

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.

Recently voted 'the coolest little capital in the world' by Lonely Planet, Wellington has the 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

Cutting-edge post-production technology

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 the time difference, which sees work completed overnight in Wellington. There are opportunities to invest in this rapidly growing sector.

Fast-growing, creative digitech industry

The 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 scientific and technical development operations.



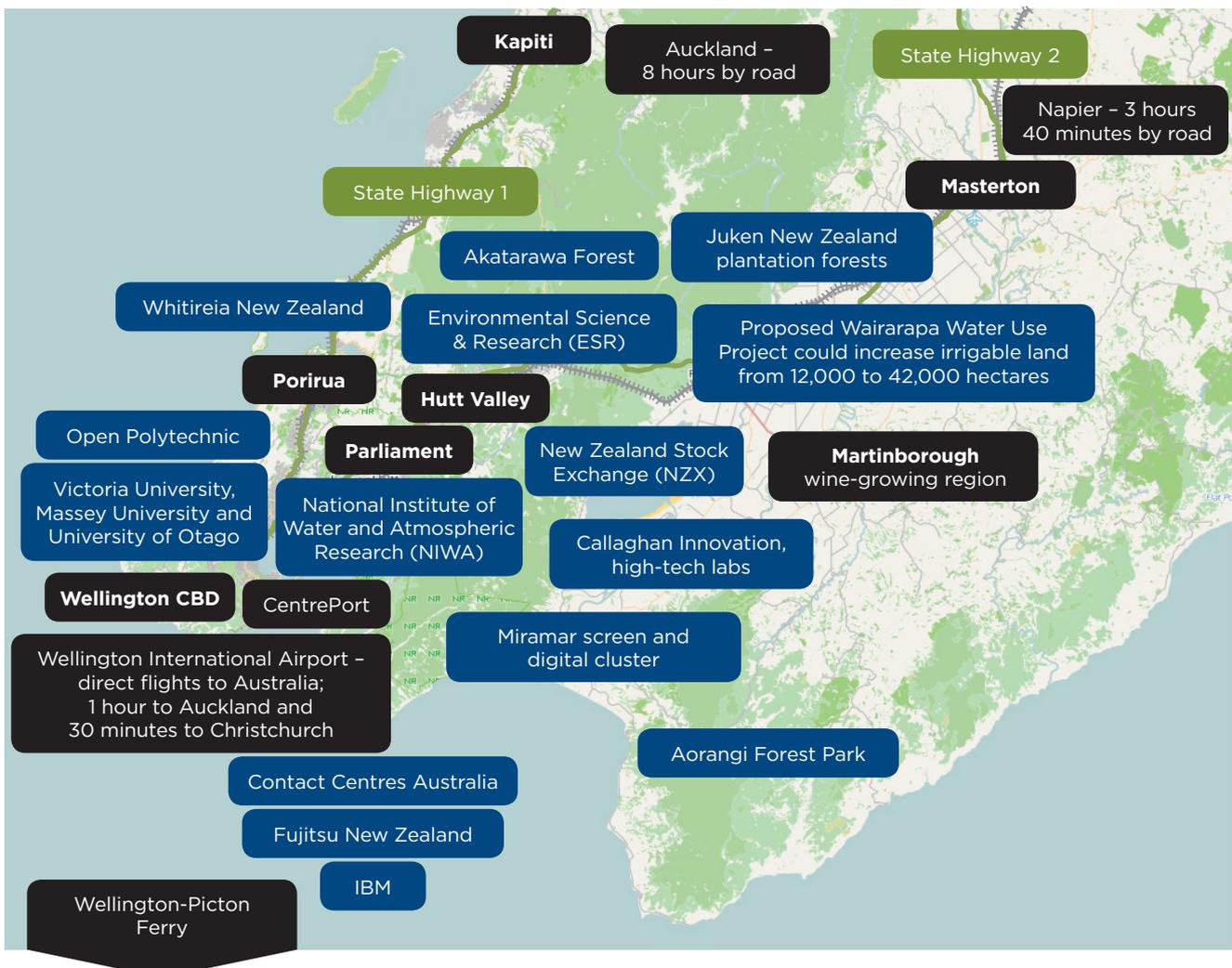
Compact and Creative

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 three universities, world-leading research institutions, 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.





