



# WELLINGTON

**The Wellington region is the centre of New Zealand's knowledge-based and creative industries and is home to the country's capital city.**

Voted 'the coolest little capital in the world' by Lonely Planet, Wellington boasts New Zealand's highest proportion of people employed in knowledge-intensive services.

The region is largely urban with a rural hinterland supporting forestry, agriculture and winemaking.



## REGIONAL HIGHLIGHTS

High-tech hub

Creative industries

Highly educated workforce

Compact capital city

## AREAS OF OPPORTUNITY

### Dynamic screen sector

Wellington is an internationally recognised centre for post-production and visual effects technology. Post-production companies from the United States and United Kingdom take advantage of time differences, which allow work to be completed overnight in Wellington. There are opportunities to invest in this rapidly growing sector.

processing centres to service international demand.

### Fast-growing, creative digitech industry

The Wellington region has the highest concentration of web-based and digital technology companies per capita in New Zealand. Investors can take advantage of globally competitive rental and operational costs, urban compactness, and robust data and telecommunications connections, which create an ideal environment for web and mobile software development.

### High-quality business process operations

Wellington is a world-class, cost-effective location to establish higher value customer service, technical support and business



# COMPACT AND CREATIVE

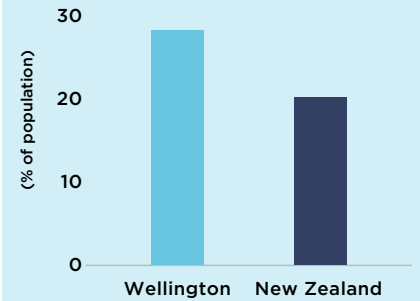
## Key attributes of the region

Wellington is New Zealand's capital and the majority of New Zealand's government departments are based in the city. The wider region is home to the nation's second-largest urban population, and is made up of eight local authorities. Wellington has world-leading research institutions including three universities, three institutes of technology and multiple research and development centres.

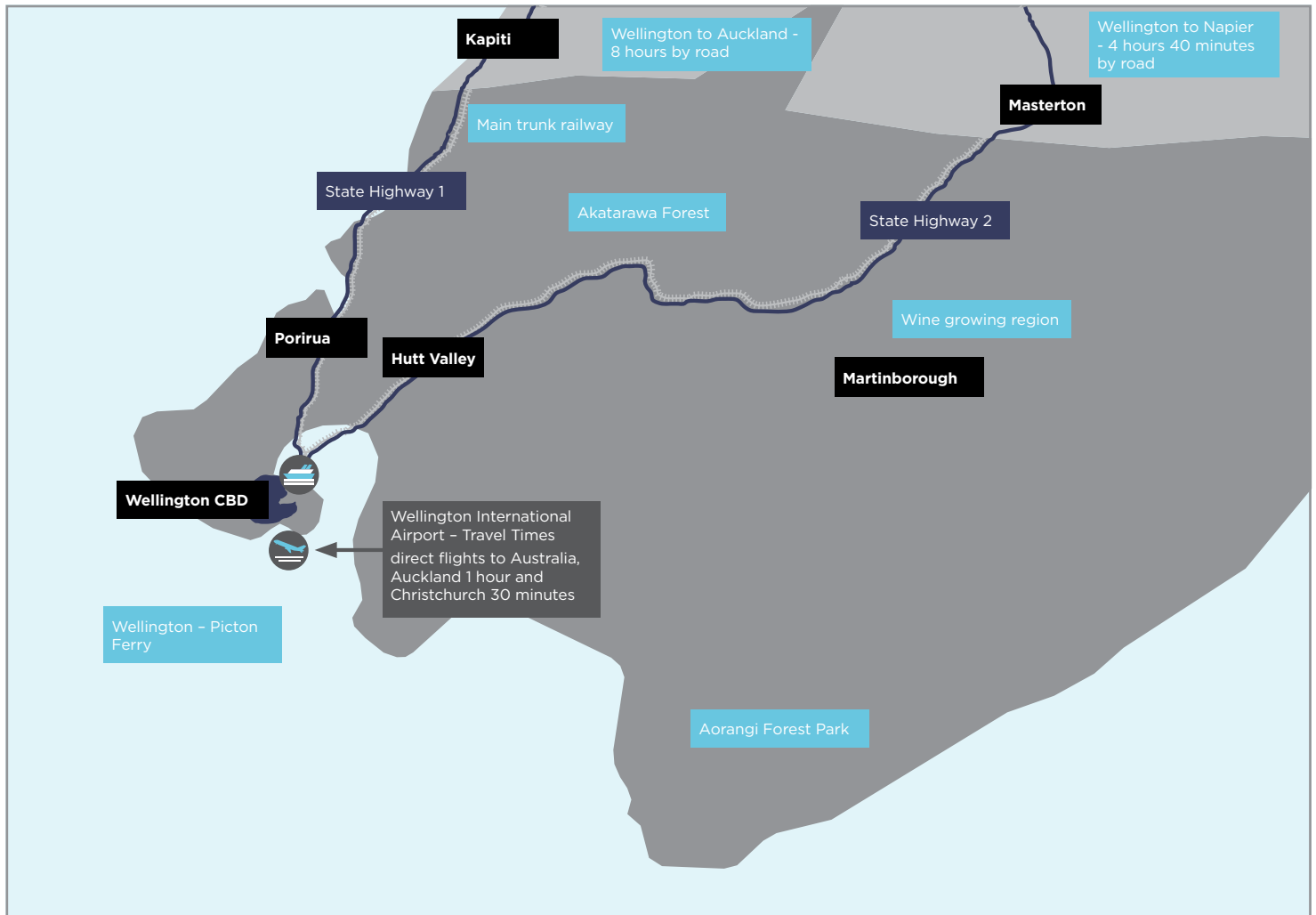
Wellington city is home to New Zealand's stock exchange and the head offices of numerous New Zealand banks and corporations. Internationally recognised film and television production businesses, including the Weta Group of Companies, are clustered in Miramar, Wellington. Wellington also has a thriving digital technology industry.

