

# Wollongong

**a magnet for talent  
& new economy businesses**



**Investor Prospectus**

**ADVANTAGE  
WOLLONGONG** ←  
[advantagewollongong.com.au](http://advantagewollongong.com.au)

# Message

## from Advantage Wollongong

**Wollongong is a magnet for talent and new economy businesses. Home to a world-class university, a highly skilled workforce and a growing hub of businesses with global reach, Wollongong provides a supportive environment for businesses looking for their next location.**

Wollongong's cosmopolitan CBD is the regional capital, home to over 25,000 jobs with 20% jobs growth since 2011. It has seen \$1.3B in investment in recent years, with a further \$600M in the pipeline. Major investments have included the \$268M upgrade to Wollongong Central by the GPT Group; the new \$120M Wollongong Private Hospital, operated by Ramsey Health Care; and the \$134M expansion of the Wollongong Public Hospital. There is currently 70,000 sqm of DA approved commercial space in the CBD. The four largest office developments representing over 30,000 sqm in A-grade office space, could come on line within the next 24 months.

The CBD has seen a dramatic increase in demand for inner city living, with close to 1,500 dwellings forecast to be delivered between 2016 -2021, increasing the population by around 80%. The CBD has experienced a cultural renaissance with over 80 new cafes and small bars since 2012. It has a strong evening economy, attracting people to visit, socialise, eat and listen to live music.

Wollongong is home to the University of Wollongong – ranking among the top 2% of universities in the world with an enviable record in teaching and research. UOW has over 34,000 students, more than 2,400 staff and contributes around \$2B to the region annually. In 2017, UOW produced over 3,000 graduates including 1,826 undergraduates and 1,188 postgraduates. UOW is also home to the Innovation Campus and the new \$18M iAccelerate Centre, which together make up an innovation precinct with strong links between research and industry, helping to create new opportunities for jobs and growth.

Take a look through the Advantage Wollongong Investor Prospectus to learn more about the City's reinvention and what Wollongong can offer you and your business.

**Gareth Ward MP**  
**Parliamentary Secretary for the Illawarra and South Coast**

**Cr Gordon Bradbery AM**  
**Wollongong City Lord Mayor**

**Professor Paul Wellings CBE**  
**Vice-Chancellor**  
**University of Wollongong**



**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

Lifestyle



80+

NEW CAFES & SMALL BARS

17

PATROLLED BEACHES

Property



\$739,000

MEDIAN HOUSE VALUE

\$572,500

MEDIAN UNIT VALUE

(DOMAIN, SEPTEMBER 2018)

Economy



\$13.4B

GROSS REGIONAL PRODUCT (WOLLONGONG)

60%

OF THE ILLAWARRA ECONOMY

POPULATION

213,841

REGIONS

UNEMPLOYMENT RATE 4.5%

Talent



83,000+

JOBS

IN WOLLONGONG LGA

3,000+

UOW GRADUATES EACH YEAR

23,000+

COMMUTER POOL INCLUDING 9,000 MANAGERS & PROFESSIONALS TO GREATER SYDNEY

WOLLONGONG STAFF TURNOVER RATE

<50%

NATIONAL AVERAGE

Wollongong CBD



\$1.3B

INVESTMENT IN RECENT YEARS

\$600M IN PIPELINE

25,000+

JOBS

20%

JOBS GROWTH SINCE 2011

70,000 SQM

DA APPROVED COMMERCIAL SPACE

NEW A-GRADE OFFICE SUPPLY

BY 2020

# The Wollongong Advantage

1

## Globally connected

**Wollongong offers a competitive base for businesses to benefit from access to domestic and global markets.**

**Digital:** Most locations in Wollongong offer double and triple fibre redundancy options. To complement the already existing high quality broadband technology, the Wollongong CBD was an early rollout site for the NBN.

**Road:** Wollongong is located just one hour south of Sydney International Airport and connected to Sydney by the M1 motorway, as well as being close to the Hume Highway corridor and the proposed Western Sydney Airport.

**Port:** Situated just 5km south of Wollongong, Port Kembla is NSW's largest motor vehicle import hub and grain export terminal, and second largest coal export port.

**Rail:** Wollongong is part of the Sydney train network which helps to transport the majority of grain and coal coming into the port.

**Air:** Quick and easy access to Melbourne and Brisbane through direct daily flights offered at the Illawarra Regional Airport.

