

# TECH TĀMAKI MAKAURAU

Accelerating Auckland's  
Technology Industry



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Tātaki  
Auckland  
Unlimited



# HE MIHI

**Ka tangi te manu kōrero!  
Ka rongō te tangi kōrihi!  
Ka wāwā mai rā ki roto i te  
Wao-nui-a-Tāne! Tūturu whiti!  
Whakamaua kia tina!  
Haumie hui tāiki e!**

The bird's cry shall flow endlessly. Hear the melancholy song resonate, sourced from the inner domain of Tane. A permanent melancholy form. Fixed in alliance, yes fixed in alliance, gathered and woven together!

**E ngā mana, e ngā reo, e ngā  
karangatanga maha o te motu,  
taku hei iti nei, mā te hau e ripo hei  
hari i ngā kupu whakamaanawa e.  
Kei ngā mate tuatinitini o te motu**

To all authorities, all voices, the many affiliations, greetings. Let the swirling wind carry esteemed salutations.

**tangihia rā koutou. Haere ki te wā kāinga,  
haere ki te kāinga tūturu.  
Haere, haere, haere.**

We lament the passing of loved ones throughout the land. Return to the home of all time. Farewell, farewell, farewell.

**Tāmaki Makaurau Tāmaki Herenga  
Waka, kei te mihi. Ngā Mana Whenua  
me ngā waka ō ngā tai e wha,  
e mihi ana.**

We acknowledge Mana Whenua and their tribal authority in Tāmaki Makaurau Auckland. We also mihi to Mataawaka who have made Auckland their home.

**E tuku mihi maioha tēnei ki ngā  
mataawaka ō te motu ko koutou  
te puhiariki ō te waka nei  
Ki a koutou katoa ngā kaihoe  
ō te waka nei mo ngā tangata katoa.  
Tēnā koutou katoa.**

Sincere greetings to all those who decide which direction this waka takes. To you who strive to achieve the best results for all people. Greetings to you all.

**Mā te mahi ngātahi e taea ai ngā taumata.  
Nāku te rourou nāu te  
rourou ka ora ai te iwi.  
No reira noho ora mai,  
Mauri ora.**

We can achieve more by working together. With your basket and my basket, the people will thrive.

Nā te Poari o (Tātaki Auckland Unlimited)



# TECH INDUSTRY ECONOMY

The technology industry of Tāmaki Makaurau Auckland is dynamic and growing, and has the potential to support greater productivity, prosperity, and wellbeing for our communities.

As New Zealand's tech hub, Auckland's technology industry boasts over 11,000 firms and 60% of Aotearoa's top 200 tech companies, contributing \$13.6 billion to the region's Gross Domestic Product (GDP), representing around half of total tech industry employment in Aotearoa and 55% of national GDP.

Growth of Auckland's tech firms, which include Information and Communications Technology (ICT), high-tech manufacturing, and biotech businesses, has been stable over the past 10 years, growing nearly 50 percent faster than the region generally.



The industry is highly productive; responsible for 7.5 percent of Auckland's employment with 70,000 highly skilled jobs, and an estimated 3,500 new additional jobs to be created over the next five years.

However, this continued industry growth is impacted by the significant pressure from skills shortages, which has been exacerbated by recent border closures, with an urgent requirement to build the digital skills pipeline. Additionally, the tech industry faces a diversity challenge, with the workforce more likely to be European or Asian, male-dominated, and within the 30-49 age range.

The tech industry plays an important role in building tomorrow's economy - an economy that is resilient, sustainable, and inclusive - and if the industry is to realise its potential, key challenges must be overcome.

Tātaki Auckland Unlimited is proud to be working with industry to deliver the Tech Tāmaki Makaurau strategic programme 2022 - 2025.



# TECH TĀMAKI MAKAURAU

Tech Tamaki Makaurau is a three-year programme of action to grow Auckland's technology industry, to create jobs and attract talent and investment into the region.

The time is right for Tāmaki Makaurau to create a tech industry that is globally unique; a thriving, values-based tech ecosystem, that is a beacon for all. Together we have developed a shared vision and purpose in our efforts to go hard on tech.