Cutting-edge Post-production Technology

Wellington offers investible opportunities in its growing screen sector, which is already an internationally focused, multimillion-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 the time difference to complete work overnight in Wellington so that it can be viewed the same day in the United States or United Kingdom.



\$61,150 p.a.

median earnings in information media and telecommunications (NZ median: \$49,970 p.a.)

1,280

employees in the motion picture and broadcasting sector

Industry-led schooling

via the New Zealand Film and Television School

The Pukeko IP Initiative (PIPI) between Wellington universities and the private sector assists emerging talent to commercialise their ideas. The programme upskills writers and fosters collaboration with visual designers.



Television studios

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

Film Wellington has more than 15 years of experience supporting the screen industry, making it the most experienced office in Film New Zealand's network, which has offices throughout the country.



845

post-production screen businesses and contractors in Wellington

150% growth

in number of post-production companies in three years

Leading region

in production and post-production by gross revenue

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 and The Lord of the Rings trilogy.



Film Wellington provides free advice for the entertainment industry and 24-hour support, and can assist in securing national and local incentives, grants and permits.

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.

Internationally recognised film and television production businesses including the Weta Group of Companies are clustered in the Miramar area of Wellington.

The Weta Group of Companies is at the heart of this innovation cluster and continues to grow through collaboration and partnership. Comprising Weta Workshop, Weta Digital, Park Road Post Production, Wingnut Films and Stone Street Studios, these companies have grown from their modest beginnings to achieve global success.

The Weta Group of Companies in Miramar, Wellington, offers a full range of services to suit nearly any production's size or requirement. From initial concept design and pre-production through full fabrication and engineering of physical effects and set design, to complete visual effects, post and finishing, the Group offers everything a filmmaker needs to fulfil their creative vision. Four purpose-built stages, including the massive 2,276 square metre 'Kong' sound stage at Stone Street Studios, complete the offering.



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. 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.

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 gaming, digital startups and software development.



\$61,150 p.a.

median earnings in information media and telecommunications (NZ median: \$49,970 p.a.)

24%

of New Zealand's ICT jobs are based in Wellington

Skilled labour

a constant supply of flexible tertiary labour and newly qualified graduates

Enspirial Dev Academy is a nine-week intensive course in software development. It is the only full-time tech bootcamp in New Zealand and licenses its curriculum from USA-based Dev Bootcamp.



Lowest

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

Connected

through fibre optic networks

Knowledgeable

three universities and three institutes of technology within Wellington city

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



70%

of ICT employers plan to recruit more staff

42%

of workforce is employed in knowledge-intensive sectors (NZ average: 30%)

25 high-growth firms

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

According to the TIN100 report for 2013, Wellington's growth in the high-technology sector was three times faster than any other New Zealand region.



Chorus, New Zealand's largest telecommunications infrastructure company, is headquartered in Wellington. The company builds and maintains telecommunications lines throughout the country.

Massey University has three campuses in New Zealand located in Auckland, Manawatu and Wellington. The Wellington campus is home to Fab Lab Wellington, a digital fabrication laboratory affiliated to the Massachusetts Institute of Technology.

“In 2000 in Wellington, web and digital space was taking off – now it's a world-class digital community.”

– Mark Pascall, a British migrant, began his Wellington-based web and mobile software development company, 3months, in 2000 after he had been working in Wellington for several years.

Xero, the global leader in online accounting software with a market capitalisation of almost \$4 billion, has its global headquarters in Wellington. Since it was founded in 2006, the company has boosted its global presence with more than 800 staff across 17 offices in the United States, the United Kingdom and Australia.

