

Cracking the code in **NOOSA**



Exploring local digital
opportunities



NOOSA COUNCIL



Sun, sand and disruption

– Noosa’s digital story



“Creativity is inherent in Noosa’s DNA – our community of artists, artisans, designers and tinkerers, a well of talent just starting to be tapped.”



Noosa is home to a growing digital tribe – carving up a reputation amidst surf and sand.

Successful collaboration between a growing group of digital natives and tech-savvy entrepreneurs is driving growth in Noosa’s emerging digital sector.

Noosa is continuing to build on its strong foundations to be a recognised small scale, global sector of excellence in the digital world. With the internet of information transitioning to the internet of experience, opportunities are rife. Careers and workplaces will be fundamentally changed by immersive computing blurring the lines between real and virtual worlds. Creativity is inherent in Noosa’s DNA – our community of artists, artisans, designers and tinkerers, a well of talent just starting to be tapped.

If you are thinking of investing in Noosa, why not consider being part of our growing digital sector. If you are already working in this space, then we encourage you to connect with other like-minded digital disciples and growing support services.

Read on to discover some of the opportunities and challenges facing our digital community and why they choose to live a Noosa lifestyle...



READY, SET, IMMERSIVE TECH



Welcome to Noosa – the ultimate life-hack

The Noosa Shire has a well-deserved reputation for sensitive human development and environmental awareness. More than one third of the shire is protected as National Park and conservation reserves. This provides habitat for 350 species of land-based, native vertebrates. It's also an inspirational backdrop to a new type of native, the digital entrepreneur.

While our traditional sectors of tourism, hospitality, retail and construction are the mainstay of the local jobs landscape, changes are afoot. A paradigm shift is happening, thanks in large part to the

exponential growth of digital technology. Rapid advances in data storage, computer processing, communications technology and artificial intelligence are changing the way we work, shop, travel and entertain ourselves.

This is good news for business in Noosa. Whilst an hour and a half drive from Brisbane, Noosa can no longer be viewed simply as a regional locale. It is easier and more cost-effective than ever before to work remotely, and to access new markets and engage potential customers. Global interconnections are breaking down the need for businesses to locate in big cities. They are also affording business operators the real chance of living the lifestyle of their choice. And lifestyle is something we take very seriously - in a relaxed way - here in Noosa.

A climate for innovation

Noosa's DNA is well-suited to innovation in many ways. Noosa has long chosen its own path,. Our reputation and high regard for the arts, our rapidly growing IT sector, and our range of professional expertise provide foundations on which to build. We are also home to a dizzying array of festivals and events, which continually replenish the local firmament with fresh inspiration and cutting-edge skills.

The roll-out of the NBN, investment in new infrastructure such as the Peregrine Beach Digital Hub, and our range of collaborative work spaces are like the perfect petri dish - the ideal medium in which the digital economy can flourish.

No wonder that our village atmosphere and relaxed coastal lifestyle are drawcards to digital professionals and barefoot executives seeking the ideal work-life balance.

Noosa Council's Local Economic Plan 2015 identified the Digital Economy as a priority sector. Thus keyboard warriors, creative coders, digital designers and other clever creators are choosing to live and work in Noosa. And looking around, I can't blame them!

Tony Wellington
Noosa Mayor



At a glance

DIGITAL INDUSTRY OVERVIEW

The digital economy is a broad sector that covers all online activities - from shopping, banking, publishing and content development, to entertainment, education and consulting. Log on to the digital world in Noosa and you'll find a growing portfolio of digital industries, tech start-ups and entrepreneurs.

For the past decade the digital economy has been expanding (in terms of industry value add), and after strong early growth the sector now has an average annual growth rate of around 2.2%.

Consumer demand for advancing technology, from smart phones to smart cars and fridges, is adding fuel to a digital spark already burning. Noosa Council's focus is to support the use of technology through critical infrastructure and creating a climate to assist entrepreneurial start-ups, existing and new digital economy businesses across all industry sectors.

In 2015-16, Noosa's digital economy sector provided approximately 630 jobs and supported \$83 million in industry value add. A growing number of Noosa locals are realising the potential and diversity of the sector and

creating successful businesses and careers in fintech, cyber security, robotic engineering, app development, coding, web and software development - programmers and gamers; online marketing and content creation such as bloggers and video and multi-media producers; e-commerce professionals.

Many business owners find Noosa an ideal location to run a business, in fact approximately 6,800 have. And digital innovation and technology can benefit every type of business across all sectors through productivity increases, by reducing costs, and access to global markets. Typical advantages include better supply chain management; real- time reporting; business intelligence capabilities; access to markets, stream lined processes and mobility.

Success for Noosa in the digital space will depend on our ability to leverage strengths and carve out distinct niche opportunities. Though Noosa's population is relatively small compared to larger city centres, our broader region is growing rapidly and its digital sector is a key part of its growing economy. Our proximity to Brisbane and its academic institutions also opens up much deeper learning channels, accessible from Noosa. Local digital growth, however, is most likely to come from its creatives, artists and engineers.

A snapshot of Noosa's digital economy taken from various sources follows. This information is provided as a guide as it is a fluid, fast paced industry and the numbers changed.

