



Wollongong is...

# Shared Services

Wollongong is a city transformed...



Australia's City of Innovation is globally connected, has superb liveability and a supportive business environment. These advantages make Wollongong a superior business location for Shared Services.



## Advantage #1

# Globally connected

### →Strategic location

Wollongong is located just an hour south of Sydney. This proximity to the nation's largest and most dynamic economy means Wollongong has superb connectivity. We're also just an easy one hour drive from Sydney's International Airport, Australia's gateway for overseas tourists and visitors.

### →Digitally wired

The National Broadband Network (NBN) is now available in Wollongong City Centre and other suburbs, complementing the city's existing high quality fibre optic and digital technology.

### →Data centre

A Tier 3 Data Centre has been established in Wollongong by Metronode to service the increasing needs of the NSW Government and private sector.



### →Australia's most connected regional city:

#### **Sydney International Airport**

Distance 80kms, 1hr by road

#### **Port Kembla Harbour**

Distance 5kms, 5mins by road

#### **Canberra**

Distance 240kms, 2.5hrs by road



## Advantage #2

# Superb liveability

Competition to attract and retain highly skilled staff has become increasingly intense. A key factor in Wollongong's superiority as a business location is that it offers superb liveability for people of all ages, and great locations for people to live, work and play.

### →Enviably coastal lifestyle

Wollongong has it all... a mild coastal climate, relaxed lifestyle amidst a spectacular natural environment. The city has 17 patrolled beaches and the beautiful bushland backdrop of the Illawarra Escarpment. Wollongong also offers a great range of recreational activities, retail facilities and restaurants.

### →Affordable living

**Housing:** Residential choices range from quaint coastal villages in the north, beachfront apartments near the city centre, to executive residences and family homes in leafy suburbs, and even rural acreages.

**Journey to work:** The time spent travelling to and from work impacts on travel costs and on peoples' ability to maintain a desirable work/life balance. Wollongong residents generally experience relatively short journey to work times and costs. Wollongong's road network does not suffer from the same traffic congestion issues as Sydney.

### →Quality public infrastructure

Wollongong is connected to the Sydney Trains network, which services both suburban commuters and those travelling to and from Sydney. Wollongong's quality health infrastructure includes a major teaching hospital and a number of leading private hospitals.

As well as the University of Wollongong, the city is a base for the Illawarra Institute of TAFE, where 40,000 students undertake more than 500 different courses at campuses across the region. The city also has a wide range of quality state and private schools.





## Advantage #3

# Australia's City of Innovation

Wollongong has a sophisticated and well developed innovation eco-system that supports industry collaboration and excellence. Key elements include the world renowned University of Wollongong, Innovation Campus technology precinct and the iAccelerate technology incubator.

### → World class university

[www.uow.edu.au](http://www.uow.edu.au)

The University of Wollongong (UOW) is a world-class university with extensive research and development capabilities. The University is helping drive Wollongong's reputation as the City of Innovation.

**Skilled Talent:** With almost 6,000 graduates each year, UOW has a well earned reputation for delivering quality graduates into the Australian and international markets. UOW graduates have a learning experience led by

cutting-edge research ensuring relevance and currency, an uncompromisingly strong technical background, and industry experience.

This combines to deliver market ready professionals. Students are available for placements, internships and work experience.

### → iAccelerate

[www.iaccelerate.com.au](http://www.iaccelerate.com.au)

The University of Wollongong's iAccelerate initiative is designed to fast-track the development and graduation of sustainable and scalable businesses into the region. iAccelerate delivers a transformational business acceleration program consisting of two streams with a total incubation term of up to three years. This is a unique offering in the Australian startup scene and one that is designed specifically to create sustainable business and jobs, not just exits.

iAccelerate is a lightning rod for entrepreneurial activity in Wollongong, providing a 'plug and go' expandable space for fast growth startup companies. It delivers support, mentorship, professional services and access to investor networks for companies as they grow. The iAccelerate program is directly engaged with the University of Wollongong's vibrant community of students, staff, faculties, business units and expertise in research and innovation development.

Since receiving funding from the NSW State Government's Restart Infrastructure Fund, a \$20 Million purpose built iAccelerate Centre has just commenced construction. The Centre when complete will be a 4,000 square metre building located on UOW's Innovation Campus and is set to open its doors in 2016.



## → Innovation campus

[www.innovationcampus.com.au](http://www.innovationcampus.com.au)

The University of Wollongong's Innovation Campus (iC) is a 33-hectare beachside precinct offering the unique opportunity for commercial organisations to work alongside world-class research teams from the University in state-of-the-art facilities. The vision is to enhance the economic and cultural wealth of iC participants by providing the best environment in the Asia-Pacific region for people and organisations to exchange and develop ideas and deliver innovative outcomes.

