# New Zealand Technology

Key Metrics 2024

NZTech GROUP

# About this report

NZTech is Aotearoa New Zealand's united voice for technology. We're supercharging the growth and uptake of technology in service of a better tomorrow for all New Zealanders.

The NZTech Group is a member-funded NGO that includes 16 organisations and represents over 2000 members, who collectively employ around 10 percent of the nation's workforce. Alongside our members, we bring the tech ecosystem together to create collective impact, in pursuit of our vision for a more prosperous, equitable, sustainable and safe Aotearoa New Zealand.

We support fact based decision making, which is why we aggregate data from across the broader tech ecosystem each year to produce this report.

In 2016, for reporting consistency, we collaborated with the New Zealand Government on an agreed definition for the tech sector (see appendix).

This document provides a summary of updated key metrics for the New Zealand technology sector and the broader tech ecosystem for 2024. Where possible, we have included historical data to illustrate trends.
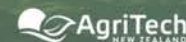
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# Aotearoa New Zealand's tech sector is growing, creating jobs and valuable exports.

New Zealand's tech sector had
## 24,012
firms in 2024

StatsNZ, 2025

New Zealand's tech sector contributed
## $24b
to GDP in 2024

StatsNZ, 2025

New Zealand's tech sector employed
## 119,520
people in 2024

StatsNZ, 2025

New Zealand's tech sector exported
## $11.4b
worth of goods and services in 2024

StatsNZ, 2025

New Zealand's startups raised
## $467m
in funding in 2024

NZGCP, 2025

Auckland's tech sector employed
## 52%
62,504 people in 2024

StatsNZ, 2025

Software exports grew
## 20%
in 2024

StatsNZ, 2025

New Zealand's tech sector invested
## $1.2b
in R&D in 2024

StatsNZ, 2025

New Zealand's tech sector only took
## 729
tech visas in 2024

Immigration NZ, 2025

Tech was New Zealand's
## 3rd
largest export in 2024 after Dairy ($20.5b) and Tourism ($15.8b)

StatsNZ, 2025

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# Tech businesses

New Zealand's tech sector had

## 24,012

firms in 2024

The New Zealand tech sector was made up of 24,012 firms in 2024, a 1.2 percent decrease year on year. There was a decrease of 315 digital technology firms in 2024, however some of these firms consist of single employee businesses, which probably includes some tech contractors. The decrease may represent a reduction in contractors in the market as Government agencies digital teams were reduced.

The number of firms in the NZ tech sector decreased by

## 1.2%

in 2024

The number of firms in the NZ digital tech sector decreased by

## 2.0%

in 2024

The number of firms in Wellington's tech sector decreased by

## 5.2%

in 2024

The number of firms in Christchurch's tech sector grew

## 1.0%
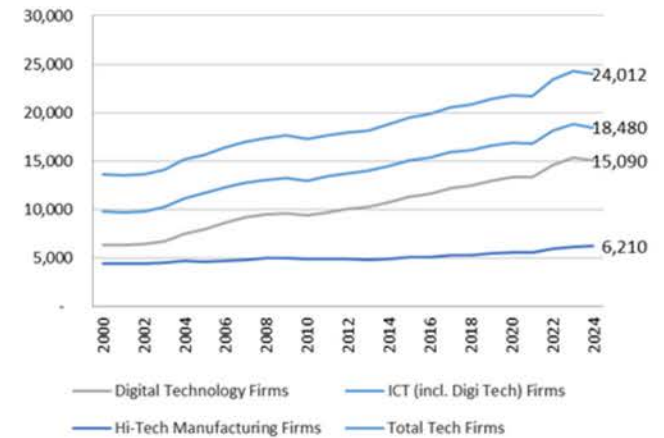
in 2024

Over the past decade, the number of tech firms in New Zealand has been increasing at a compound annual growth rate (CAGR) of 2.5 percent. The digital technology sector has been growing at 3.5% CAGR over the same period, creating 4,341 new firms in the past decade.

