Building a Digital Nation

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
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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

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
technical workers work in other sectors

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)

Key sources
Digital Nation New Zealand: from Tech Sector to Digital Nation (NZTech, 2016)
ConsumerScape 360 Survey (IDC, 2016)