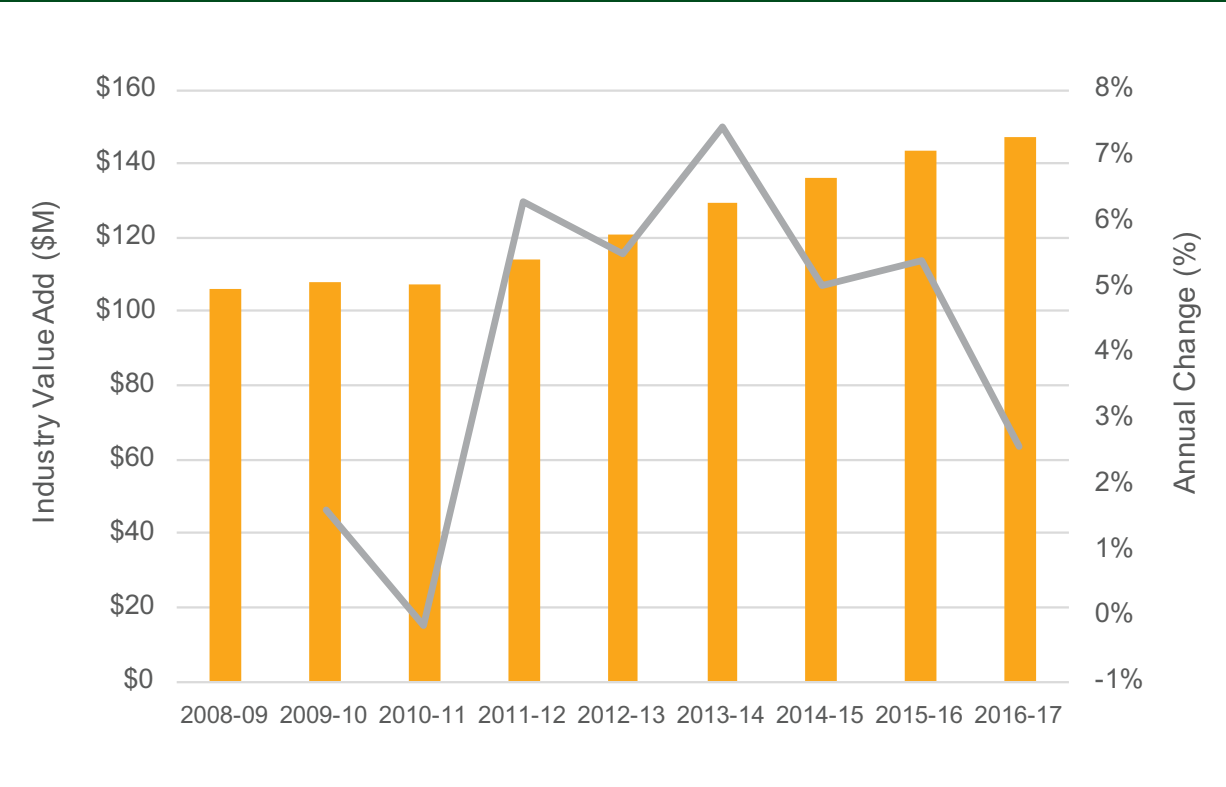
Noosa digital economy by numbers

Industry Class	Estimated numbers
Computer System Design and Related Services	260
Internet Publishing and Broadcasting	26
Internet Service Providers and Web Search Portals	26
Data Processing and Web Hosting Services	12
Other Telecommunications Services	6
Software Publishing Tools	3
Electronic Storage Services	3

Source: ABR. Includes business registered and actively operating in the Noosa LGA. Does not include all industry classes that contribute to the Digital Economy Sector in Noosa Shire



