

TECH TĀMAKI MAKAURAU

ACCELERATING AUCKLAND'S TECHNOLOGY INDUSTRY

YEAR 1 ACHIEVEMENTS



Tātaki
Auckland
Unlimited



A
AUCKLAND
TĀMAKI MAKAURAU

Auckland's technology 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.



Boasts over 11,000
firms



Home to 120 of Aotearoa's
top 200 tech companies



Contributes \$13.6 billion
to the region's GDP



Employs over 70,000
highly skilled jobs



Estimated to support
3,500 new jobs by 2025

Informed by industry

Tech Tāmaki Makaurau is a three-year programme of action, developed with industry:

- to grow Auckland's \$13.5 billion technology industry
- to create more high skilled jobs
- to attract more tech talent and investment into the region.

An Industry Advisory Group was established to inform prioritisation of actions, and guide delivery of the programme.

Industry Advisory Group:
Clearhead, Datacom, Spark, Microsoft, Fisher & Paykel Healthcare,
Pasifika in IT, Te Matarau Māori Tech Assoc,
Faction, Medtech Global, Dotterel,



Tech Tāmaki Makaurau strategy

Vision /
Te Matawhānui

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

Purpose/
Kaupapa

Manaakitanga
creating a tech ecosystem that is a beacon for home-grown and international talent

Kaitiakitanga
developing a tech industry that delivers a sustainable and equitable future for all

Kōtahitanga
growing Tāmaki Makaurau as a globally connected, inclusive and collaborative tech city

Goals/
Whāinga

Tuku ihotanga
create pathways for home-grown tech workforce

Mahi tahi
foster an equitable tech ecosystem

Whakaaro tūhonohono
foster a culture of sharing ideas, expertise, and knowledge

Tāuira ao whānui
attract global tech talent, entrepreneurs, and international students

Amo ake
support 'tech for good' developments

Mahi ngātahi
build a globally connected and collaborative tech ecosystem

Actions/
Mahi

- Increase number employed in the tech industry, particularly Māori, Pacific peoples, youth and women
- Increase and scale tech career pathway programmes
- Attract best international tech talent at all levels
- Work with partners to reduce inequity of access to technology and resources
- Commitment to social procurement made by all local government organisations
- Increase access to funding for indigenous tech businesses
- Establish knowledge intensive hubs across the city
- Identify successful tech leaders and companies to showcase domestically and internationally
- Increase number of export-ready tech businesses
- Form partnership agreements with offshore tech hubs



MANAAKITANGA

Creating a tech ecosystem that is a beacon for home-grown and international talent



Māori participation in tech research

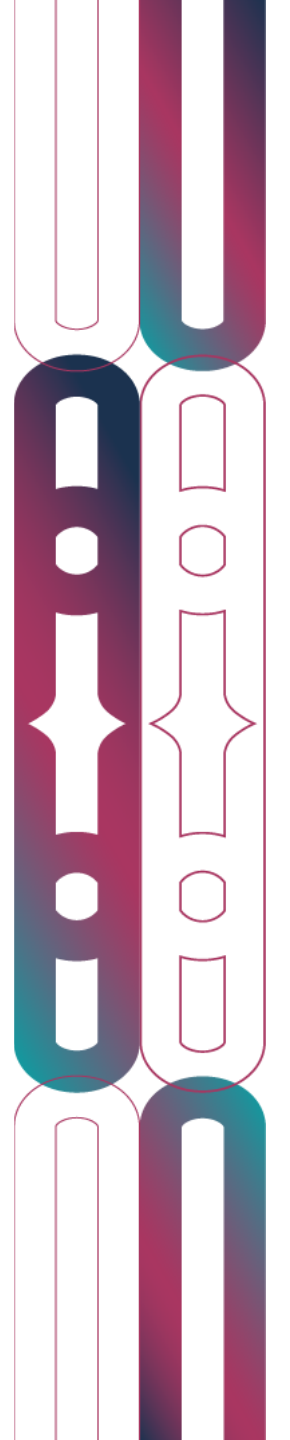
Te Au Hangarau identified which factors influence participation and success of Māori in the technology industry, and foster a sense of belonging:

- enhancing Māori leadership and profile
- creating culturally safe and literate workplaces
- providing culturally anchored support networks.