2

## Superb liveability

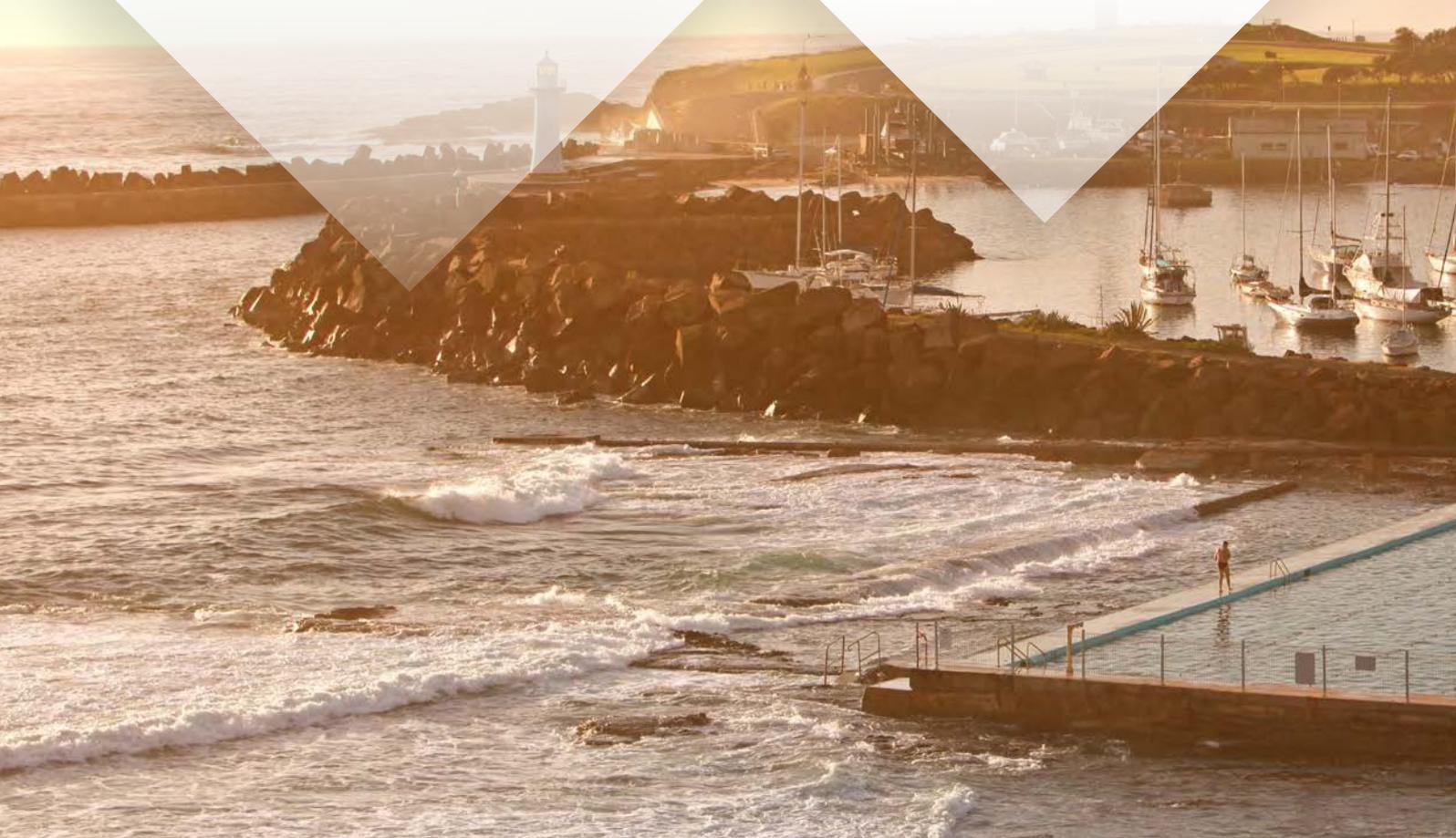
**Wollongong provides an enviable coastal lifestyle for people of all ages.**

**Affordable living:** Houses in Wollongong are currently priced around 33% less than Sydney. Residential choices range from coastal villages in the north, beachfront apartments in the city centre, spacious family homes in leafy suburbs to rural acreages further south.

**Coastal lifestyle:** Located just south of the Royal National Park, Wollongong's spectacular natural environment includes 17 patrolled beaches framed by the backdrop of the Illawarra escarpment.