Contributing to the local economy

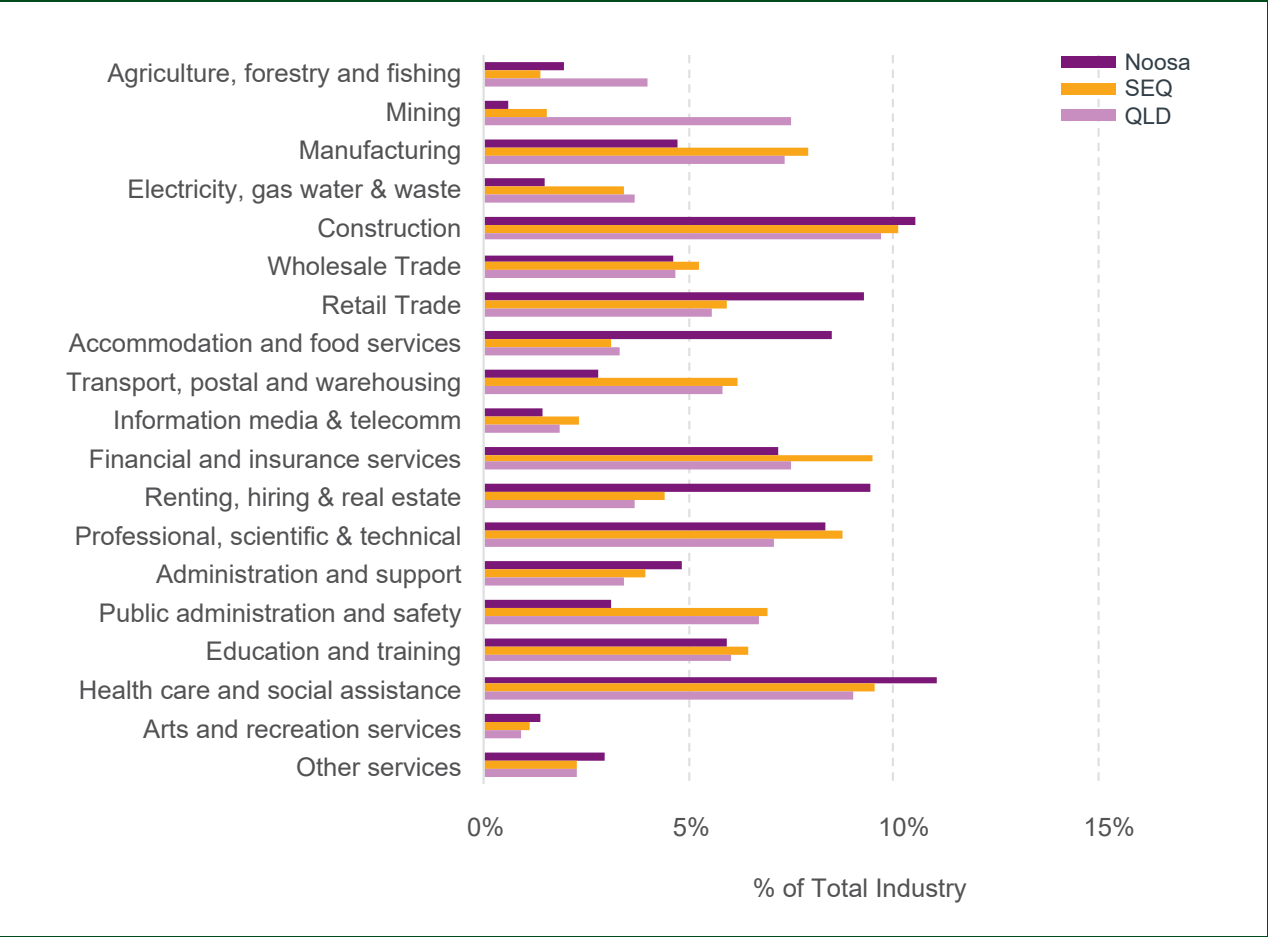


Notes: 1. IVA = Industry Value Add – the total value of all goods and services produced by an industry after deducting the cost of goods and services used in the process of production. Industry Value Add Per Employee \$130,051.

Source: Lucid Economics; (2018)

Income Information Media and Telecommunications (Inflation Adjusted to 2014) \$1,192.
Source: ABS (2017)

Gross Regional Product by Industry (2016-17)





The innovators

A growing cohort of technically gifted industry professionals and entrepreneurs are attracted to Noosa's unique work life balance. They ideate, incubate, and collaborate...



Noosa Creative Technology Association – Create Noosa

'Those of us who live here know Noosa is one of the world's great places to live. I came to the realisation that if Noosa is going to be a place where our kids can live and find meaningful work, it needs to become a centre of excellence for something more than tourism and retirement living. That something needs to attract talent, generate investment and provide entrepreneurial and job opportunities for people living in the Noosa area.' **Chris Boden**

The Not for Profit Association Create Noosa, believes creativity has the potential to be revolutionised with technology and will disrupt the way people interact with computers. And that through talent identification, skills development and capacity building, Noosa, with its talented, creative community, could strengthen its economic sustainability by exporting digital products and services to regional, national and global markets.

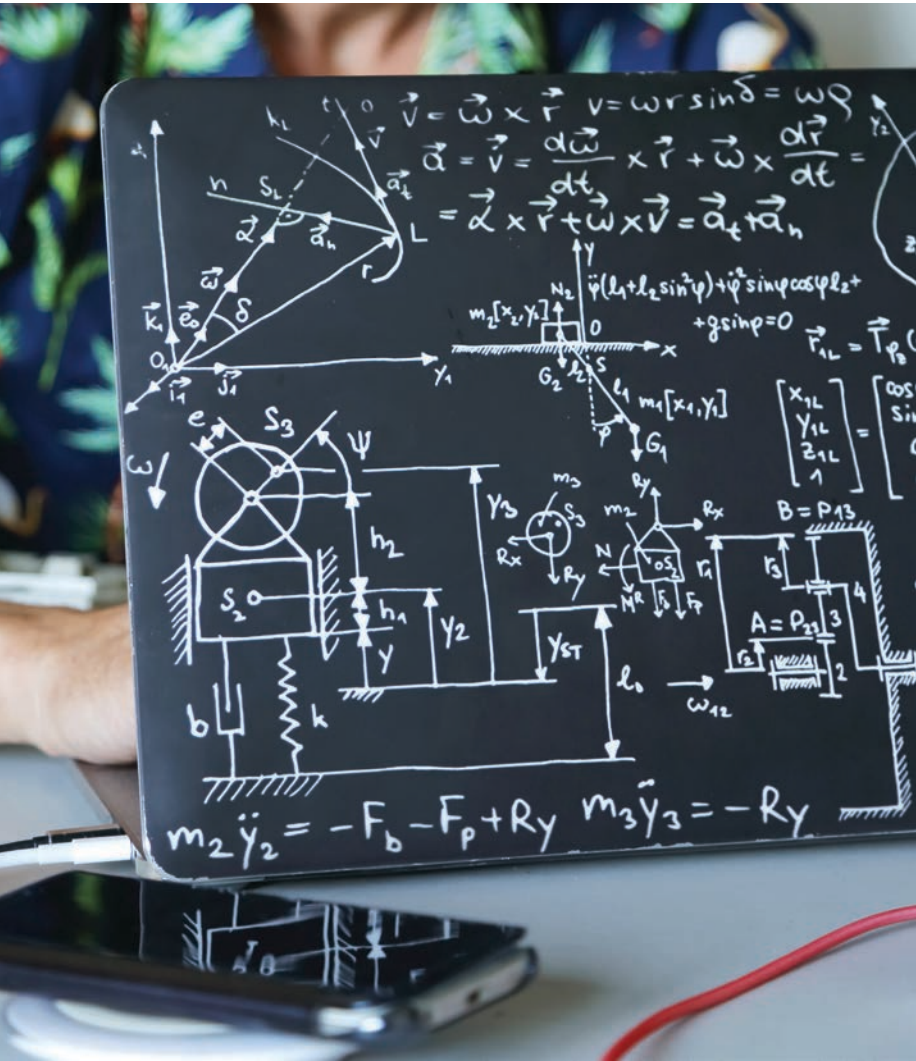
Digital opportunities are being created daily, as immersive computing, augmented and virtual reality, becomes an expected part of the consumer experience.



"Our opportunity is to embed a blueprint for collective development (economic, environmental & social) in a way that makes our innovations more sustainable, connected and valuable in our region." **Brendan Cass President**

The team behind the Innovate Noosa model believe in seizing the digital day. Described as an 'innovation broker', representatives from several local businesses and organisations such as Tourism Noosa, CCIQ Noosa, Noosa Biosphere Foundation and Zero Emissions Noosa (ZEN), came together to collaborate to identify opportunities, potential partners and funding streams that can deliver local social and economic benefit.

