

SYDNEY & NEW SOUTH WALES

Professional Services



sydneyaustralia.com





AT YOUR SERVICE

An inside look at NSW's professional services sector.

Sydney, Australia's largest city and the capital of the State of NSW, has always been famous for its iconic harbour bridge and opera house, as well as world class beaches and great hospitality.

But these days it's also internationally renowned as a hotspot for the world's leading professional services firms.

Attracting international companies in industries as varied as business advisory and consultancy, legal services, marketing, public relations, accountancy and human resources, Sydney is now at the epicentre of the Asia Pacific's professional services industry.



THE WORLD, VIA SYDNEY

Located where we are, Sydney is an ideal entry point for companies looking to invest or expand their business in the Asia Pacific region. And there are a number of reasons why Sydney is a great place to grow in this vibrant market.

For one thing the standard of living here is exceptional. The 2009 Readers' Choice Awards published by the respected Condé Nast Traveler magazine ranked Sydney as the world's best city for travellers for the eighth consecutive year. Sydney and regional NSW are great locations for businesses and expatriate staff, offering political stability, access to key amenities, as well as high levels of safety and health care.

We're also highly accessible, with easy access to a wide range of international flights in and out of the region. And importantly, you can be assured your business is entering secure territory – as our professional services sector is underpinned by a strong banking and financial services landscape, with Sydney Australia's global finance and business hub.

WE SPEAK YOUR LANGUAGE

Sydney is one of the world's most cosmopolitan cities. In fact, nearly a third of people calling our city home were born in one of 140 overseas countries. So it's little wonder that more languages are spoken here than in any other city in the Asia Pacific.

Nearly half of Australia's Asian language speakers live here, as well as almost a third of European language speakers¹. And it's this vibrant mix of cultures and languages that make NSW a great place to recruit a well educated and multilingual workforce, without paying a cost premium.

WE'RE WORKING SMARTER

NSW is the most educated State in the country, with over 57 per cent of our working population educated to a tertiary level – the highest proportion anywhere in Australia². And as at May 2009, more than 2.6 million NSW residents aged between 15 and 64 had achieved post-school qualifications, with 1.1 million Bachelor degrees or higher³.

And if you'd like to educate any of your employees further, we also have a number of professional bodies and organisations that are well equipped to help, whatever business you're in. Here's a small selection:

AUSTRALIAN INSTITUTE OF COMPANY DIRECTORS

www.companydirectors.com.au

AUSTRALIAN CENTRE FOR INTERNATIONAL COMMERCIAL ARBITRATION

www.acica.org.au

AUSTRALIAN MARKETING INSTITUTE

www.ami.org.au

THE INSTITUTE OF CHARTERED ACCOUNTANTS IN AUSTRALIA

www.charteredaccountants.com.au

THE LAW SOCIETY OF NSW

www.lawsociety.com.au

PUBLIC RELATIONS INSTITUTE OF AUSTRALIA

www.pria.com.au

SYDNEY BUSINESS CHAMBER

www.thechamber.com.au



A GOOD PLACE TO DO BUSINESS

A gateway to the entire Asia Pacific region, and with the infrastructure in place to help your company thrive, Sydney is also the smart financial choice.

For one thing, salary levels for locally engaged employees are well below those of other major international business capitals, including New York, London, Frankfurt, Tokyo and Hong Kong. And the cost of office space here is also competitive – with prices 70 per cent lower than Tokyo, 62 per cent lower than Hong Kong, 57 per cent lower than Mumbai, 52 per cent lower than London, and 12 per cent lower than Shanghai⁴.

A SAFE AND SOUND INVESTMENT

Australia ranks second in the world for political stability, and sixth in the world for the ease with which business is supported by regulation⁵ – which adds up to a low-risk business environment, and an ideal location for business continuity and risk management operations.

Australia's intellectual property (IP) protection is also ranked number eight in the world. Plus, the country is ranked second in the world for the number of days required to start up a business. So when you're ready to get down to business, we are too.

BUSINESS CONNECTIONS

Sydney is Australia's passenger and logistics gateway offering 567 weekly international flights and 159,308 weekly seats, more than double that of any other Australian city, offering efficient business connections that save you time and money.

IN TOUCH WITH THE WORLD...

Our highly developed telecommunications infrastructure makes staying in touch easy. With six high-capacity international fibre-optic cable networks linking Australia with the United States, Europe and Asia, Sydney's a major internet exchange point and telecommunications hub. So you'll get a fast connection with anyone in the world, anytime at all.

