

# Boom time for skilled

By Natalie Oliveri

AUSTRALIA is in the midst of a skilled labour shortage, but Parramatta businesses are having no problems attracting workers.

That's according to a recent survey of 55 local based companies by a North Parramatta recruitment company.

The survey found that once managers hired the right staff, they did not have to offer extra incentives to draw workers to Parramatta and its surrounding suburbs.

Sascha Charlton, managing director of Advance Recruitments, the company that conducted the survey, said it reinforced Parramatta's place as business hub.

"Parramatta businesses are not immune to the labour shortage, but the important thing is that workers are coming here without the offer of higher wages - it's the quality of life factors bringing them here instead," Ms Charlton said.

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**Sascha Charlton**  
Advance Recruitments

"Plus it's accessible from so many different areas in terms of transport."

Companies in areas such as the North Shore were suffering from the skills shortage because housing prices had become too expensive for the workers, she said.

Another of key finding was that 92 per cent of businesses said staff turnover rates were lower, or similar to turnover rates in the company's other locations.

Ms Charlton said her company had been in North Parramatta for 14 years and in that time, the area had changed dramatically.

She said business in and around the CBD would continue grow because of the large number of job opportunities available.



**No shortage:** Parramatta is going against the national trend of a skilled labour shortage.

Picture: Natalie Spiteri