A downloadable insights pack was published with recommendations for action, for organisations in the tech industry that aspire to create diverse workplaces where Māori will thrive.

For more information click [here](#).

*Partnership with Spark Foundation
Supported by Te Matarau (the Māori Tech Association).*





Kickstarting Cultural Competence

Created a cultural competency pilot programme - *in partnership with Amia* - to build on the findings of *Te Au Hangarau*.

The pilot aims to **develop a tech industry that is culturally safe, where rangitahi are welcomed and nurtured.**

The pilot is built around reciprocity - bridging business objectives and Māori principles - to bring about shared understanding.

In service of customer impact and value

Organisation

Creating an environment where customers and kaimahi thrive



Kaimahi

Confident to step into tech, able to connect and contribute for impact

Tech careers

Showcased **tech career pathways to 650 secondary school students, from 30 schools** across Auckland.

- [Tech23](#) one-day tech careers expo with 40 innovative technology companies.
- South Auckland in-school STEAM education programme.

Partnerships with Ministry of Education, NZTech, Media Design School, Microsoft, MOTAT, Drone Legends, Auckland Zoo, Space Base and Te Matarau (Māori Tech Association).



Kirat Kaur

Lynfield College

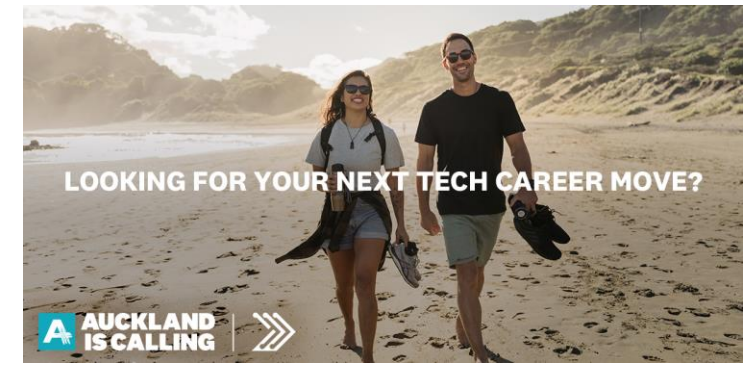
International talent campaign

Auckland is Calling campaign launched.

Results in first four weeks:

- 200,000 unique website views
- 2000 referrals to the 'We See Tomorrow First' website (half of all visits)
- 1000 referrals to the 'WorkHere' recruitment site.

View the campaign, featuring tech professionals, [here](#)





KOTAHITANGA

Growing Tāmaki Makaurau as a globally connected, inclusive and collaborative tech city

Migrants in Tech

A thriving community was launched.

The programme – featuring meet ups and learning webinars – **has connected 500 tech migrants**, supporting recent newcomers to Auckland and helping them navigate the tech industry.



Collaboration and knowledge sharing

A key goal of Tech Tāmaki Makaurau is to **foster a connected and collaborative tech ecosystem** via a culture of sharing ideas, expertise and knowledge.



In support of this goal:

- **launched a new microsite** showcasing industry news, insights, research and an events calendar
- delivered 'Tech Connect' events, **for 200 tech stakeholders**
- **welcomed the Finnish Prime Minister** and Finnish trade delegation to meet with five deep tech companies, showcasing their technology and innovation.



2022 Auckland tech sector insights

The report presents key data and insights into Auckland's TIN200 companies and their performance.

\$6.78

billion
Total AKL export revenue

\$1.42

billion
Wages to local employees

\$796

million
Spent on R&D
(10% of every dollar earned)

The insights report can be viewed [here](#).





KAITIAKITANGA

Developing a tech industry that delivers a sustainable and equitable future for all



Digital Manufacturing Light pilot

Launched in partnership with University of Auckland.

Supports SME manufacturing firms to de-risk their adoption of digital solutions that increase productivity.

