

The New Zealand Tech Sector – Key Metrics

2020 Update



Connect



Whakapiri

Promote



Whakapiki

Advance



Kokiri

The Tech Sector // introduction

As the voice of the technology ecosystem, in 2016 NZTech set about finding out just how important technology is for New Zealand. Without an answer there is serious risk that as a country we will miss opportunities for both economic growth and social improvement.

While growth in tech exports will continue to be significant for New Zealand's economy, the social and economic gains that technology can enable are so vast that we believe more focus should be placed on the importance of technology for New Zealand.

Access the full report for free at:
nztech.org.nz/info-hub/reports-publications/

The 2016 study was titled “Digital Nation New Zealand, from tech sector to digital nation”. The aim of this research was to deepen understanding and discussions about the benefits technology brings and the role that it could play in redefining the New Zealand we live in.

The study defined and sized the broader technology sector, the jobs it creates, the export earnings it contributes and the positive role that technology plays in other parts of the economy and society as a whole.

This summary document provides updated key metrics for the New Zealand Tech Sector for 2020. It is complimented with information from other studies to provide a single source of key metrics about the New Zealand Tech Sector.

The Tech Sector // economic impact

New Zealand's
Tech Sector
had

23,229

companies in 2020

Source: Statistics NZ 2021

New Zealand's
Tech Sector
employed

111,760

people in 2020

Source: Statistics NZ 2021

NZ's Top 200
Tech Exporters
reported

\$13.9b

revenues in 2021

Source: TIN Report 2021

NZ's Top 200
Tech Exporters
revenues grew

11.5%

between 2020 to 2021

Source: TIN Report 2021

New Zealand's
Tech Sector
employs

5%

of the NZ workforce

Source: Statistics NZ 2021

Each new
Tech Sector
job creates

4.8

new jobs

Source: NZTech Digital Nation Report, 2016

New Zealand's
Tech Sector
contributes

8%

to GDP

Source: NZTech Digital Nation Report, 2016

Each **4%** growth
in Tech Sector
productivity creates

\$2.7b

additional GDP

Source: NZTech Digital Nation Report, 2016

The Tech Sector // exports

New Zealand's
Tech Sector
exported

\$8.6b

globally

Source: Statistics NZ 2021

New Zealand's
Tech Sector
exports grew

10.8%

between 2019 and 2020

Source: Statistics NZ 2021

NZ's Top 200
Tech Exporters
overseas sales

\$10.4b

*(some of which stays offshore so
not counted by Treasury as exports)*

Source: TIN Report 2021

NZ's Top 200
Tech Exporters
overseas sales grew

14.4%

between 2020 to 2021

Source: TIN Report 2021

New Zealand's
Tech Sector is the
country's

2nd

largest export sector

Source: Statistics NZ 2021, H1 2021

New Zealand's
Tech Sector
exports make up

10%

of all exports in 2020

Source: Statistics NZ 2021

New Zealand's
Digital (ICT)
exports grew

23%

between 2020 to 2021

Source: Statistics NZ 2021

New Zealand's
Tech Manufacturing
exports grew

6%

between 2020 to 2021

Source: Statistics NZ 2021

The Tech Sector // investment

Angel and VC investment into early stage Tech Firms was

\$160m

in 2020

Source: NZGCP and TIN Research 2021

Investment into early stage Tech Firms grew

48%

between 2019 to 2020

Source: NZGCP and TIN Research 2021

Private equity and VC fund investment into Tech Firms was

\$2.4b

in 2020

Source: NZ Private Capital Monitor 2021

Growth in capital investment into the Tech Sector grew

111%

between 2019 to 2020

Source: NZ Private Capital Monitor 2021

96

Early stage Angel and VC deals completed in 2020

Source: NZGCP and TIN Research 2021

15

New Zealand Tech Firms were acquired in 2020

Source: Scale-Up 2020

7

New Zealand Tech Firms underwent an IPO in 2020

Source: Scale-Up 2020

74%

of early stage funding for Tech Firms was invested in Auckland

Source: NZGCP 2020

The Tech Sector // R&D

New Zealand's
Tech Sector
invested

\$924m

in R&D in 2020

Source: Statistics NZ 2021

New Zealand's
Tech Sector R&D
accounts for

1/3rd

of NZ's R&D investment

Source: Statistics NZ 2021

New Zealand's
Tech Sector
employs

6,300

R&D staff

Source: Statistics NZ 2021

NZ's Top 200
Tech Exporters
R&D spend grew

14.3%

between 2020 to 2021

Source: TIN Report 2021

The investment in
R&D by the
New Zealand
Tech Sector

Quadrupled

over past 10 years

Source: Statistics NZ 2021

The number of
R&D staff in the
New Zealand
Tech Sector

Tripled

over past 10 years

Source: Statistics NZ 2021

NZ's Top 200
Tech Exporters
spend

11.1%

of revenue on R&D

Source: TIN Report 2021

New Zealand's
Digital (ICT)
firms spend

17.7%

of revenue on R&D

Source: TIN Report 2021

The Tech Sector // employment

New Zealand's
Tech Sector
employed

111,760

people in 2020

Source: Statistics NZ 2021

New Zealand's
Tech Sector
employs

5%

of the NZ workforce

Source: Statistics NZ 2021

New Zealand's
Tech Sector
median base salary

\$100,000

per annum

Source: Absolute IT Survey 2021

NZ's Top 200
Tech Exporters
employ

57,262

people globally

Source: TIN Report 2021

27%

of New Zealand's
IT workforce are
Women

Source: Digital Skills Aotearoa Report 2021

4%

of New Zealand's
IT workforce is
Māori

Source: Digital Skills Aotearoa Report 2021

2.8%

of New Zealand's
IT workforce is
Pasifika

Source: Digital Skills Aotearoa Report 2021

50%

of New Zealand's
Tech Sector
employees are in
Auckland

Source: Statistics NZ 2021

The Tech Sector // education

13,403

Year 13 students enrolled in digital tech courses in 2020

Source: Ministry of Education 2021

28%

of Year 13 students enrolled in digital tech courses in 2020 were Female

Source: Ministry of Education 2021

12%

more Year 9-13 students enrolled in digital tech courses in 2020

Source: Ministry of Education 2021

2,250

Students moved into IT degree courses from school in 2020

Source: Ministry of Education 2021

11,905

Computer Science, InfoTech & Software Engineering domestic students studying IT degree level in 2020

Source: Ministry of Education 2021

Domestic students studying IT degree level qualifications decreased

-3% in 2020

Source: Ministry of Education 2021

2,400

Computer Science, InfoTech & Software Engineering domestic students graduated with IT degrees in 2020

