



Wellington
New Zealand

the **20%**
advantage

Build a BPO advantage in Wellington, NZ

- **Contact centres**
- **Back-office services**
- **Superannuation
administration**

WellingtonNZ.com

Executive summary

If you are looking for a **world-class, cost effective** location for business process outsourcing, we have a great value-for-money proposition for you, benefitting from our **smart people, low rental** and operating costs, excellent public transport networks and fantastic quality of life.

We are the home of a wide range of inbound/outbound multi-channel operations, both in-house and outsourced, for the private and public sector; and we have plenty of room for more.

We have:

- **Smart people** - the most educated in NZ
- A **surplus labour market**, with a high level of service centre skill and experience
- Service centre salaries up to **30%** lower than in Australia
- Lower rental and operational costs than Auckland - up to **26% average savings** in non CBD locations but with all the city benefits
- Robust **data and telecommunications** connections - the best connectivity market in NZ
- **Excellent public transport** for staff - which means easy access to a diverse labour pool across the region
- An internationally regarded **quality of life** - good for management, good for staff.

Of course, we would say all that! But don't just take our word; talk to the people on the ground, who have arrived from off-shore, and found how easy it is to do business here. Call us now and we will connect you with the people who can give you insights into what doing business in Wellington makes possible.

We are here to help.

Gerard Quinn
Chief Executive
Grow Wellington



Most highly educated workforce in the country

Statistics New Zealand



Fastest growing region in New Zealand for high tech companies

TIN100 Report, 2013



Wellington has the most New Zealand companies in the **Deloitte Technology Fast 500 Asia Pacific™**

Why New Zealand?

More affordable

Easiest country to start a business

World Bank
Doing Business
Report - 2014

If you are looking for a quality near-shore service centre option that will enable you to continue to deliver excellent service and processes to your customers, **cost-effectively**, then New Zealand is the solution on your doorstep.

We know this because Deloitte New Zealand compared overall contact centre operational costs across New Zealand and Australia. Their calculations were based on 80 seats; plus managerial and administrative support staff, supporting both Junior and Senior Customer Service Representatives, and incorporated real estate costs at 9m² per person. Using these assumptions, their analysis demonstrated a **significant difference between New Zealand and Australian operating costs**, with the Australian model being approximately **30%** more expensive to operate.

These figures are consistently proven for businesses that have made this move, just ask us and we can introduce you to people who can validate this.

Role	Number
Junior CSR	70
Senior CSR	10
Team Leader	4
Manager	3
Support	3

90 Person Call Centre (USD)	New Zealand	Australia
Total salaries	2,671,191	3,560,038
Total salary on cost	55,294	320,403
Total rent cost	227,362	375,621
Total electricity cost	36,994	6,057
Telecoms cost	3,499,275	4,393,328
Tax shield	(1,817,232)	(2,596,634)
Total cost (USD)	4,672,883	6,058,813

Deloitte - Getting the Right Mix

Great customer service never sleeps

Time zone advantage

Perfectly placed to service customers throughout the northern hemisphere night

First country to start the day

12 hours ahead of Greenwich Mean Time

2-4 hours ahead of Australia



Why Wellington?

Smart, cost effective people

**Forbes
ranks NZ
1st for
protecting
investors
- 2014**

Wellington has a great workforce for contact centre and back office service delivery.

Compared to other New Zealand cities, Wellington has the **most highly educated workforce** in New Zealand¹, and we have a **skilled labour surplus** readily available to you. And, unlike elsewhere in the world, when it comes to salaries, being an employer in the capital does not mean paying premium rates. In fact, contact and processing centre salary expectations in Wellington are on a par, or slightly lower than Auckland and Christchurch, and up to **30% lower** than Australia².

With three universities and three institutes of technology located within the city, Wellington has a constant supply of flexible tertiary labour and newly qualified graduates. Our **smart workforce** means that we are the ideal location to manage your customer interactions, where you want to add value to your customers using new and integrated channels.

Work and Income New Zealand can also provide assistance with assessment and selection, pre-employment training and ongoing career support. Based on certain criteria being met, there can be significant **staff training subsidies and incentives** available. And with over 40 well-established recruitment companies in the region, including international agencies Hays, Adecco, Drake and Hudson, you can be confident of recruiting the right people to deliver the best possible service to your customers.