Wellington's rural areas are driven by land-based industries including meat, dairy, forestry and winemaking. The proposed Wairarapa Water Use Project will be a catalyst for further agricultural development.

**Percentage of population that are university educated**



- 27%** of New Zealand's ICT employees
- 84%** of New Zealand's digital media revenue
- 28%** of the Wellington adult population is university educated
- 84%** of residents live within 6 minutes of public transport
- Three** universities in the region





# DYNAMIC SCREEN SECTOR

Wellington offers investible opportunities in its growing screen sector, which is already an internationally focused, multi-million dollar industry.

Wellington encourages international screen producers to work in its region and offers diverse, accessible film locations.

**International post-production companies take advantage of time differences to complete work overnight in Wellington so that it can be viewed the same day in the United States or the United Kingdom.**



## People

### \$65,550 a year

median earnings in information, media and telecommunications (NZ median is \$52,030)

### 1,210

employees in the motion picture and broadcasting sector

### Specialised training

via the New Zealand Film and Television School, Victoria University of Wellington, Wellington Institute of Technology, and Massey University

### Nationally networked industry education

The New Zealand Film and Television School is a subsidiary of Whitireia New Zealand, a government-owned and funded tertiary institution with campuses throughout the country.



## Infrastructure

### World-class facilities for film and television

and sound stages with full-service TV pre and post-production facilities

### 48 hours

response time for location filming permits

### Two airports

including one with international connections

### Long-standing sector support

Screen Wellington has more than 20 years of experience supporting the screen industry, making it the most experienced office in New Zealand's film network, which has offices throughout the country.



## Business

### 1,065

post-production screen businesses and contractors in Wellington

### 35% growth

in number of post-production companies in four years

### Leading region

in screen industry total production and post-production gross revenue – 79% of national post-production gross revenue over the past four years

### Blockbuster track record

The Weta Group of Companies has delivered or significantly contributed to some of the most challenging and successful films in the last 20 years: The Hobbit trilogy, The Avengers, Rise of the Planet of the Apes, Avatar, King Kong, Furious 7, Godzilla, Mad Max: Fury Road, and The Lord of the Rings trilogy. The group includes Weta Digital, world leaders in visual effects production and Park Road Post, a premier post production facility.

