

Our Reference: JH:AB

10 August 2009

The Research Director  
Economic Development Committee  
Parliament House  
George Street  
Brisbane QLD 4000

**BY EMAIL: [edc@parliament.qld.gov.au](mailto:edc@parliament.qld.gov.au)**

Dear Research Director

**RE: SUBMISSION**

We are writing in response to the Economic Development Committee Issues Paper No. 1 (July 2009).

We believe that the Queensland Government should promote regional call centres to ensure competitiveness in the global marketplace, by utilising the advantages of regional Queensland. We note that all of the 15 key industries identified under the *Smart Industry Policy and Decision Making Framework* require administration support and in particular, call centres to respond to enquiries, process sales, make reservations and provide general information.

In 2000, we conducted a national research project into the call centre industry to identify issues within the industry. This assisted us to address these issues by developing strategies and policies to assist our members. As a result of the research project we were able to collect and collate a vast amount of information (all statistics herein are based upon our findings). We are currently in the process of surveying call centre employees again to determine the outcome of our project and further enhance our members employment conditions in the call centre industry.

Approximately 70% of all call centres in Australia are located in either Sydney or Melbourne. Whilst it appears that large corporations are recognising the advantages of regionally located call centres, we believe that the Queensland Government should actively promote these advantages and provide financial incentives towards the establishment of regional call centres.

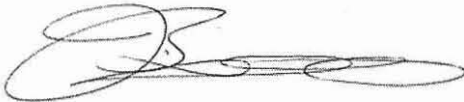
Regional call centres provide organisations with a large number of advantages. In particular, floor space regionally is overall cheaper than floor space located in capital cities. Organisations with regional call centres usually have a lower turn over rate due to the stable nature of the regional workforce. In addition, wage costs are approximately 5-10% lower in regional locations.

We note that all of the key industries listed in the *Smart Industry Policy and Decision Making Framework*, with the exception of processed foods, are male dominated industries. The call centre industry is a female dominated industry and provided employment for the skilled and semi- skilled workforce. We believe that the establishment of call centres in regional Queensland would promote regional employment.

In the event that the Queensland Government considers the promotion of additional industries we request that consideration is given to the establishment of call centres within these additional industries in Queensland generally.

If you have any further enquiries please contact Australian Services Union Assistant Branch Secretary, Mr Kevin Place on 07 3252 8666.

Yours faithfully

A handwritten signature in black ink, appearing to read 'Julie Bignell', with a stylized flourish at the end.

Julie Bignell  
**BRANCH SECRETARY**