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Fact Sheet: New Zealand ICT

New Zealand boasts an international reputation as one of the most innovative and entrepreneurial nations in the world. The country's thriving Information and Communications Technology (ICT) is globally focused, commercially minded and highly collaborative in its approach.

From interactive, media-rich touch screen technology to award winning IT infrastructure, and remote monitoring communications and GPS systems, New Zealand ICT companies are creating and developing leading edge solutions needed by people and businesses around the world.

Contributing around NZ\$8billion to the economy each year, New Zealand's ICT industry boasts a rich pool of savvy individuals and export driven, innovative companies achieving global success in niche areas such as specialised manufacturing, medical technologies, finance and wireless infrastructure.

New Zealand's environment of flexible innovation, entrepreneurship and collaboration has resulted in the formation of several ICT and industry clusters, from which come a number of globally successful ICT enterprises.

These include:

Health IT: Applications that assist in patient care and public health management, data transfer between sites (including hospitals, GPs and specialists) and network and storage security – key areas of ICT focus within the healthcare environment in New Zealand.

Digital Content: The creation of new forms of media, production of film-quality digital movies, and the electronic games industry. This industry has developed on the strength and success of the Lord of the Rings movie trilogy.

Payments: Resulting from being used by international banks as a test environment for new technologies, New Zealand has a strong reputation for developing innovations in payment solutions. ICT connects the banking system to the point-of-sale outlets.

Geospatial: New Zealand has an international reputation as a leader in land information systems. Land Information New Zealand's online land title and registry system, Landonline is seen as the global standard. The government's provision of high-quality, low-cost survey data has spawned an innovative and vibrant local geospatial technology industry, providing solutions for local government bodies, transport companies, emergency services and defence.

Agricultural Technology: The New Zealand agri-tech sector is focused on supporting productivity in pasture based farming.

Telecommunications: New Zealand's relative isolation from the rest of the world and pioneering culture have led to significant contributions to the world's telecommunications and electronics technologies. New Zealand's international competitive advantage in these fields also stems from the development of a leading wireless communications and radio-based mobile communications infrastructure, flexibility to customise solutions and take on relatively small contracts, small but cost-effective production runs in niche markets, a high level of design and applied technology to produce customised solutions and commitment to quality and flexible production processes.

In recent years, a growing number of innovative and niche companies have emerged as local and international market place opportunities have developed. Some of New Zealand's ICT successes include:

- The US Democratic Convention Website was built by Wellington based company SilverStripe
- A key component of Boeings 3D engine repair tool is produced by Right Hemisphere
- The majority of UK Dentist's use software developed by Software of Excellence to run their practices and show their patients what is going to happen to their teeth
- Over 50% of the frequency control devices used by the GPS industry worldwide are supplied by Rakon

- A growing reputation for new ICT applications in environmental protection and pest control
- The New Zealand Dairy industry's global position is under-pinned by world class ICT systems

Key statistics

- The information and communications technology (ICT) industry contributes around NZ\$8 billion to the economy each year. *Source: NZ Telecoms & Industry Report, Economist Intelligence Unit, December 2008*
- New Zealand's ICT industry employs approx 40,000 people *Source: Statistics NZ, Labour Market Statistics 2007*
- According to the Statistics New Zealand's ICT Supply Survey (2006/2007), released in April 2007:
 - Total sales of ICT goods and services were valued at \$18.228 million, an increase of 3.3 percent on the previous period
 - Of these sales, 91.6 percent (\$16,703 million) were sold domestically and 8.4 percent (\$1,525 million) sold to export markets. Export sales were down 5.3 percent from the 2006 financial year
 - ICT commodities
 - For the 2007 financial year, sales of ICT services increased 2.5 percent to \$9,756 million, while sales of ICT goods (including published software) increased 4.3 percent to \$8,472 million
 - Electronic devices and equipment remained the leading exported ICT commodity with \$304 million of sales (a decrease of \$219 million), and 19.9 percent of the total export value
 - Telecommunications and program distribution remains the most significant ICT commodity with sales of \$5,891 million. 93.9 percent of sales were dominated by large firms (50 + people)
 - Computer services, which made up 20.9 percent of total ICT sales, increased 12 percent
- A 2006 report into the health systems of developed countries shows New Zealand general practitioners have the second highest rate of electronic record use in the world *Source On The Front Lines of Care: Primary Care Doctors' Office Systems, Experiences, and Views in Seven Countries, Health Affairs Web Exclusive (Nov. 2, 2006)*
- New Zealand ranks 41st out of 127 countries for mobile telephone use with 87.62 mobile telephone subscribers per 100 inhabitants *Source: International Telecommunications Union, World Telecommunication Indicators 2007 via World Economic Forum, Global Information Technology Report 2007-2008*
- New Zealand is ranked 2nd out of 127 countries for internet use with 78.77 internet users per 100 inhabitants *Source: International Telecommunications Union, World Telecommunication Indicators 2007 via World Economic Forum, Global Information Technology Report 2007-2008*
- New Zealand is Rank 26 out of 127 countries for broadband internet use with 14.18 broadband Internet subscribers per 100 inhabitants

Source: International Telecommunications Union, World Telecommunication Indicators 2007 via World Economic Forum, Global Information Technology Report 2007-2008