



# New Zealand's Strategy for Artificial Intelligence: Investing with confidence

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## **Going for Growth means confidently embracing Artificial Intelligence.**

The New Zealand AI strategy reflects that AI presents the biggest opportunity of our time – unlocking innovation, productivity, and smarter decision-making across New Zealand.

### **Why AI matters for NZ**

- › AI could add **\$76 billion to GDP by 2038**.
- › Ability to enhance productivity in **agriculture, healthcare, education, tourism**, and more.
- › AI use is rising in large firms (67%), **but SMEs lag behind** (68% not planning for AI).

### **Strategic focus**

- › **Using AI:** We want hard-working Kiwi businesses to use AI, because of the productivity gains to be made.
- › **Private sector empowerment:** We are supporting businesses with clear policy, guidance, and reduced regulatory uncertainty.
- › **Public sector leadership:** We are leading by example through responsible AI use and adoption across government.

### **Key actions in the Strategy**

- 1. Light-touch, principles-based policy aligned with OECD AI Principles** to address regulatory uncertainty
- 2. Responsible AI Guidance for Businesses** to overcome concerns about ethics and complexity
- 3. Raising awareness** and building confidence to address a lack of perceived value

### **International Collaboration**

- › OECD AI Principles adopted.
- › Invest NZ and visa reforms to attract AI investment to help grow our economy.
- › Norms on AI are set internationally – New Zealand has a seat and a voice at the table.

### **Science, Innovation & Technology System**

- › \$1.2B annual investment in science, innovation and technology system.
- › Development of an advanced technology public research organisation, with \$71m investment in the Robinson Research Institute as a first step, and development of national IP policy. Together, these changes will help catalyse greater commercialisation opportunities.
- › Support via Marsden Fund, Catalyst Fund, and R&D Tax Incentives to drive innovation.