Technology & Innovation
Sector Survey November 2020

Background During lockdown as a result of COVID-19 pandemic partners across the Waikato IT and Innovation sector met to discuss opportunities and challenges for the sector.

Objective The Technology & Innovation Sector Survey was designed to establish a broader understanding of the sector.
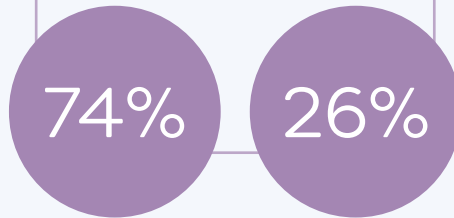
Methodology Inaugral survey November 2020 conducted via an email distributed survey.

RESPONDENTS

47
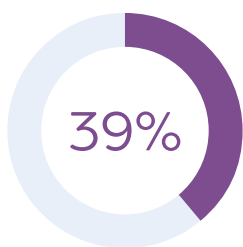Total number of business respondents

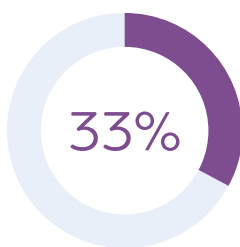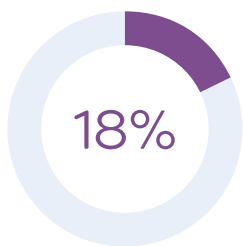### RESPONDENTS ROLE

74%
CEO/Director (decision maker)

26%
Other

BUSINESS OVERVIEW

39%
Digital Software/ Technology

33%
Innovative Products/ Service

18%
IT Advisory/ Consultancy
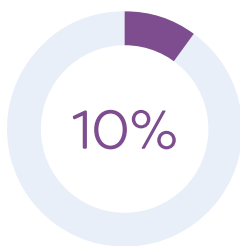
10%
Agritech

Most active sectors

- Technology — 28%
- Agricultural — 19%
- Government — 12%
- Manufacturing/ Construction — 9%
- Education — 7%
- Other — 26%
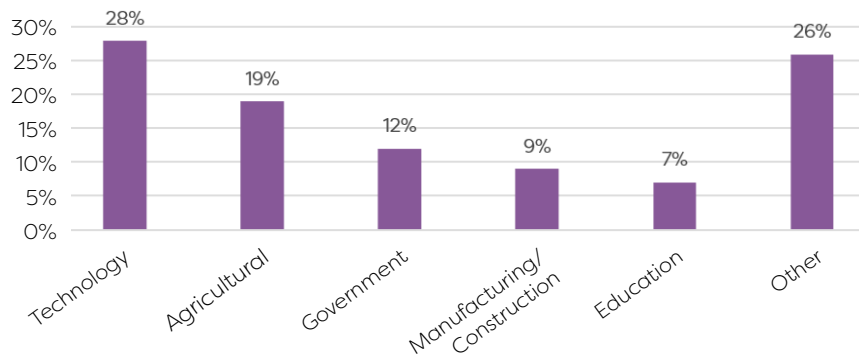
BUSINESS OVERVIEW

Head office location

58%

are based in
Hamilton City

97%

are based within
a 30min drive of
Hamilton City

International offices

35%

of respondents (25)
have offices outside of
New Zealand

8
Asia

5
UK

4
Australia

4
USA

3
Europe

1
Africa

Products and services

78%

of respondents sell
services/products outside
of New Zealand

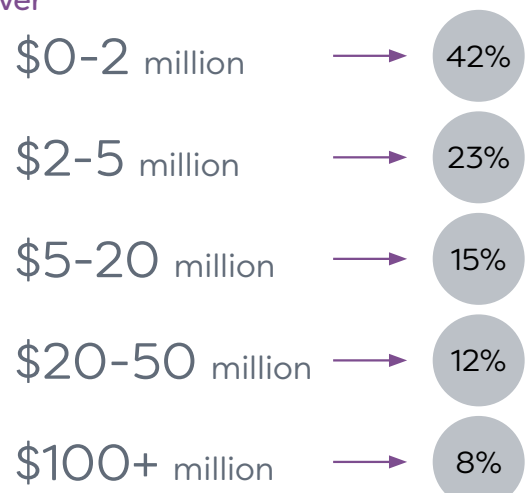Canada 4%
UK 10%
Europe 26%
USA 18%
Asia 21%
Australia 21%