There were 15,090 digital technology firms in New Zealand in 2024, down 2.0 percent from 2023. While more complex and capital intensive than digital technology firms, there were still 72 new hi-tech manufacturing firms in 2024, up 1.2 percent from 2022.
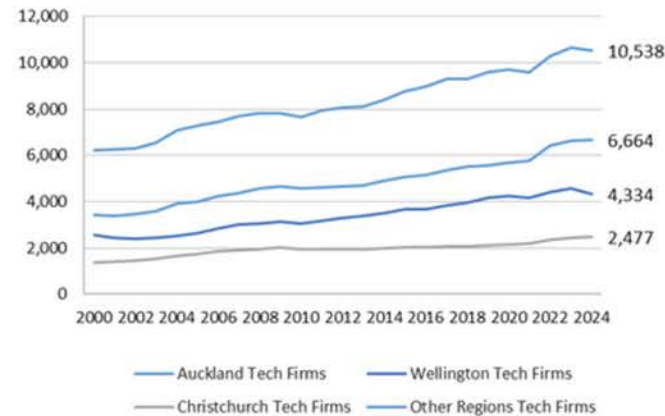
Auckland was home to 44 percent of tech firms, followed by Wellington (18 percent) and Christchurch (10 precent). The remaining 28 percent are spread through regional New Zealand.
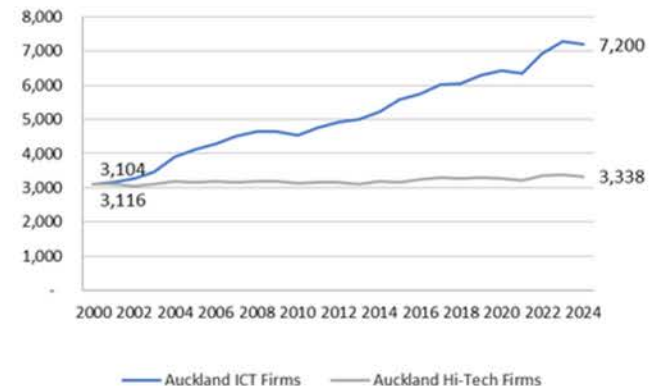
## Tech Sector Firms, 2000-2024



Source: Statistics NZ 2025

## Tech Sector Firms - By Region, 2000-2024



Source: Statistics NZ 2025

## Auckland Tech Firms, 2000-2024



Source: Statistics NZ 2025

# Tech sector firms by region, 2024

| | Hi-Tech Manuf. | | ICT | | Total | |
|---|---|---|---|---|---|---|
| Northland | 305 | 3.4% | 226 | 1.5% | 530 | 2.2% |
| Auckland | 3,338 | 37.6% | 7,200 | 47.6% | 10,538 | 43.9% |
| Waikato | 914 | 10.3% | 697 | 4.6% | 1,611 | 6.7% |
| Bay of Plenty | 621 | 7.0% | 511 | 3.4% | 1,131 | 4.7% |
| Gisborne | 34 | 0.4% | 37 | 0.2% | 71 | 0.3% |
| Hawke's Bay | 313 | 3.5% | 226 | 1.5% | 539 | 2.2% |
| Taranaki | 268 | 3.0% | 164 | 1.1% | 432 | 1.8% |
| Manawatu-Wanganui | 378 | 4.3% | 240 | 1.6% | 618 | 2.6% |
| Wellington | 576 | 6.5% | 3,758 | 24.8% | 4,334 | 18.0% |
| Tasman | 133 | 1.5% | 90 | 0.6% | 223 | 0.9% |
| Nelson | 130 | 1.5% | 138 | 0.9% | 268 | 1.1% |
| Marlborough | 124 | 1.4% | 56 | 0.4% | 181 | 0.8% |
| West Coast | 42 | 0.5% | 25 | 0.2% | 68 | 0.3% |
| Canterbury | 1,162 | 13.1% | 1,315 | 8.7% | 2,477 | 10.3% |
| Otago | 364 | 4.1% | 398 | 2.6% | 762 | 3.2% |
| Southland | 172 | 1.9% | 59 | 0.4% | 231 | 1.0% |
| | 8,873 | | 15,139 | | 24,012 | |

Source: Statistics NZ
2025

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# Tech sector jobs

**NZ's tech sector employed**

# 119,520

**people in 2024**

Source: Statistics NZ 2025

The companies in the New Zealand tech sector employed 119,520 people in 2024 across all roles. Demonstrating how challenging the economic times are, for the first time since the global financial crisis in 2008–2009 the tech sector reduced its workforce in 2024. While hi-tech manufacturers reduced staffing by 710 jobs, the ICT companies removed 1,700 jobs.