The University of Wollongong's Innovation Campus (iC) has been named the Best Business and Industrial Park Development in Australia. The Innovation Campus took out the prestigious award at the Property Council of Australia Innovation and Excellence Awards in May 2011. More recently, the Innovation Campus' Enterprise 1 building was recognised in the 2013 Innovation and Excellence Awards as a finalist for Best Office Development.

The environment and buildings on iC encourage greater employee commitment and well-being and contribute to knowledge generation in decision-making and change processes. Buildings developed at iC are designed to encourage the creation of networks and interaction

between all Campus participants while the open spaces and pond networks will encourage reflection and the development of ideas.

The iC design and construction teams work closely with occupants to achieve accommodation solutions that reflect their short and longer-term needs. Buildings are customised to provide maximum amenity and efficiency for the company's current operations and future flexibility. Innovation Campus is the home for many notable organisations including BHP Billiton Illawarra Coal, Pacter, NEC, Tickets.com, Joy Global, Cancer Council NSW, TeleCommunication Systems Inc, Southern Cross Austereo and Commonwealth Bank of Australia.



## Advantage #4

# Supportive business environment

### →Competitive business costs

Wollongong is a major Australian city without the associated big city costs. It offers businesses a competitive cost structure in which to operate.

### →Modern business infrastructure

Wollongong has modern, reliable and cost-efficient facilities, transport and telecommunications infrastructure.

### →Supportive business networks

Wollongong has strong business networks which provide support and strength for their members and a positive business environment in which to operate.

### →Skilled, multilingual workforce

Wollongong has a large and experienced workforce, with skills ranging from traditional manufacturing to high technology and knowledge-based industries. Importantly, Wollongong businesses report high staff retention rates, which reduces the costs associated with hiring and training new staff.

There is a steady stream of well trained, job-ready graduates from the University and TAFE. Approximately 30,000 Wollongong and Illawarra residents commute to Sydney each day. This is a large pool of potential employees. Many of them are highly-trained professionals, who would be happy to work close to home if the right job existed. Wollongong's multicultural

population ensures a broad mix of foreign language skills, making the city an ideal location for companies with international connections.

### →Significant industry base

A key strength of Wollongong is the size and diversity of the economy, with many major national and international corporations already part of its business landscape. Businesses operating in Wollongong are supported by a broad range of business related services including leading legal, financial, accounting, human resources, market research and information technology among others.



GPT's award winning Wollongong Central development

## → Revitalised City Centre

Wollongong's City Centre precinct is currently undergoing a significant revitalisation with the growth of the cafe culture. This includes 30 new bars and small cafe's being established in the City Centre over the last 2 years. In addition over \$750 million worth of construction is underway or completed. Two main projects anchoring this revitalisation include The GPT Group's \$200 million new shopping complex and Wollongong City Council's \$19 million redevelopment

of the Crown Street Mall.

Other developments include a custom-built Australia Taxation Office, the expansion of Wollongong Public Hospital, \$120M new private hospital and a number of new mixed unit developments that will see the inner CBD population double over the next 3 years.

Wollongong's City Centre provides employment for some 20,000 people, the largest employment area in the region. The precinct is the region's business and administrative centre.

The majority of knowledge service businesses in ICT, business and financial services have their corporate offices located within the City Centre precinct. The precinct offers a range of office accommodation from small serviced offices to large footprint A Grade offices. The Advantage Wollongong Commercial Property Report provides a summary of available options for large commercial premises in the Wollongong City Centre.



## Strategic Focus:

# Knowledge Services Strategy

### →Vision

**Advantage Wollongong** is a partnership between NSW Department of Industry, Wollongong City Council and the University of Wollongong to attract new business investment and create sustainable new jobs. The Knowledge Services Strategy is a key initiative of Advantage Wollongong. Knowledge Services span some of the fastest growing sectors of the economy. They are intensive users of technology and

skilled people. The Knowledge Services Strategy concentrates on three key growth sectors that already have a substantial footprint in Wollongong. These are ICT, Business and Financial Services. Shared Services are a business activity that links these three growth sectors. They form an important and integral part of the strategic approach to Knowledge Services. ICT services and technology provides an

important function as an enabler of Shared Services. It is only through technology developments in ICT that the growth in Shared Services has been possible.