SilverStripe is a globally focused open-source web technology company headquartered in Wellington, with offices in Auckland, Melbourne and Hobart. Its flagship open-source product, SilverStripe CMS, is used locally as the basis of an all-of-government Common Web Platform, and as far afield as the French presidential campaign of François Hollande.



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 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.



\$28,890 p.a.

median earnings for administrative and support services (NZ median: \$21,800 p.a.)



9.3%

lower average commercial rent costs than Auckland



Commercial and institutional hub

headquarters of financial firms and government agencies

3000

employees in administration and call centre services

Ease of transport

via region-wide rail and bus services

40+

recruitment agencies to help ramp up operations

Skilled labour

available for work

ICT support

multiple ICT, ISPs and data centres

Several

call centres located in the region

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

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.

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



Wellington is home to the majority of national government agencies, and a number of Australasian financial firms also have headquarters in the city.

Wellington firms are able to connect on a national level. For example, Datacom, which designs, builds and runs IT systems and processes for businesses, has its original data centre in Wellington, which forms part of a network of four in New Zealand.

With 3,660 people, Datacom is one of Australasia's largest professional IT services companies. 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, payroll and business process outsourcing. Founded in 1965 and operating across New Zealand, Australia, Malaysia and the Philippines, Datacom has a successful 49-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 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?



Contact Centres Australia

“CCA dedicated many months to deciding the best option for opening our first New Zealand call centre. With the assistance of Grow Wellington, we decided the Capital was our preferred option.”

- Benjamin Crabbe, Director, Contact Centres New Zealand

Contact Centres Australia (CCA) chose Wellington to open its first New Zealand contact centre in 2013. Established in 2002, CCA is a wholly Australian-owned operation based in Sydney.



Fujitsu New Zealand (Japan)

Fujitsu New Zealand is a fully owned subsidiary of Fujitsu Australia Limited, which is in turn owned by Fujitsu Limited, Japan (incorporated in 1935).

Fujitsu NZ has an 850-plus strong nationwide resource pool enabling skilled and experienced resources for all customers nationwide.

The company's head office is in Wellington, with a further eight locations nationwide and a further 12 locations with mobile resource. With its strong ICT heritage from chip manufacturing to business consulting, Fujitsu is able to deliver application development and integration, managed services, complex technical infrastructure, and business services.

Fujitsu has been operating in New Zealand for 40 years. Fujitsu employs 5,000 staff, and has combined revenues in excess of \$1 billion across Oceania.



IBM (United States)

IBM, one of the world's largest companies, has its New Zealand headquarters in Wellington. IBM is a global technology and innovation company with operations in over 170 countries.

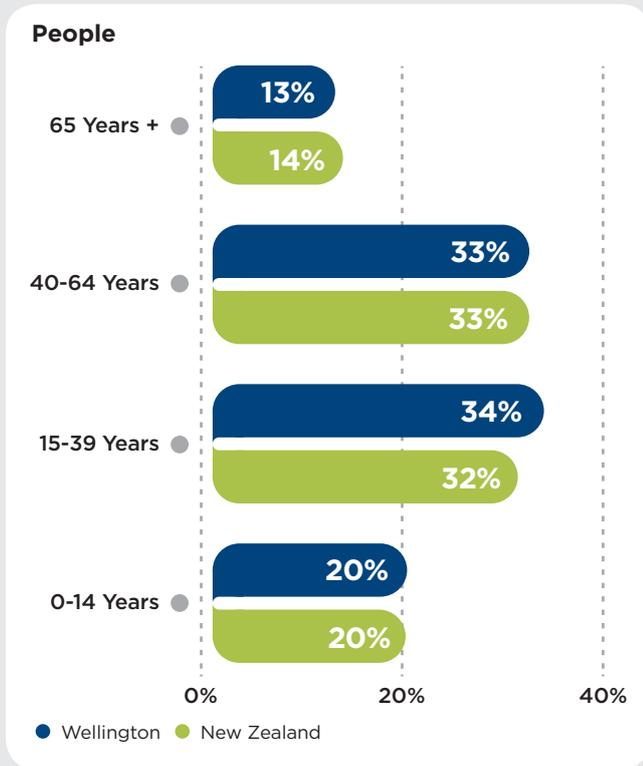


Juken New Zealand Ltd (Japan)

