



DELL WE CITIES 2017

Sydney, NSW Case Study

July 2017



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Sydney, NSW Case Study

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Overview & Overall Scores

Sydney, NSW



Sydney, New South Wales

Overall Score: 45.4 out of 100 / Overall Rank: 11 out of 50

Metropolitan Sydney is classified as Greater Sydney (Greater Capital City Statistical Area) by the Australian Bureau of Statistics (ABS). The area extends from Wyong and Gosford in the north to the Royal National Park in the south and follows the coastline in between. Towards the west, the region includes the Blue Mountains, Wollondilly and Hawkesbury. Greater Sydney covers 12,367.7 square kilometers and is made up of 43 local councils.

These councils contain more than 650 suburbs that are largely linked by a complex transport network including heavy and light rail services, public and private bus services, ferry services, taxis and a road and cycle network. Geographically, Sydney is fringed by the Tasman Sea to the east, the Blue Mountains to the west, the Hawkesbury River to the north and the Woronora Plateau to the south. The Parramatta, Georges and Cooks rivers are some of the major tributaries that flow to the coastline of Sydney.

Greater Sydney has a population of 4.5 million and the city has a Gross Metro Product of USD \$259 billion (2016).



Sydney Rankings

MARKET No. 25



Policy	30
Access	11
Cost	15
Size	26

TALENT No. 16



Access to Qualified Personnel	10
Women's Skill & Experience	25

CAPITAL No. 23



Capital Base	13
Gender Proportion	32
Number/Value	21

CULTURE No. 2



Policy	2
Attitudes & Experiences	12
Access to Mentors/ Role Models	6

TECH No. 23



Policy	24
Cost	34
Connected	22

Notable Policies & Practices

Sydney, NSW



Policies and Practices Impacting Women Entrepreneurs in Sydney

- **The New South Wales state government is actively seeking to promote innovation and technology:** the Jobs for New South Wales (NSW) program directs a USD \$142.99 million state fund which is calling for expressions of interest from business incubators and entrepreneur support groups to partner with the government to deliver a “Sydney Startup Hub.”
- Mentoring and peer networking opportunities will continue to grow through accelerator, incubator, and university programs like the Sydney School for Entrepreneurship and the city’s dedicated entrepreneurship district.
- In October 2015, the Australian Council of Superannuation Investors (ACSI) **released governance guidelines which consider recommending against the re-election of directors in companies with limited gender diversity at the board level**, following from a 2014 ACSI policy that targeted 30 percent women on each ASX200 board by the end of 2017.

Policies and Practices Impacting Women Entrepreneurs in Sydney

- As of November 2016, ASCI's members have endorsed a [voting policy for 2017 that rejects male board candidates from companies if the boards have not committed to reviewing and renewing their membership at ASCI.](#)
- Almost 25 percent of board positions in the ASX200 are now occupied by women; and notably, from November 2015 to November 2016, women comprised more than 40 percent of all board appointments, which has led to a record level of representation.
- Even though a high percentage of women in Sydney are users of the internet (89 percent) and smart phones (89 percent), **their ranks are only No. 20 and No. 21, respectively, among 2017 WE Cities.**
- The current **Prime Minister, Malcolm Turnbull, introduced the Innovation Agenda in 2015.** This government initiative is made up of 4 pillars, one of which is focused on talent and skills.
- The government [committed AU \\$65 million](#) in July 2016 to embracing the digital age which encourages students to **develop the STEM skills** needed for the changing workforce.

Areas to Improve

Sydney, NSW



IHS Markit™



Areas to Improve in Sydney

Equity in Wages/Earnings

- **Australia's gender wage gap is quite small** (currently 16.0 percent) when compared to the average gender pay gap in the US and many other places. The gender equality in Australia has been in this range for quite a while as the average gap has fluctuated between 15 percent and 19 percent over the last two decades. However, not all industries are created equal, so to speak. The total remuneration pay gap for full-time employment in the Professional, Scientific and Technical Services (including accounting, legal, consultancy, and engineering services) is higher at 27.5 percent, and the figure sits at 23.5 percent within the Information, Media and Telecommunications sector.

