Tech taking off in the North

The latest TIN100 Report revealed that the tech sector in Hamilton has grown by double digits, both in size and in revenue. Over the past year the tech sector here expanded by 10% and is outpacing its neighbour Auckland. Not only did the sector get bigger, but Hamilton is also the region with the most tech sector revenue growth over the past year in New Zealand - it is up a staggering 21.7% from 2016. Another good indicator for the Hamilton region is that Agritech is one of the fastest growing market sectors in New Zealand and Hamilton has a reputation as the tech centre in the Waikato, with strengths in utilities, manufacturing, ICT and agritech.

In the Bay of Plenty there has been a steady increase in knowledge intensive businesses and a development of a comprehensive innovation ecosystem in the region. Tauranga's fast-growing tech sector provides almost 4,000 jobs and $545m to the local economy and its high value manufacturing sector contributes 85% of Tauranga's tech export revenues. This is a region that continues to punch above its weight economically.

Key areas of growth:
Agritech, High Value Manufacturing

10,532
number of jobs that tech sector provides

$1.595bn
Hamilton/BoP's tech sector's contribution to GDP

IT Jobseekers snapshot
83%
Permanent
17%
Contract

IT Employer snapshot
50%
Private Sector
50%
Public Sector
Most in demand skills from IT employers in Hamilton/BoP?

1. Software Development
2. Digital
3. Business Analysis
4. Project Management
5. Support/Helpdesk
6. Architecture
7. Networking & Infrastructure
8. Business Intelligence
9. Data/Database
10. Strategy & Consulting

Most prevalent IT skills in the region?

1. Software development
2. Support & helpdesk
3. Management
4. Business analysis
5. Networking & infrastructure

87% male 13% female

90% of IT professionals in Hamilton/BoP have flexible working options i.e. flexible working hours and/or remote access

80% of Hamilton/BoP IT professionals rate their current work place as a good place to work

$81,000 median base salary

$85/hour median contracting rate
Salary increases

IT employers: planning to pay an increase

- Yes (65%)
- No (3%)
- Unsure (32%)

IT professionals: expecting a pay increase

- Yes (61%)
- No (10%)
- Unsure (29%)

Attracting IT talent: is it easier, harder or the same as in 2016?

- It's the same: 62%
- It's harder: 29%
- It's easier: 9%

"Main reason why I am looking for a new job is..."

- Low salary: 21%
- Skills not being utilised: 17%
- Time for a change: 16%
The top non-financial benefit for Hamilton/BoP job seekers?

- **50%** Flexible working conditions
- **22%** Career development & planning
- **10%** Additional annual leave

Top five benefits in Hamilton/BoP

28% of IT professionals in the region receive benefits as part of their salary package, the **top five benefits** are:

- Flexible working hours - **42%**
- Mobile phone allowance - **42%**
- Health care subsidy - **31%**
- Car park - **29%**
- Paid training - **25%**

Chief reason to accept a new job offer?

1. Challenging work - **25%**  
   (up 8% from 2015)
2. Better salary package - **24%**  
   (down 11% from 2015)
3. Training & development opportunities - **19%**  
   (down 3% from 2015)
What do employers look for when hiring new IT talent?

- Communication skills
- Technical skills
- Problem solving skills

Key reasons employers hire here?

- 27% New IT projects
- 23% Increased IT demand from business
- 20% Staff replacement
- 20% Increased customer demand

Biggest business challenge for IT employers in Hamilton/BoP?

- "Attracting and retaining staff" 29%
- "IT systems that support flexible working options" 23%

Absolute IT delivers New Zealand’s best IT recruitment solutions. We used the following sources for this report: over 43,700 real-time salary entries as entered into itsalaries.co.nz, June 2017 Absolute IT Remuneration Report, 2017 TIN100 report, The Investor’s Guide to the NZ Technology Sector and Digital Nation Report. We are proudly New Zealand owned and our track record speaks for itself: 98.9% placed IT job seekers would recommend us to others.