ONLY
27%
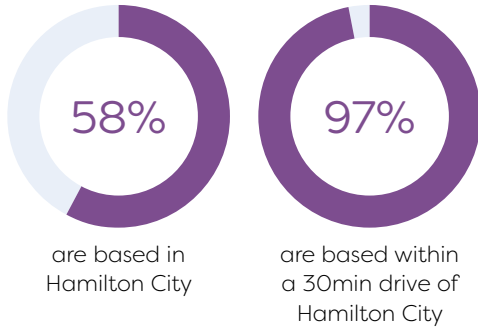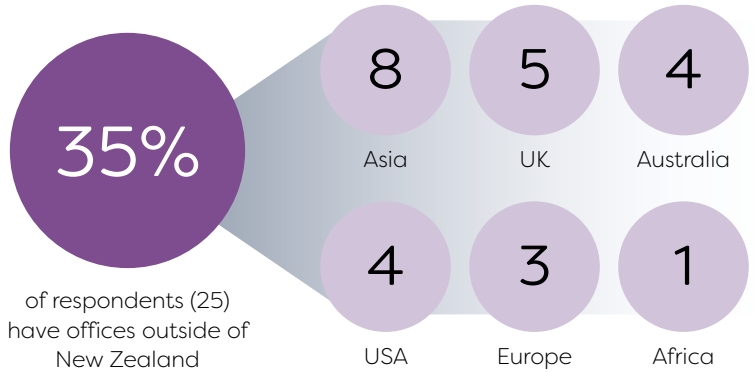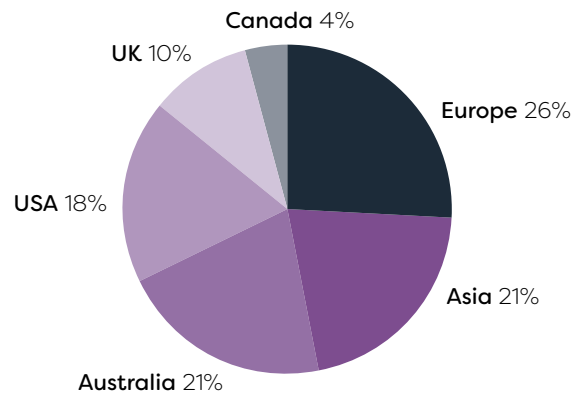
of respondents have greater
than 75% offshore sales

65%
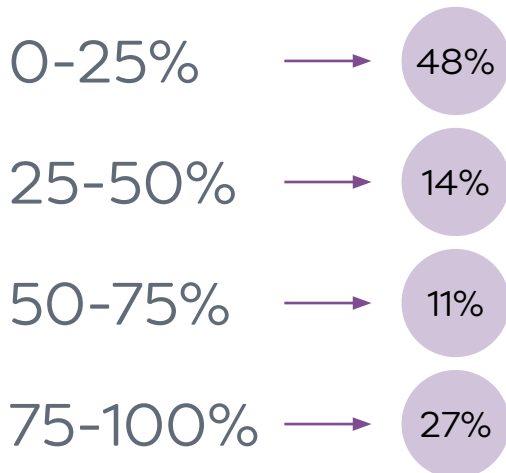
of respondents turnover
$5 million or less

Offshore sales

0-25% → 48%

25-50% → 14%

50-75% → 11%

75-100% → 27%

Turnover

$0-2 million → 42%

$2-5 million → 23%

$5-20 million → 15%

$20-50 million → 12%

$100+ million → 8%
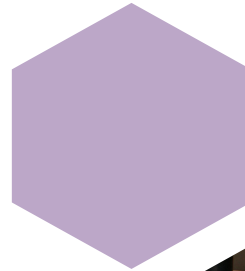
Technology & Innovation
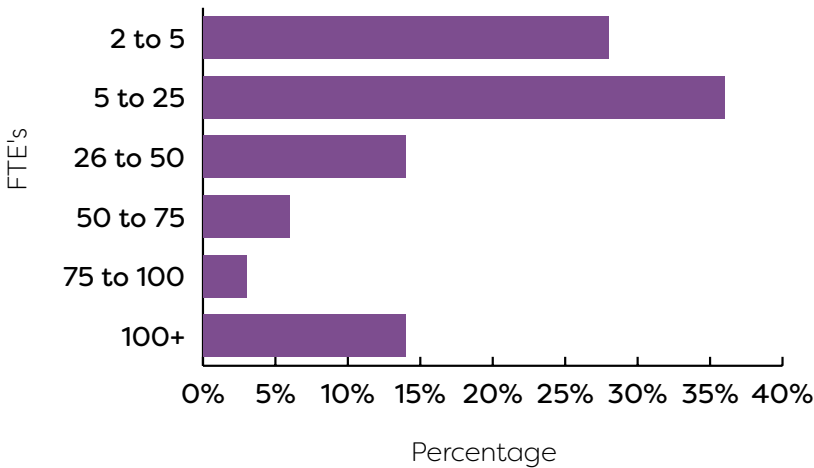## Sector Survey November 2020

