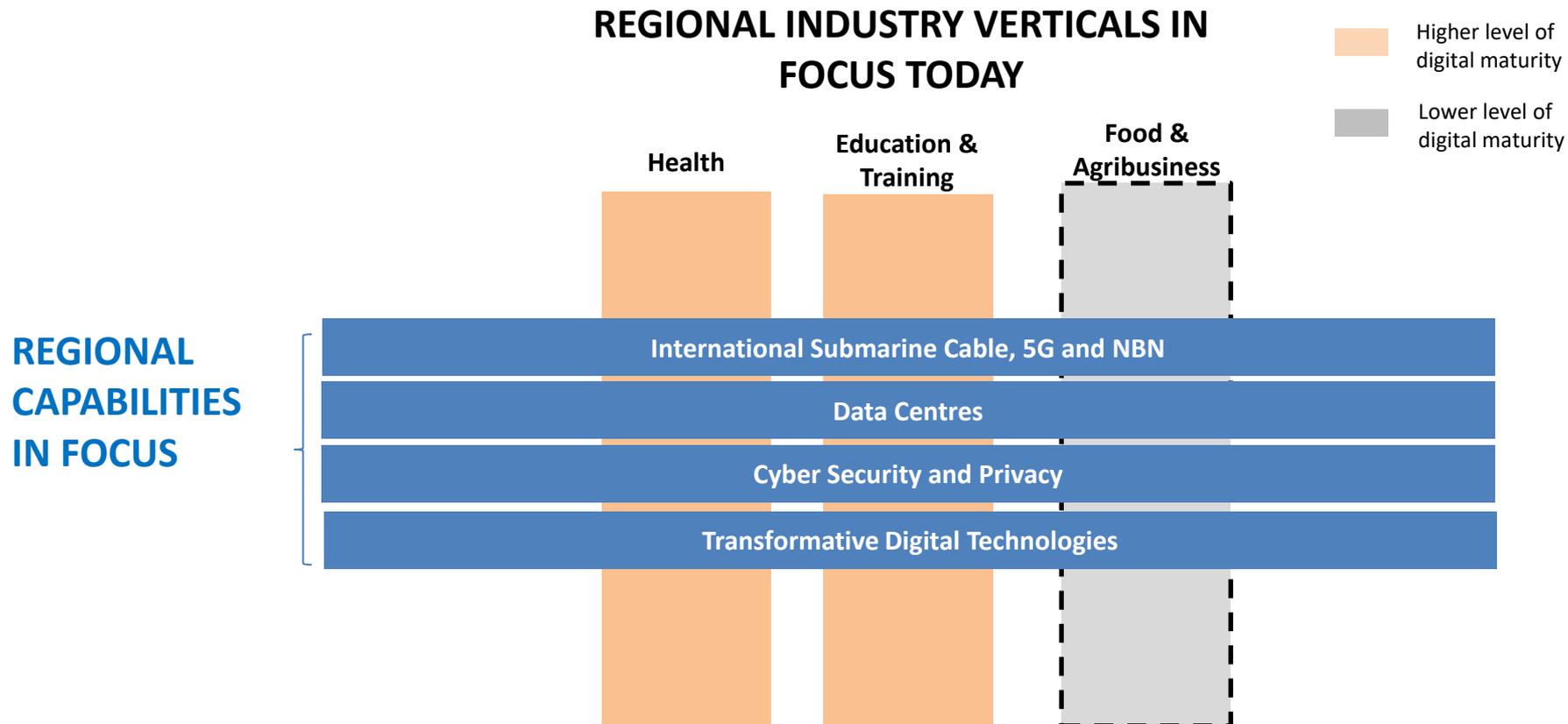
## Next Steps

5 mins

# WORKSHOP ATTENDEES

Ms Feda Adra	Chief Executive Be: Associated Limited
Angela Bardini	Executive Director Digital Transformation & CIO SC University Hospital
Prof Fiona Bogossian	Practice Education in Health and Academic Lead USC Clinical School SC Health Inst
Mr Matt Byrne	Senior Economic Development Manager Sunshine Coast Residential Stockland
Ms Angela Lisle	Faculty Director Creative and Digital TAFE Queensland East Coast
Mr Paul Fisher	CEO Regional Development Aust. (Sunshine Coast)
<b>Mr Mark Forster</b>	<b>Strategic Agribusiness Lead Telstra</b>
Mr Steven Grant	General Manager Infrastructure and Planning, Sunshine Coast Airport
Mr Gavin Keeley	Chief Commercial Officer macroDATA
Mr John Knaggs	CEO SunCentral
Mr Greg Laverty	Director Economic & Community Development Sunshine Coast Council
Mr Jason Law	National General Manager Local Gov & Smart Cities Telstra Enterprise & Gov
Ms Bridget Murphy	Treasurer & Board Member Sunshine Coast Business Council
<b>Mr Christopher Norton</b>	<b>Head of Strategy &amp; Governance Telstra Health</b>
Ms Ana Rodger	General Manager TAFE Queensland East Coast
<b>Mr David Sebestyen</b>	<b>External consultant/Digital Transformation and Cyber Security</b>
Prof Tim Wess	Deputy Vice Chancellor Academic University Sunshine Coast
Prof Steven Wilcox	Dean Academic University of Sunshine Coast
Ms Sandy Zubrinich	Chair Sunshine Coast Business Council
<u>Apology</u>	
Mr Andrew Brodie	CEO Sunshine Coast Airport
Mr Andrew Dow	Economic Development Manager, Noosa Council
Ms Emma Greenhatch	General Manager Food & Agribusiness Network (FAN)
Prof David Lacey	MD & board member IDCARE, Director of Cyber Investigations & Forensics, USC
Mr Paul Martins	Head of Economic Development Sunshine Coast Council