**Bar/café culture:** The city has experienced a burst of activity within its bar and café scene with over 80 new venues opening since 2012.

**Quality infrastructure:** Wollongong offers relatively short journey to work times and reduced costs, while also being well-connected to Sydney. Its quality health infrastructure includes a major teaching hospital and a number of private hospitals.



### 3

## City of Innovation

**Home to a sophisticated and well developed innovation eco-system that supports industry collaboration and excellence.**

**University of Wollongong:** The University of Wollongong has earned a place among the top 20 modern universities in the world through world-class research and teaching. Consistently ranked in the top 2% of universities worldwide, it is also an international centre of research excellence that ranks in the top 1% for research quality.

**Innovation Campus:** The University of Wollongong's Innovation Campus is an award-winning research, technology and commercial precinct. Set on 33 hectares by the beach, the \$600 million site encourages innovative organisations from around the world to co-locate with UOW's leading research institutes, with 1,500 people currently working on the campus.

**iAccelerate:** The iAccelerate Centre, the region's first purpose-built business incubator, provides a permanent home for 280 entrepreneurs across 4,000 square metres. With the aim to foster the next generation of entrepreneurs and grow new businesses, the centre is the first of its kind in Australia, being both a business incubator and accelerator that are connected to a world-class, research-intensive university.

### 4

## Supportive business environment

**Wollongong provides a supportive environment with considerable advantages for businesses located in the area.**

**Competitive costs:** With competitive rents and wages compared to Sydney and higher than average staff retention rates, Wollongong provides significant cost savings in an increasingly competitive and global commercial environment.

**Industry base:** A significant strength is the size and diversity of the economy with a number of large national and multi-national companies already part of the business landscape. Supporting these businesses are a range of professional services including leading legal, financial, accounting, human resources, marketing and IT companies.

**Skills:** Wollongong has a highly skilled, multilingual workforce. Around 23,000 Illawarra residents commute to Greater Sydney each day for work, providing an attractive pool of potential employees for any business operating in the city.



# Globally Connected

## Success Stories

### Twinkl Australia

**With increasing demand from its global customers and a wish to provide world-class 24-hour service, UK-based publisher Twinkl found a picture-book setting in Wollongong.**

Twinkl Australia Chief Information Security Officer Jez Seaton said the educational publisher had conducted an extensive location search and found that Wollongong had all the essential criteria for its service operation. "When we were looking to set up an office in Australia, we looked for somewhere that reflected what had made Twinkl Educational Publishing so successful in the UK," Mr Seaton said. "We were looking for a location that reflected creativity and innovation and Wollongong as a wider area was a strong fit for us."

Strong business networks and support from regional and local government helped clear the path. "There are strong business networks in Wollongong," Mr Seaton said. "We have found great support from local businesses looking to synergise and also support from local services looking to link us in to those networks to improve what we can do as a company here."

Twinkl Australia was seeking a location with strong infrastructure links, access to Sydney and Canberra and to international air terminals. "We found the Innovation Campus and were instantly attracted to the concept," Mr Seaton said. "Somewhere where companies could work together, connect with each other, work in business networks and really thrive and benefit from being together in a single space."

The reputation of the University of Wollongong (UOW) was another influencing factor. "UOW is highly regarded, especially in the areas of technology and education and that's important for us as an ed-tech business." He said staff wellbeing was an important consideration for Twinkl Australia and Wollongong had many lifestyle benefits. "We love that you have everything you need from bushwalking up in the escarpment to surfing at the beach. Team wellbeing is really important to us."

Twinkl Australia country manager Laura Baron said in the first six months, the company had grown to 12 people with plans to continue expanding its service offering. She said UOW provided a ready supply of staff. "For example, 80 percent of our graphic designers are University of Wollongong graduates."

Ms Baron said Twinkl Australia would continue to seek innovative ways "to provide world-class customer service and to ultimately help those who teach here".



Image: Twinkl Australia

## Easy Agile

**Easy Agile is a Wollongong based software company, founded by two former Atlassian employees - Nicholas Muldoon and David Elkan. The pair worked for Atlassian in San Francisco before returning to Australia, deciding to relocate their young families to Wollongong.**

Upon returning to Australia, the pair were eager to start their business and decided that Wollongong was the best place to do so. Muldoon and Elkan were attracted to Wollongong for the ICT graduate pool the UOW offered, its family friendly lifestyle, the local business accelerator, iAccelerate, and the opportunity to realise their business dreams. Today, Easy Agile has over 1,500 customers, supporting 95% of them outside the Asia Pacific region.