A priority is to identify opportunities and gaps and to ensure projects are collaborative and sustainable. Innovate Noosa's early focus is a 'young starters pitch competition' and building a collaboration framework.



Coding from Beach

Three local digital entrepreneurs 'Atmail Founder, Ben Duncan, Principal Engineer working for Cisco Systems, Ric Pruss and Creative Technologist', MAKER and tech community activist, Mic Black, founded the 'meet up' group in 2013 to develop a high bandwidth environment for safely sharing and learning about programming. With more than 300 members they meet socially to share new-tech updates. Join [Coding from beach](#) to hear more about their 'meet-ups'.



Silicon Coast

A vibrant entrepreneurial online community of 1,000+ people aiming to create an innovative culture akin to the Silicon Valley on the Sunshine Coast. #Silicon Coast is a place for discussions, networking and collaboration about innovation, creativity and startups. Meetings are hosted most months with open mic pitches and sharing of stories and ideas. Join Silicon Coast to start your digital conversation.



A strong and talented ecosystem working collaboratively supports the development of the digital economy in Noosa. Technology is key to growth in all of Noosa's priority industry sectors, as is talent attraction, local skill development and high level infrastructure. Queensland inaugural Chief Entrepreneur Mark Sowerby and KPMG's Bernard Salt agree on one thing, The Sunshine Coast Region is the entrepreneurial capital of Australia, and this includes a good dollop of digital entrepreneurs.

What's behind the momentum

Noosa Council recognises it has a role to play in this collaborative ecosystem and works closely with the industry. Additionally Council's own Digital Strategy aims to ensure it uses best practice digital innovation to connect with the community and in turn to make it easier for the community to interact with Council. Noosa Council was the first cloud customer for TechnologyOne, Australia's largest enterprise software company, and the first Council to use Interactive Intelligence's PureCloud call centre system. Council also provides quick and easy solutions to deal with local issues using apps and other technology solutions.

Noosa is punching above its weight when it comes to digital entrepreneurs with great ideas and the expertise to develop them, and many have already successfully secured key grant funding and investment, which plays a crucial role in both ideas creation and product development. Local success stories that have



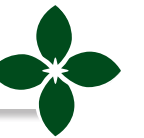
Entrepreneurs
and a robot give
Innovation Minister
Leeanne Enoch a
high-tech welcome

received funding from State and Federal Government Agencies include:

- Alkira Software – who have developed an assistive vocational platform for low/no vision applications
- Atmail - developed project MailStorm an object storage technology.

- TheDocYard – developed a deal management platform for deal advisors that features transactional management solution.
- Osler Technology – have created a clinical performance management platform to assess and improve the clinical competencies of healthcare professionals.

“Noosa is
punching
above its
weight when it
comes to digital
entrepreneurs...”



Infrastructure and assets

Peregian Digital Hub

The [Digital Hub](#) is a purpose-built facility designed to house multiple technology companies and individual workers in an open, modern environment suited to collaboration and co-working. The Hub's flexible environment accommodates a mix of emerging and established technology enterprises as well as individual entrepreneurs. Its goal is business acceleration and more jobs in the technology sector. It hosts innovative and entrepreneurial education programs, and provides a digital link into the global environment.

Noosa Library

Named one of the world's coolest libraries, Noosa Library Service was the first Australian public library to use a NAO Humanoid robot to train residents in coding and computer programming. Noosa Library Service aims to connect the local community to cutting-edge technology not always easily accessible.

High Speed Broadband

High speed internet access is essential to a growing digital economy. The NBN roll-out of fibre and fixed wireless connections, which is almost complete, has introduced a new level of competition and choice to the region, proving to be a catalyst for increased investment from Telcos and service providers.

Broadband is available from the beach to the bush - for a list of providers that service Noosa and surrounds, [click here](#).

Collaborative spaces – ideation incubators

Noosa is also home to a range of purpose built co-working spaces which enable incubation, start-ups and entrepreneurial activities. [Junction 2](#) is Noosa Junction's first purpose built co-working space for freelancers and start-ups designed for collaboration and creative thinking, with a range of options from single day hot-desking to long-term 24/7 access.

[Noosa Boardroom](#) caters to coworkers and those looking for serviced offices to meet the working environment needs of work-at-home professionals, freelancers, start-up enterprises, independent contractors and consultants.

[EcomNoosa](#) is a business hub for digital economic activity and provides conference facilities, café and individual office suites to assist start-up businesses.

[The Powerhouse Collective](#) is a platform to support, share and celebrate woman in business, especially those with little ones. It's the first business development hub for working woman with onsite childcare.

[Lipstick Lane Atelier & Showroom](#) is a boutique co working artisan share space & creative workshop in Noosaville. Specifically designed for artisans who want space for creative endeavours and who want to be part of a collective of entrepreneurs, the space includes studio pods, shared workshop spaces, showroom, and a client meeting lounge.



Junction2



The Cooroy Makerspace

In 2018, the traditional technology training room in Cooroy Library will be transformed into a community makerspace. People will be able to create, invent, tinker and discover, using a variety of tools with a digital focus.

The Makerspace will host 3D printers, a virtual reality system and a range of robotics and smart technologies. It will attract and develop a new

creative arts audience and enhance the digital economy by creating a place where people can gather and use emerging technologies to create.

This creativity will drive innovation, encourage collaboration and link education and training opportunities to enhance local skill development.



Our digital ENTREPRENEURS

Making waves on our own Silicon Coast, talented, digital disruptors are calling Noosa home. Some come from established careers in other places, some were born here. They are generous with their time and committed to developing pathways and talent to create a tech-savvy sector. Three of our ‘digital ambassadors’ Ben Duncan, Chris Drake and Chris Boden are further profiled on pages 24 - 33.