## New Zealand's home of world-class screen production

The **Gibson Group**, one of the longest-serving and largest screen production companies in New Zealand, specialises in feature films and a wide range of television including high-end television drama, documentary, comedy, arts and factual programming. Gibson Group productions have sold in over 80 countries worldwide, and the company has recently produced work for the BBC and ITV and supported Swedish and German companies shooting in New Zealand. The Gibson Group also has a fully equipped post-production facility in-house, and a close relationship with both Avalon Studios and Undergroundsound.

**Avalon Studios** is an independently owned and operated television and film studio company, providing extensive production facilities matched with a high level of customer service. The facility offers a wide range of equipment, sound stages, sound mixing and post-production suites and a highly experienced and skilled workforce available on demand. Located on a 2.5-hectare property in Lower Hutt, Wellington, the studios also include a substantial back lot, production offices and helicopter pad.

**8i**, based in Wellington and Los Angeles, is on a mission to make virtual reality human. The 8i team has created technology that allows creators to transform HD video from multiple cameras into a fully volumetric recording of a human that viewers can walk around in virtual and augmented reality, or interact with on the web.



# FAST-GROWING, CREATIVE DIGITECH INDUSTRY

Wellington has the highest concentration of web-based and digital technology companies per capita in New Zealand. The region is seeking to grow this industry further.

With the fastest growing high-tech sector in New Zealand, and a culturally creative base, Wellington's software development sector is an attractive place to invest in technological innovations such as game development, digital startups and software development.

**Investors can take advantage of globally competitive rental and operational costs, urban compactness, and robust data and telecommunications connections, creating an ideal environment for web and mobile software development.**



## People

### \$65,550 a year

median earnings in information, media and telecommunications (NZ median is \$52,030)

### 27%

of New Zealand's ICT jobs are based in Wellington

### Skilled labour

a constant supply of flexible tertiary labour and newly qualified graduates with more than 30,000 tertiary students

### World-class tech bootcamp

Enspiral Dev Academy is a nineteen-week intensive course in software development. It is a leading full-time tech bootcamp in New Zealand and licenses its curriculum from USA-based Dev Bootcamp.



## Infrastructure

### Competitive

lowest average commercial rent of New Zealand's three major cities

### Connected

through ultrafast fibre optic networks

### Knowledgeable

three universities and three institutes of technology within Wellington city

### Global links for global growth

Wellington's robust data and telecommunications connections are ideal for web and mobile software development and international collaboration.



## Business

### 76%

of tech employers plan to recruit more staff in 2016

### 53%

of workforce is employed in knowledge-intensive sectors (NZ average is 38%)

### 25 high-growth firms

per 1,000 - enterprises with average turnover greater than 20% p.a. over a three-year period (NZ average is 20 per 1,000)

### A base for rapid expansion

According to the TIN100 report for 2015, Wellington's revenue growth in the high-technology sector exceeded that of any other region of New Zealand.

## Wellington digital expertise in global markets

**PikPok**, an industry-leading games publisher established in 2009, has developed multiple successful mobile, tablet and desktop games. It forms part of a prominent game development industry cluster in Wellington, drawing on a critical mass of creative and technical talent in the region.

**Xero**, the global leader in online accounting software with a market capitalisation of \$2.8 billion, has its global headquarters in Wellington. Since it was founded in 2006, the company has boosted its global presence with more than 1,400 staff across the United States, United Kingdom and Australia.

**Raygun** is a globally focused software tools company headquartered in Wellington, with offices in San Mateo and Seattle in the US. More than 30,000 developers use the Raygun platform to build better software, including teams at Microsoft, 4 Seasons, Nordstrom, Box, Xamarin and AutoDesk.



# HIGH QUALITY BUSINESS PROCESS OPERATIONS

Wellington is home to several contact centre operations, both in-house and outsourced. These service the public and private sectors across New Zealand and the world.

Growth in the sector has been driven by Wellington's educated workforce, competitive operating costs and supporting infrastructure.