"We are serving a customer base that is mainly on the other side of the world – and we are doing it from Wollongong."

## NEC Australia

**After a thorough investigation of options, NEC Australia, a leading Australian ICT solutions and services firm chose to locate its newest corporate office and support centre in Wollongong, today employing 115 staff.**

NEC Australia was impressed with the quality of the workforce in Wollongong and tapped into the many experienced senior IT professionals and executives located within the region along with the UOW IT Graduate Pool.

Wollongong has provided NEC with the opportunity to develop strong links with the local and business community. Being located in Wollongong also providing staff with access to greater work-life benefits, the cosmopolitan CBD and a reduction in commuting times, resulting in an improved work life balance.

## Accelo

**Local company Accelo provides cloud-based solutions for professional services businesses, with offices in Silicon Valley and Denver. The company employs around 100 people and is continuing to grow its engineering, research and development arm in Wollongong.**

Key factors in Accelo's decision to set up in Wollongong included the high quality University of Wollongong IT graduates, proximity to Sydney, short commuting times, the NBN and higher staff retention rates. The city's lifestyle was also an important factor, and encouraged employees to stay longer. Approximately 90% of Accelo staff are UOW graduates, with the company taking on 15 staff in the last six months.

"It's been awesome to be part of a global company having offices in San Francisco and Denver, while still being able to service the whole world from Wollongong. A huge advantage of being based in Wollongong is the talent pipeline coming from UOW has been really important and valuable for us" said Eamonn Bell, co-founder of Accelo.



# Our Economy

**Wollongong is the regional capital of the Illawarra. The size of the Wollongong economy is \$13.4B accounting for around 60% of the Illawarra regions \$23B economy. The top five employment industries include: Health Care and Social Assistance; Education and Training; Retail Trade; Construction; and Accommodation and Food Services.**

Wollongong's population is 213,841, with population growth of 1.2% over the last 12 months; nearly double that of regional NSW. The region's unemployment rate continues to fall and is currently sitting below the state average at 4.5%.

Wollongong's economy continues to diversify and change. Wollongong has seen the emergence of key sectors such as Knowledge Services and Advanced Manufacturing, which are attracting increased interest from outside the region and highlight the future direction of the City.

One of the key attractions for businesses considering moving to Wollongong is access to a highly skilled multilingual workforce. Over 83,000 people employed within the LGA, with Professionals; Clerical and Administrative Workers; Technicians and Trade Workers; Community and Personal Service Workers; and Managers making up the top five occupations.

Wollongong's workforce is highly educated, with around two thirds of the workforce holding tertiary qualifications. Since 2011, Wollongong has seen the number of workers with a Bachelor degree or higher increase by nearly one third.

Economy



**\$13.4B**

GROSS REGIONAL  
PRODUCT (WOLLONGONG)

**83,000  
JOBS**

**13,000  
BUSINESSES**

**REGIONS  
UNEMPLOYMENT  
RATE 4.5%**

**TOP 5  
INDUSTRIES  
BY OUTPUT:  
MANUFACTURING,  
CONSTRUCTION,  
FINANCIAL AND  
INSURANCE SERVICES,  
HEALTH CARE AND  
SOCIAL ASSISTANCE,  
EDUCATION AND TRAINING**



# Our Commuter Pool

**Businesses considering moving to Wollongong have access to a large ready made workforce. Around 23,000 residents across the wider region travel to Greater Sydney for work, with a good mix of skills in both white collar and blue collar occupations. People want to live where they work; meaning businesses located in Wollongong can attract a high calibre of talent and access the employees they need.**

Almost two thirds of commuters work in predominately white collar occupations, including nearly 9,000 Managers and Professionals. Of these, the largest occupation group is Specialist Managers (2,000+ commuters), covering a range of sectors including Advertising, PR, HR, ICT, Finance, Supply Chain and Construction – highlighting the talent pool available for any business looking to relocate or establish in Wollongong.

There are also 8,300 blue collar workers, including Technicians and Trades workers, Sales workers, Machinery operators, Drivers and Labourers.