Housing Costs

- **Housing costs have escalated significantly in Sydney in recent years**, which is an impediment for entrepreneurs attempting to establish themselves in the city. Property prices grew 13.1 percent over the last year, and the median housing prices have now risen to USD \$868,000. The federal government is exploring options to address the issue, but there are unlikely to be any immediate solutions.

Markets

Sydney, NSW



Markets in Sydney

Ranked No. 10 best among [Dell Future Ready Economies](#) in 2015, Sydney ranks No. 25 in the 2017 Dell WE Cities Index Markets pillar even though it was not one of the largest cities in the index.

- **Sydney is the business and financial center of Australia's economy and the No. 8 largest in the world.** Greater Sydney generates almost one-fifth of that gross product, more than Phoenix, San Diego, and Denver (as compared to US metro areas). Sydney's top industries by employment (in addition to retail trade, education, and health services) include finance, professional and business services. And, Sydney leads Australia in creative and innovative enterprises with an economy that exhibits high productivity across a range of sectors.
- **The metro area is undergoing rapid commercial development** and IHS Markit forecasts strong average annual growth through 2021, which is not typical for an advanced economy. However, Sydney's strong average annual growth is owed, in significant part, to its connectedness to the dynamic Asian economies.
- The New South Wales (NSW) **state government is actively seeking to promote innovation and technology** as an avenue for creating new jobs and encouraging investment. The Jobs for NSW program directs a USD \$142.99 million state fund which is calling for expressions of interest from business incubators and entrepreneur support groups to partner with the government to deliver a "Sydney Startup Hub."

Markets in Sydney

- The government is seeking to utilize 15,000 square meters in the central business district to **generate 150,000 new jobs in Sydney by March 2019** and will consider rental subsidies, loans or guarantees for potential partners.
- Among the subcomponents of the Markets pillar, **the city ranked relatively high (No. 15) on Costs, in part because of the ease of starting a business**: Australia ranks No. 5 among nations in The Wall Street Journal Heritage Foundation measure of economic freedom and No. 15 in the World Bank's [Doing Business](#) ranking. CBRE, Australia's largest commercial real estate services company, ranked Sydney No. 22 lowest among the world's large metros in [office occupancy costs](#), at less than one-third that of Hong Kong.
- **As for areas for improvement, Sydney's high-quality transportation infrastructure will require upgrading** to keep pace with industrial change and the additional one million people expected to inhabit the city over the next 10 years. A light rail program is underway, which will feature 19 stops along 12km, extending from Circular Quay to Randwick, and the USD \$8 billion "Green Square" is Australia's largest urban re-development project.

Talent

Sydney, NSW



Talent in Sydney

Sydney is truly an international city, recognized as one of the most connected in the world.

- 40 percent of **Sydney's population was born overseas**, and as a global gateway city, **it draws over 10 million visitors annually**. In fact, only the U.S. and U.K. attract more international students to their universities.
- According to the annual [StartUp Muster Survey 2016](#), [33 percent of startups across Australia were founded in Sydney](#) and 23.5 percent of startups across Australia were founded by women.
- **Greater Sydney also boasts a highly educated workforce**, with nearly half of the working age population holding higher education qualifications. The level of educational attainment in the city may be in part due to the fact that the city offers a range of tertiary study options, with six universities in total.
- Among these are the **University of Sydney, which ranks No. 45 of the [1000 Best Global Universities](#)** (as evaluated by the *U.S. News and World Report* in 2017), the University of Technology (Sydney), Macquarie University, University of New South Wales, the Australian Catholic University and Western Sydney University.
- **The Greater Sydney region also plays host to three globally accredited Masters of Business Administration (MBA) programs**, with the University of Sydney Business School, established in January 2011, having the most prestigious program among them. In 2016, this school ranked No. 30 in the world for business and management and No. 18 in the world for accounting and finance, according to the [QS World University Rankings](#).