**Wellington offers international investors excellent scope to near-shore their higher value scientific and technical development operations to benefit from competitive costs.**



## People

### **\$27,800 a year**

median earnings for administrative and support services (NZ median is \$23,070)

### **11,430**

employees in administration and support services

### **40+**

well-established recruitment agencies to help ramp up operations

### **Contact centre skills on tap**

Wellington has a skilled and experienced contact centre workforce available to quickly grow operations. The workforce also has experience in government and financial services.



## Infrastructure

### **17.8%**

lower average commercial rent costs than Auckland

### **Ease of transport**

via region-wide rail and bus services. Wellington has the highest patronage per capital in New Zealand, 41% higher than Auckland

### **ICT support**

multiple ICT, ISPs and data centres

### **Compact, accessible, profitable**

Contact centres in lower-cost locations throughout the region enjoy good transport links to the city and its infrastructure, offering further opportunities for cost savings.



## Business

### **Commercial and institutional hub**

headquarters of financial firms and government agencies

### **Multiple options**

for contact centre and business process outsourcing and in-house operations

### **Several**

call centres located in the region

### **Service hub for Australasia**

Major New Zealand and Australian firms with contact centres in Wellington include ANZ Bank, Concentrix, Datacom, Contact Energy and Contact Centres Australia (CCA).

## A business process centre for international growth

**Datacom** is one of Australasia's largest professional IT services companies, employing over 4,000 people. Datacom is 100 percent New Zealand-owned with extensive expertise in the operation of data centres, the provision of IT services, software engineering and application management, cloud services, payroll and business process outsourcing. Founded in 1965 and operating across New Zealand, Australia, Malaysia and the Philippines, Datacom has a successful 50-year trading history of consistent growth and a track record of delivering innovative technology-based solutions, with many clients in relationships spanning decades.

The **Australia and New Zealand Banking Group Limited (ANZ)** is one of the five largest companies in Australia, and is New Zealand's leading bank. ANZ is one of Wellington's largest employers and corporate tenants, employing around 3,000 Wellingtonians. In 2013, ANZ relocated a significant part of its contact centre operations from Melbourne to Wellington and invested in a major consolidation and upgrade of its Wellington premises.

# WHO HAS INVESTED IN WELLINGTON?

---



## OneContact (Australia)

Established in 2002, OneContact (formerly Contact Centres Australia) chose Wellington to open its first New Zealand-based contact centre in 2013. Driven by strong business performance in New Zealand, over 200 agents are now based in the Wellington office. The company relaunched as OneContact in 2016 to reflect the full breadth of the organisation.

OneContact now delivers over 20 million conversations across Australia and New Zealand, offering a range of inbound and outbound call centre services that can be integrated with other fulfilment services to create a complete end-to-end solution for clients.

---



## Fujitsu New Zealand (Japan)

Fujitsu New Zealand is a fully owned subsidiary of Fujitsu Australia Limited, owned in turn by Fujitsu Limited, Japan (incorporated in 1935), the world's third-largest IT company. Fujitsu New Zealand has over 850 talented staff at its Wellington head office and 18 other locations nationwide, and is supported by a network of 170,000 employees around the world.

Fujitsu has been operating in New Zealand for more than 40 years, with New Zealand revenues of \$160 million. With its strong IT heritage from chip manufacturing to strategic consulting, it has earned a reputation as the single supplier of choice for leading corporate organisations and the New Zealand Government.

---



## IBM (United States)

IBM, one of the world's largest companies, has its New Zealand headquarters in Wellington. IBM has operated in New Zealand for more than 60 years and the New Zealand business generated revenues of \$364 million in 2014. IBM is a globally integrated technology and innovation company with operations in over 170 countries.