By applying a modular 'off the shelf' methodology, the Digital Manufacturing Light pilot aims to:

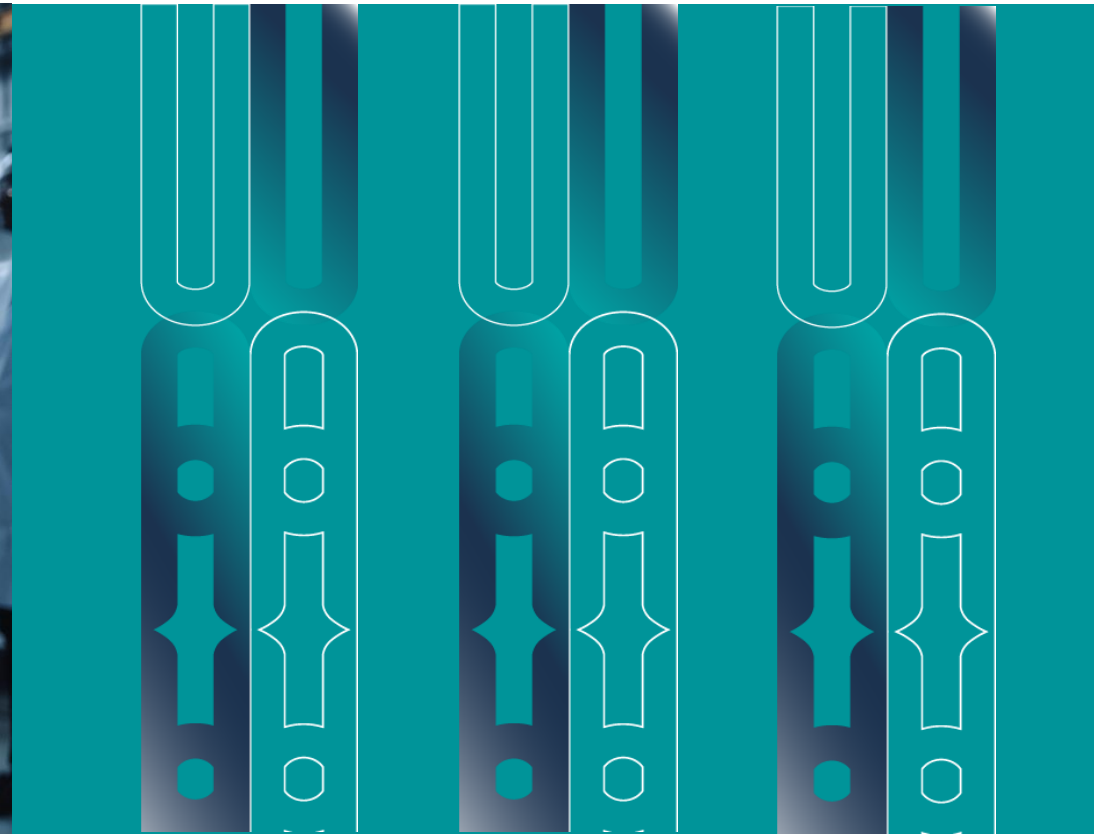
- **remove the cost barrier** through a low-cost approach
- **remove the risk barrier** by starting with non-core systems
- **remove the complexity barrier** by adopting one digital solution at a time.

Next step – continue to advocate for advanced manufacturing government funding.

Aerospace Auckland Inc. launched

The programme – with five meet up events in Year 1 – **connected 400 industry experts** to support growth of the emerging space sector in Aotearoa New Zealand.

Board established with representatives from Tātaki Auckland Unlimited, Rocket Lab, BNZ, University of Auckland Space Institute and Martin Jenkins. To find out more, visit [Aerospace Auckland](#).



NZ Cleantech

NZ Cleantech partnership established:

