



Hamilton/Bay of Plenty Report

November 2017

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RECRUITMENT SPECIALISTS

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

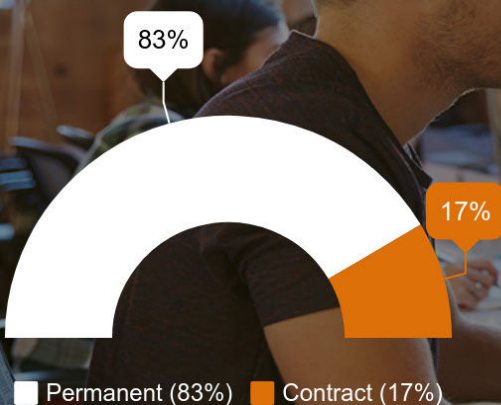
10,532

number of jobs that tech sector provides

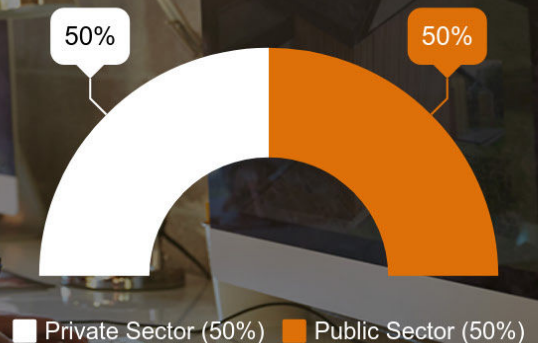
\$1.595bn

Hamilton/BoP's tech sector's contribution to GDP

IT Jobseekers snapshot



IT Employer snapshot



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 ie: flexible working hours and/or remote access

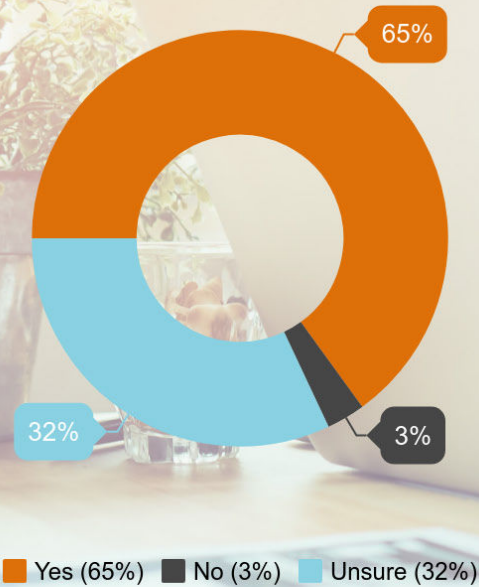
80% of Hamilton/BoP IT professionals rate their current work place as a good place to work

\$81,000
median base salary

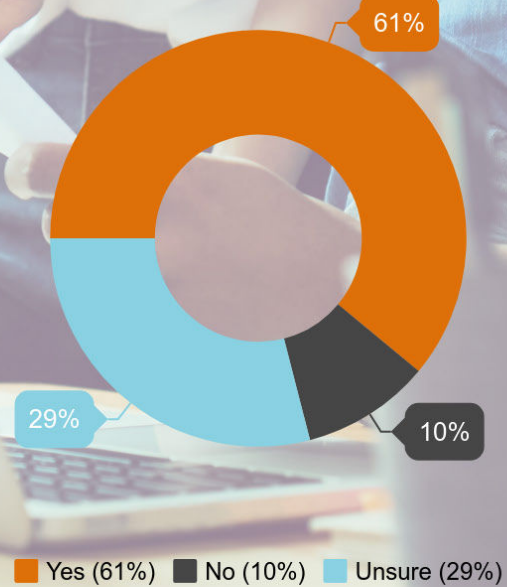
\$85/hour
median contracting rate

Salary increases

IT employers:
planning to pay
an increase



IT professionals:
expecting a pay
increase



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%