Brian Keayes



Known for... being the Licensee of TEDxNoosa for three years, co-founded a number of initiatives and businesses in Noosa Junction. New ventures include a new event (series of short talks) called Open Talks (OpenTalks.com.au) and consulting in UX / design through his creative agency æ creative.

Most likely to... be experimenting with how the blockchain can help solve environmental issues... have a beer at The Village Bike, sushi at Sushi Yah Man or a wrap at Quenchers.

Richard Pruss



Known for... a long history of invention in networking technology at Cisco Systems. Ric regularly thinks about how to “give back”, running, sponsoring, and arranging meetups and events.

Most likely to... be hacking on electronic skateboards, kitesurfing and is helping others in the digital space!

Mic Black



Known for... community engagement for arts and engineering maker projects. He has exhibited his interactive arts at multiple venues. He’s a musician and digital sculptor - working to solve real-life human issues as well as amuse and entertain!

Most likely to... improve the way creativity in engineering is valued around the world - and co-performing with his talented, family - trapping mind-reading gadgetry onto participants at events, or running life-sized pac-man exhibits...

Gary Swanepoel



Known for being... a pivotal leader for the rapidly growing startup scene in Noosa, with the first dedicated Accelerator and Incubation Programs for new and emerging businesses at the Startup Precinct in the heart of Noosa Junction.

Most likely to... be advocating on behalf of youth in creative industries and helping to create sustainable employment pathways for job growth for young people to live and work in the Noosa Shire.

Matt Shaw



Known for... graphic design, photography, entrepreneurial pursuits - founder of “The Loft Project” - the first co-working space in Noosa to specifically cater to the creative industries. Matt is also a Co-founder and the Creative Director of Noosa Surfing an online and printed guide to surfing Noosa. He also runs a small retail store in Peregrine Beach village called ‘Print’s Not Dead’ - a design & print studio with local creative fashion brands.

Most likely to... connect and collaborate with people – be out surfing when not working.

Nicole Stark



Known for... being the co-founder of Disparity Games, she’s passionate about encouraging women young and old to join the video game industry. A speaker at conventions all over the world, Nicole received the inaugural MCV Pacific Women in Games award for Creative Inspiration, and made a game about bullying with her husband and four daughters.

Most likely to... get super excited when she has to queue for the toilets at game dev events.



Trends, opportunities and challenges

Strengths	Challenges
<ul style="list-style-type: none">Noosa lifestyle – desired and liveableGenerally a lower cost of doing business than Brisbane, Sydney or Melbourne CBDA strong brandCreative, artistic communityCollaborative work spacesEntrepreneurs – like minded professionalsSmall = agile - networked communityA growing engagement with the education sectorVirtual art competitionA strong and passionate Council and staffOutstanding local schools and curriculumNew Broadband infrastructureExcellent attraction and retention benefits when hiring quality employees	<ul style="list-style-type: none">The synchronicity of three key enabling factors – talent, investors, entrepreneursNumber of business flights and sustainable transport options between Noosa and capital cities/internationalLifting the digital expertise of all small businessesHard to compete with city wages - salary expectations of talented staffFunding startup/scale upDiversification of the economy due to our demographic and sectoral constraintsRetaining the talent we produce in our schooling system
Opportunities	Threats
<ul style="list-style-type: none">To develop capability and positioning around a defined point of difference based on destination and local strengthsBuy-in to vision by key stakeholdersLocal schools and expanding curriculumIdentify and harness existing talent - re-train and upskill existing 'tinkerers' and artistsKnowledge transfer from established entrepreneursGrowing collaborative network and eco-system – ensure it connects with universitiesTurning artists into immersive story-tellersWord of mouth, reputation, digital and social media story-tellingEstablishing a reputation as a digital centre of excellenceBuild academic infrastructure and deep learning opportunities	<ul style="list-style-type: none">Competition from other regions who attract key talent and business investmentNot having a defined point of difference – too genericAgreed positioning becomes irrelevant - speciality focus - technology disrupted/outdated – 'not backing the right horse'Too many silos and fragmented visionLack of technical understanding by key stakeholders and an inability to engage and bring on journeyNBN not performing as expectedLack of meaningful opportunities for young people

Key trends to build on

The internet has connected humanity and digital disruption is turning traditional jobs, businesses and industries on their heads in a way we never thought to imagine just decades ago. And it's happening fast. For businesses who learn to anticipate change and adapt there are many opportunities. Consumers have embraced global online platforms and are eager for more. Airbnb, now the world's the largest accommodation provider owns no property, the largest taxi company, Uber, doesn't own its cars and the most popular media owner, Facebook, doesn't create its own content. And none of them existed before 2004.

Shift to augmented reality Tech experts predict it's only the beginning — with artificial intelligence, internet-connected homes and virtual experiences among the next big growth areas. But given its rapidly shifting nature and the speed of technological advancement the 'next big wave' of digital disruption can be difficult to prophesise. And one size does not fit all. Noosa's local entrepreneurs and tech savvy businesses point out there are a lot of regions playing in this space that see digital incubation as a key component of a sustainable economic strategy. Key is finding the right fit for Noosa's DNA.

Economic convergence is also occurring, exposing Australian businesses to both new markets and new competition. This brings opportunity to the Noosa economy as businesses can now access a growing pool of global middle class consumers cost effectively.

Digital disruption will continue to transform many traditional workplaces. Global trends suggest the way we do business and how we engage with our customers is changing. Conventional offices and formal organisational structures are being joined by virtual agencies and strategic collaborations.

Paradigm Shifts are also taking place with technology itself. It will become increasingly difficult to discern the difference between the real and the virtual. Experience will become even more important to the consumer. The software to create immersive experiences is becoming more accessible and affordable. Previously the world of virtual or photo realistic animation belonged to a 'few' largely in the entertainment and visual effects industries but this is changing. Associations like Create Noosa, Council and networking groups see the potential in people at home with raw artistic talent learning to use powerful, accessible software and become part of the digital sector.