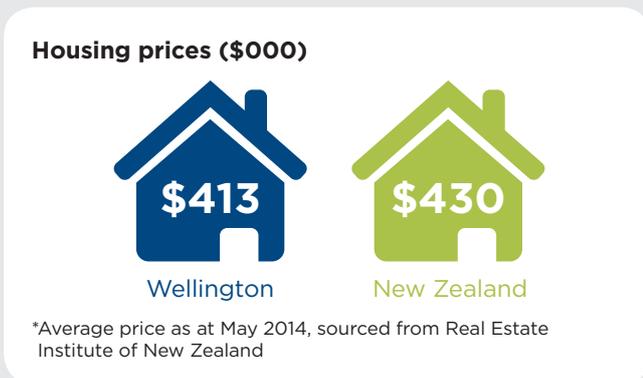
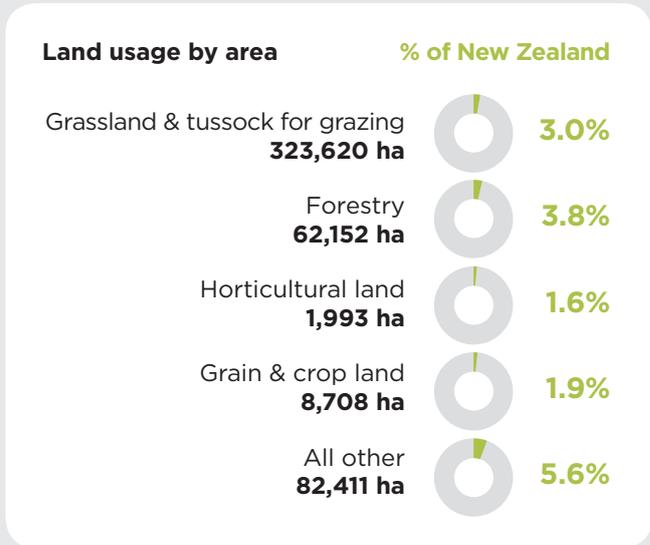
Juken New Zealand Ltd (JNL), a subsidiary of Japan-based Wood One Co Ltd, manufactures high quality wood panels, engineered wood and solid wood products made from trees grown in its own expertly managed sustainable forests. Wood One is the fourth largest company in house-building products in Japan.

In the Wairarapa region, JNL manufactures advanced and innovative wood products from selectively planted, managed and harvested radiata pine for local and export markets. JNL manages and certifies plantation forests in the East Coast and Wairarapa regions and has modern, efficient and environmentally clean wood processing mills in Masterton and Gisborne.

How Wellington Compares



Most highly educated workforce in New Zealand



Education

54%
of all school leavers achieved university entrance standard (2012)

Employment rate

Wellington	68%
New Zealand	65%

Overall life satisfaction

Wellington	88%
New Zealand	87%

Average household income (2013)

Wellington	\$99,600
New Zealand	\$88,400



Welcoming Investors

Grow Wellington is the regional economic development agency that exists to accelerate economic growth in the Wellington region and make it more internationally competitive.

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The EDA's goals

- 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 and develop the workforce by connecting industry with researchers and to commercialise new ideas and meet the business sector's future employment needs.

How the agency helps the investor

- Makes critical introductions
- Provides information on relevant topics including local demographics, sector specialties, workforce, skills, property and operating costs
- Helps with compiling information to build business cases
- Assists with access potential funding
- Accesses talent.

Region-led initiatives

Australian call centre operator Contact Centres Australia (CCA) recently chose Wellington as a location for its near-shore customer service base. After a thorough analysis of the options, CCA chose to service its Australian client base from a large facility in the Wellington CBD. Grow Wellington helped the company to connect to key service providers and landlords, develop a business case, facilitate research trips and access relevant funding assistance.

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