**NZ's tech sector reduced its workforce by**

# 2,100

**jobs in NZ in 2024**

Source: Statistics NZ 2025

**Wellington was hardest hit, reducing by tech sector jobs by**

# –5.5%

**in 2024**

Source: Statistics NZ 2025

**NZ's tech sector employed**

# 4.8%

**of the NZ workforce in 2024**

Source: Statistics NZ 2025

**NZ's digital tech sector reduced its workforce by**
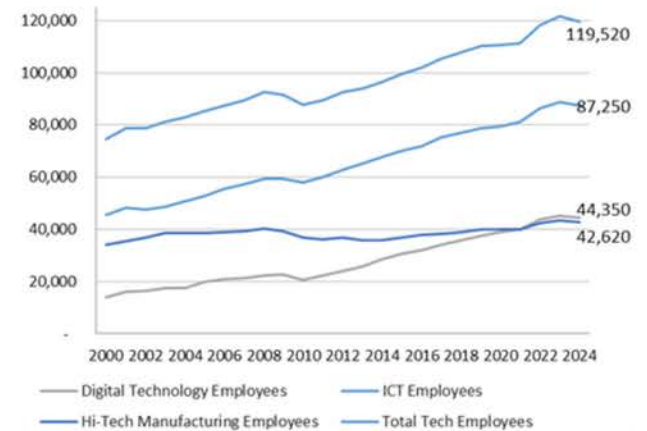
# 950

**jobs in NZ in 2024**

Source: Statistics NZ 2025

Tech sector job growth is driven by digital technology firms. The fastest growing part of the ICT sector is primarily made up of software-as-a-service (SaaS) and game development firms. In 2024, the tech workforce reduced by 2,100 jobs nationally with Wellington and Auckland hardest hit.

There were pockets of growth in the regions. Tech sector jobs in Canterbury grew 1.0 percent (160 new jobs), Marlborough grew 11.7 percent (51 new jobs) and Otago grew 0.8 percent (20 new jobs).

Auckland continues to account for 52 percent of the tech sector workforce, employing 62,504 tech sector employees.

### Tech Sector Employees, 2000-2024



- Digital Technology Employees
- ICT Employees
- Hi-Tech Manufacturing Employees
- Total Tech Employees

119,520
87,250
44,350
42,620

Source: Statistics NZ 2025

### Tech Sector Employees - By Region, 2000-2024



62,504
24,728
16,599
15,688

- Auckland Tech Employees
- Wellington Tech Employees
- Christchurch Tech Employees
- Other Regions Tech Employees
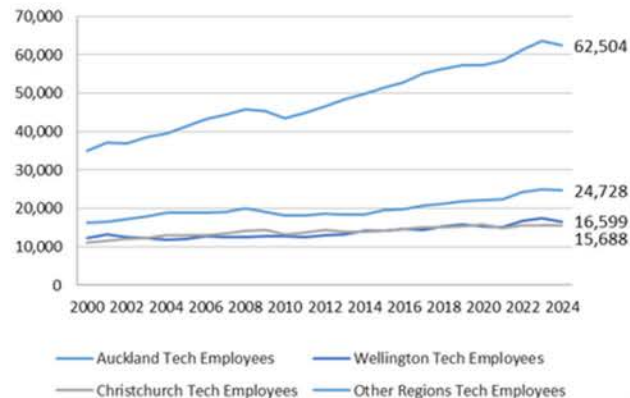
Source: Statistics NZ 2025

