

contact centre

australia's premier contact centre location

economic development

Geelong provides a powerful combination of economic services and lifestyle. Residents have an excellent quality of life.

make it

smart move

geelong voice and data contact centre april, 2001

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produced by the city of greater geelong

CONSIDERING OPTIONS FOR YOUR CONTACT CENTRE OPERATIONS?

Why not explore Geelong and let us show you what we can do for your business

An independent study by international IT&T professionals *Ambidji Group has concluded that Geelong is one of Australia's best-suited regional locations for Contact Centre operations. These include call centres as well as voice, data and email operations. Located just one hour south-west of the State capital, Melbourne, Geelong offers a mix of attributes that's hard to beat. With a growing number of centres already operating locally, including Telstra and Centrelink, the region has a demonstrated ability to cater for Contact Centres and substantial capacity for further expansion of the industry.

* Ambidji Group, Melbourne - 2000 Call Centre Location Study.

Key reasons why Geelong has been independently

Large Population Base

Geelong is Australia's 9th largest population centre and the largest regional city in Victoria with a population of 210,000 residents. The Region is similar in size to Hobart and twice the size of other Victorian regional centres such as Bendigo and Ballarat.

Geelong's demography is ideal to accommodate contact centre activities. Of the 210,000 regional population over half (56%) are aged 18-59 years, with a relatively high proportion (17%) of younger residents aged 18-29 years in comparison with the State average (15%). The higher concentration of younger people is due in part to the City being home to number of tertiary education institutions.

Geelong enjoys a multicultural population with 10% of the population (aged over 5 years) speaking a language other than English. The most common languages include Italian, Greek, Croatian, Macedonian, German, Polish and Chinese dialects.

Appropriate Labour force Attributes

Geelong has a large, flexible and adaptable labour force, well-suited for more sophisticated Contact Centres that require higher skill levels.

Large, Skilled Labour Pool

The Region has a potential labour pool (people aged 15-64 years) of about 135,000, with 90,000 active in the labour force. The population is relatively well-skilled with around 42% of adults holding a formal or workplace qualification, on-par with State and National averages.

Large Casual Labour force

Geelong has a potentially large pool of part-time and casual workers resulting from the volume of post-secondary student numbers in the Region. Deakin University has two campuses in Geelong, the Gordon Institute of TAFE is one Victoria's largest and the Marcus Oldham Farm Management College, all attract students from across Melbourne and country Victoria.

Experienced Service Sector Workers

Over the past 20 years Geelong's labour force has re-focused its skills base from traditional manufacturing activities, creating a modern and capable services industry City. Between 1976 and 1996 employment in the local services sector has grown by over 17%. Currently, almost half of the Regional population is working directly in a service industry. The majority of employees are employed in semi-skilled occupations, particularly in clerical and services-related areas (23,000 employees).

Lower Staff Turnover

Geelong enjoys a lower staff turnover ratio (approximately 3% p.a) than does its metropolitan neighbour Melbourne, with greater job satisfaction and an enhanced quality of life.

Accommodation Availability

As Victoria's largest regional centre, Geelong offers "the best of both worlds" – an excellent choice of facilities, accommodation and infrastructure without the metropolitan price tag.

The City has a range of suitable buildings currently available for potential Contact Centre operations varying in floor-space sizes (from 200m² to 10,000m² with an average cost of between \$100-\$120m²) and locations. Geelong offers greater value for money in its establishment and fit-out costs, as well as monthly rental rates. Premises are available in either CBD or outer suburban locations. There is also ample land available for purpose-built sites.



identified as a premier contact centre location

Telecommunications

Geelong has a comprehensive and extensive telecommunications environment with a significant number of facilities-based licensed communications carriers competing for business within the Region. Telstra, Cable & Wireless Optus, AAPT, Primus, Datafast and Horizon all have a presence in the Region.

Current infrastructure will support the immediate and long-term requirements of the Contact Centre industry, including broadband access.

These telecommunication carriers will negotiate further expansion of their facilities to meet individual requirements, if necessary.

The City of Greater Geelong is working closely with these service providers to ensure that local businesses enjoy the latest technology available at the most competitive rates.

Lifestyle

The Geelong Region is the gateway to the picturesque Surf Coast and world-famous Great Ocean Road.

The Region offers a unique range of lifestyle choices, ranging from modern apartments on Geelong's newly developed waterfront to ocean surrounds in towns such as Torquay and Ocean Grove. Residents also have a choice of inner-suburban or rural-residential living.

Geelong is well known for its superior education facilities as well as its comprehensive health services.

The Region has excellent shopping facilities, and offers the finest in dining and entertainment.

Training & Development

A range of local providers is available to work with Contact Centres to design and deliver appropriate training for staff.

Deakin University, the Gordon Institute of TAFE and the Geelong Science and Technology Centre offer formal vocational and tertiary education in related fields. Deakin University offers degrees and shorter courses in Information Technology, Computer Studies and Telecommunications. The Gordon Institute of TAFE offers two Certificate and Diploma courses in Information Technology and Computer Applications, Software and Software Development. The Geelong Science and Technology Centre offers a wide range of courses for business in information technology and computing which can be tailored to the needs of a client.

The Region is well represented by a number of National, State-wide and local recruitment agencies who are able to assist with sourcing of staff including, management and technical expertise. IT assistance is readily available through local agencies who provide technical support and software development expertise.

Access to Support Services

Geelong has a vast array of business support services. In instances where technical expertise is required and it cannot be sourced locally, the State's capital Melbourne is located only 55 minutes away by car on a four-lane freeway (currently being upgraded to six lanes).

Local Assistance

The City of Greater Geelong supports the development of its City as a Contact Centre destination and will work with clients to address their total range of requirements. This includes identification of suitable premises, preparation of concept plans for preferred sites, liaising with public authorities and introductions to a range of local service and training providers.

The City will negotiate its own municipal charges to facilitate Contact Centre development in the Region.

Through a close working relationship with the Victorian Government's Department of State and Regional Development, the City can work with organisations that may meet the criteria to access financial incentives.





Want to know more?

Why not contact us for a more detailed submission

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Or
visit our website

geelongsmartmove.com/contact_centre