## The Illawarra's Commuter Pool

Occupation	Number of Commuters	Share of Total
<b>White Collar Workers</b>	<b>14,189</b>	<b>62.2%</b>
Managers	3,272	14.3%
Professionals	5,715	25%
Community & Personal Service Workers	2,439	10.7%
Clerical & Administrative Workers	2,763	12.1%
<b>Blue Collar Workers</b>	<b>8,291</b>	<b>36.3%</b>
Technicians & Trades Workers	3,642	16%
Sales Workers	1,292	5.7%
Machinery Operators & Drivers	1,933	8.5%
Labourers	1,424	6.2%
<b>Inadequately Described/Not Stated</b>	<b>357</b>	<b>1.6%</b>
<b>Total</b>	<b>22,830</b>	<b>100%</b>

## Key Occupation Groups within the commuter pool include:

### Specialist Managers (2000+)

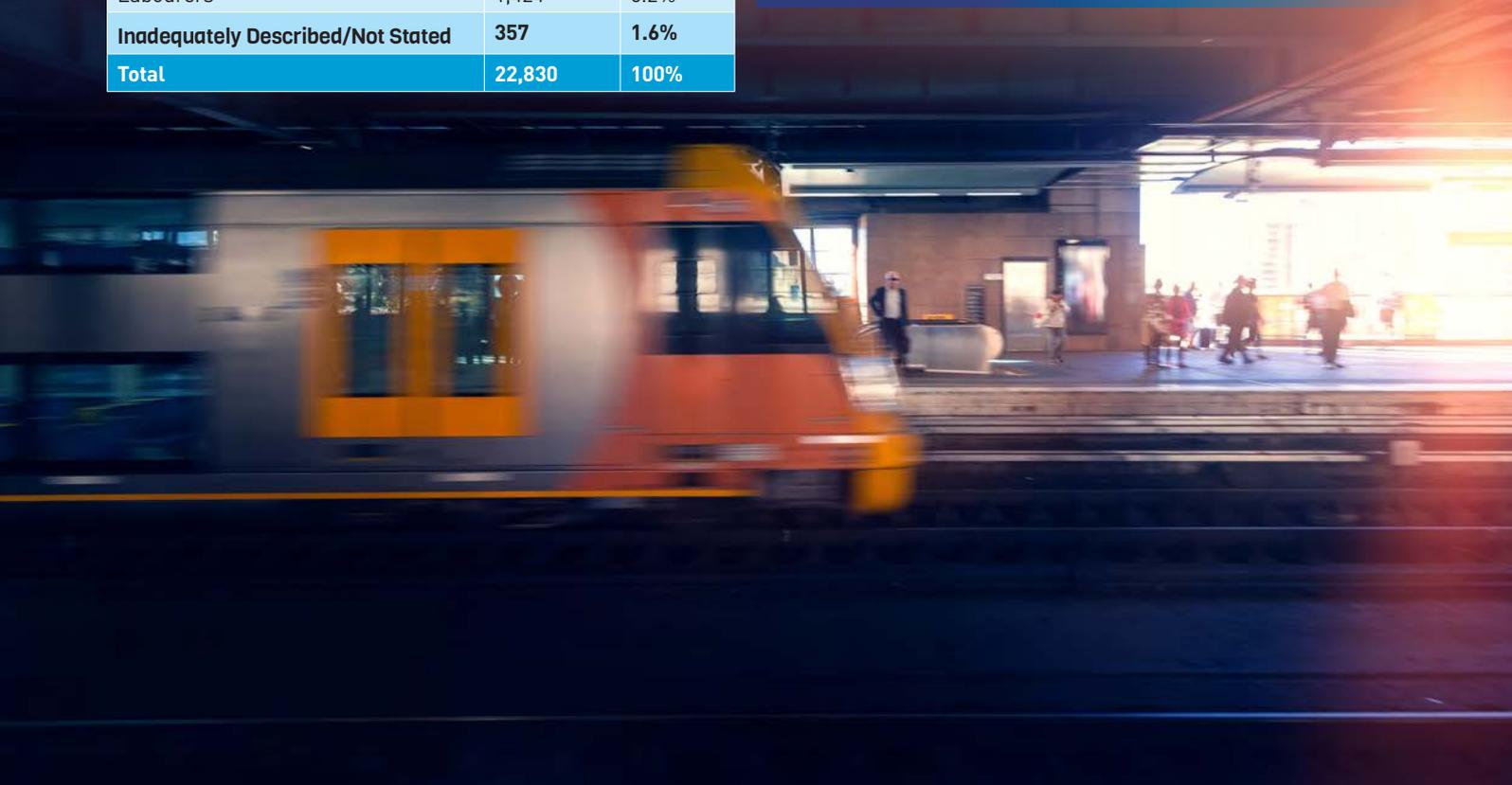
Business, HR and Marketing Professionals (1,300+)

Design, Engineering, Science and Transport Professionals (900+)

Health Professionals (700+)

ICT Professionals (400+)

Chief Executives, General Managers and Legislators (300+)



# Advantage Wollongong

## Target Sectors

Over the last decade, Wollongong has diversified its economic landscape. The following sectors have attracted investment from outside the region and highlight the future direction of the city.