Talent in Sydney

- In 2015, the **University of Sydney Business School became one of the first business schools in the world to attract more women than men to its MBA program.** In 2015, women outnumbered men in enrollment, comprising 55 percent of that year's class.
- With regard to local education, it is also notable that the **University of Technology Sydney, provides support to females in the Women in Engineering & IT Program**, an initiative designed to address the low rate of enrollment in those subjects.
- The government has also allocated USD \$18.8 million to establish the [Sydney School for Entrepreneurship](#), which will open in the second half of 2017. The school is [modeled on the successful Stockholm School for Entrepreneurship](#), which has graduated 13,000 students over 19 years, with three startups from the school reaching net values of over USD \$500 million.
- Together, these programs mean the metro area not only has a large pool of women with business management education and entrepreneurial aspirations, but also a local talent pool from which female entrepreneurs can recruit qualified personnel. In fact, professionals comprise [more than one-quarter of the city's labor force](#).
- Across Australia more broadly, [only one in four startups are led by women and 10-18 percent of venture-backed companies have a female founder](#).

“Women make up 34 percent of all small business operations.”

Talent in Sydney



- Successful female entrepreneurs are, however, becoming more prominent – serial entrepreneur Jo Burstons is the founder of Job Capital, and now works with Inspiring Rare Birds, which aims for a global community of 1 million women entrepreneurs in 2020, and published the recent book “Rare Birds: Australia’s 50 Influential Women Entrepreneurs.”
- Data from the Australian Bureau of Statistics also shows **women make up 34 percent of all small business operators (668,670 women)**. This represents a 46 percent increase during the past two decades.
- According to a study on [Women on Boards](#), published in 2015 by MSCI, women comprise 23 percent of board of director positions at Australian companies. This number could grow as groups such as the [Australia chapter of the 30% Club](#), launched in the U.K. in 2010 with a goal of achieving 30 percent women on FTSE-100 boards by the end of 2015, are helping to increase the number of women in corporate leadership.



Capital

Sydney, NSW



Capital in Sydney

Venture capital for startups is becoming more widely available across Australia.

- [There are currently USD \\$1.96 billion in funds under management as of 2016](#) and Australia instituted a new USD \$8 million Incubator Support Program to support incubators and accelerators.
- Nonprofit [TechSydney](#) has also been established to turn Sydney into a world-class hub through improved local and global connectedness, featuring collaboration between startups and tech giants like Airbnb and Amazon. According to the [2017 Global Startup Ecosystem report](#) by Startup Genome, **Sydney boasts 1,300– 2,100 active tech startups and a new wave of growth.** As an example, one of Australia's most successful startups, Atlassian, which listed on the NASDAQ Stock Market in 2015 with a starting value of USD \$4.4 billion, was founded in Sydney.
- **Federal [tax incentives](#) have been established to boost angel funding**, such as a 20 percent non-refundable tax offset on investment, capped at USD \$150,000 per investor per year, as well as a 10 year capital gains tax exemption for qualifying investments held for at least twelve months.
- **Sydney scores relatively lower on indicators related to gender proportion of funding.** It ranks **No. 35 for the percent of city businesses with a woman founder or executive that is in a second funding round or higher.** The city ranks No. 31 for the percent of VC funds given to businesses with at least 25 percent female executives and No. 26 for the percent of total investment companies with at least one female executive.

Culture

Sydney, NSW



Culture

In the 2017 WE Cities Index, Sydney ranks No. 2 for Culture, behind only New York City, and No. 2 for the Culture subcategory Policy, trailing only Amsterdam.

- **Sydney has a growing start-up culture**, although Melbourne is also regarded as a significant hub of technological innovation in Australia. Mercer's Quality of Life Index places Sydney No. 10 globally, ahead of all Asian cities except Auckland, with high ranks for numerous health, safety and security, and livability measures.
- The city is notable for its local and nationwide networking groups such as the [Women's Network](#), [Australian Women Chamber of Commerce and Industry](#), [League of Extraordinary Women](#), and Sydney chapter of [Women as Entrepreneurs](#), among others.
- **Mentoring and networking opportunities are growing in Sydney**, through the growing number of accelerator, incubator and partner programs. These services are likely to grow further in the coming years as the Sydney School for Entrepreneurship begins courses and a dedicated entrepreneurship district is established in the city.