Source: Ministry of Education 2021

Domestic students graduating with IT degree level quals decreased

-7% in 2020

Source: Ministry of Education 2021

The Tech Sector // education

26%

of students studying IT courses in 2020 were Female

Source: Ministry of Education 2021

10%

of students studying IT courses in 2020 were Māori

Source: Ministry of Education 2021

7%

of students studying IT courses in 2020 were Pasifika

Source: Ministry of Education 2021

9%

of students studying IT courses in 2020 were over 40 years old

Source: Ministry of Education 2021

425

Female students graduated with IT degrees in 2020

Source: Ministry of Education 2021

120

Māori students graduated with IT degrees in 2020

Source: Ministry of Education 2021

85

Pasifika students graduated with IT degrees in 2020

Source: Ministry of Education 2021

80

Students over 40 graduated with IT degrees in 2020

Source: Ministry of Education 2021

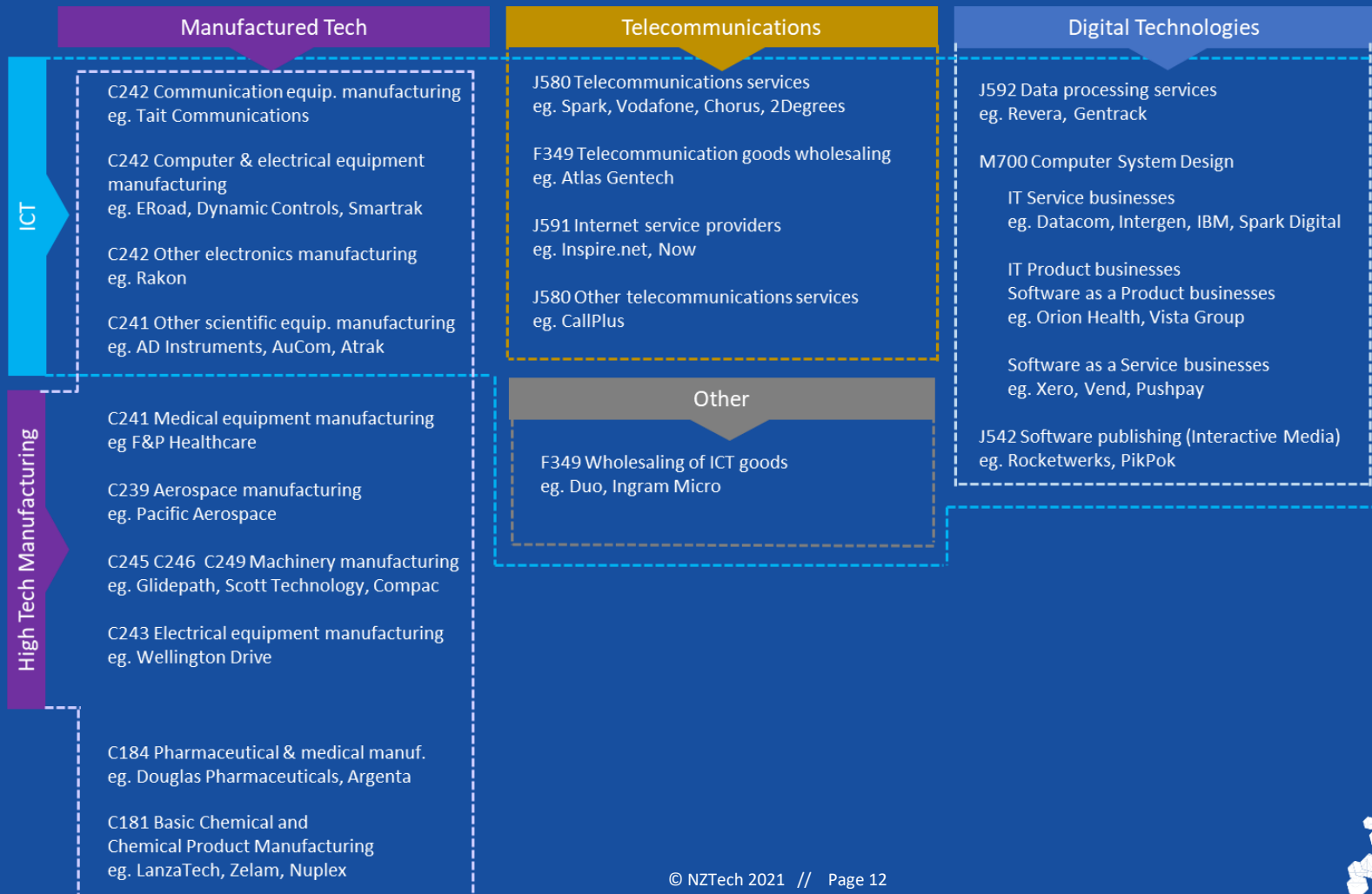
The Tech Sector // firms by region

	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	290	3.2%	175	1.2%	465	2.0%
Auckland	3,565	38.8%	6,690	47.7%	10,255	44.1%
Waikato	879	9.6%	601	4.3%	1,479	6.4%
Bay of Plenty	612	6.7%	465	3.3%	1,077	4.6%
Gisborne	33	0.4%	27	0.2%	59	0.3%
Hawke's Bay	328	3.6%	204	1.5%	533	2.3%
Taranaki	243	2.6%	115	0.8%	358	1.5%
Manawatu-Wanganui	391	4.2%	210	1.5%	601	2.6%
Wellington	639	7.0%	3,835	27.3%	4,474	19.3%
Tasman	104	1.1%	77	0.5%	180	0.8%
Nelson	148	1.6%	112	0.8%	260	1.1%