### Tech Sector Employees - Auckland, 2000-2024



31,606
30,898

- Auckland ICT Employees
- Auckland Hi-Tech Manuf Employees
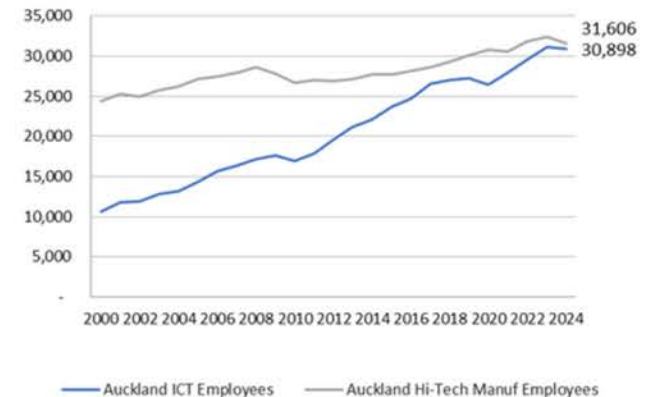
Source: Statistics NZ 2025

# Tech sector workforce by region, 2024

| | Hi-Tech Manuf. | | ICT | | Total | |
|---|---|---|---|---|---|---|
| Northland | 940 | 1.5% | 225 | 0.4% | 1,165 | 1.0% |
| Auckland | 31,606 | 50.3% | 30,898 | 54.5% | 62,504 | 52.3% |
| Waikato | 4,123 | 6.6% | 2,359 | 4.2% | 6,482 | 5.4% |
| Bay of Plenty | 3,255 | 5.2% | 875 | 1.5% | 4,130 | 3.5% |
| Gisborne | 198 | 0.3% | 55 | 0.1% | 253 | 0.2% |
| Hawke's Bay | 1,622 | 2.6% | 537 | 0.9% | 2,158 | 1.8% |
| Taranaki | 1,478 | 2.4% | 229 | 0.4% | 1,707 | 1.4% |
| Manawatu-Wanganui | 2,261 | 3.6% | 454 | 0.8% | 2,715 | 2.3% |
| Wellington | 3,803 | 6.1% | 12,796 | 22.6% | 16,599 | 13.9% |
| Tasman | 398 | 0.6% | 75 | 0.1% | 473 | 0.4% |
| Nelson | 1,046 | 1.7% | 265 | 0.5% | 1,312 | 1.1% |
| Marlborough | 403 | 0.6% | 87 | 0.2% | 490 | 0.4% |
| West Coast | 209 | 0.3% | 28 | 0.0% | 237 | 0.2% |
| Canterbury | 8,956 | 14.3% | 6,732 | 11.9% | 15,688 | 13.1% |
| Otago | 1,754 | 2.8% | 938 | 1.7% | 2,692 | 2.3% |
| Southland | 766 | 1.2% | 149 | 0.3% | 915 | 0.8% |
| | 62,819 | | 56,701 | | 119,520 | |

Source: Statistics NZ 2025

# Creating export growth

**New Zealand exported**

## $11.4b

worth of tech goods and
services in 2024

**Software exports have been growing**

## 22%

CAGR annually
for over the past decade

**New Zealand exported**

## $3.5b

worth of ICT software and
services in 2024

In 2024, New Zealand exported $11.4 billion worth of technology goods and services, including $2.2 billion worth of software that helped make up $3.5 billion worth of ICT software and services exports. Hi-Tech manufacturing exports were worth $7.9 billion in 2024 and accounted for 69 percent of tech exports.

Hi-Tech manufacturing exports continued to grow strongly at 5.1 percent year on year.

Software exports have been growing at 22 percent CAGR for over a decade and now account for 19.5 percent of tech exports.

Other tech exports in 2024 included ICT consulting and development services ($629 million), ICT support services ($323 million) and Hosting and IT infrastructure services ($334 million).