Wollongong has experienced strong growth in Shared Services as companies in this expanding sector tap into the city's stable, skilled, multilingual workforce, competitive business costs, modern business infrastructure and superb connectivity.

### →Strategies

1	ATTRACTION & EXPANSION	2	BUSINESS DEVELOPMENT	3	INDUSTRY DEVELOPMENT	4	BUSINESS INFRASTRUCTURE
	Build productive capacity		Help business Start, Run & Grow		Build key growth sectors		Key growth enabler
	<ul style="list-style-type: none"> <li>• <b>Promotion:</b> Targeted activities in key domestic and international markets with a focus on India and China.</li> <li>• <b>Facilitation:</b> Based on individual project needs, provide customised decision support material to help business make informed location decisions.</li> <li>• <b>Incentives:</b> Where appropriate, provide financial incentives from both government and the private sector.</li> </ul>		<ul style="list-style-type: none"> <li>• <b>iAccelerate:</b> Wollongong's technology incubator offers a structured and creative environment for start-up companies.</li> <li>• <b>Agile Development:</b> Regular training workshops to support use of Agile methodologies for software development.</li> <li>• <b>Going Global:</b> Promote usage of NSW Department of Industry and Austrade services for assisting increased exports .</li> </ul>		<ul style="list-style-type: none"> <li>• <b>Industry Networks:</b> Support ICT Illawarra (ICTI) and the Wollongong Chapter of the Auscontact Association to provide industry networking opportunities.</li> <li>• <b>Major Industry Events:</b> Exhibit at key industry events in 2015 including:                             <ul style="list-style-type: none"> <li>- CeBIT Australia</li> <li>- Shared Services &amp; Outsourcing Week</li> <li>- Auscontact National Conference</li> <li>- Knowledge Services Forum</li> </ul> </li> </ul>		<ul style="list-style-type: none"> <li>• <b>Research:</b> Collaborative research opportunities with University of Wollongong (UOW) world class research institutes.</li> <li>• <b>Facilities:</b> Premium office facilities in Wollongong City Centre and Innovation Campus with access to high speed fibreoptic data networks.</li> <li>• <b>Data Centre:</b> Tier 3 Data Centre provides cloud, data storage, disaster recovery and business continuity services.</li> </ul>

### →Achievements

46 business attraction and expansion projects facilitated

1,594 new jobs created

Source: NSW Trade & Investment December 2014

## Industry Profile:

# Wollongong's Shared Services industry

### →Structure

The past decade has seen multi-location businesses aggregate support functions into dedicated Shared Service operations. Wollongong has a vibrant Shared Services industry with 32 operations employing some 1,600 staff. These facilities range from large operations with hundreds of seats down to small centres with less than five seats. Shared Services operations in Wollongong span a broad range of activities from outbound telemarketing operations to highly skilled inbound technology support desks that provide global services 24/7 from Wollongong. There is a mix of Shared Services models present in Wollongong from captive operations that service internal company needs, contract BPO facilities such as Stellar and multifunction centres that undertake multiple activities at the one site. Wollongong's Shared Services operations can be found across a wide spectrum of industry sectors including financial and insurance services, funds administration, ICT and government.

### Companies that operate Shared Services operations in Wollongong include;

Stellar, Peoplecare, QBE Insurance, NRMA, CGU, Pillar Administration, ANZ OnePath, Illawarra Mutual Building Society, Illawarra Credit Union, NSW State Emergency Services, Department of Human Services, Edmen Group, INS Health Care, Accor, Shortlead, Park Trent Properties, Australian Debt Recovery, University of Wollongong – Client Services, ATO, Illawarra Regional Information Service and Wollongong City Council.

### →Low staff turnover

Shared Services operations in Wollongong experience some of the lowest staff turnover rates within Australia with most reporting an average rate below five percent. This low average staff turnover rate translates into significant savings for companies in Wollongong in staff recruitment and training costs. They also benefit from improved retention of important corporate knowledge due to lower than average staff turnover rates.

### →Auscontact Association - Illawarra chapter

The Auscontact Association has been active in Wollongong for over 12 years, bringing together managers and leaders from the Shared Services industry and related support services. Within this professional community, the Auscontact Association and its members drive best practice thought and leadership. The network shares ideas and experiences relating to recruitment, people management and professional development, training and reporting. Regular networking events are held in Wollongong which showcases a local Shared Service operation and features a guest speaker on a key industry issue.

Stellar BPO Wollongong office

## Case Study:

# Peoplecare lives up to its name

Wollongong-based health insurance fund Peoplecare takes a novel approach to customer service. Living up to its name, Peoplecare actually uses real people to answer all incoming calls. No automated responses and buttons to push. Just someone to provide simple answers and help navigate the health insurance maze.

