



New South Wales
Department of State and
Regional Development

Sydney, New South Wales (NSW) First for Business Service Centres



Sydney has developed a strong reputation as a business service centre location for the world's leading companies. These companies are household names in industries such as finance, travel, information communications technology (ICT) and pharmaceuticals.

Why establish a business service centre in NSW

Organisations planning to establish or consolidate service centres for operational and technical support functions will find Sydney has many advantages:

- a large, mature services sector
- a highly skilled multilingual workforce
- competitive costs
- a safe, low risk business environment
- first-rate telecommunications infrastructure
- a time zone spanning the United States (US) and European markets.

Mature services sector

The services sector represents over 80 per cent of the State's economy. NSW is home to:

- 65 per cent of the foreign-owned global and Asia Pacific regional operations located in Australia
- 81 per cent of Asia Pacific finance and insurance regional operations in Australia
- 76 per cent of all ICT regional operations in Australia
- 80 per cent of multinational pharmaceutical companies in Australia
- 66 per cent of the US regional operations in Australia
- 64 per cent of regional operations from the UK and 84 per cent of those from Japan.

The business service centre industry is well established in NSW. There are more than 600 companies currently operating 60,000 seats across 1,500 service centre facilities with more than 95,000 employees – mostly in Sydney.

Multilingual and highly educated workforce

Sydney is one of the world's most cosmopolitan cities. Nearly a third of residents were born overseas and represent 140 countries.

More languages are spoken in Sydney than in any other city in the Asia Pacific. Sydney has a large population of Asian language speakers including over 225,000 Chinese speakers. There is also a large population of speakers of Arabic, Greek, Italian and other European languages.



New South Wales Government

Business Service Centres in Sydney

Air France	Air France, one of the world's leading airlines, established its multilingual sales and service centre in Sydney to consolidate its 14 existing Asia Pacific centres.
Oracle Corporation	Oracle established a major shared business services operation in Sydney. The centre operates as part of a distributed system in the Asia Pacific region. The centre maintains a focus on countries that demand multiple language skills, including Japan and Korea.
Reuters	The Reuters Support Centre employs in excess of 130 staff, specialising in supporting the data and technology underpinning Asia's financial markets.
Fidelity	Fidelity Asia Services provides centralised finance and accounting functions for Fidelity's businesses in Japan, Korea, Hong Kong SAR, Taiwan and Singapore, in addition to Australia. Growth continues with the addition of new departments, including investment marketing services, regulatory reporting, Asia regional analysis, corporate security, tax, the company secretary and treasury.
American Express	American Express established its Asia Pacific regional transaction processing and customer service operations in Sydney. The centre handles customer accounts throughout the Asia Pacific and employs 600 staff.
Deutsche Bank	Deutsche Bank Global technology/operations support and foreign exchange processing employs more than 200 high end staff in information technology, operations and corporate services to support Deutsche Bank's worldwide operation. Sydney is one of Deutsche Bank's two global processing hubs for foreign exchange and derivatives.
Eli Lilly	Lilly's Sydney based regional Centre of Excellence, the InterContinental Clinical Information Sciences unit (ICIS) is one of the largest commercial trial management operations in the pharmaceutical industry. The centre's staff plan, design, manage, monitor and analyse medical trials, not only in Australia, but throughout the world.
Cisco Systems	Cisco Systems has located one of its four global technical assistance centres in Sydney. This centre provides 24-hour-a-day customer support for the Asia Pacific region and handles the overflow from the United States and European contact centres.
Polaris	Polaris has located a new facility in Sydney to conduct software testing for Australian financial service providers. The centre will employ 160 people. Sydney was chosen because it has a long and rich history in banking and financial services and thus would be the most suitable location to support the complex requirements of leading banks in the region.
Morgan Stanley	Morgan Stanley Asia Pacific regional centre includes Operations, OTC equity derivatives, position services, stock lending, securities processing and foreign exchange, Human Resources, Financial Control and Transformation Services.
Fuji Xerox	Fuji Xerox opened a regional support centre in Sydney. The centre provides high level technical support to customers in 12 countries in the Pacific Basin.
International SOS	International SOS is a global assistance company with offices in 50 countries. The operation in Sydney employs more than 250 staff and provides customer and employee care where medical, technical and case management expertise is required. Sydney was chosen as the ideal location for companies seeking specialised, multilingual support of Australasian and Asia Pacific activities.

"Sydney was the obvious choice as the location for our IT Global Services Centre. It is the existing infrastructure and management, availability of multilingual skilled staff and global cost competitiveness which provides such an attractive combination."

– JONATHAN DONOGHUE,
HEAD OF IT, AUSTRALIA AND NEW ZEALAND
UBS AG AUSTRALIAN BRANCH

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Sydney is home to 47 per cent of Australian's Asian language speakers and 35 per cent of European language speakers.

The vibrant mix of cultures and languages makes NSW a leading location to recruit a well educated and multilingual workforce without a cost premium. Over 65 per cent of Service Centres in Sydney offer languages other than English, and over 35 per cent of Service Centres in Sydney serve international markets. Almost 55 per cent of the New South Wales working age population is educated at a tertiary level, the highest proportion of all Australian States. As at May 2006, more than 2.4 million New South Wales residents aged 15 to 64 had achieved post school qualifications, with 960,000 holding Bachelor degrees or higher.

Competitive costs

Salary levels for locally engaged employees in Sydney are well below those of other major international business capitals, including New York, London, Frankfurt, Tokyo and Hong Kong.

The cost of office space in Sydney is competitive compared with other global cities. The cost of prime office space in Sydney is 70 per cent less than in London and Tokyo, 63 per cent less than in Hong Kong, 60 per cent less than in Mumbai, and 7 per cent less than in Shanghai.

A safe, low risk business environment

Australia ranks fourth in the world for political stability and fifth in the world for best practice in business regulation, making it a low risk environment and an ideal location for business continuity and risk management operations. Australia's intellectual property (IP) protection is ranked number four in the world.

Telecommunications

NSW has a highly developed telecommunications infrastructure with six high capacity international fibre-optic cable networks linking Australia with the United States, Europe and Asia. Sydney is a major Internet-exchange point and telecommunications hub, serviced by deep sea fibre-optic cables that link high-speed and intra-city fibre cable networks.

Time zone

Located on the western Pacific Rim, Sydney is ideally suited to worldwide 'follow-the-sun' strategies that provide 24-hour customer service to global markets. Sydney's business day overlaps the closing of the United States business day and the opening of the European day. Sydney offers an effective bridge between major markets by trading ahead of Tokyo, Hong Kong and Singapore.

The NSW Department of State and Regional Development provides:

- information to assist business planning and site location
- intermediary support with telecommunications, recruitment, training, property and other business service providers
- assistance for customer contact training
- visa and immigration support
- other forms of support on a case by case basis.