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The New Zealand Tech Sector

KEY METRICS 2021

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HANGARAU KIA ORA TĀTOU KATOA | TECH FOR GOOD

The New Zealand Technology Ecosystem

NZTech is a not–for–profit collective impact association with a mission to support a values–led, nationally connected tech community that is collectively lifting equity, sustainability and prosperity for all in Aotearoa, by creating jobs, export growth and impact through tech for good.

We believe in fact based decision making and to support this, in 2016 in collaboration with the New Zealand Government, we set about defining the New Zealand tech sector and started tracking metrics from across the broader tech ecosystem.

This document provides a summary of updated key metrics for the New Zealand technology sector and broader tech ecosystem for 2021.

Our values

CONNECTION
WHANAUNGA

We are highly-collaborative and connected. We are a tech whānau.

CARE
MANAAKITANGA

We care deeply for people, place and planet and we support each others' aspirations.

INCLUSION
MANA TAURITE

We lead with diversity and are globally-recognised for weaving indigenous values and thinking into our Tech.
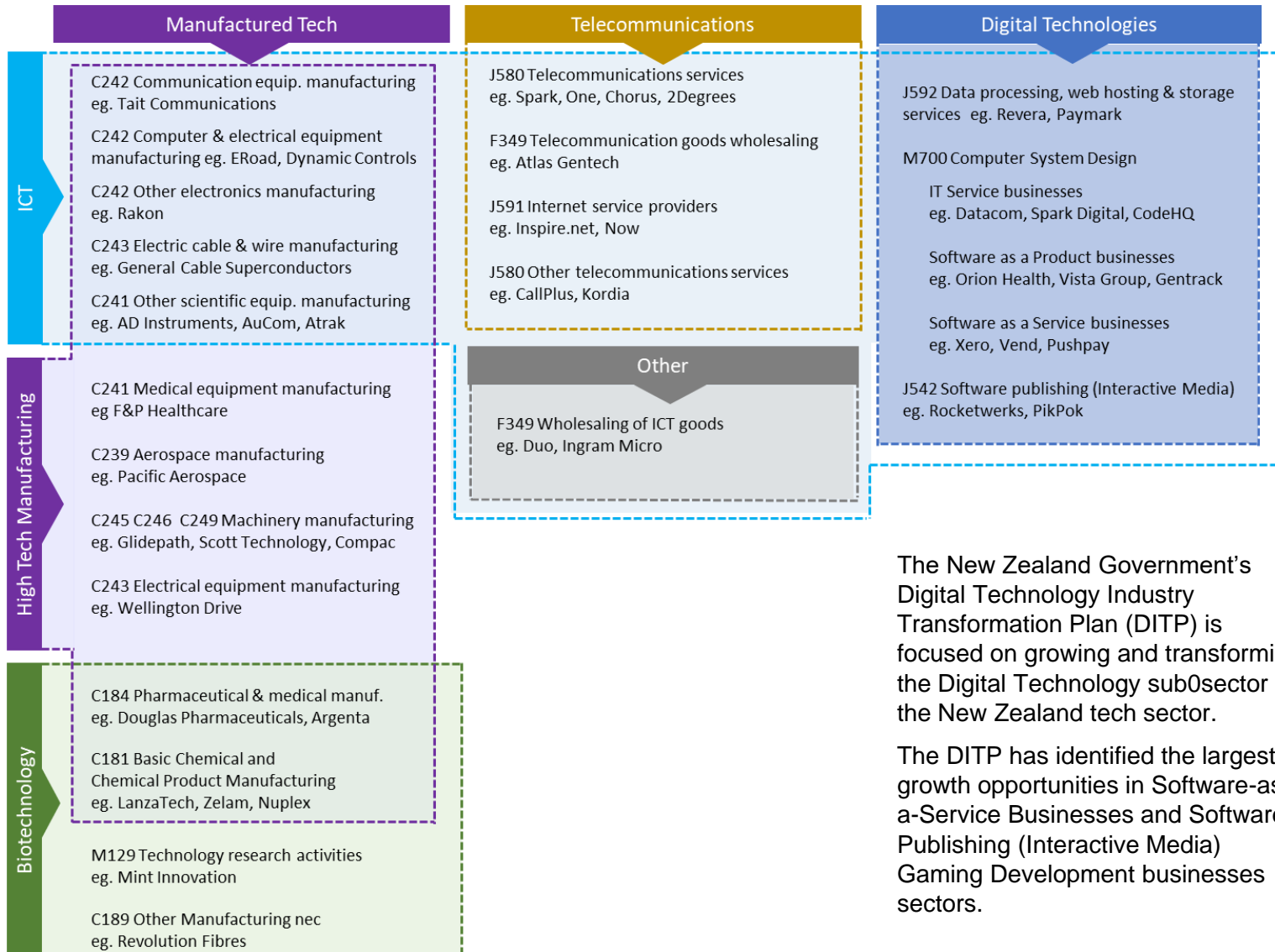
CREATIVITY
AUAHATANGA

We are an innovative, impact-driven community - we focus on missions of impact that lift people, place and planet.