... WITH TIME TO DO BUSINESS

Located on the western Pacific Rim, Sydney is ideally suited to worldwide 'follow-the-sun' strategies that provide extended client service hours to global markets. Our business day overlaps the closing of the United States business day, as well as the opening of the European day. And by trading ahead of Tokyo, Hong Kong and Singapore, it also offers an effective bridge between major markets.



THE CITY OF BRIGHT LIGHTS

Take a look at some of the professional services organisations currently doing business in Sydney, and see why we're becoming one of the world's most exciting cities for professional service firms...

THOMSON REUTERS

Thomson Reuters is a leading source of intelligent information for the world's businesses and professionals – providing customers with competitive advantage. Now employing more than 55,000 people globally, with nearly 1,000 based in NSW, the company was first established in Australia as Thomson Corporation in 1987, before merging with Reuters in 2008.

Sydney is a key strategic location for Thomson Reuters in the Asia Pacific as it offers a wealth of professional talent and development partnerships and opportunities. Thomson Reuters' NSW employees combine industry expertise with innovative technology to deliver critical information to leading decision-makers in the financial, legal, tax and accounting, healthcare and science and media markets, powered by a world trusted news organisation.

DELOITTE

With 12 offices and over 4,500 staff in Australia, Deloitte provides audit, tax, consulting, and financial advisory services to public and private clients across the country. The largest office is in Sydney where over 1,600 employees are based. Deloitte describes itself as an employer of choice for innovative human resources programs committed to helping clients and staff excel, and dedicated to strengthening corporate responsibility, building public trust, and making a positive impact in communities. Its clients span the largest locally listed companies and State and Federal government departments to privately held Australian businesses.

NORTON ROSE

Norton Rose Australia and its affiliates are members of Norton Rose Group, a leading international legal practice offering a full business law service from offices across Europe, the Middle East and Asia Pacific. Norton Rose lawyers share industry knowledge and sector expertise across borders, enabling it to support clients anywhere in the world, with strengths in financial institutions, energy, infrastructure and commodities, transport, and technology.

Norton Rose has over 1,800 lawyers operating from 30 offices worldwide including Abu Dhabi, Amsterdam, Athens, Bahrain, Bangkok, Beijing, Brussels, Dubai, Frankfurt, Hong Kong, London, Milan, Moscow, Munich, Paris, Prague, Rome, Shanghai, Singapore, Sydney, Tokyo and Warsaw. The Sydney office was established in 1894 and is the second largest office in Norton Rose Group by headcount after London. The Sydney team comprises more than 150 lawyers, including 50 partners, and offers a full range of legal services to domestic and international clients.

JWT

Advertising agency JWT Sydney is the headquarters of JWT Australasia and part of the global JWT network, working with both large multinational companies and local organisations, big and small. One of two JWT offices in Australia, JWT Sydney provides world class, highly effective and internationally awarded multi-channel creative communication, including mainstream, digital, direct marketing, CRM, path to purchase, and brand activation. They have specialist skills in account management, strategic planning, broadcast production, print production, editing and digital strategy and execution. JWT Sydney's clients include NSW and Federal government departments, Unilever, HSBC, Kellogg's, Nokia, Energizer, Kimberley-Clark and Nestle.

BAKER & MCKENZIE

Baker & McKenzie is Australia's largest and most significant global law firm. The firm's Australian practice was established in Sydney in 1964, with its Australian lawyers working seamlessly with global colleagues, collectively providing a capacity of more than 3,900 locally qualified lawyers and 7,000 professional staff in 67 locations across 39 countries. Baker & McKenzie delivers the knowledge, experience and capabilities of its global network to clients in the local market, advising on market-leading transactions in key practice areas and industry sectors. It sources and coordinates significant cross-border assignments emanating from Australia for market-leading companies, as well as provides leading multinational companies investing and doing business in Australia with innovative legal solutions, commercially pragmatic advice and seasoned experience.

ROSSJULIAROSS

Headquartered in the Sydney CBD, RossJuliaRoss is a global, listed, Australian owned-and-operated recruitment, HR services and technology solutions organisation. Providing a comprehensive selection of end-to-end resource management solutions, it specialises in delivering the people, process and technology solutions that target the key areas that influence performance in organisations. RossJuliaRoss offers a wealth of experience in professional, generalist, ICT and executive recruitment services; as well as human resources outsourcing, technology solutions, HR consulting, managed services, payroll management, training and human resource information systems. RossJuliaRoss employs approximately 390 employees Australia-wide, with offices in every capital city, and several regional locations.