Culture in Sydney

- **The female president** of the [Business Council of Australia](#) and **Sydney's female mayor**, Clover Moore provide examples of powerful women that serve as role models for Sydney women entrepreneurs.
- **Sydney is also progressive in government policy on fair pay, maternity and paternity leave, gender based data collection, and nondiscrimination in hiring.** Indeed, the [Australian Sex Discrimination Act 1984](#) prohibited discrimination on the grounds of sex when providing services relating to banking, insurance, and the provision of grants, loans, credit or finance.
- The federal government provides 18 weeks leave paid at the minimum wage to new parents earning less than USD \$113,000. Many employers also offer maternity leave plans which can currently be accessed in addition to this payment.
- However, **the government is currently considering restrictions to prevent parents from accessing both public and corporate maternity leave benefit plans at the same time**, which is [described locally as “double-dipping.”](#)

Technology

Sydney, NSW



Technology in Sydney

Sydney ranked No. 22 in Connectivity of Women by scoring in the top 25 for indicators of internet and smart phone use.

- According to the Australian Bureau of Statistics Internet Use Report 2016, the number of fiber (high-speed) connections increased to more than 1.4 million connections – an increase of 122 percent – between December 2015 and December 2016.
- **Sydney ranked No. 20 in the percent of women with access to the internet.** Many now access the internet via their mobile phones. **The city ranked No. 21 for the percent of women with mobile phones.** However, as the 2015 GSMA report [Bridging the Gender Gap: Mobile Access and Usage in Low and Middle Income Countries](#) pointed out, women use the internet differently than men, and often at different times.
- Thus, there can be hidden costs for women if mobile plans are not optimized to their usage habits. Cost comparisons can provide some indication of the relative barrier and **Sydney has a relatively high cost for internet and mobile services, ranking No. 34 in the overall Cost category.**

Technology in Sydney

- **Sydney ranked No. 18 on Technology.** Training for Women and has a Sydney chapter of [Girls Who Code](#) and a regional network of [Women in Technology International](#).
- One Northern Sydney company, [Teacup Techies](#), founded by IT veteran Mary-Louise Parkinson, assures women that they do not have to understand the workings of a technology in order to use it effectively. Teacup Techies focusses on areas that women specifically need and want, and trains clients in the privacy of their home on how to use their technology and gain computer literacy.
- **The Australian Bureau of Statistics does collect some gender level data on internet use.** However, like many cities, Sydney does not systematically collect and make data on technology use by gender publically available.
- An organization in Sydney called [Economic Security for Women \(eS4W\)](#) is “working for improved access to gender data and analysis for the purposes of policy development and monitoring” in Australia. While eS4W’s focus is on economic issues, in today’s information economy, [technology access greatly impacts one’s ability to earn income and generate wealth](#).
- **Collecting information on technology use and access at the gender level and making it public would help** toward making sure the city has inclusive access to technology enabling more women and women entrepreneurs reach their potential.

Sydney Women Entrepreneurs

Sydney, NSW



JO BURSTON

Founder and CEO, Job Capital and of Inspiring Rare Birds



Job Capital Is a multi-award winning outsource payroll, salary packaging and full services migration and mobility (visas) company providing who's customers are recruitment agencies, individuals, corporate companies, government, entrepreneurial ventures & SMEs.

Inspiring Rare Birds This company was started when Jo traveled around to schools in Australia in 2013 and asked young girls what they thought and entrepreneur was – a lot of girls didn't know, those that did thought it was a man. Inspiring Rare Birds stemmed from this as a way to create change and opportunity for women in entrepreneurship. The organizations mission is to see one million women entrepreneurs by 2020 through mentorship, access to capital and grant funding, storytelling, connectedness with other entrepreneurs, and education.

