



A CBD LIKE NOWHERE ELSE IN AUSTRALIA



Maroochydore

Artist's impression. Subject to change.

◆ Maroochydore CBD to stay ahead of the digital curve

Most businesses set goals for the next 12 months at the start of each year. At SunCentral, we've been looking much further ahead.

In January, we began searching for a commercial partner to help us design and implement a digital strategy to ensure the new Maroochydore CBD is a cutting-edge community for decades to come.

Anyone familiar with the project will know the application of new technology has been central to the vision for Maroochydore City Centre.

The CBD will have its own fibre network and will use 'smart-city' technology to make its lighting, transport and parking as user-friendly as possible.

An Automatic Waste Collection Service will use underground pipes to transfer waste directly from apartments, offices and businesses.

But if the CBD is to remain one of Australia's most advanced centres, planning for the next wave of innovation must start now. That's why last month we called for Expressions of Interest from technology companies to partner

in the delivery of key features of the future CBD. These features include world-leading Internet speeds for business, research and education, and outstanding public Wi-Fi access.

SunCentral also wants the CBD to continue to develop innovative services and embrace 'The Internet of Things', which is already increasing connectivity between electronic devices and infrastructure.

The response to our search has been encouraging, and it's clear many companies share the vision for the new CBD.

There was more exciting news in January when it was revealed the North Coast Connect submission for a fast rail service linking the Sunshine Coast to Brisbane had been short-listed by the Federal Government.

If successful, the plan will eventually see passenger rail services running straight into the new CBD.

The project would undoubtedly attract more businesses to Maroochydore and cut congestion – a double win for the Sunshine Coast.

The CBD is poised to become one of Australia's most advanced centres.

Only four weeks in, and it's a great start to 2018. I'll keep you up to date with the latest CBD news throughout the year. You can also stay informed at [Facebook.com/thebrightcity](https://www.facebook.com/thebrightcity)



John Knaggs
Chief Executive Officer

THE BRIGHT CITY