LEADERSHIP
RANGATIRATANGA

We work together with integrity and ambition to lead the world in tech for good.

The Tech Sector // definition

The Tech Sector is made up of ICT and Digital Technology, Hi-Tech Manufacturing and Biotechnology firms. While not perfect, using standard ANZSIC codes enables international comparison and long-term tracking.

Manufactured Tech

ICT

C242 Communication equip. manufacturing eg. Tait Communications

C242 Computer & electrical equipment manufacturing eg. ERoad, Dynamic Controls

C242 Other electronics manufacturing eg. Rakon

C243 Electric cable & wire manufacturing eg. General Cable Superconductors

C241 Other scientific equip. manufacturing eg. AD Instruments, AuCom, Atrak

High Tech Manufacturing

C241 Medical equipment manufacturing eg F&P Healthcare

C239 Aerospace manufacturing eg. Pacific Aerospace

C245 C246 C249 Machinery manufacturing eg. Glidepath, Scott Technology, Compac

C243 Electrical equipment manufacturing eg. Wellington Drive

Biotechnology

C184 Pharmaceutical & medical manuf. eg. Douglas Pharmaceuticals, Argenta

C181 Basic Chemical and Chemical Product Manufacturing eg. LanzaTech, Zelam, Nuplex

M129 Technology research activities eg. Mint Innovation

C189 Other Manufacturing nec eg. Revolution Fibres

Telecommunications

J580 Telecommunications services eg. Spark, One, Chorus, 2Degrees

F349 Telecommunication goods wholesaling eg. Atlas Gentech

J591 Internet service providers eg. Inspire.net, Now

J580 Other telecommunications services eg. CallPlus, Kordia

Other

F349 Wholesaling of ICT goods eg. Duo, Ingram Micro

Digital Technologies

J592 Data processing, web hosting & storage services eg. Revera, Paymark

M700 Computer System Design

IT Service businesses eg. Datacom, Spark Digital, CodeHQ

Software as a Product businesses eg. Orion Health, Vista Group, Gentrack

Software as a Service businesses eg. Xero, Vend, Pushpay

J542 Software publishing (Interactive Media) eg. Rocketwerks, PikPok

The New Zealand Government's Digital Technology Industry Transformation Plan (DITP) is focused on growing and transforming the Digital Technology sub0sector of the New Zealand tech sector.

The DITP has identified the largest growth opportunities in Software-as-a-Service Businesses and Software Publishing (Interactive Media) Gaming Development businesses sectors.

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The Tech Sector // economics

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NZ's Tech Sector had

23,139

companies in 2021

Source: Statistics NZ 2022

NZ's Tech Sector employed

113,440

people in 2021

Source: Statistics NZ 2022

NZ's Tech Sector employs

5%

of the NZ workforce

Source: Statistics NZ 2022

NZ's Tech Sector contributed

$18.8b

to GDP in 2021

Source: Statistics NZ 2022

NZ's Top 200 Tech Exporters had

$13.9b

revenues in 2021

Source: TIN Report 2022

NZ's Top 200 Tech Exporters revenues grew

11.5%

between 2020 to 2021

Source: TIN Report 2022

NZ's Tech Sector contributes

7%

of NZ's GDP

Source: Statistics NZ 2022

Each new Tech Sector job creates

4.8 new jobs

Source: Digital Nation Report, 2016

Each 4% growth in Tech Sector productivity creates

$2.7b

additional GDP

Source: Digital Nation Report, 2016

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The Tech Sector // exports

NZ's Tech Sector exported

$7.8b

globally in 2021

Source: Statistics NZ 2022

NZ's Tech Sector exports shrank

5%

between 2020 to 2021

Source: Statistics NZ 2022

NZ's Tech Sector exports were

10%

of NZ exports in 2021

Source: Statistics NZ 2022

NZ's Tech Sector is the

2nd

largest export sector

Source: Statistics NZ 2022

NZ's Top 200 Tech Exporters had

$10.4b

in offshore sales, 2021

Source: TIN Report 2022

NZ's Top 200 Tech Exporters offshore sales grew

11.1%

between 2020 to 2021

Source: TIN Report 2022

NZ's Tech Sector digital exports were

$1.9b

globally in 2021

Source: Statistics NZ 2022

NZ's Tech Sector digital exports grew

6%

between 2020 to 2021

Source: Statistics NZ 2022

NZ's Tech Sector hi-tech exports were

$5.8b

globally in 2021

Source: Statistics NZ 2022

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The Tech Sector // education