Background: Jo has been recognized as one of Australia's top entrepreneurs for the past six years and is a leading authority on global women's entrepreneurship, entrepreneurship as a whole, and SMB markets. She has personally advised the Prime Minister and the top 20 heads of entrepreneurship and innovation in Australia across academics, industry, and government. She has released three books – Brilliant BusinessKids, Australia's 50 Influential Women Entrepreneurs, and #IFSHECANICAN.

Recent coverage:

- Career Advice from Serial-Entrepreneur Jo Burston – [Harper's Bazar AU](#)
- 9 Inspiring Tech Entrepreneurs (That also happen to be women) – [Lifehacker](#)
- Australia's nine most influential female entrepreneurs 2016 – [The Sydney Morning Herald](#)
- The trailblazing women founders of Canva, Job Capital, AgentArts and Envato [Australian Financial Review](#)
- This startup's goal: To inspire a million women - [Mashable](#)
- Meet the boss: Entrepreneur Jo Burston - [Sydney Morning Herald](#)



DEB NOLLER

CEO, Switch Automation



Switch Automation is a smart building and IoT platform. The company provides cloud-hosted software layer that connects monitoring and energy metering devices in sub-systems in a building. Then, property management professionals use the Switch Platform to understand building performance, employ fault detection and diagnostics, and execute real-time control and command.

Background: Deb is the CEO of Switch Automation. She has more than 20 years of experience in technology, sustainability and commercial real estate, and she has helped large industries use technology to achieve operational and energy efficiency savings. Prior to starting Switch Automation, she was a Web Developer at E*TRADE Australia. She holds a Bachelors of Commerce in Accounting and Computer Science from James Cook University in Australia.

Recent coverage:

- Three Key FM/CRE Decisions for Smart Building Programs – [Facilities Net](#)
- An API recipe for the disruption of traditional industries – [Network World](#)
- The Smart Buildings Sector Needs to Get Specific on ROI – [Memoori](#)

FELICITY ZADRO

Founder and Managing
Director, ZADRO



ZADRO is a public relations/marketing company that specializes in strategic integrated communications tailored for businesses and associations.

Background: Felicity is the founder and Managing Director of the ZADRO. Recently, she was named one of Australia's nine most influential female entrepreneurs in 2017 by The Sydney Morning Herald (Fairfax Media). Felicity started her company in 2007 when she saw a need to bring integrated marketing communications to businesses. She holds a B.A. in Social Sciences and a Masters of Arts in Communication Management from the University of Technology Sydney.

Recent coverage:

- Australia's nine most influential female entrepreneurs 2017 – [The Sydney Morning Herald](#)
- EEAA's new Board combines a stable core of Directors and two fresh new appointments – [ITCM](#)
- Zadro Moves To Bigger Office To Further Agency Growth – [B&T Marketing & Media](#)

ANGELA VITHOULKAS

Founder, VIVO Cafe



VIVO Cafe is a multi-award winning café located in Sydney's CBD.

Background: Angela is the founder of VIVO Cafe. She has been the recipient of numerous accolades, including City of Sydney Business of the Year, City of Sydney Café of the Year, NSW Entrepreneur of the Year, and 2007 Telstra Women's Business Owner of the Year. In 2015, she was named as one of Australia's Top 9 Influential Female Entrepreneurs. A second term Independent Councillor, she is also the first Australian Greek woman to be elected as a Councillor for the City of Sydney. Five years ago, Angela founded Eagle Waves Small Business Radio, a podcasting platform dedicated to helping small businesses. She also regularly appears on the ABC, ABC News 24, The Drum, 2GB, 2UE and 7 News.

Recent coverage:

- Podcast: Talking business and life in politics with Angela Vithoulkas – [Women's Agenda](#)
- Further delays to Sydney CBD light rail construction leave retailers struggling – [The Sydney Morning Herald](#)
- Light Rail Construction Derails Small Business – [Alt Media](#)