# VISION / **TE MATAWHĀNUI**

Tāmaki Makaurau Auckland: a global epicentre of innovation, technology and talent that creates an inclusive and equitable future for all.





# DEVELOPING TECH TĀMAKI MAKAURAU



In 2020, Tātaki Auckland Unlimited hosted the Auckland's Future, Now Summit, bringing together the region's business leaders to focus on the economic recovery of Auckland in a COVID-19 world. The Summit emphasised the importance of 'building back better' and the significance of inclusive growth as we address inequalities across the people and places of Tāmaki Makaurau. One of the key commitments emerging from the Summit, was the development of a strategy to grow the tech industry of Tāmaki Makaurau.

Following the Summit, Tātaki Auckland Unlimited collaborated with the tech industry through a series of six workshops in 2021, to identify the key opportunities and challenges for growing the tech industry, and to define the overall tech industry vision, and strategic programme.

In addition, Tātaki Auckland Unlimited commissioned an assessment of the Tāmaki Makaurau tech industry trends and performance from Infometrics, as well as a separate analysis of Auckland's TIN 200 companies from the Technology Industry Network. Tātaki Auckland Unlimited also supported development of the NZ Tech Skills report, to underpin the assessment of industry trends.

National tech industry plans have been considered in the development of Tech Tāmaki Makaurau to recognise themes of strategic alignment and opportunities for collaboration across government agencies.





# CHALLENGES / WERO

There are challenges that need to be overcome if the industry is to realise its potential for all communities across Tāmaki Makaurau.

## Spatial concentration

Many of the larger, best performance tech firms are located in three key Local Board areas - Waitematā, Maungakiekie-Tāmaki, and Upper Harbour. To support inclusive growth outcomes, there is a need to encourage the growth of the industry across the region particularly in south and west Auckland.

## Skills shortages and mismatches

An over-reliance of sourcing labour from overseas, rather than domestically, has long been an issue within the tech industry. With borders closed during the pandemic, the offshore talent pool was unattainable resulting in serious labour shortages. This highlighted the significant skills and talent shortage and mismatch of relevant skills within the domestic workforce.

## Lack of diversity

Many key groups are underrepresented in the tech industry workforce including younger workers, women, Māori and Pacific peoples. (Women make up 31%, Māori 5.7% Pacific Peoples 7.6% and Youth 7.2%). The profile of the industry has remained largely unchanged over recent years. Not only a challenge to inclusion and wellbeing outcomes, this is also a barrier to accessing the benefits that come from the skills, creativity and innovation of a more diverse workforce.



# OPPORTUNITIES / WHAI WĀHITANGA

This plan identifies significant opportunities for the tech industry to drive economic prosperity for our communities and to establish Tāmaki Makaurau as a ‘tech city’ on the world stage.

## Culture & Diversity

Aotearoa New Zealand, has a unique cultural advantage which allows Tāmaki Makaurau to take a genuinely differentiated and innovative approach to forge our identity and stand for something globally.

Being values led and embracing the principles of Te Tiriti o Waitangi and Tikanga Māori, will set us apart on the global stage and create an inclusive and equitable future for all.

## Industry Growth

Technology is transforming economies across the world, disrupting industries, creating higher value jobs and raising productivity.

The tech industry is an area of advantage and opportunity, creating competition and demand for skilled and talented workers, paying higher than average incomes and increasing revenue growth through weightless exports.