Marlborough	124	1.4%	44	0.3%	169	0.7%
West Coast	62	0.7%	18	0.1%	80	0.3%
Canterbury	1,222	13.3%	1,107	7.9%	2,329	10.0%
Otago	361	3.9%	308	2.2%	669	2.9%
Southland	192	2.1%	50	0.4%	243	1.0%
	9,193		14,036		23,229	

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	969	1.5%	180	0.4%	1,149	1.0%
Auckland	31,280	49.4%	25,644	52.9%	56,924	50.9%
Waikato	5,121	8.1%	1,941	4.0%	7,062	6.3%
Bay of Plenty	3,309	5.2%	636	1.3%	3,945	3.5%
Gisborne	207	0.3%	47	0.1%	254	0.2%
Hawke's Bay	1,139	1.8%	490	1.0%	1,629	1.5%
Taranaki	1,398	2.2%	277	0.6%	1,675	1.5%
Manawatu-Wanganui	2,252	3.6%	395	0.8%	2,647	2.4%
Wellington	3,676	5.8%	11,594	23.9%	15,270	13.7%
Tasman	259	0.4%	44	0.1%	303	0.3%
Nelson	867	1.4%	233	0.5%	1,100	1.0%
Marlborough	438	0.7%	41	0.1%	480	0.4%
West Coast	150	0.2%	18	0.0%	169	0.2%
Canterbury	10,095	15.9%	6,006	12.4%	16,101	14.4%
Otago	1,439	2.3%	739	1.5%	2,178	1.9%
Southland	726	1.1%	146	0.3%	873	0.8%
	63,326		48,434		111,760	

The Tech Sector // definition



CONNECT

PROMOTE

ADVANCE

About NZTech

NZTech is a purpose driven, not-for-profit NGO that brings together 22 technology associations with over 1,500 member organisations who collaborate to help *create a socially and economically prosperous New Zealand underpinned by technology.*

We help members work together effectively, making connections, sharing insights, collaborating and enhancing New Zealand's ability to benefit from technology.



NZTech is the producer and guardian of Techweek

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