**New Zealand exported**

## $7.9b

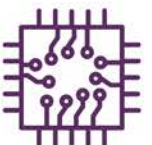worth of Hi-Tech manufacturing in
2024

**Tech made up**

# 11.3%

**of New Zealand's exports in 2024**

**Tech was New Zealand's**

# 3rd

**largest export after Dairy and Tourism in 2024**

## New Zealand's Exports $B, 2015-2024



Dairy, 20.5
Travel, 15.8
Tech, 11.5
Meat, 8.6
Fruit, 4.8
Wood, 4.7
Fish, 2.0

2015 2016 2017 2018 2019 2020 2021 2022 2023 2024
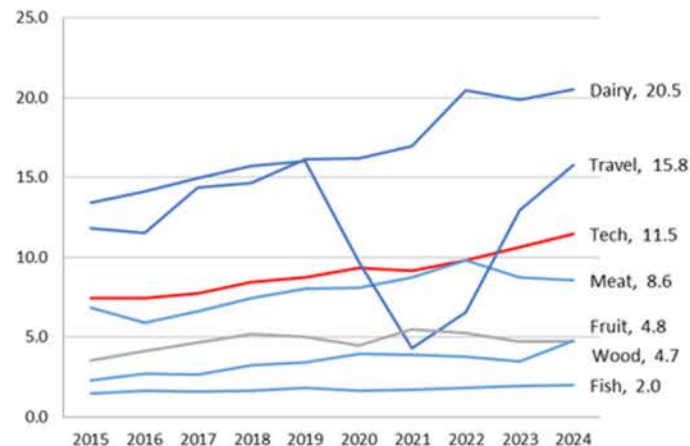
In 2024, tech exports accounted for 11.3 percent of all exports from New Zealand and are the third largest export category.

Dairy exports grew by 3.5 percent year on year and remain the largest export in value from New Zealand.

Tourism continued to rebound in 2024, growing 22 percent to exceed pre-COVID levels.
Tech exports grew 7.4 percent year on year and continued to maintain a 6.6 percent compound annual growth rate across the past ten years.

New Zealand's largest 200 tech exporters contributed $13.5 billion of offshore revenue, an 8.8 percent year on year increase.

**New Zealand's top 200 tech exporters had**

# $18b

**in revenues in 2024**

**New Zealand's top 200 tech exporters had**

# $13.5b

**in offshore revenues in 2024**

# Economic impact

**New Zealand's tech sector contributed**

## $23.8b

to GDP in 2024

**New Zealand's tech sector contributed**

## 8%

of NZ's GDP in 2024

**Each new tech sector job creates**

## 4.8

other new jobs

In 2024, the New Zealand tech sector contributed $23.8 billion to GDP, a 5.5 percent increase from 2023.

The tech sector continues to account for eight percent of New Zealand's GDP.

The ICT/Digital sector contributed $16.4 billion to GDP, a growth of 8.2 percent year on year. Hi-tech manufacturing continued to contribute $7.3 billion to GDP, which has been static for several years.

Research has found that for every four percent growth in the productivity of the New Zealand tech sector, it contributes an additional $2.7 billion per year to GDP.

Additionally, for every new job created by the tech sector a further 4.8 jobs are created around that job in the local community.

**Each 4% growth in tech sector productivity creates**

## $2.7b

additional GDP

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# Attracting global talent

**There were only**

## 729

visas approved for ICT roles in 2024

**ICT visa approvals were**

## 67%

lower in 2024 than 2023

**Software engineers and programmers had**

## 228

visas approved in 2024

Digital Skills research continues to find that while many new tech jobs are created, almost all require advanced skills and experience. To keep pace with the growth of the tech sector, and demand for ICT professionals across other sectors, immigration provides access to a experienced professionals.

As demand for ICT roles decreased in 2024 and the tech sector reduced its workforce, the demand for immigration declined by 67 percent year on year. Only 729 visa were issued for ICT professionals in 2024.

All categories declined with 228 software engineers and programmers and 161 multimedia specialist making up the majority of ICT visas.

