1. VPC default firewall rules leave open all ports for egress except port 25. The SMTP server is using port 587, so there is probably no need to muck with the firewall. If so, there is a separate notes file for firewalls.
2. SMTP service is provided by apps, under my aps admin console, rather than under the gcloud console.. This needs to be enabled for the instance to be able to send mail.

The ‘save’ button needs to be pushed both on the edit panel \*and at the bottom of the page\* after the edit panel is closed.

Apps->G Suite->Settings for Gmail->Advanced settings->SMTP relay service

<https://admin.google.com/AdminHome?subtab=filters#ServiceSettings/service=email&subtab=filters>

