



Wollongong

An alternative CBD location for your Contact Centre or Shared Services Centre



COPC Inc. provides consulting, training, certification, benchmarking and research for operations that support the customer experience. This analysis was completed by COPC Inc. for Invest Wollongong. The information in this report is accurate at June 2021.



Introduction

When deciding where to locate or relocate your contact centre, an organisation needs to consider factors such as:



Labour supply



Cost drivers



Government support



Existing business environment



Industry expertise

While you will need to make trade-offs when looking at these factors to decide between a city-based location or a regional location, we believe that Wollongong provides the best of both worlds. Setting up your contact centre in Wollongong provides your organisation with all the benefits of being in a major city (a large talent pool, an educated workforce, and a great business environment), along with all the benefits of being a regional location (lower costs and the potential to be an influential employer).

Wollongong has a thriving shared services industry, with more than 6,000 people already working in contact centres and other associated knowledge services.

Having an established contact centre and shared service industry in Wollongong helps new entrants access shared knowledge, established support services (recruitment and technology firms) and excellent networking opportunities.

If you have any questions, please do not hesitate to contact Mark Grimson, Economic Development Manager, Wollongong City Council or myself at COPC Inc.

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Invest Wollongong is a partnership between Wollongong City Council, the NSW Government and the University of Wollongong.

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About Wollongong

Located in the Illawarra region of New South Wales, the city of Wollongong has approximately 300,000 people and is part of Dharawal country.

The third largest city in New South Wales

The tenth largest city in Australia

Located 80 kilometres south from Sydney's CBD

A 1 hour drive from Sydney's International Airport

Wollongong has long been associated with mining and the steel industry, but as Australia has evolved from a manufacturing economy to a service economy over the last few decades, Wollongong has transformed into an innovative knowledge services-oriented city with world-class infrastructure, a highly educated labour pool and a supportive business environment.



Labour supply

There is a large pool of highly skilled workers in and around Wollongong



More than **500,000** working adults within 1-hour commute



~ **23,000** people from the Wollongong area commute to Sydney on a daily basis

Of these 23,000 commuters, approximately 62% are white-collar workers, including 9,000 managers and professionals, as well as thousands of clerical and administrative workers.

The commute to Sydney adds an extra two hours to their working day, negatively impacting home and family life and tipping the work-life balance scales much further towards work.

I am very likely to continue working with my current organisation over the next 12 months

74%



I agree my commute to work is easy

61%



I do not agree my commute to work is easy

COPC Inc.'s research into contact centre employee engagement has found there is a higher level of engagement and a higher likelihood for an individual to stay in a job if the employee feels that their commute to work is easy.

Based on this, a typical 250 seat contact centre stands to save **\$325,000** a year in attrition costs by transitioning from a capital city to Wollongong.

Source: 2021 COPC Inc. research

Government support

The NSW Government's Jobs Plus Program is designed to support companies wishing to relocate to any location within NSW either from interstate or overseas. This tiered support package may include payroll tax relief among a range of other levers, and is assessed on a case by case basis. The Jobs Plus Program is available to businesses within the Wollongong Local Government Area that meet the eligibility criteria.

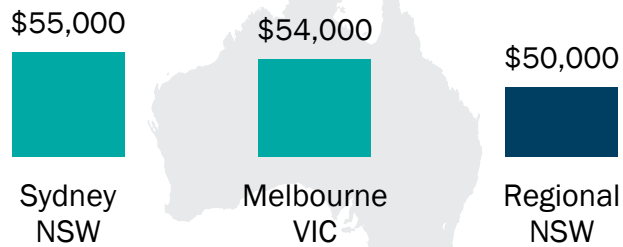
Up-and-coming talent pool

Businesses in Wollongong don't just need to rely upon the Illawarra's established skilled workforce. The University of Wollongong has more than 25,000 students studying at the Wollongong campus and there is a steady flow of qualified entrants coming into the workforce with many of these graduates choosing to start their careers while remaining in Wollongong.

Contact centre salaries

Regional NSW, including Wollongong, has lower median salaries for frontline contact centre staff.

Median Frontline Contact Centre Salaries



Source: Hays Salary Guide 2021

Multi-lingual options

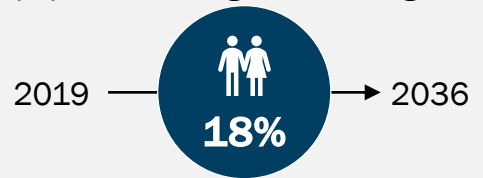
Compared to other regional contact centre destinations in Australia, Wollongong has a much higher percentage of adults who speak a language other than English. This opens up significant opportunities for multi-lingual contact centre support, which are not available elsewhere.



Source: ABS

Population growth

Wollongong is well-positioned for the future growth of any business, with the population being forecast to grow:



Source: ABS

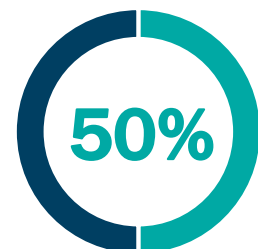
Cost drivers

A-grade office space is more affordable in Wollongong compared to other capital city markets. The Wollongong CBD is currently seeing a 70% uplift in A-grade office stock, including office space under construction or newly completed as well in the future pipeline.

Wollongong	\$425 - \$485
Sydney CBD	\$1,050 - \$1,325
Melbourne	\$845
Parramatta	\$650

Source: COPC Inc. 2021 office cost research

Based on 2021 research representing >6,000 Australian contact centre seats



attrition is 50% lower in regional centres like Wollongong.

Source: COPC Inc. 2021 industry benchmark research