### Knowledge Services

Wollongong has a strong footprint in Knowledge Services, including Shared Services, ICT, Superannuation, Finance and Business Services, employing around 5,000 people across 85 locations. Large Shared Service organisations in Wollongong include: NEC, Australian Taxation Office, Stellar, Mercer, Department of Human Services, GBST and Itree.

By choosing Wollongong, organisations can benefit from a skilled and stable workforce, allowing reduced recruitment and training costs and retention of corporate knowledge. Wollongong's multicultural population also provides a broad range of language and cultural skills.

### Wollongong Strengths: The Evidence

Recent research from Fifth-Quadrant demonstrates Wollongong's competitiveness in this sector. Based on a 150 seat Contact Centre, Wollongong operating costs, including lower recruitment costs, training costs and high staff productivity have all resulted in a cost advantage of around 30% compared with the Sydney CBD.

**5,000**  
PEOPLE  
ACROSS 85  
LOCATIONS

WOLLONGONG  
OPERATING COSTS  
**30%**  
CHEAPER  
THAN SYDNEY CBD

WOLLONGONG  
STAFF TURNOVER  
**70%**  
SAVING

#### Operating costs (based on a 150 seat Contact Centre)

	Wollongong	Sydney CBD	Melbourne CBD	Parramatta
<b>Total Salaries</b>	\$7,090,000	\$9,640,000	\$9,635,000	\$9,640,000
<b>Real Estate @ 1,500m2</b>	\$600,000	\$1,500,000	\$1,050,000	\$825,000
<b>Total</b>	\$7,690,000	\$11,140,000	\$10,685,000	\$10,465,000

Source: Fifth Quadrant Knowledge Services capability study, November 2018

#### Staff Turnover rates (Wollongong v Rest of Australia)

	Wollongong	Rest of Australia
<b>Staff Turnover Rates</b>	8%	19%
<b>Cost of Staff Turnover</b>	\$96,923	\$316,514
<b>Total Saving</b>		<b>70%</b>

Source: Fifth Quadrant Knowledge Services capability study, November 2018



## Advanced Manufacturing

Advanced Manufacturing is an important growth sector for the local economy with a large number of companies using advanced business models, processes and technology to compete on both a domestic and global scale.

Wollongong's diverse manufacturing industry tap into the city's unique industrial capabilities, skilled workforce, competitive business costs, modern business infrastructure and superb connectivity. Leading companies include Bluescope, CSR Building Products, Bisalloy, Rideworx, Stolway and Komatsu.

Wollongong manufacturers employ highly skilled and dedicated people in design, engineering, R&D, manufacturing, fabrication and quality assurance. They also work closely with the University of Wollongong to develop new products and processes, giving them an international competitive advantage.

## AIE Group

Wollongong may soon become home to Australia's first Liquefied Natural Gas (LNG) terminal with Australian Industrial Energy (AIE) Group seeking development consent to build ~\$250M floating import terminal at Port Kembla. The Port Kembla Gas Terminal will in its first phase supply around 100 petajoules of natural gas per annum to gas users. This is equivalent to approximately 75% of NSW's total gas needs.

Wollongong was one of three NSW industrial ports considered for the location of the LNG gas terminal. In choosing Wollongong, AIE Group acknowledged strong local support for the project, access to existing pipeline infrastructure, Port Kembla's berth configurations and the proximity of large industrial consumers as key factors in choosing Wollongong.



# Wollongong's Key Assets

# City Centre

**The Wollongong CBD is the employment hub of the region, providing jobs for over 25,000 people and supporting 30% of jobs within the LGA. It is the region's knowledge service hub with a number of businesses in ICT, financial services and shared services.**

The CBD has undergone a significant transformation, with \$1.3B in investment in recent years and another \$600M in the pipeline.