Talk like a techspert -

Start your dive into digital disruption

A range of industry professionals, tech savvy entrepreneurs and coding experts already call Noosa home. They can assist with knowledge and capacity building through their networks, education, training and events.

Digital pathways – education, training, support and advice

A growing number of local academic institutions and training facilities, including the [University of the Sunshine Coast](#), [CQ University](#) and TAFE Queensland East Coast include excellent opportunities for further digital learning and supportive ecosystems for start-ups and entrepreneurs.

The [Sunshine Coast Innovation Centre](#) opened in 2002 and provides a supportive environment for entrepreneurs and start-ups to grow their business sustainably. The Centre is backed by the University of the Sunshine Coast with a \$200 million turnover and more than 15,000 students.

The Queensland Government's Advance Queensland team partners with the Innovation Centre along with high-profile, experienced private sector supporters from around the globe and more than 40 business mentors and sponsors from a diverse range of fields.

[Digital Sunshine Coast](#) is a collaborative project hosted by [Regional Development Australia Sunshine Coast](#), [Sunshine Coast Council](#) and Noosa Council in partnership with an extensive local network of organisations and digital entrepreneurs.

The project aims to connect people and empower businesses working and interested in digital innovation. Its extensive website and calendar of events feature a range of programs, workshops and activities to improve digital performance including – the [Digital Scorecard](#), and the [Level Up Program](#).

Technology Lessons – Noosa Library Service provides over 20 different beginner to intermediate technology tutorials to help the community improve their skillset.

Participants are provided tips and tricks on how to use computers, tablets, e-readers and more, to develop the skills and confidence. Another program, 'Tech Savvy for Seniors', is run in partnership with the State Library of Queensland and Telstra. It enables older people to embrace information technology to improve their digital literacy, social connections and wellbeing.

Digital Resources – Noosa Library Service provides a hybrid of physical and virtual space through its branches at Noosaville and Cooroy, the Mobile Library, and its expansive eLibrary. With over 100,000 items in its collection, there is a strong focus on digital material such as ebooks, eaudios, music and movies (6500 items are eResources).

The library facilities offer flexible spaces for learning, working and creating. The Cooroy Library provides 24/7 access to community meeting rooms, access to the wi-fi and computers enables the library facilities to be used as an early co-working space option.



“A range of industry professionals, tech savvy entrepreneurs and coding experts already call Noosa home.”





Networking & events

A range of events, talks, meetups, hacks and workshops that inspire, intrigue and introduce new concepts are popping up at Noosa beaches, parks, playgrounds, cafes and more traditional venues. Formats vary, from quality speakers with industry and entrepreneurial backgrounds sharing their time and expertise to start-up think tanks, practical workshops, mentoring programs and collaborative networking sessions. It's an industry that loves to share, so join a network to stay in the digital loop.

[Open Talks](#) are a short-format series of talks set around some of the world's largest innovations and challenges. Engaging and inspiring speakers share information and insight.

[Sunshine Coast Creative Alliance](#) present events regular arts breakfast events and 'Pecha Kucha nights, where people share thoughts, dreams, ambitions, visions, achievements using the famous 20 slides x 20 secs each format. The Alliance is a not-for-profit, arts advocacy organisation, governed by a member-elected volunteer Board that aims to connect the dots between creative thinkers, businesses, places, supporters, target markets, audiences and key stakeholders through advocacy, learning, networking and partnerships.

[Innovate Noosa](#) aims to accelerate solutions and sustainable economic development in Noosa and help to respond to ongoing community and business challenges. As a collective, Innovate Noosa aim to facilitate change through connecting ideas to resources, and providing solutions through projects and programs.

[Digital Entrepreneurs Event](#) – successful networking opportunities for businesses, investors and industry to connect, collaborate and inspire.

[Noosa Connects Digital](#) – an expo organised by Noosa Council to showcase and connect digital service providers to local business

[GovHack Sunshine Coast](#) – free regional competitions for innovators, community members, developers, designers & business people. Create new products and services and collaborate to share in cash prizes for using local data.

[El Grande](#) - Silicon Coast - Silicon Coast & friends presents a free quarterly meet up with networking, music, freshly brewed beer and good times with the Sunshine Coast's startup, tech, creative & entrepreneur community. Tickets are limited to 100 so book early.

[Pitch Comp and Demo Days](#) - The Innovation Centre holds demo days focused on priority industry sectors across the region. The Demo Days preview some of the region's best innovations and inventions being implemented by local businesses. It also conducts an annual pitch competition for businesses in the Sunshine Coast and Wide Bay regions targeting advanced entrepreneurial startups and established businesses in the market for angel, private equity or venture capital investment.

[Startup Weekend Sunshine Coast](#) - Annual Startup Weekend Sunshine Coast 2017 is an intense, action-based, coffee induced, and sleep deprived event made for entrepreneurs, by entrepreneurial people. This event is for everyone – people with business ideas looking for skills, or people with skills looking for a business idea.

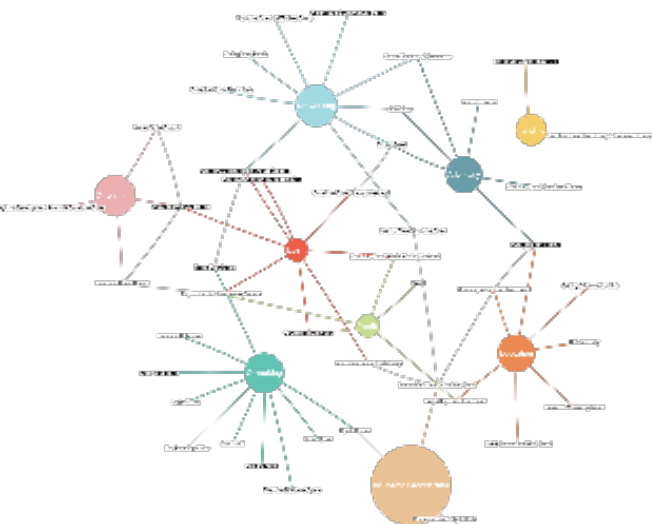


SunCoast Angels - is an investor group established to bring quality deal flow to Angel investors located on the Sunshine Coast. SunCoast Angels hold regular pitch events and opportunities exist to syndicate through Brisbane Angels.