EMPLOYMENT

Full time employees (FTE's)

78% of respondents have less than 50 staff

FTE's (bar chart):
- 2 to 5: ~28%
- 5 to 25: ~36%
- 26 to 50: ~14%
- 50 to 75: ~6%
- 75 to 100: ~3%
- 100+: ~14%

X-axis: Percentage (0% to 40%)
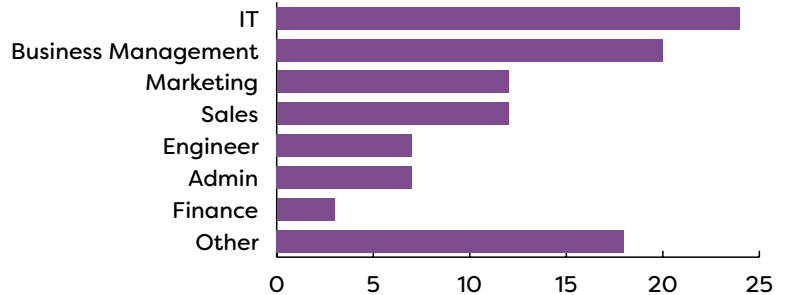

Recruitment
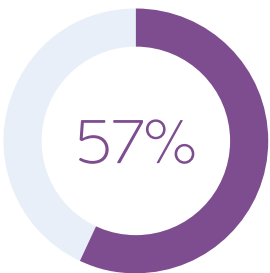
57% of respondents will recruit between 1-10 staff, with the majority to be based in Waikato
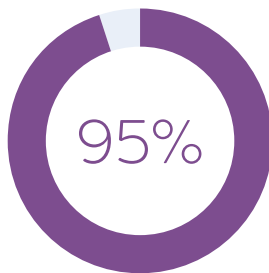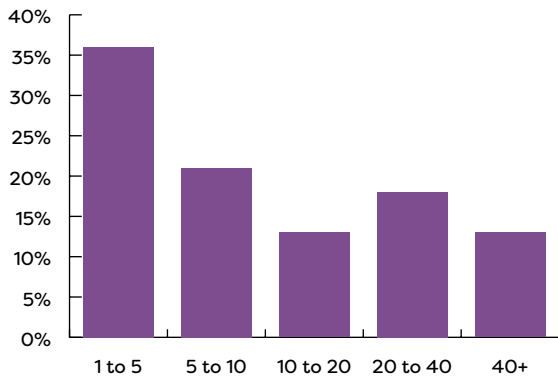
95% of respondents are either 'somewhat' or 'highly likely' to hire staff in next year
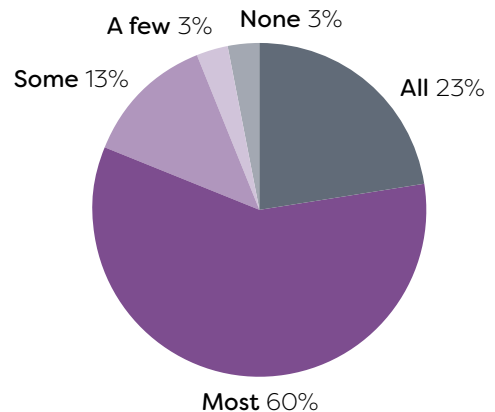
Additional skillsets most likely needed by respondents in the next 3-5 years

- IT: ~24
- Business Management: ~20
- Marketing: ~12
- Sales: ~12
- Engineer: ~7
- Admin: ~7
- Finance: ~3
- Other: ~18

