



RELEASE MEDIA

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Campus view more valuable than Harbour view

Locating offices in what will be Australia's most dynamic University Town is far more valuable for business than plush offices with a harbour view, according to Innovation Centre Sunshine Coast CEO Colin Graham.

Mr Graham said the University of the Sunshine Coast's Innovation Centre housed over 30 businesses which proved that statement, with all taking advantage of the benefits that the location brought, including access to student talent and training, dedicated high-speed internet connection and of course the lifestyle benefits of the beautiful Sunshine Coast.

Now, a rare opportunity exists for companies wanting to join these high-growth businesses from the Clean Tech, Digital and Creative industry sectors with some of the best office locations in the building becoming available.

Described at the United Nations of Innovation because of the diverse and vast experience of the over 150 people working there, the Innovation Centre offers companies the opportunity to be a part of a collaborative environment.

"With a wealth of experience and talent all under one roof, businesses are able to build complementary and beneficial business relationships with other companies at the Centre," Mr Graham said.

"Our connection with the University of the Coast provides companies with the opportunity to benefit from the University's dynamic and creative campus environment. This campus location also makes it easy for businesses to tap into talent via student internships and graduate recruitment.

"The Innovation Centre is a prospering community of like-minded business. There is a wealth of experience and knowledge that can be gain through simply having your business located here and it is at the hub of the new multi-million dollar Sunshine Coast Business and Technology Precinct, an area being developed around the University that will bring greater economic diversity to the region.

"Internationally, clusters of businesses have grown around Universities – such as Silicon Valley out of Stanford University and the technology cluster around Cambridge in England. Many big companies – such as Microsoft and Apple – also describe their headquarters as a campus reflecting a dynamic, young community feeling and culture. We are helping to build Australia's first university town and a campus location is very attractive to many businesses," he said.

Mr Graham said just one of the businesses recognising the potential of the campus view was dtb! Advertising, which late last year relocated its offices from a picturesque location at Cotton Tree where their offices had a 180-degree water view.

After several years at that location, dtb! Managing Director Michael Molloy said the move to the Innovation Centre had been great for business.

“Being here has generated a lot of new work for us. The collaborative environment and the collocation of other complementary businesses means we have also developed some strong business alliances,” he said.

dtb! Advertising have also already employed three University of the Sunshine Coast graduates to join their team and are participating in work experience and internship programs with the University.

With an occupancy level of more than 70% the Innovation Centre currently has its last few vacancies available for suitable tenants including:

- The Anchor Tenant space - 289m² located upstairs with views looking over a nature reserve to the University campus
- 109m² located upstairs
- 184² ground floor space including three offices of 69m², 82m², and 33m²

For more information visit the Innovation Centre website at www.innovation-centre.com.au or call 07 5450 2600.

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About the Innovation Centre Sunshine Coast:

Established in 2002, the Innovation Centre, a University of the Sunshine Coast company, aims to create new jobs in new industries for the Sunshine Coast region.

Located on the edge of the USC campus, the Innovation Centre is currently home to over 30 private companies in the clean-technology, digital and creative industries and offers world-class business support for entrepreneurs and growing companies. To date, the Innovation Centre has supported the start-up and growth of over 55 businesses, creating around 350 jobs.

The Innovation Centre facility includes a Business Incubator and Business Accelerator which provide serviced offices, high speed fibre connections, consulting support, investment readiness and networking for both start-up and growth businesses.

The Innovation Centre is at the hub of the Business and Technology Precinct taking shape around the University of the Sunshine Coast. Over \$100m has been invested in infrastructure in the last two years – including roads, a bus station and dark fibre optic cabling – to help advance the Precinct which has the potential to provide skilled jobs for over 6,000 people in the next 10 – 15 years.

The Innovation Centre also runs an extensive program of business events – attracting over 4,000 people to date - designed to help local entrepreneurs to connect with each other and the University and build a productive network.

For more information visit www.innovation-centre.com.au