Robotics and Coding Workshops – Noosa Library Service provided over 40 coding and robotics programs in 2016, including Coderdojo and a monthly Robotics Club, providing nearly 500 participants with the chance to explore new technology and teach young people how to code, develop websites, apps, programs and games.

Noosa Library Service is proud to be the first Australian Public Library to provide a robotics program using a NAO Humanoid Robot. As coding has been described as a necessary language for the 21st century and a key skill

for future economic success in digitally driven communities, these Coding and Robotics programs aim to inspire young people towards future STEM related learning. To discover more about this supportive environment take a closer look at Digital Sunshine Coast's [Sunshine Coast Entrepreneurial Ecosystem](#)





Take a look at those
already immersing
themselves in Noosa's
digital landscape...



Core business	Email technologies for Internet Hosting Providers – mobile email apps, webmail and email-server infrastructure
Sector	Digital economy
Location	Noosa Shire – Peregrine Beach, national & international
Key market	USA – 95% export business
Year established	1999

DIGITAL INNOVATION

Digital disruption is transforming many traditional workplaces. Global trends suggest the way we do business and how we engage with our customers is changing. Conventional offices and formal organisational structures are being joined by virtual agencies and strategic collaborations. Digital innovation and technology can increase productivity and reduce costs. It can improve supply chain management, process automation, real time reporting, business intelligence capabilities and enables greater mobility.



Atmail

“After traveling around Australia in 2001, I fell in love with Noosa and began moving the team and operations to Peregrine Beach.”

Ben Duncan

Getting started – what led you to Noosa?

Atmail began operations in Western Sydney, a bootstrap and profitable company year on year.

Key elements in your supply chain. Collaborative partnerships?

Our product is more IP & developer focused. Ideas, code, and sales execution.

Greatest challenge facing your business success?

Attracting further talent, experienced programmers and senior staff. The Sunshine Coast has a smaller pool of talent – we often have to recruit from interstate or overseas.

Biggest risk?

To stop innovating, and creating business processes that get in the way of customer growth.

Biggest success?

Landing key contracts in Japan was a recent success. Also supporting customers for over 10 years with our software, customers who continue to use and love our solutions.

Biggest failure?

Expanding the team too quickly and not trusting my gut on critical business decisions.

Key point of difference from the competition? What gives you an edge?

Improved user-interface, our software is a joy to use, easy to administer, and we are easy to do business with. Atmail has a strong R&D focus since we have been innovating in our industry for over 10 years with multiple products and dramatic changes to our industry. We love building new messaging applications, with a focus on the user-interface & user-experience. We believe in open-source and embracing open-standards as part of our development philosophy.

“Place more focus on your customer-base, they are a great source of future revenue and referrals.”



Good SEO and social-media visibility definitely helps our business. Trade-shows are also important for us, which we can meet new opportunities and mingle with other vendors in our industry. Given we are in the Sunshine Coast and our business is global, it's critical we spend time abroad visiting customers and sales opportunities, hence my team and I are often in the US, EU or Asia for work.

What advice would you give yourself if you could start over?

Trust your gut and try to avoid raising capital from the wrong places. Place more focus on your customer-base, they are a great source of future revenue and referrals.

What do you see in your 5 year future?

Atmail doubles to 50 staff and remain in Peregrine Beach for our software development HQ - New product line and increased revenue, and loads of R&D and innovation.

Do you have an exit strategy for your business?

If the company exists to an overseas buyer, I'd be thrilled to inject capital and ideas into the next business venture in Noosa.





“We are going to change our planet more significantly than the invention of ‘money’ did.”

Chris Drake

Core business	Cyber Security
Sector	Cyber Security and FinTech
Location	Peregian Beach
Target market	Every website with usernames and passwords
Year established	2012
Number of staff	5



CRYPTO PHOTO

Cyber safety in two seconds without passwords

Getting started - what led you to Noosa?

Lifestyle. As an early stage business, we cannot afford to pay city-salaries to attract quality staff, however, the highest-quality staff in our high-tech industry are the smartest ones: attracting them to the quality of life offered by Noosa is a cost-saving and great way to vet the ones with the highest all-round intelligence, as well as retain them.

Key elements in your supply chain?

Our key markets are banking and cloud; we know the Brisbane airport shuttle drivers by name! We'd love the airlines to put more useful business flights in to the Sunny coast!!

Can you identify your key collaborative partnerships?

TCS, Microsoft, Checkpoint and dozens of smaller companies with large footprints.

Greatest challenge facing your business success?

Security is tough to sell when you're new. Adoption is NOT any measure of efficacy, but our customers don't understand that.

Biggest risk?

We've spent two million dollars of our own money on this so far.

Biggest success?

Global deal to secure up to 280 banks across 80 countries

Biggest failure?

Refusal to relocate to Silicon Valley - maybe that would have made things move faster?

Key point of difference from the competition? What gives you an edge

We work.

Seriously – we're the only solution in the world doing mutual-authentication, which is part of the reason why our solution is so vastly superior to competitors. More important than security though, is ease of use. We take just two seconds to use, and you don't need passwords – so getting our high-security is actually faster and easier than what you're already doing.

Our mutual-authentication solution is faster than passwords. It's easy for ordinary users to enjoy fast, easy, high-security logins and strong protection against phishing, malware, & social engineering.

Connecting with your market – key channels?

Linkedin

What advice would you give yourself if you could start over?