We have the **best utilised public transport** system in New Zealand, which means your potential workforce can be drawn from the entire Wellington region, allowing you to recruit in large numbers and quickly ramp up your operations.

All these facts mean that when it comes to smart, cost effective people, Wellington really is the smartest choice for your business.

1 Statistics NZ

2 Hays Salary Guide Australia/New Zealand 2013



Did you know?

Contact centre salaries are up to 30% lower than Australia

The average 'back office processing' salary in New Zealand is NZ\$38,000

Wellington's labour environment is ranked top in Asia Pacific

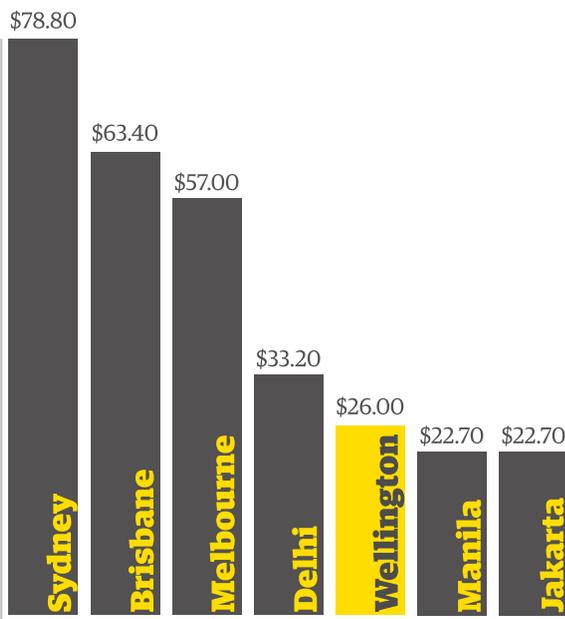
Asia-Pacific Cities of the Future 13/14
FDi Intelligence

Why Wellington?

An affordable place to do business

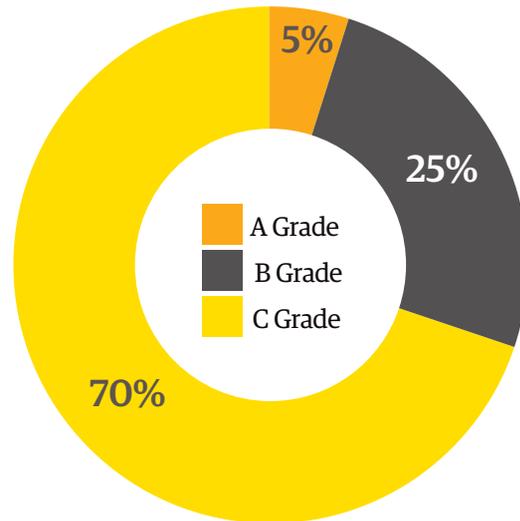
Forbes Best Country for Business - 2014

Wellington is a **great place to live and work**, and we have excellent commercial real estate, in city centre, urban and regional locations, at very competitive rates.



CBD Office Rentals (US\$ per sq ft)

Colliers 4Q 2013 Asia Pacific Office Rents



Wellington CBD Office Vacancy by Grade

Colliers International Research

For some organisations, a central city location will always be a preference. However, for those companies interested in regional locations for their business, Wellington has plenty of options. Upper and Lower Hutt, Kapiti Coast, Porirua and Wairarapa are all home to large service centres for the public and private sectors. Regional locations offer up even **more potential cost savings** with regard to real estate, in addition to lower staff turnover rates and greater workforce stability.



Wellington's office vacancy rate is 13.7%

Colliers

Well connected

Speed, capacity and reliability

Least congested traffic city in NZ

2013 TomTom NZ Congestion Index

Wellington is known for its **talents in ICT, digital technology** and the **creative sector** and is home to genuine experts providing world-class service.

The blend of corporate and large public sector organisations ensures there is local competition and cost competitiveness among Wellington's ICT professional services.

