

Cost factors swayed Bond's move to Wollongong

Bond International Software's Tony de Liseo says simple mathematics helped his company decide to move its Asia Pacific headquarters and IT development centre to Wollongong 13 years ago.

Bond International Software Asia Pacific Manager Tony de Liseo and Managing Director Fiona Leen with some of the team at their Wollongong office.

"The rent for our first office in Wollongong was less than what I was paying for a carpark space at my office in Sydney - and here we had four car spaces. It was a no-brainer!" says Mr de Liseo, who is Bond's Asia Pacific Manager.

Bond is a UK-based company that specialises in developing software and providing support services for human resources departments of large national and international corporations and staff recruitment consultancies.

The 20-strong multicultural team at the Wollongong office service clients across Australia and Asia Pacific, as far away as Japan, China, Hong Kong and South America with software

development, servicing and technical support, including a help desk.

"Technology allows us to service our clients anywhere in the world. It is possible to work on a client's site or equipment literally within seconds," Mr de Liseo says. "So you need to look at other factors when you are deciding on a location.

"We chose Wollongong 13 years ago for several reasons. Cost of office space - and parking - was a factor, but so was quality of life and access to better staff."

The University of Wollongong has one of the largest Informatics Faculties in Australia, with

a reputation for producing outstanding graduates in computer sciences and software engineering.

"We have great access to well-trained graduates from the University of Wollongong who want to stay in the area, as well as people who have been commuting to Sydney but are looking for jobs closer to home," Mr de Liseo said. "We've even attracted staff from our UK office who wanted to experience the lifestyle.

"Since moving to Wollongong we've also had incredibly low staff turnover - much lower than the industry average and the lowest of any Bond office in the world. This has great advantages in the

retention of corporate knowledge and continuity for our clients."

Mr de Liseo believes the quantum difference in cost structures between a Sydney CBD location and Wollongong helped them manage the economic slowdown during the GFC.

"There is no reason to be in town (Sydney) when you can be in Wollongong. The rents are cheaper, the wages are lower, you have access to better staff and the quality of life is better."

The State Government through NSW Trade & Investment has provided Bond with assistance to help grow the business through a range of programs and services.



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