X-axis: 0 to 25

Number of staff respondents are intending to recruit in next 3 years

- 1 to 5: ~36%
- 5 to 10: ~21%
- 10 to 20: ~13%
- 20 to 40: ~18%
- 40+: ~13%

Likelihood these staff will be in Waikato

- A few 3%
- None 3%
- Some 13%
- All 23%
- Most 60%

COVID-19

Impact COVID-19 had on respondent's business - scale of 1-10

10%
13%
26%
51%

- Very high
- High
- Moderate
- Minimal
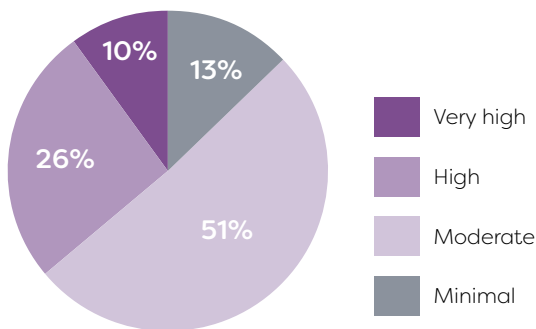
Recorded areas of material impact included

Revenue
Customer base
Supply chain
Culture/morale
Costs of goods sold
Overheads

0% 5% 10% 15% 20%
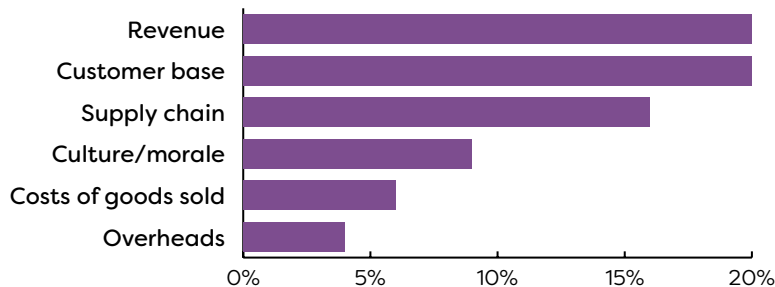
Business confidence

92%
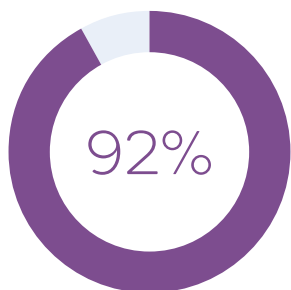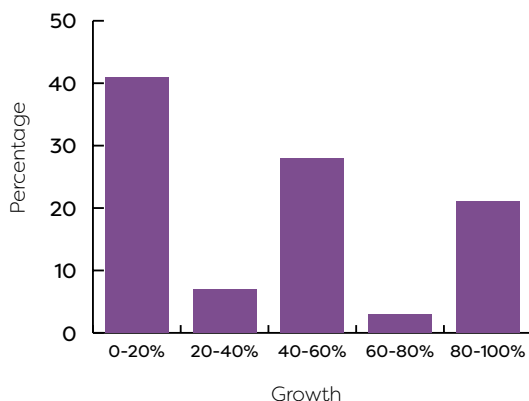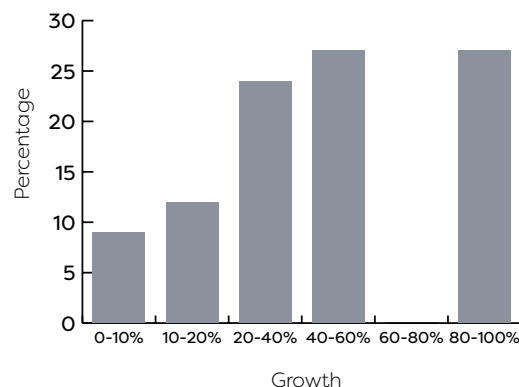
of respondents expect their company performance to improve over next 3 years

Respondent's company growth experienced over last 3 years

Percentage

50
40
30
20
10
0

0-20% 20-40% 40-60% 60-80% 80-100%

Growth

Respondent's level of expected growth over next 3 years

Percentage

30
25
20
15
10
5
0

0-10% 10-20% 20-40% 40-60% 60-80% 80-100%

Growth

Working together

95%
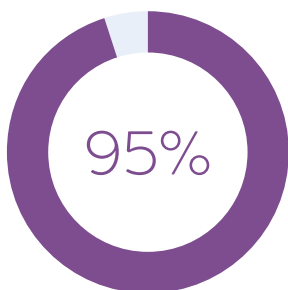
of respondents would be interested in an industry collaboration project

Support respondents would value most to grow their business right now

Network/marketing & employment	45%
Capital/funding	22%
Collaboration/business support	11%
Offshore/exporting	6%
Other	17%