## 21

visas were approved for cybersecurity professionals in 2024

# Attracting investment

**Startups received**

## $467m

of total investment in 2024

**Early/Expansion investment rose to**

## $319m

in 2024

**In 2024**

## $134m

of investment was raised as Series A investment

Investment levels improved in 2024. Total startup investment rose to $467 million across 146 deals. The share of new deals rose to 25 percent or 36 deals.

Early Expansion investment in reached $319 million, fuelled by $96 million of pre-series A and $134 million of series A investment. Seed investment rebounded to $124 million.

CleanTech and HealthTech accounted for 28 percent of all deals. However Software surged to make up 46 percent of deals in 2024.

**There were**

## 146

successful fund raising rounds in the NZ startup ecosystem in 2024

**There were**

## 36

new deals in 2024

# Investing in R&D

ICT companies invested 29 percent of all R&D spend, or $1.157 billion, in 2024. This investment came from 432 ICT companies, 18 percent of the businesses that invested in R&D.

In comparison, the primary sector invested $204 million and the food sector only $166 million.

Across all sectors, R&D in information and communication made up 13 percent of R&D investment.

Over

## $1.15b

was invested by ICT companies
in R&D
in New Zealand in 2024

Source: Statistics NZ 2025

Investment in R&D by
ICT companies
accounted for

## 29%

of business R&D in
2024

Source: Statistics NZ 2025

R&D investment in ICT across all
sectors made up

## 13%

of all R&D investment
in 2024

Source: Statistics NZ 2025

## 432

ICT companies invested
in R&D in 2024

Source: Statistics NZ 2025

R&D investment by ICT companies
grew

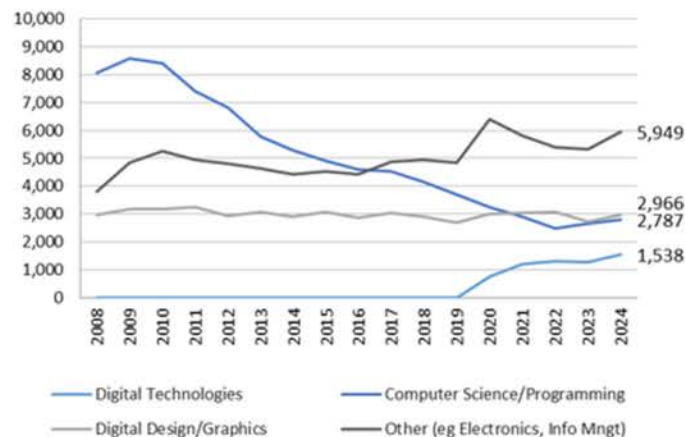## 7%

in 2024

Source: Statistics NZ 2025

# Tech education

## 13,240

**Year 13 students enrolled in NCEA technology courses in 2024**

### Secondary School Enrolments
### Year 13 Students, 2008-2024



| | |
|---|---|
| 5,949 | |
| 2,966 | |
| 2,787 | |
| 1,538 | |

— Digital Technologies   — Computer Science/Programming
— Digital Design/Graphics   — Other (eg Electronics, Info Mngt)

In 2023, there were 13,240 year 13 ākonga taking NCEA technology subjects including computer science, programming, digital design, graphics, electronics, information management and materials. This data excludes food technology and textiles technology subjects.

There was a 10 percent year on year growth in participation of NCEA technology subjects by year 13 ākonga in 2024, including a 19 percent increase in participation in digital technology.

However, only 3,200 students left school to start IT degrees in 2024, a 23 percent year on year decline.

No data was available in 2024 for gender or ethnicity. In 2022, 29 percent of year 13 students taking technology courses were female.