## Major investments recently completed include:

- \$268M upgrade to Wollongong Central by the GPT Group
- \$134M expansion of the Wollongong Public Hospital
- \$120M new private hospital on Crown Street, operated by Ramsey Health Care.

The CBD has an active evening economy with people flocking to visit, socialise, explore, eat and listen to live music. Since 2012, the city centre has seen around 80 new cafes and small bars open. The popular Thursday night Eat Street Markets and Friday Foragers Market filled with local produce attract thousands of people each week.

The CBD has seen a dramatic increase in apartment living with more to come. Forecast.ID expect population growth of around 80% between 2016 to 2021, within the inner CBD.

There is currently 70,000 sqm of DA approved commercial space in the Wollongong CBD. The four largest office developments representing over 30,000 sqm in A-grade office space, could come on line within the next 24 months.

Wollongong continues to attract many big ticket events, including international acts such as Elton John, Cher, Wigan Warriors, Yours & Owls as well as a range of sporting events and cultural festivals. Wollongong City Council, together with the NSW Government and Cycling Australia have secured the hosting rights to the prestigious 2022 UCI Road World Championships, which will attract 1,000 competitors and 300,000 spectators to Wollongong.

## Spotlight

**70,000 sqm of DA approved commercial space**

**Four largest office developments, >30,000 sqm A grade office space**

**80 new cafes and small bars**

**25,000+ jobs**

**20% jobs growth since 2011**



# Innovation Hub University of Wollongong

**UOW is a research-intensive university with an outstanding reputation for its learning environments across a broad range of disciplines, collaboration with industry and high quality graduates. UOW is rated in the top 2% of world universities, has 34,000 students and offers 340 degrees.**

UOW is a vital part of the Wollongong economy, contributing over \$2B in gross economic output.

## Research and industry collaboration

UOW has a strong research focus, with over 270 academic and research collaborations worldwide. The UOW Innovation Campus is a dedicated technology precinct where organisations can co-locate with leading research institutions and access an ecosystem to create connections, build networks and fast track their growth. UOW has an impressive track record in collaborating with industry to drive new products and processes, giving local companies a competitive edge internationally.

## Fostering entrepreneurship

iAccelerate is the University of Wollongong's business incubator and accelerator, dedicated to helping innovative businesses and start-ups build and grow, and supporting an innovative business culture in the region. iAccelerate is the most active incubator in Australia and a very important pipeline and connector for startup businesses wanting to work with researchers and industry.

Graduate Numbers	Undergraduate	Postgraduate
Faculty of Business	795	585
Faculty of Engineering and Information Sciences	598	550
Faculty of Law, Humanities and the Arts	768	88
Faculty of Social Sciences	550	441
Faculty of Science, Medicine and Health	755	343



University of Wollongong

**TOP 1%**

FOR GRADUATES AS RATED BY GLOBAL EMPLOYERS

RATED IN THE **TOP 2%**

WORLD UNIVERSITIES

**GLOBALLY RATED 5 STAR UNIVERSITY**

QS World University Rankings 2018

**270**

**GLOBAL ACADEMIC & RESEARCH COLLABORATIONS**

**HIGHEST RANKED UNIVERSITY IN NSW OVERALL**

Quality Indicators for Learning and Teaching 2018

**HIGHEST RANKED UNIVERSITY IN NSW FOR EMPLOYER SATISFACTION**



image: UOW Innovation Campus © Paul Jones UOW Media

# Wollongong

## Property Market

The Wollongong office market is experiencing an increase in demand from investors, driven by Wollongong's strong economic fundamentals, healthy market yields and close proximity to Sydney.

### Office market fundamentals

The strength of Wollongong's economy has led to business and job growth, particularly in the professional services space. Wollongong's office market vacancy rate is currently at its lowest level in five years. The vacancy rate for A-grade stock is just 3.4%, reflecting demand for higher quality buildings. Net absorption over the 12 months to January 2018 measured 3,608 sqm, the bulk of which stemmed from the A-grade market.

Research from Knight Frank (2017) also found that 59% of businesses operating in the Wollongong CBD required commercial office space, with the top three industry sectors being Professional Services (35%), Healthcare (25%) and Financial and Insurance Services (14%).

### A-grade office space market indicators

Recent benchmarking from Herron Todd White (2018) show that rent in the Wollongong A-grade office space is affordable compared with other Sydney markets and for investors, the higher yields on offer are attractive.