---



## Juken New Zealand Limited (Japan)

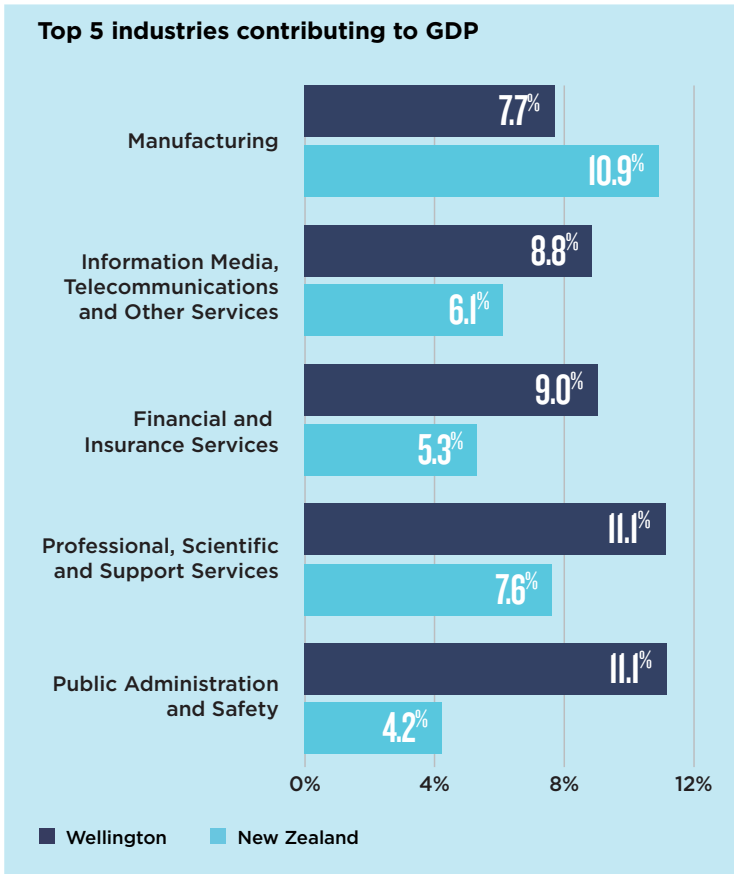
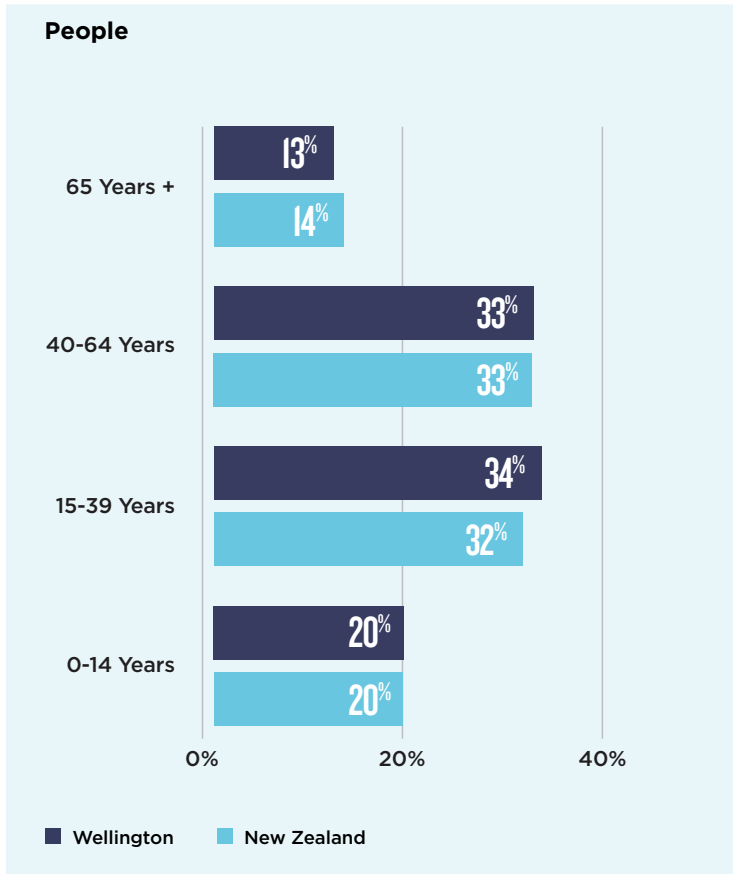
Juken New Zealand Ltd (JNL), a subsidiary of Japan-based WoodOneCo Ltd, manufactures advanced and innovative wood products from selectively planted, managed and harvested radiata pine for local and export markets. JNL has invested over \$700 million into New Zealand with significant investments in FSC certified plantation forests in the Wairarapa and Gisborne (East Coast) regions and modern, efficient and environmentally clean wood processing mills in Wairarapa, Gisborne and Kaitia.