**The number of Year 13 students enrolled in NCEA technology courses grew year on year by**

## 10%

**in 2024**

# 29,260

**students were enrolled in tertiary level IT qualifications in 2024**

## Enrolments Tertiary Level IT Courses 2012-2024



Legend: Computer Science, Information Technology, Software Engineering, Other

Values shown: 15,295 / 6,300 / 4,835 / 2,830
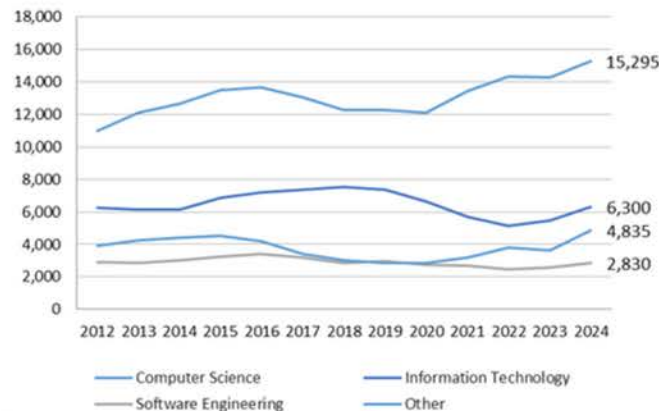
# 11,985

**domestic student were enrolled in IT degrees in 2024**

In 2024, from certificates to PhDs, there were 29,260 students taking tertiary information technology (IT) courses at any level.
This was made up of a 5 percent increase in domestic students and a 32 percent (2,390) increase in international students.

Domestic enrolments in IT degree level courses increased by 8.6 percent in 2024 to 11,985. Domestic IT degree enrolment grew 7 percent in computer programming, 5 percent in multimedia computing, and 21 percent in cybersecurity.

Diversity in enrolments continues to be an issue with only 27 percent female, 8 percent Māori and 6.1 percent Pacific People.

**Domestic enrolments in IT degrees grew by**

# 8.6%

**between 2023 and 2024**

**Māori continue to only make up**

# 8%

**of degree level IT course enrolments in 2024**

## Domestic IT Degree Enrolments by key subjects, 2012-2024



Legend:
- Computer Programming
- Software Engineering
- Systems Analysis and Design
- Networks & Communications
- Algorithms & AI
- Cybersecurity

Data labels (2024): 5,120; 2,265; 915; 685; 370; 175
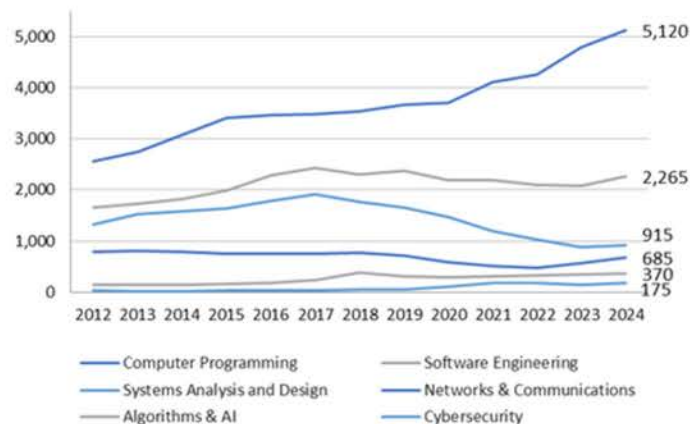
Source: Ministry of Education, Education Counts 2025

## Domestic IT Degree Enrolments Percent Female, Māori & Pacific 2015-2024



Legend:
- Female
- Māori
- Pacific Peoples

Data labels (2024): 27.5%; 8.0%; 6.1%
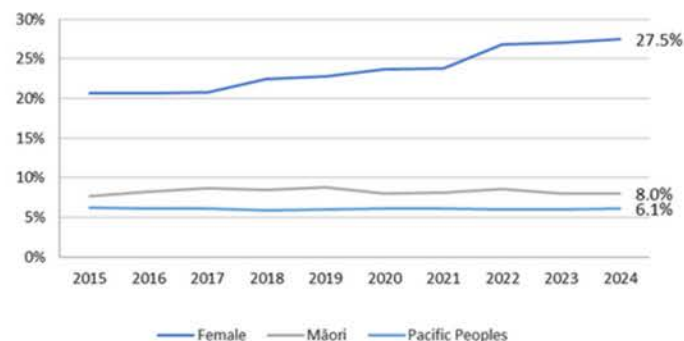
Source: Ministry of Education, Education Counts 2025

Of the 11,985 domestic students taking IT degree level courses, 5,120 were studying computer programming and 2,265 software engineering.