### Office A-Grade Market Indicators

Market	Gross Face Rents (Lower) \$/m <sup>2</sup>	Gross Face Rents (Upper) \$/m <sup>2</sup>	Market Yield (Lower)	Market Yield (Upper)	Capital Values (Lower) \$/m <sup>2</sup>	Capital Values (Upper) \$/m <sup>2</sup>
Wollongong	\$400	\$500	7.5%	8.75%	\$2,500	\$5,000
Sydney CBD	\$1,000	\$1,300	4.5%	5.15%	\$17,000	\$23,000
North Sydney	\$850	\$980	5%	6%	\$12,000	\$15,000
Macquarie Park / North Ryde	\$400	\$500	5.5%	7%	\$6,500	\$7,500
Parramatta	\$550	\$685	5.25%	6.25%	\$8,000	\$10,000
North Shore	\$500	\$650	5.5%	6.5%	\$8,000	\$12,000
Liverpool	\$350	\$500	6%	8%	\$2,000	\$6,000

Source: Herron Todd White (2018)

### Spotlight

Key strategic advantages for industrial businesses, include:

- Proximity to major markets
- Growth area of South West Sydney and the future Aerotropolis
- Long standing existing skill base in advanced manufacturing
- Access to world-leading industrial research from the University of Wollongong
- Global connections through the planned expansion of Port Kembla as the State's second container terminal

**SALE OF**  
43 BURELLI ST FOR  
**\$46.1M**  
SET A RECORD  
IN THE WOLLONGONG  
A-GRADE OFFICE  
MARKET - CORE  
MARKET YIELD  
**OF 7.31%**

OVER THE 12 MONTHS  
TO JUNE 2017, AN  
ADDITIONAL 76  
**WHITE**  
COLLAR BUSINESSES  
BEGUN TRADING IN  
THE WOLLONGONG CBD  
(KNIGHT FRANK, 2018)  
**OVER**  
**30,000SQM**  
OF A-GRADE OFFICE  
DEVELOPMENT TO BE  
DELIVERED FROM 2020

## Four largest A-grade office developments in the CBD

Demand for A-grade office space continues to grow. The photos below show the four largest A-grade office developments in the Wollongong CBD, which could come on line within the next 24 months.



## Industrial market fundamentals

The Wollongong industrial property market is expected to continue to attract attention due to positive economic conditions, supply side challenges in Sydney and relative affordability.

Knight Frank (2018) reported that recent activity has seen owner-occupiers taking advantage of low interest rates and attractive prices to enter the market, while investors have been drawn to the area due to the high yields on offer. There has been a measured improvement

in leasing and sales activity, with growing levels of tenant migration from the Sydney market, expected to continue as Sydney industrial rental growth gains momentum. Interest from Port related industries has also been strong.

Recent benchmarking from Herron Todd White shows the value of the Wollongong industrial market for businesses looking to re-locate.

## Industrial Market Indicators

Market	Gross Face Rents (Lower) \$/m <sup>2</sup>	Gross Face Rents (Upper) \$/m <sup>2</sup>	Market Yield (Lower)	Market Yield (Upper)	Land Values (Lower) \$/m <sup>2</sup>	Land Values (Upper) \$/m <sup>2</sup>	Capital Values (Lower) \$/m <sup>2</sup>	Capital Values (Upper) \$/m <sup>2</sup>
Wollongong	\$100	\$150	7%	8.5%	\$250	\$350	\$1,500	\$2,000
South Sydney	\$180	\$250	5%	7%	\$1,000	\$1,300	\$2,500	\$4,500
Sutherland	\$150	\$250	5.25%	7%	\$650	\$1,000	\$1,750	\$3,500
Western Sydney	\$120	\$180	5.5%	8%	\$600	\$850	\$1,500	\$3,000
South Western Sydney	\$115	\$180	5.75%	7.5%	\$550	\$700	\$1,250	\$2,750

Source: Herron Todd White (2018)

# Looking to invest in Wollongong?

Advantage Wollongong is a partnership between Wollongong City Council, the NSW Department of Premier and Cabinet, and the University of Wollongong. Since 2009 Advantage Wollongong has focused on promoting Wollongong to attract new business, investment and jobs.

If you're considering doing business in Wollongong, the Advantage Wollongong team can help.



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UNIVERSITY  
OF WOLLONGONG  
AUSTRALIA

INNOVATION  
CAMPUS

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