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Superloop wins deal to fibre up new western Sydney city of Bradfield

Superloop will provide the key digital infrastructure for Australia's first new city in 100 years, with the telco appointed as the statutory infrastructure provider for Bradfield City Centre within the Western Sydney Aerotropolis.

"Superloop have proven themselves to be an exceptional partner of choice," Bradfield Development Authority director digital and energy infrastructure Stephen Sheehan told CommsDay.

"They are able to deliver the high-speed fibre connections that we're seeking for the city and they represent for us a long-term partner investing in the digital infrastructure and services that really lay the foundation for the new city."

The selection of the telco came after a "very competitive tender process," he added. The value of the deal has not been disclosed.

Bradfield itself is a 114-hectare site within the Aerotropolis Core Precinct that is receiving some \$26 billion of government infrastructure investment. The Aerotropolis, which will incorporate Western Sydney International Airport, spans

11,200 hectares. "We're the landowners of a 114-hectare site, so it's an extraordinarily large government held site with a new Metro station coming out of the ground as we speak, right up through the core," BDA executive director strategy and development Natalie Camilleri told CommsDay.

"So our ambition, and what we were looking for in a partner, and we've now found through Superloop, really is a partner that is going to take a long-term view across that whole site."

The deal includes Superloop providing fibre connections for up to 10,000 new homes in Bradfield.

"Digital connectivity really lays down the foundations in Bradfield for the high-tech



Bradfield City, Superloop and OneWiFi execs at signing ceremony

industries of the future, which is an important part of what Bradfield is going to deliver for the New South Wales economy,” Sheehan said.

A key element of the approach by BDA has been to remove telecommunications cabinetry from the streets, to improve the visual appeal of the city, he noted.

“The digital infrastructure will also provide a range of amenities and conveniences for residents and businesses in Bradfield. It will provide the high-speed fibre connections and next generation mobile coverage, and these — the fibre and the mobile coverage — will be scalable and adaptable,” he said.

“As communication technology evolves and the city grows, the digital infrastructure services that will be provided under these agreements will include the delivery of a network of multifunction poles and those will provide energy efficiency through cloud-based operations and management.”

Superloop will partner with OneWiFi & Infrastructure to deliver the multi-function poles, which will incorporate features such as CCTV cameras, electric charging, environmental sensors and banner spaces for public art.

Superloop will be providing the fibre to the poles, while OneWiFi will be responsible for key tech on 101 poles, including providing community Wi-Fi across the precinct. OneWiFi managing director Mevan Jayatilleke said: “We are pleased to partner with Superloop on the enablement and management of digital infrastructure, such as smart applications and multi-functional poles at Bradfield City



Bradfield City CEO Ken Morrison and Superloop CEO Paul Tyler

Centre to deliver smart technologies and seamless mobile/wireless connectivity throughout the precinct. We very much look forward to working with and supporting the Bradfield Development Authority in making Bradfield a fully digital city.”

Superloop CEO Paul Tyler described the scope of the Bradfield vision as “extraordinary.”

“We were out there last week,” he told CommsDay. “And to envisage a thriving city, 10,000 homes, businesses, manufacturing, education... it’s an exciting vision.”

“We’re excited to be part of it,” he said. “It’s a very long-term contract which is going to grow.”

“It’s clearly one of the fastest growing areas of urban development in the country and it’s fitting that one of the fastest — if not the fastest — growing Internet providers is part of it,” he said.

“It’s a validation of us as a very credible supplier of long-term infrastructure,” Tyler said. “We will be the statutory infrastructure provider for that entire geography, which is a real credit to the team.”

Superloop’s group executive, corporate development Jason Ashton, who joined the telco in March, will lead the project team. The deal will include Superloop operating

the first 18km of pit and pipe infrastructure built in the city as the new asset owner. Superloop will operate an open access fibre network, with access to the pit and pipe infrastructure also available to other carriers. “We’re thrilled that Superloop has been chosen to set this once in a generation new city up to thrive,” Tyler said. “It’s a fantastic endorsement of the Superloop network, and we can’t wait to see the people of Bradfield enjoying truly great internet.”

“With abundant digital capacity for high-tech industries today and in the future, we’re laying the foundations for 20,000 high value jobs and 10,000 new homes in the new city,” said planning and public spaces minister Paul Scully. “We need to get the digital capability of Bradfield right for generations to come.”

Western Sydney minister and deputy premier Prue Car said: “We are working to ensure the new Bradfield City Centre supports its residents with quality infrastructure and technology, so this new Western Sydney community can flourish.

“The Bradfield area stands to create fantastic opportunities for its residents and the people of Western Sydney, particularly as we draw closer to the opening of the new Western Sydney Airport. Ensuring the residents of this new city are digitally connected from day one is part of our broader commitment to build better communities for the people of Western Sydney.”

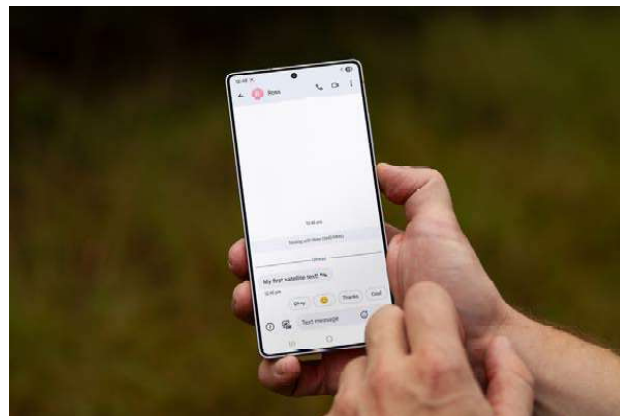
Rohan Pearce

Telstra launches first sat-to-mobile text service—initially on Samsung S25, others to come

Telstra today launches Australia’s first satellite-to-mobile text messaging capability, offering consumers and small business users the ability to send and receive SMS via Starlink from locations outside the reach of terrestrial coverage. However, access to the new Telstra Satellite Messaging service is initially limited to a single device family—the Samsung Galaxy S25 series, which only went on sale in February.

While the rollout currently excludes all iPhone models and most Android handsets, CommsDay understands that this will begin to change within days as other device manufacturers begin to release updates.

The service, enabled through Telstra’s partnership with SpaceX’s Starlink Direct to Cell satellite network, is available at no extra charge to eligible customers on Telstra month-to-month mobile plans. It allows for standard text messaging—including emojis—from outdoor locations where users have a direct line of sight to the sky and no mobile signal is available.



It does not support voice, data, or emergency service messaging, and connection delays are possible depending on satellite availability and user location.

Telstra said engineers and employees have trialled the system extensively across some of Australia’s most remote regions. “Being able to send a message from beyond