

Bray, Ella

From: Brown, Mandy
Sent: Monday, 27 October 2025 11:39 AM
To: Aquilina, Sarah
Subject: Southgate announcement FYI [SEC=OFFICIAL]

Hi Sarah

Ned's advice is that this was is up to you whether you want Premier to participate or not.

Let me know.

Cheers
Mandy

From: Aquilina, Sarah **Out of scope, s.36**
Sent: Friday, 24 October 2025 1:54 PM
To: Brown, Mandy **Out of scope, s.36**
Subject: FW: Southgate announcement FYI [SEC=OFFICIAL]

OFFICIAL

Can we add this to diary consideration pls

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From: Hendriks, Lara **Out of scope, s.36**
Sent: Friday, 24 October 2025 1:04 PM
To: Aquilina, Sarah **Out of scope, s.36**
Subject: FW: Southgate announcement FYI [SEC=OFFICIAL]

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Sarah as part of your deliberations as to whether we proceed or not for more context

Cheers
Lara

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From: Lauren Crystal **Out of scope, s.36**
Sent: Thursday, 23 October 2025 5:17 PM
To: Hendriks, Lara **Out of scope, s.36**
Subject: Re: Southgate announcement FYI [SEC=OFFICIAL]

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There's a draft script at the moment and the video style will be the below, but slower, + interviews and hopefully video b-roll of the site build itself.

<https://next.frame.io/project/0c98f1de-9c52-4f23-8ad6-947cf4314d8d/view/7ae53342-d57b-4843-a902-b46820950516>

Timeline wise we will either film end of November or late January. Is either better for your side?

Cheers

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From: Lauren Crystal **Out of scope, s.36**
Sent: Thursday, 23 October 2025 4:41 PM
To: Hendriks, Lara **Out of scope, s.36**
Subject: Re: Southgate announcement FYI [SEC=OFFICIAL]

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Welcome back, we are planning a video piece speaking to green AI and Tasmania as the hub.

Currently it'd be Oli, UTAS Dean and a NVIDIA rep. Wondering if the premier would want to be involved?

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From: Hendriks, Lara **Out of scope, s.36**
Sent: 21 October 2025 14:43
To: Lauren Crystal **Out of scope, s.36**
Subject: Re: Southgate announcement FYI [SEC=OFFICIAL]

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Thank you sorry for the late reply, I was off work

Warm regards, Lara

Lara Hendriks
Principal Advisor

Office of the Hon Jeremy Rockliff MP
Premier of Tasmania
Minister for Trade and Major Investment
Minister for Tourism and Hospitality
Liberal Member for Braddon

43 Best Street, DEVONPORT TAS 7310
Phone: **Out of scope, s.36**
e-mail: **Out of scope, s.36**



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From: Lauren Crystal **Out of scope, s.36**
Sent: Wednesday, October 15, 2025 5:17 PM
To: Hendriks, Lara **Out of scope, s.36**
Cc: Aquilina, Sarah **Out of scope, s.36**; Tim Rosenfield **Out of scope, s.36**
Subject: Southgate announcement FYI

Hi Lara and Sarah,

Sending you our latest release about the expansion of Southgate beyond Tasmania in partnership with CDC Data Centres that will be sent to media tomorrow. Let's touch base in the next week or so after as they'll be more local Tasmania expansion news to announce next. Noting Tasmania is still the flagship Green AI Campus site with the others as satellite retrofit data centres.

Please note this is under embargo until mid-day tomorrow. Give me a buzz with any immediate questions.

Thanks,

Lauren Crystal
Out of scope, s.36

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[DRAFT] Southgate Tasmania video

[0:00–0:15] OPENING – VISION

VO (Narrator)

“In Tasmania, a new global benchmark is emerging - a network of Green AI Factories, powered entirely by renewables, and built for the next era of intelligent systems.”

VISUALS:

Cinematic aerials → Southgate site → GPU hall powering on

Onscreen Title: *Green AI. Built in Tasmania.*

[0:15–0:35] WHY TASMANIA – GOV?

OLIVER CURTIS (Firmus CEO):

“Southgate has been engineered from the ground up to support the most demanding AI workloads. From liquid-cooled infrastructure to energy-adaptive systems, the Firmus AI Factories are built to scale sustainably - and to power everything from commercial models to foundational research.”

VISUALS:

Flythrough: AI model training → render stack → build timelapse

[0:35–0:55] TECHNOLOGY FOUNDATION – OLIVER CURTIS

GOV? (clip):

“With one of the world’s cleanest electricity grids, stable climate, and abundant natural resources - Tasmania is uniquely placed to lead in green digital infrastructure.”

“That’s why we’ve established the Green AI Factory Zone - to unlock a new kind of industry, driven by clean power and sovereign capability.”

VISUALS:

Hydropower → grid overlays → factory zone map → nature meets tech visuals

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[0:55–1:15] ENERGY + INFRASTRUCTURE – CDC REPRESENTATIVE

CDC DATA CENTRES (REP):

“The heart of Project Southgate is Green AI Campus here in Launceston - designed to integrate directly with the grid, using minimal water and maximising efficiency from day one.”

VISUALS:

Water-free cooling system → CDC container designs → renewable loop animation

[1:15–1:30] AI FOR RESEARCH – UTAS DEAN

UTAS DEAN / RESEARCH LEAD:

“Access to local green AI infrastructure unlocks new opportunities — for businesses, universities and scientists working on climate, health and technology breakthroughs.”

VISUALS:

UTAS students + labs → climate model dashboards → academic use cases

[1:30–1:50] GREEN AI TOKEN – VO

VO (Narrator):

“Every model deployed in these factories contributes to a new digital standard — the Green AI Token.”

“Issued and verified by clean energy, it signals a shift toward climate-aligned AI infrastructure, where intelligence and responsibility move together.”

VISUALS:

Token issuance UI → energy overlays → “Green AI Token” visual ID → sustainability metrics

[1:50–2:00] CLOSING – GLOBAL LEADERSHIP

VO (Narrator):

VISUALS:

Southgate campus drone pull-out → Tasmania coast → CTA + Logo Lockup

CTA: firmus.co/southgate