## Clustering & Specialisation

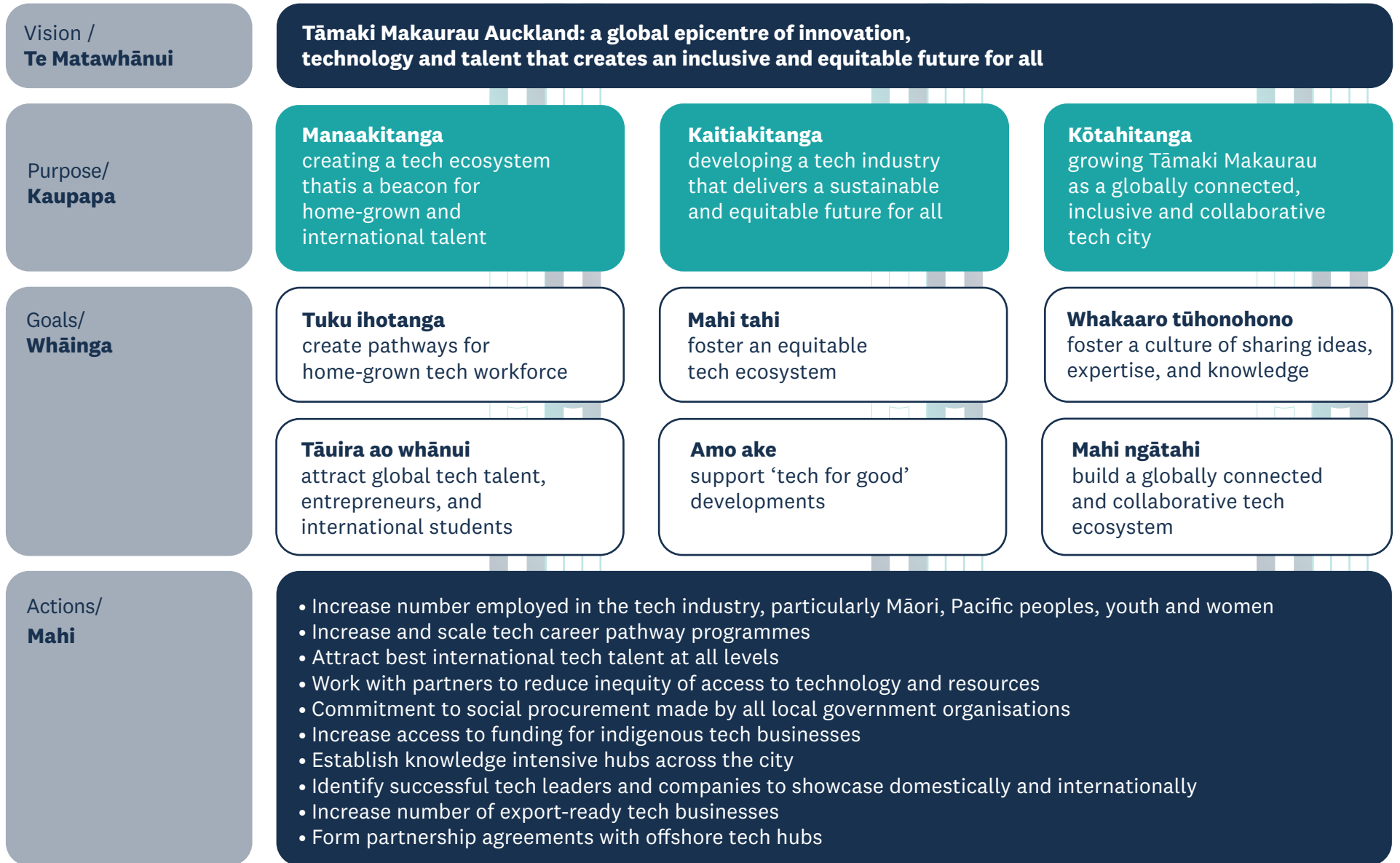
We are committed to reskilling and upskilling for a better future for all. By prioritising innovation focused on solving humanity’s biggest challenges, we support technology that is good for the world.

By recognising the strengths within the tech industry of Tāmaki Makaurau, and being a supportive and connected ecosystem, we will create agglomeration effects that will benefit all within our diverse communities.





# STRATEGIC FRAMEWORK



# DELIVERING TECH TĀMAKI MAKAURAU

Success in delivering Tech Tāmaki Makaurau will be demonstrated through Tātaki Auckland Unlimited implementing collaborative partnership arrangements, to deliver positive outcomes for each of the kaupapa, and supporting whāinga.