In 2024, there were 3,200 domestic students who transitioned from school to IT degrees, a decrease of 23 percent from 2023.

Overall enrolment in IT degree courses grew, driven by an 18 percent increase in Asian students. The number of Māori students enrolling in IT degree courses increased 7.6 percent in 2024.

There continues to be proportionately low levels of enrolments by females (27.5%), Māori (8%) and Pacific Peoples (6.1%) in IT degree level courses.

## 3,200

**students moved from school to begin IT degrees in 2024**

Source: Ministry of Education, Education Counts 2025

## 27.5%

**of domestic students taking IT degrees in 2024 were female**

Source: Ministry of Education, Education Counts 2025

# 7,105

**students graduated from any tertiary level IT qualification in 2024**

## Graduates of Tertiary Level IT Courses 2013-2024



Legend: Computer Science, Information Technology, Software Engineering, Other
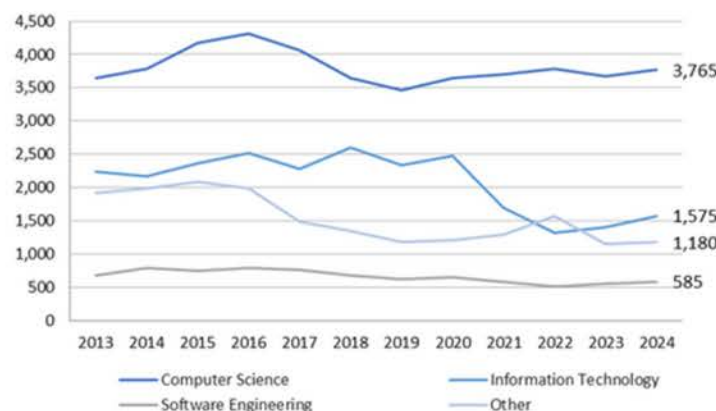
Values shown: 3,765 / 1,575 / 1,180 / 585

# 2,555

**domestic students graduated from IT degrees in 2024**

Students graduating with tertiary qualifications in IT increased by 5 percent in 2024 to 7,105 graduates. This included a 2 percent increase in computer science, and a 13 percent increase in information technology graduates.

There were 2,555 domestic students graduating with IT degree level qualifications, a 14 percent year on year increase.

The high growth area computer programming, up 23 percent to 725 graduates. Multi-media graduates increased 21 percent to 170 students. Diversity remains an issue with only 130 Māori IT degree graduates in 2024, 75 Pacific Peoples and 575 females.

## Domestic IT Degree Graduates by key subjects, 2013-2024



Legend: Computer Programming, Software Engineering, Systems Analysis and Design, Networks & Communications, Algorithms & AI, Cybersecurity
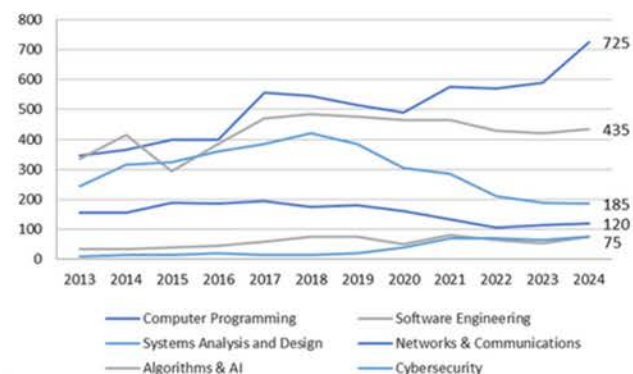
Values shown: 725 / 435 / 185 / 120 / 75

# Tech Sector Definition



**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 Tech Sector is made up of ICT and Digital Technology, Interactive Media and Gaming, Hi-Tech Manufacturing and Biotechnology firms.

While not perfect, using standard ANZSIC codes enables international comparison and long-term tracking.

The fastest area of growth are M700 Computer System Design firms that include Software-as-a-Service, Software-as-a-Product and Interactive Media and Gaming sectors.