

Planning a Move to the New Smartsheet AU Region

A practical guide to compliance, performance, and future-proofing your organisation with MirrorSpark.



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Introduction

With the recent launch of the Smartsheet Australia (AU) Region, many organisations are rethinking where and how their business-critical data should be hosted. For some, the move is already mandatory — driven by government policy, customer requirements, or legal frameworks. For others, it's a strategic opportunity to future-proof operations.

This paper explores the benefits of the AU Region, the key factors influencing migration, and the practical pathways available for organisations planning a move.

In this report, we aim to answer the main questions:

1

Why does the new Smartsheet AU Region matter for organisations?

2

What migration options are available — and which path delivers the best long-term outcome?

3

How can MirrorSpark make a full Smartsheet migration faster, simpler, and more reliable?



Why the AU Region Matters

Legal and Regulatory Drivers

Australia has strong privacy and data protection laws that directly impact how organisations manage customer and employee information. The **Privacy Act 1988 (Cth)** and its **Australian Privacy Principles (APPs)** require organisations to ensure personal information is stored, accessed, and disclosed in line with Australian standards. Hosting Smartsheet data in the AU Region simplifies compliance by keeping data onshore.

In parallel, the **Security of Critical Infrastructure Act 2018**, strengthened by the **SOCI amendments**, places obligations on owners and operators in sectors such as energy, defence, transport, and healthcare to secure their data and systems. For organisations in these industries, demonstrating that collaboration platforms like Smartsheet are hosted within Australia is rapidly becoming a baseline requirement.

Performance and Resilience

Data residency is not just about compliance. Hosting in-region reduces dependency on long-haul internet routes. This means:

- Faster access for Australian users.
- Lower latency when collaborating on large, complex sheets.
- Greater resilience to global connectivity disruptions, such as cable failures or major internet outages.

For teams that rely on Smartsheet as a daily operational tool, these gains translate directly into improved productivity.



Migration Options

The path you choose depends on where you are in your Smartsheet journey:

Start in the AU Region

If your organisation is new to Smartsheet, the simplest option is to begin in the AU Region from day one. This ensures all your content is compliant and performant without the need for migration later.

Partial Migration

Some organisations consider moving only specific workspaces or projects into the AU Region. While this can be less expensive in the short term, it is rarely recommended. Smartsheet regions operate entirely independently. A user logged into the US region cannot search, share, or report on sheets in the AU region. This leads to a fractured user experience, duplications, and confusion.

Full Migration (Recommended)

For existing customers, a complete migration offers the best long-term outcome. All sheets, reports, dashboards, and configurations are transferred into the AU Region, leaving no fragmentation. With tools like MirrorSpark, this process can typically be completed within days, not months.



Why a Full Migration with MirrorSpark?

A full migration might sound daunting, but modern tooling makes it achievable and cost-effective:



Speed

MirrorSpark can move even complex Smartsheet environments in a matter of days.



Accuracy

Content structures, automations, forms, and conditional formatting can be replicated without manual rebuilding.



Continuity

Your teams can keep working during the process, minimising downtime.



Cost Efficiency

While there is an upfront cost, many organisations offset this through long-term service contracts, reducing overall expense.

By committing to a full migration, you eliminate the operational headaches of running two regions and ensure compliance and resilience from the outset.



Planning Ahead

For organisations in sectors like **defence, energy, transport, or healthcare**, operating from the AU Region is quickly shifting from “nice to have” to **non-negotiable**. Even if you are not yet in these industries, it pays to plan ahead. If your growth strategy might lead you into these markets within the next few years, migrating now will save you from future rework and disruption.

This same logic applies internationally. Just as Australia has launched its own Smartsheet region, the **EU region** serves a similar role for European organisations bound by the **GDPR** and national data sovereignty requirements. Global businesses should think strategically about where different parts of their operation will be hosted.

“MirrorSpark enables organisations to proactively meet regulatory and data sovereignty requirements by planning their Smartsheet migrations strategically.”



Next Steps

Migrating to a new Smartsheet region is a significant decision, but it doesn't have to be complex.

The key is to:

1

Assess your regulatory and customer obligations.

2

Consider your future industry focus and growth trajectory.

3

Evaluate the operational benefits of lower latency and higher resilience.

4

Choose the right migration path — and the right partner to support it.

With the right approach, your organisation can move confidently into the AU Region, ensuring compliance, resilience, and readiness for the industries of tomorrow.



About InfoSpark

At **InfoSpark**, we specialise in helping organisations get the most from Smartsheet.

Our **MirrorSpark migration service** delivers fast, reliable, and cost-effective region moves, including full preservation of your sheets, reports, dashboards, automations, and forms.



In just one call, all your questions can be answered, and you can receive a **fixed-price migration quote**.

Connect with us today:



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***Make the move simple. Stay compliant.
Be ready for the future.***