

Survey shows beneficial aspects of the city as a jobs centre

The chamber has always held an unshakable belief that Parramatta is a thriving city offering key incentives to businesses. It is now gratifying to read the results of this latest survey which conclusively supports this position," according to the president Stephanie Dale.

Ms Dale was referring to Advance Recruitments Parramatta Labour Survey, conducted in December 2006, and endorsed by the chamber and Parramatta City Council.

"With key findings such as reduced staff turnover and increased business volumes this report is a wonderful demonstration to all businesses of the value and financial returns associated with location in Parramatta," she said.

The key findings were: 27 per cent of respondents have relocated staff to Parramatta in the last three years, and of the businesses who tracked employee outcomes, staff retention climbed 66 per cent; businesses replaced 120 staff in the previous year and employed additional 145 staff due to growth; 92 per

cent reported turnover in their Parramatta offices was either similar to, or lower than, turnover rates in the organisation's other locations.

"While not immune to the well-publicised skills shortage, the survey indicated that businesses within the city were coping with labour shortages as they had the good access to available labour," said Sascha Charlton, managing director at Advance Recruitments in Parramatta.

"This is due in no small part to the relative affordability of housing in the Western Sydney region,"



Sascha Charlton