12,948
Year 13 students enrolled in digital tech courses in 2021

Source: Ministry of Education 2022

27%
of Year 13 students enrolled in digital tech courses in 2021 were Female

Source: Ministry of Education 2022

1,185
more Year 9-13 students enrolled in digital tech courses in 2021 than 2020

Source: Ministry of Education 2022

12,045
Computer Science, InfoTech & Software Engineering domestic students studying IT degree level in 2021

Source: Ministry of Education 2022

2,440
Computer Science, InfoTech & Software Engineering domestic students graduated with IT degrees in 2021

Source: Ministry of Education 2022

1%
Growth of students studying at IT degree level in 2021

Source: Ministry of Education 2022

24.6%
of students graduating with IT degrees in 2021 were Female

Source: Ministry of Education 2022

6.6%
of students graduating with IT degrees in 2021 were Māori

Source: Ministry of Education 2022

5.0%
of students graduating with IT degrees in 2021 were Pasifika

Source: Ministry of Education 2022

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The Tech Sector // employment by region

	High Tech Manufacturing Employment	Percent of High Tech Manufacturing Employment	ICT Employment	Percent of ICT Employment	Total Tech Sector Employment	Percent of Total Tech Sector Employment
Northland	990	1.6%	203	0.4%	1,192	1.1%
Auckland	31,301	49.6%	27,569	54.7%	58,871	51.9%
Waikato	5,130	8.1%	1,881	3.7%	7,011	6.2%
Bay of Plenty	3,342	5.3%	750	1.5%	4,093	3.6%
Gisborne	200	0.3%	58	0.1%	258	0.2%
Hawke's Bay	1,151	1.8%	531	1.1%	1,682	1.5%
Taranaki	1,396	2.2%	263	0.5%	1,659	1.5%
Manawatu-Wanganui	2,197	3.5%	454	0.9%	2,650	2.3%
Wellington	3,850	6.1%	11,303	22.4%	15,153	13.4%
Tasman	350	0.6%	52	0.1%	402	0.4%
Nelson	818	1.3%	241	0.5%	1,060	0.9%
Marlborough	427	0.7%	42	0.1%	469	0.4%
West Coast	176	0.3%	27	0.1%	204	0.2%
Canterbury	9,340	14.8%	6,044	12.0%	15,384	13.6%
Otago	1,660	2.6%	793	1.6%	2,453	2.2%
Southland	753	1.2%	147	0.3%	901	0.8%
	63,082		50,358		113,440	

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The Tech Sector // firms by region

	High Tech Manufacturing Firms	Percent of High Tech Manufacturing Firms	ICT Firms	Percent of ICT Firms	Total Tech Sector Firms	Percent of Total Tech Sector Firms
Northland	293	3.2%	172	1.2%	465	2.0%
Auckland	3,523	38.5%	6,622	47.3%	10,144	43.8%
Waikato	903	9.9%	642	4.6%	1,545	6.7%
Bay of Plenty	607	6.6%	482	3.4%	1,089	4.7%
Gisborne	38	0.4%	33	0.2%	71	0.3%
Hawke's Bay	323	3.5%	198	1.4%	521	2.3%
Taranaki	255	2.8%	124	0.9%	379	1.6%
Manawatu-Wanganui	397	4.3%	231	1.6%	628	2.7%
Wellington	633	6.9%	3,721	26.6%	4,354	18.8%
Tasman	118	1.3%	80	0.6%	198	0.9%
Nelson	136	1.5%	104	0.7%	240	1.0%
Marlborough	115	1.3%	41	0.3%	157	0.7%
West Coast	56	0.6%	21	0.1%	77	0.3%
Canterbury	1,205	13.2%	1,157	8.3%	2,362	10.2%
Otago	352	3.9%	314	2.2%	666	2.9%
Southland	189	2.1%	53	0.4%	243	1.0%
	9,144		13,995		23,139	

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Helping to create a more equitable, sustainable and prosperous

Aotearoa New Zealand underpinned by good tech.

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TECH ALLIANCE