Sell it before you build it!

What do you see in your 5-year future?

We are going to change our planet more significantly than the invention of “money” did. Our technology makes safe, globally federated digital identity possible. This will wipe out enormous amounts of crime, and make everyone's life far easier, with greatly increased privacy and safety.

Do you have an exit strategy for your business?

No. Our business is valuable. We want to grow and build more new and awesome things, from here in Noosa!



Core business	
Sector	Digital technology sector
Location	Noosa
Target market	
Year established	2016
Business life cycle	Scale-Up (early growth stage)

NOOSA CREATIVE TECHNOLOGY ASSOCIATION

Inspiring & enabling the local technology community



“We’re a collaborative team of like-minded Noosa based professionals with careers at the section of technology and creativity. Our mission is to help Noosa become a centre of excellence for the emerging technologies that will generate high value jobs & opportunities for local people.”

Chris Boden
Tech Entrepreneur, Consultant, Founder of CreateNoosa

Getting started - what led you to Noosa?

Most of us have found our way to Noosa for lifestyle and family reasons. Before choosing Noosa as a base, I'd been lucky enough to enjoy an international career as a tech exec and start-up guy focused on emerging technologies. I moved to Noosa with my family from Silicon Valley where I ran a mobile start-up spun out of Lonely Planet, a company where I'd spent the previous five years as an executive leading the company's mobile and innovation efforts helping it to become the world's leading travel publisher on mobile platforms. Before that, I founded and helped run start-ups in the mobile gaming and content space with stints in Sydney, Beijing and Singapore.

As a means of contributing to this vision, I founded CreateNoosa, an organisation that brings together talented folks in Noosa working at the intersection of creativity and

technology to collaborate and contribute to skills development initiatives. Our aim is to help build the capacity required to create a centre of excellence in two key emerging technologies: Immersive computing and Robotics.

Key elements in your supply chain?

In the absence of an established tech sector, we have identified two of Noosa's cultural archetypes that map to emerging technologies that will produce new economic opportunities in the decade ahead. They are Noosa's large community of artists and a group we call the 'tinkerers' – people who design, experiment, invent and build physical goods, either as engineers, technicians, teachers, turners, machinists, tool and dye makers or hobbyist tinkerers.



“Noosa’s edge when it comes to developing the digital sector is undoubtedly the unparalleled lifestyle that it offers potential tech workers and entrepreneurs.”

Our academic institutions, creative industries and business are also key stakeholders - these emerging technologies are going to bring both opportunities and disruption to the way they do things and getting ahead of the curve will be advantageous. The thing about technology is that it is an export industry and via the internet you can reach an almost limitless global market if you have a product or service of value.

Can you identify your key collaborative partnerships?

Our collaborative network includes Noosa Council, the Shire's secondary schools, in particular their art departments, SAIL (the St Andrews Institute of Learning), CQ University Noosa and Regional Development Australia - Sunshine Coast.

Greatest challenge facing your success?

Noosa has a relatively small population base of around 60,000 people without the

strong academic infrastructure of major cities where critical mass and budgets often drive innovation and tech start-ups. It is important to understand the existing and potential talent and culture that is already here within our community and match it to the most relevant, practical and emerging sector opportunities. Basically, we looked at the Noosa's DNA to see what we could bootstrap to identify our priorities. We then need to be able to attract and retain the talent needed to support and grow the digital sector in Noosa.

Biggest risk?

Not bringing the right people on the journey and being too slow to seize the opportunities and understand the emerging technology is a risk, as is not having real projects that people can relate to, learn from, and ultimately generate jobs.

Biggest success?

As a young organisation in an emerging sector, it was important for us to inspire others and get some 'runs' on the board. In May 2017, Noosa hosted the world's first inter-school competition for Virtual Reality art. The competition introduced virtual art to students from local high schools and our team helped them develop their skills. Artists had access to Tilt Brush, a cutting edge artistic VR tool developed by Google which lets you paint in 3D space with three-dimensional brush strokes. Selected works from the competition were displayed in the Noosa Regional Art gallery.

Key point of difference from the competition? What gives you an edge?

Noosa's edge when it comes to developing the digital sector is undoubtedly the unparalleled lifestyle that it offers potential tech workers and entrepreneurs. We have world class schools, medical system, weather, environment, activities and civic facilities. The challenge we face is around employment: how do we generate meaningful job opportunities, especially for young people, in the face of growing automation and a shrinking mining sector.

In order to produce, say, 1,000 high tech jobs in the next decade, we need to attract and cultivate entrepreneurs who can each employ multiple local people. Tech entrepreneurs will love our lifestyle but what they really need is access to a critical mass of people with skills that are in high demand. Our first order of business is therefore to urgently boost the tech skills base in our local community so that residents can start to participate in these exciting new economic opportunities.

Noosa's relatively small geographic size and independence should allow it to be nimble and flexible - instead of having to deal with multiple layers and numerous institutions to create change in Noosa it is possible for example to meet with all the high schools or local governing institutions in a few days and quickly agree to action plans. We've seen this in action already with all the local high schools involved in our Virtual Reality. Art competition and most of those schools subsequently investing in VR systems and making VR art part of their curriculums - this is cutting edge by global standards.

Connecting with your market - key channels?

YouTube, Facebook (primary channel parents/teachers), school platform amplification of messages/awards - Twitter business, creative/design - Instagram, direct to schools, influencers

What do you see in your 5 year future?

To foster and create a sustainable technical ecosystem in Noosa. Our role is to support, organize and enable by identifying talent, developing skills and creating employment initiatives. Everyone these days wants to be a 'business friendly tech-hub' - it's seen as the panacea for many regional economies. But it takes a lot more than talk. Our long-term goal is to create 1,000 high quality jobs within 10 years.

Do you have an exit strategy for your organisation?

No. Our organisation is a sustainable model.

Cracking the code in **NOOSA**



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