---



# HOW WELLINGTON COMPARES

<b>Population</b> <b>504,900</b> Wellington <hr/> <b>4,693,000</b> New Zealand	<b>Annual net international migration</b> <b>3,430</b> Wellington <hr/> <b>69,954</b> New Zealand	<b>Regional GDP (NZbillion)</b> <b>\$32.6</b> Wellington <hr/> <b>\$241.2</b> New Zealand	<b>GDP per capita</b> <b>\$65,974</b> Wellington <hr/> <b>\$52,953</b> New Zealand
--	---	---	--



**Education**  
% of all school leavers achieving university entrance standard (2015)

<b>47.5%</b> Wellington	<b>40.6%</b> New Zealand
----------------------------	-----------------------------

**Mean household income**

<b>\$98,863</b> Wellington	<b>\$91,198</b> New Zealand
-------------------------------	--------------------------------

**Median house price**

<b>\$450,000</b> Wellington	<b>\$432,500</b> New Zealand
--------------------------------	---------------------------------

**Mean weekly rent**

<b>\$393</b> Wellington	<b>\$408</b> New Zealand
----------------------------	-----------------------------

**Unemployment rate**

<b>4.6%</b> Wellington	<b>4.9%</b> New Zealand
---------------------------	----------------------------

**Mean weekly office rent (\$/m<sup>2</sup>)**

<b>\$418</b> Wellington CBD
--------------------------------

The Wellington Regional Economic Development Agency (WREDA) aims to make Wellington the most prosperous, liveable and vibrant region in Australasia by 2025.

WREDA's Business, Growth and Innovation team is the first point of contact for investors. Their focus is on enabling sustainable business growth and attracting business, investment, talent and students to the region.

## Economic development strategy

WREDA works to:

- grow business and strengthen key sectors by connecting companies with expertise and funding to help them grow, innovate and export
- attract and retain business, investment, talent and students by promoting the region as a great place to live, do business, work, learn and invest
- boost innovation through incubation and acceleration programmes and by connecting industry with researchers to commercialise new ideas
- deliver a vibrant programme of events to grow the visitor economy and enhance regional liveability
- develop the region's workforce to meet the business sector's future employment needs.

## How we help investors

WREDA helps investors by:

- making key introductions
- providing information on relevant topics, including local demographics, sector specialties, workforce, skills, property and operating costs
- assisting with compiling information to build business cases
- assisting with access to potential funding
- facilitating access to key talent in the region.



### **DORIEN VERMAAS**

Sector Development  
& Business Attraction  
Team Lead

E [dorien.vermaas@wellingtonnz.com](mailto:dorien.vermaas@wellingtonnz.com)

## Region-led initiatives:

Global customer engagement services company Concentrix will establish a strategic New Zealand delivery centre in Wellington in 2016. The centre will provide technology support to English-speaking customers in New Zealand, Australia and the Asia Pacific.

To assist Concentrix in their location search, WREDA hosted familiarisation visits and provided business information and introductions to local providers. In preparation for the centre's opening, WREDA is providing recruitment and workforce development advice, and has invested in a partnership with Concentrix to enable specialist training of up to 300 staff.

This document was produced by New Zealand Trade and Enterprise, New Zealand's international business development agency. [www.nzte.govt.nz](http://www.nzte.govt.nz)

© Copyright New Zealand Trade and Enterprise (NZTE) 2016.

Disclaimer: No part of this publication may be distributed or copied for any commercial purpose nor incorporated in any work or publication without the prior written consent of NZTE. The information contained in this publication is intended as a guide only. Professional advice should be sought before applying any of the information to particular circumstances. While every reasonable care has been taken in the preparation of this document, NZTE does not accept liability for any errors it may contain.

ISBN 978-0-908344-35-2 December 2016