

# Building a Digital Nation



What we're aiming for

## Digital Sector

A thriving and growing digital sector; a major part of the New Zealand economy.

Providing expertise and enabling innovation across other sectors of the economy.

Attracting investment and skills from all over the world.

Connecting with the education sector to support the development of digital skills in New Zealand.

Partnering with Government to solve problems and to deliver better public services.

## Digital Business

Using digital technologies to improve productivity, innovate and create high-value jobs.

Internationally connected and competitive.

## Digital New Zealanders

Using digital technologies to be entertained, learn, work, create and access services.

Staying connected with friends, family, communities of interest and with New Zealand culture.

## Digital Government

Using digital technologies to collaborate and work more efficiently to transform service delivery.

Sharing and using data in a safe and secure way to support better decision-making and outcomes.

Working across agencies and with the private sector to solve problems and deliver better public services.

## Skills

Creating a skilled workforce that responds to changing needs.

Providing people with the confidence and ability to participate in the digital world.

## Connectivity

Ensuring people and businesses are able to access fast, affordable and reliable broadband.

## Regulation

Supporting digital technological innovation.

Making New Zealand an attractive place for entrepreneurs and businesses to create digital products and services.

## Security & Privacy

Supporting the use of information and digital technology by people, businesses and Government.

Helping people and businesses manage cyber security risks.



## Check out the action plan

**WEB** <http://www.mbie.govt.nz/info-services/science-innovation/digital-economy>

**EMAIL** [DigitalNZ@mbie.govt.nz](mailto:DigitalNZ@mbie.govt.nz)  @MBIEdigital



### 1. Firms

# 28,749

Tech Sector firms

Contributed

# \$16.2b

GDP (8% of GDP)

Exported

\$6.3b Goods & Services  
(9% of Exports)

## 3rd largest Export Sector

Each 4% productivity improvement in the Tech Sector is estimated to deliver an additional **\$2.7b GDP**

### 2. Employment

# 98,911

people employed

Each **new** Tech Sector job creates up to **5 new** service sector jobs around it

An additional

# 20,154

tech workers work in other sectors

The Tech Sector has **higher paid** and **higher qualified** employees than other sectors on average

### 3. General Business

If all firms were more digitally engaged it could lift GDP by **\$34b**

International research shows SME's that are highly digitally engaged have **20%** higher revenues, faster growth and stronger job growth than firms that are less digitally engaged

### 4. Government

**58%** of Government's most common transactions with New Zealanders were online in 2016

Making decisions using data in 2014 provided **\$2.3b** in benefits to the economy

Better use of data by business & Government could deliver **\$4.5b** over the next 5 years

### 5. People

**New Zealanders are becoming increasingly digital in their day-to-day lives**

More than **1m** households, businesses, schools, and hospitals can now connect to Ultra-Fast Broadband, and more than **320,000** are already enjoying the benefits of faster internet

A further **300,000** rural homes and businesses can now connect to faster broadband through the Rural Broadband Initiative

**People are doing more online**

The average Kiwi spends **47** hours each week using a smart device (smartphone/tablet/PC/notebook)

**82%** of Kiwis now have a smartphone (versus 13% in 2011)