Infrastructure

Wellington has **enterprise-grade connectivity with good fibre coverage** and service levels to match.

The speed, volume and reliability is as good as any, and better than many, urban hubs in the Asia-Pacific region.

There is heavy saturation fibre available to all businesses in Wellington, and in many cases

they have dual or triple fibre access. Three networks provide Wellington businesses with choice between fibre, copper (Ethernet) or both. According to the Australasian ISP, DTS, data is cheaper in Wellington than in Auckland.

Businesses can also buy Trans-Pacific point-to-point services through intermediaries such as DTS and AT&T.

Data security

Wellington is the base for almost all of New Zealand's government departments including large organisations like the New Zealand Defence Force and government contact centres such as Inland Revenue. It is also home to **large financial services organisations**, including ANZ, Kiwibank and the New Zealand Stock Exchange. The data security requirements of

these organisations are driven by the nature of their business, managing sensitive, private information and confidential transactions, in large volumes, therefore the **skill and service** required to ensure data security is readily available.

Risk management

Like Tokyo, Los Angeles and San Francisco, Wellington does face seismic risks. As a consequence Wellington has **world-class providers of business continuity planning** and support services available in Wellington. All buildings are graded by engineers as to their **seismic resilience** so you can be well aware of the facts before entering a tenancy. Reassuringly, the standard for new buildings in Wellington is one third higher than for the same buildings in Christchurch and three times the standard in Auckland.

Getting here and around

Air

Wellington International Airport has frequent direct connections with Melbourne, Sydney and Brisbane.

The airport is **8km** southeast of the Wellington CBD (a 15 minute drive) and hosts numerous domestic and international flights by Air New Zealand, Virgin Australia, Qantas, Sounds Air and Jetstar.

Rail and road

Wellington's residents have access to five rail lines and 103 bus routes as well as a harbour ferry and cable car line. **90%** of residents live within 400 metres of a bus stop or train station.



Employing in New Zealand

No. 1 in the world for Education

Legatum Institute, London - 2013

New Zealand is known for having a fair and reasonable labour environment.

The following is a brief outline of the key aspects of New Zealand's labour laws.

Trial period

Employers can make an offer of employment that includes a trial period of up to 90 days (subject to criteria).

Deductions

PAYE (Pay As You Earn) is the basic income tax taken out of an employees' wages whenever they are paid. PAYE includes an ACC earners' levy.

Sick leave

Employees are entitled to five days' paid sick leave annually (after six months employment).

Superannuation (KiwiSaver)

The existing scheme is voluntary for employees.

If an employee chooses to opt-in then an employer is required to contribute 3% of their gross salary or wages to their KiwiSaver account or complying fund.

Holidays

At the end of each year of employment a company, an employee becomes entitled to four weeks' paid annual holiday. Employees are also entitled to 11 paid public holidays, if they are days when the employee would normally work.

Parental leave

Employees may be eligible for paid and unpaid parental leave if they meet certain criteria. Government, not employers, funds the paid leave.

Unions

Every employee must have a written employment agreement, either individual or collective (through a union). Employees have the right to decide whether to join a union and, if so, which union.

Ministry of Business, Innovation and Employment, and Inland Revenue

Globally competitive tax

No payroll tax

Limited capital gains tax

Corporate tax rate of 28%

Staff opt-in superannuation rate of only 3%

No healthcare tax apart from minimal accident compensation tax

Top personal tax rate is only 33% for income over NZ\$70k



How Grow Wellington can help

Grow Wellington is the economic development agency working to accelerate economic growth in the Wellington region and make it more internationally competitive. Our focus is on building business capability and growing sector scale along with attracting business, investment, talent and students to the region.

The low down



Provide information on local demographics, sectors, workforce, skills, property and costs.

Supporting



Assist with compiling a business case.

Opening doors



Make critical introductions during fact finding/familiarisation visits.

Connecting



Connect your organisation with other useful services.

Scouting



Provide guidance with choosing a location.

Sourcing



Help with access to potential sources of funding and incentives.

PO Box 10-347
Wellington 6143, New Zealand
Phone +64 4 382 00 99
Email business@growwellington.co.nz
WellingtonNZ.com/business



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