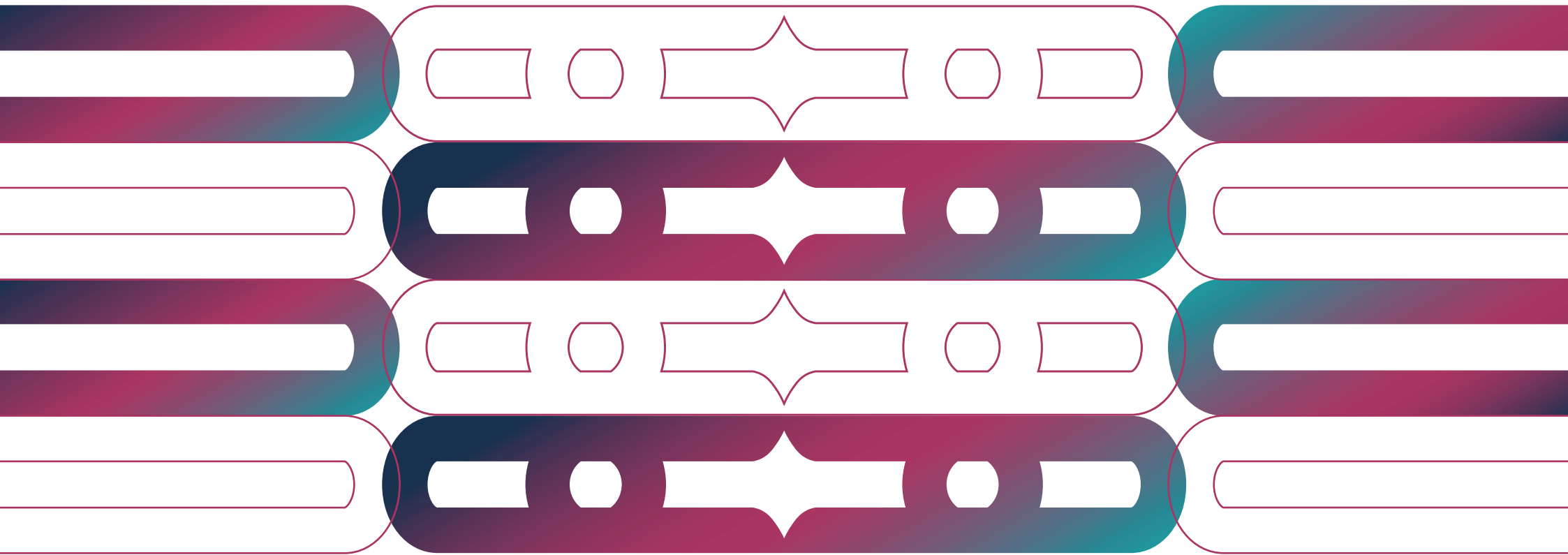
Tech Tāmaki Makaurau has been founded in partnership with industry, and delivering the identified vision, goals and actions will also be delivered in partnership. To enable this, a new tech industry advisory group will be established to represent a collective voice of the tech industry in Tāmaki Makaurau Auckland and provide guidance in the process of delivering the three-year strategic programme.

Ongoing collaboration across government agencies, and a wide range of partners, will be a cornerstone of effective implementation and critical to ensure that actions and investments are aligned, and the collective aspirations to accelerate growth of a tech industry that is resilient, productive, and equitable are achieved.

Collaboration with industry, government, and partners will ensure that Tech Tāmaki Makaurau delivers opportunities for future tech industry growth where wellbeing outcomes are felt by all communities of Tāmaki Makaurau.







## Tech Tāmaki Makaurau Design

The patterns are inspired by traditional Maori patterns called Hae Hae. Hae Hae: to protect and guide. This overall pattern I have created is also inspired by the Manaia/kaitiaki (spiritual guardian). You can see the bottom pattern is based as a mouth, the circle as eyes. The manaia represents and is a reminder to keep our core values in tact. For they are watching over us and guiding us through our journeys.

Fern Ngatai

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