The ability to offer immediate, expert and personalised advice has helped Peoplecare not only achieve industry leading customer satisfaction ratings from its members, it has also helped this progressive insurer win the contracts to manage two boutique funds, including the Reserve Bank Health Society.

Peoplecare CEO Michael Bassingthwaighte believes being a not-for-profit health insurer that exists purely to benefit its members combined with this direct

personal contact gives Peoplecare a competitive edge. "Our member satisfaction, products and service are amongst the highest in the health insurance industry, something of which we are extremely proud," Mr Bassingthwaighte said.

Another key element of Peoplecare's continuing success is its collaborative workplace culture and the staff- many of whom have been with the company for many years. "We have very committed, loyal staff," said Mr Bassingthwaighte. "Peoplecare is seen as a great place to work and is definitely considered an employer of choice in the area."

Wollongong is the fund's traditional home and remains an ideal base to service its members who are spread across Australia. "Wollongong has many advantages, but a

stable workforce is one of the most important for a business like ours. People living here have a good work-life balance and there is a robust pool of skilled people," Mr Bassingthwaighte explained.

Peoplecare has a strong connection and interaction with to the local community, supporting a wide array of local initiatives and organisations such as the University of Wollongong (UOW). Many staff are UOW graduates or are undertaking studies at the University and Peoplecare regularly participates in an intern program run by the Faculty of Commerce.

Mr Bassingthwaighte said the Illawarra business community provided a supportive environment. "There is a real sense of collaborations between colleagues in the local business community," he said.



Peoplecare CEO Michael Bassingthwaighte (front) with Head of Customer Service and Marketing Anita Mulrooney and Deputy CEO Dale Cairney at the health insurance fund's Wollongong headquarters.



# 18th Annual Australasian Shared Services & OUTSOURCING WEEK

## Australia's largest Shared Services event

### → Shared Services & Outsourcing Week

This event is the largest of its type in the Asia Pacific region. Shared Services & Outsourcing Week (SSOW) is the number one shared services event on the Australian business calendar. SSOW brings together a very diverse range of industries on a single platform. Decision makers from every industry sector come to the event in search of new technologies and outsourcing models that will make their business more efficient and competitive in a global economy.

The Advantage Wollongong stand at Shared Services & Outsourcing Week in 2014 represented the first time any region in Australia had exhibited at the event. The Advantage Wollongong partners decided to build on the success and momentum generated by the 2014 event by having an even larger presence at SSOW 2015. The Advantage Wollongong stand at SSOW has given Wollongong national and international exposure. SSOW has helped to position Wollongong at the forefront of the shared services industry by raising its profile through consistent and concise messaging that "Wollongong is Shared Services".

The following organisations are featured on the Advantage Wollongong stand at SSOW 2015:

- Auscontact Association - Illawarra chapter
- NSW Department of Industry
- University of Wollongong
- Wollongong City Council
- Peoplecare
- Selera

## → Assistance for business

NSW Department of Industry, Innovation Campus | University of Wollongong and Wollongong City Council are serious about attracting new business to Wollongong.

Our services include assistance with key local introductions, site selection, decision support material, and advice on government regulations, policies and incentives.

## → Contacts

# advantagewollongong.com.au



### NSW Department of Industry

**Nigel McKinnon, Regional Director**

Phone +61 2 4222 8338

Email [nigel.mckinnon@business.nsw.gov.au](mailto:nigel.mckinnon@business.nsw.gov.au)

Website [www.industry.nsw.gov.au](http://www.industry.nsw.gov.au)



### Innovation Campus | University of Wollongong

**Canio Fierravanti, Director Government Relations**

Phone +61 2 4221 5931

Email [caniof@uow.edu.au](mailto:caniof@uow.edu.au)

Website [www.innovationcampus.com.au](http://www.innovationcampus.com.au)



### Wollongong City Council

**Mark Grimson, Economic Development Manager**

Phone +61 2 4227 7166

Email [mgrimson@wollongong.nsw.gov.au](mailto:mgrimson@wollongong.nsw.gov.au)

Website [www.wollongong.nsw.gov.au](http://www.wollongong.nsw.gov.au)



### Auscontact Association, Illawarra Chapter

**Tory Macri, Business Process Improvement Manager, Peoplecare**

Phone +61 412 266 690

Email [Tory.Macri@peoplecare.com.au](mailto:Tory.Macri@peoplecare.com.au)

Website [www.auscontact.com.au](http://www.auscontact.com.au)

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