1) ABS, 2006 Census of Population and Housing 2) ABS Cat. No. 6227.0, Education and Work, Australia, May 2009 3) ABS Cat. No. 6227.0, Education and Work, Australia, May 2009 4) CB Richard Ellis, Global Office Rents, November 2009 5) IMD World Competitiveness Yearbook 2009

HOW CAN WE HELP

The NSW Government helps companies invest and do business in Sydney and NSW through Industry & Investment NSW. We can offer useful advice about doing business in Australia, and help in lots of practical ways, including:

- Market data to help you develop your business plan
- Business statistics benchmarking Sydney and NSW against other locations
- Advice on registering a business in Australia
- Introductions to potential business partners, training institutions such as universities and technical colleges, property agents, management, legal and financial services firms, regulatory and government authorities
- Market visits for your business in Sydney – arranging meetings and helping you recognise investment opportunities
- Meetings to help you recognise investment opportunities
- Business migration assistance
- Meeting rooms in Sydney's CBD, so you can meet potential clients
- Other assistance on a case-by-case basis



PROFESSIONAL SERVICES BUSINESSES IN SYDNEY

	ACCOUNTANCY/TAX	BUSINESS ADVISORY	MANAGEMENT CONSULTING	LEGAL	MARKETING/ADVERTISING	PUBLIC RELATIONS	EXECUTIVE SEARCH/RECRUITMENT
Accenture Australia			✓				
Adecco							✓
Allen & Overy				✓			
Allens Arthur Robinson		✓		✓			
Arnold Bloch Leibler		✓		✓			
Bain & Company		✓	✓				
Baker & McKenzie				✓			
Blake Dawson		✓		✓			
Booz & Company		✓	✓				
Boston Consulting Group		✓	✓				
Chandler Macleod			✓				
Clayton Utz				✓			
Clemenger BBDO					✓		
Deloitte Touche Tohmatsu	✓	✓	✓				
Ernst & Young	✓	✓					
Ferrier Hodgson	✓	✓					
Freehills				✓			
Gilbert + Tobin				✓			
Grant Thornton	✓	✓					
Hays							✓
Heidrick & Struggles							✓
Hudson							✓
JWT					✓		
KPMG	✓	✓					
LEK Consulting		✓	✓				
Lumina	✓						
Maddocks				✓			
Mallesons Stephen Jaques				✓			
Manpower							✓
Michael Page International							✓
Minter Ellison		✓		✓			
Moore Stephens	✓	✓	✓				
Norton Rose		✓		✓			
Pitcher Partners	✓	✓	✓				
PKF Australia	✓	✓	✓				
PPB Advisory	✓	✓					
PricewaterhouseCoopers	✓	✓	✓	✓			
Publicis Mojo					✓		
Randstad							✓
Robert Half							✓
RossJuliaRoss							✓
Saatchi & Saatchi					✓		
STW Group					✓	✓	
Thomson Reuters		✓				✓	
WHK Horwath	✓	✓					

INDUSTRY & INVESTMENT NSW A DEPARTMENT OF THE NEW SOUTH WALES GOVERNMENT

Claire Pamerter

Level 47, MLC Centre, 19 Martin Place, Sydney, NSW 2000

GPO Box 5477, Sydney, NSW 2001, Australia

Tel: +61 2 9338 6953 Fax: +61 2 9388 6769

Email: investment@business.nsw.gov.au

www.business.nsw.gov.au

NEW SOUTH WALES GOVERNMENT BUSINESS OFFICE INTERNATIONAL LOCATIONS

GUANGZOU – CHINA

Unit D, Level 10,
Development Center Building,
3 Linjiang Dadao, Pearl River New City,
Tianhe District, Guangzhou,
510623, P.R. China
Phone: +86 20 3785 3009

SHANGHAI – CHINA

Unit 2208, Level 22, CITIC Square,
1168 Nanjing West Road,
Shanghai 200040, P.R. China
Phone: +86 21 5292 8833

ABU DHABI – UAE

Office 804, 8th Floor,
Al Muhairy Centre, Sheikh Zayed
The First Street (No.7), Khalidiya,
Abu Dhabi, United Arab Emirates
Phone: +971 2 622 8400

MUMBAI – INDIA

34, Maker Chambers VI,
220, Jamnalal Bajaj Road,
Nariman Point,
Mumbai, 400 021, India
Phone: +91 22 6749 3030

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WWW.SYDNEYAUSTRALIA.COM**



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