# Focus today - a sub set of regional capabilities across three regional industry verticals



# Getting the value proposition for the submarine cable 'right' for business . . .

- We operate in a fast moving world driven by technological advancements across all industries enabled by smarter and faster communication networks.
- These faster communications networks enable data, connectivity and processing power to expand, **creating opportunities for companies to extract value through transformative digital technologies, services, operational efficiencies driving productivity and new business models.**
- The Sunshine Coast International Submarine Cable provides another layer of communications and fast data transmission within Queensland, to Sydney and internationally into Asia and USA. That is a current key point of differentiation for the Sunshine Coast Region. It enables diversification of the local economy, is an attractor for investment to the region and enables regional businesses to better adopt transformative digital technologies as new growth levers.

# **SCBC objectives expressed at the July Conference *Digitalisation / Fast Data / Fast Access* and at the follow on December Digital Workshop**

## **OBJECTIVES**

1. Understand the capacity of the regional communications infrastructure and connectivity capability (including the international submarine cable) to drive economic growth and industry transformation.
2. Power regional businesses through fast data and the adoption of transformative digital technologies (TDTs).
3. Progress discussions between industry, government and council on how to best drive industry growth and productivity, through TDTs.

**Sunshine Coast Business Council play a thought leadership role in the region and tries to bring clarity to discussion**

## **OBJECTIVE**

RECAP, INFORM, DISCUSS AND COALESCE

# INTERNATIONAL SUBMARINE CABLE

**GREG LAVERTY**

Director Economic & Community Development  
Sunshine Coast Council

**GAVIN KEELEY**

Chief Commercial Officer macroDATA

# CHANGING PATTERN OF USE OF TDTs IN PRE AND POST COVID-19

**CHRISTOPHER NORTON**

Head of Strategy & Governance Telstra Health

**GENERAL DISCUSSION**

# A VIEW OF WHERE WE ARE NOW & ANY NEXT STEP REQUIRED

## Health industry (Mature industry but maybe spotty across Allied Health?)

- Hospitals and larger health providers have accelerated their use of technologies, operationally and for medical services, and are organically maturing their use of technologies and probably don't require any further support from this initiative.
- Do we know enough about how Allied Service providers are responding in the take up of TDTs?
- Is there a need for a workshop bringing Allied Health providers together to discuss?

# ACCELERATION OF TDTs DURING AND POST COVID -19

## EDUCATION & TRAINING

Prof Tim Wess, Deputy Vice Chancellor (Academic)

## GENERAL DISCUSSION

# A VIEW OF WHERE WE ARE NOW & ANY NEXT STEP

## Education & Training (mature industry in terms of technology)

- Also accelerated their use of technologies, operationally and for training and educational delivery and support, and are organically maturing their use of technologies and probably don't require any further support from this initiative.
- Work is occurring outside of this to understand the changes from Covid-19 on culture, industry need, course construction, service delivery etc.
- **Do we need to get participants together in the next quarter sometime to report progress on the above point?**

# REGIONAL GROWTH OPPORTUNITY – POTENTIAL FOR CYBER SECURITY TO BECOME A STRONG REGIONAL INDUSTRY

Sandy Zubrinich

Sunshine Coast Business Council

**GENERAL DISCUSSION**

# A VIEW OF WHERE WE ARE NOW & RECOMMENDED NEXT STEP

## Cyber Security (strong industry participants – a footprint capable of scale?)

- **An independent review is being undertaken, initiated from this work, to ascertain whether the current regional capability in cyber security is sufficient to scale to become a key industry in about 3 years.**
- Ultimately this is about its future industry capability to contribute to GRP and job growth as a key industry.
- That work is being funded by RDA Sunshine Coast and SCBC and completed within the September quarter.
- It involved all the key industry participants, USC, CQU, TAFE, councils and the new Sunshine Coast Cyber Security Innovation Node resource.

# FOOD & AGRIBUSINESS – HOW TDTs ARE IMPROVING PRODUCTIVITY WITHIN THE INDUSTRY

Mark Forster

Telstra Strategic Agribusiness Lead

*By phone*

**GENERAL DISCUSSION**

# A VIEW OF WHERE WE ARE NOW & SUGGESTED NEXT STEP

## Food & Agribusiness (relatively immature technology take-up regionally)

- Work is being undertaken by FAN to review their business model to ensure it can continue to support their Network appropriately into the future.
- That includes considering initiatives such as the need and potential for a Smart Food Manufacturing Hub in the region to improve productivity through technology and improve growth in export and other market opportunities.
- **What is still needed is an understanding of supply chains for large, medium and smaller growers and food manufacturers to identify where TDTs can make a meaningful contribution and identify key relationships across and within industry.**



# **FINAL QUESTIONS / COMMENTS**



**THANK YOU**