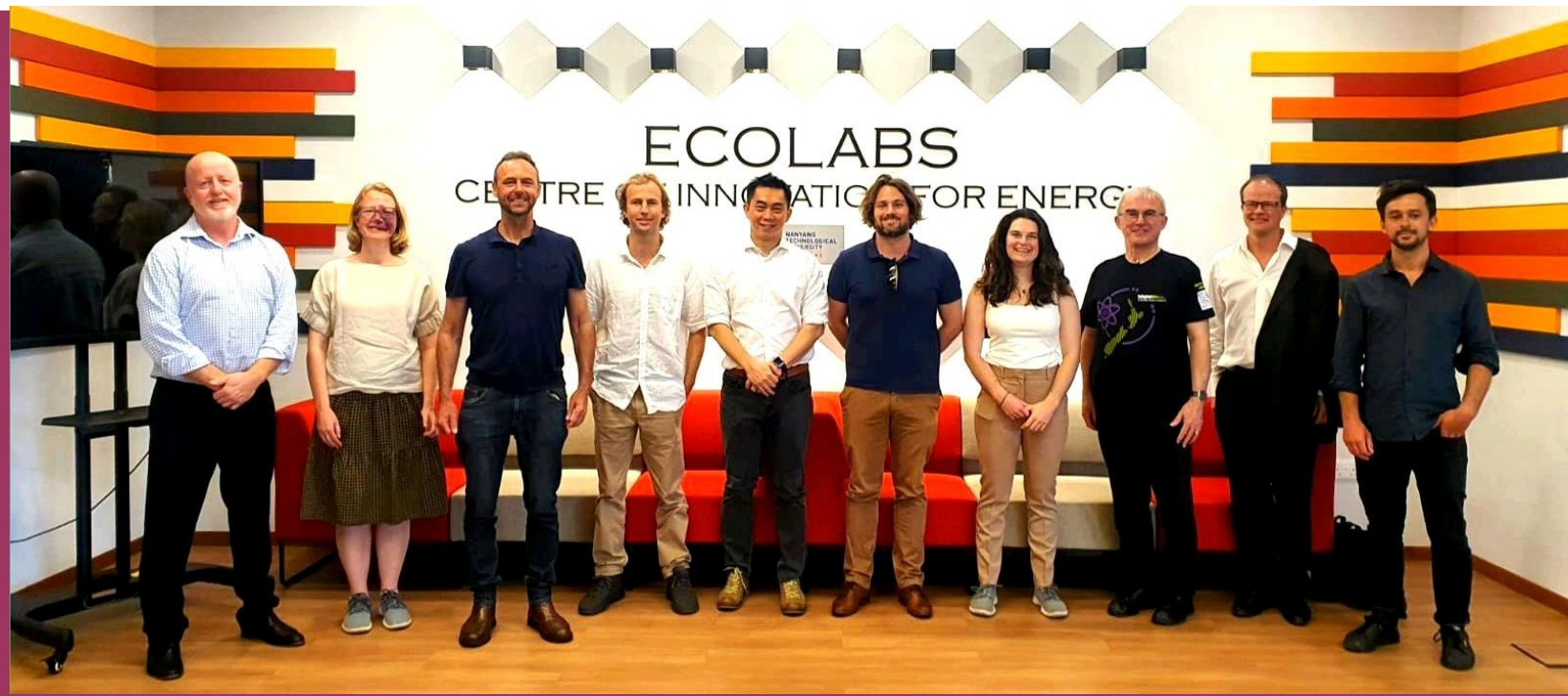
- **to accelerate growth** of the cleantech innovation ecosystem
- **to support cleantech innovators** create products that help solve climate challenges.

Collaboration with Callaghan Innovation, Uniservices, Kiwinet, NZTE, NZGCP, Are Ake and the McDiarmid Institute.

Key Year 1 Deliverable:

Cleantech Mission to Singapore – with 13 emerging cleantech companies:

- participation in Cleantech Forum Asia
- pitch to potential investors
- connection with in-market experts
- establish offshore partnerships.



Medtech Innovation

Supported University of Auckland's Medtech-IQ Tāmaki Makaurau programme.

To attract more investment in medical research and development, and drive productivity growth:

- spaces for teaching and simulation
- manufacturing platforms
- access to clean labs and incubation activities
- commercialisation support for spinout companies.

Collaboration with Tātaki Auckland Unlimited, Uniservices, AUT, Te Whatu Ora and Callaghan Innovation.



industry.aucklandnz.com/business/techaki

To learn more contact:

Marissa Brindley

Head of Tech and Innovation

Marissa.brindley@aucklandnz.com

Ryan Archibald

Manager Tech Industry

Ryan.archibald@aucklandnz.com

