

Sector profiling – programme catalyst

Sector profiling informs:

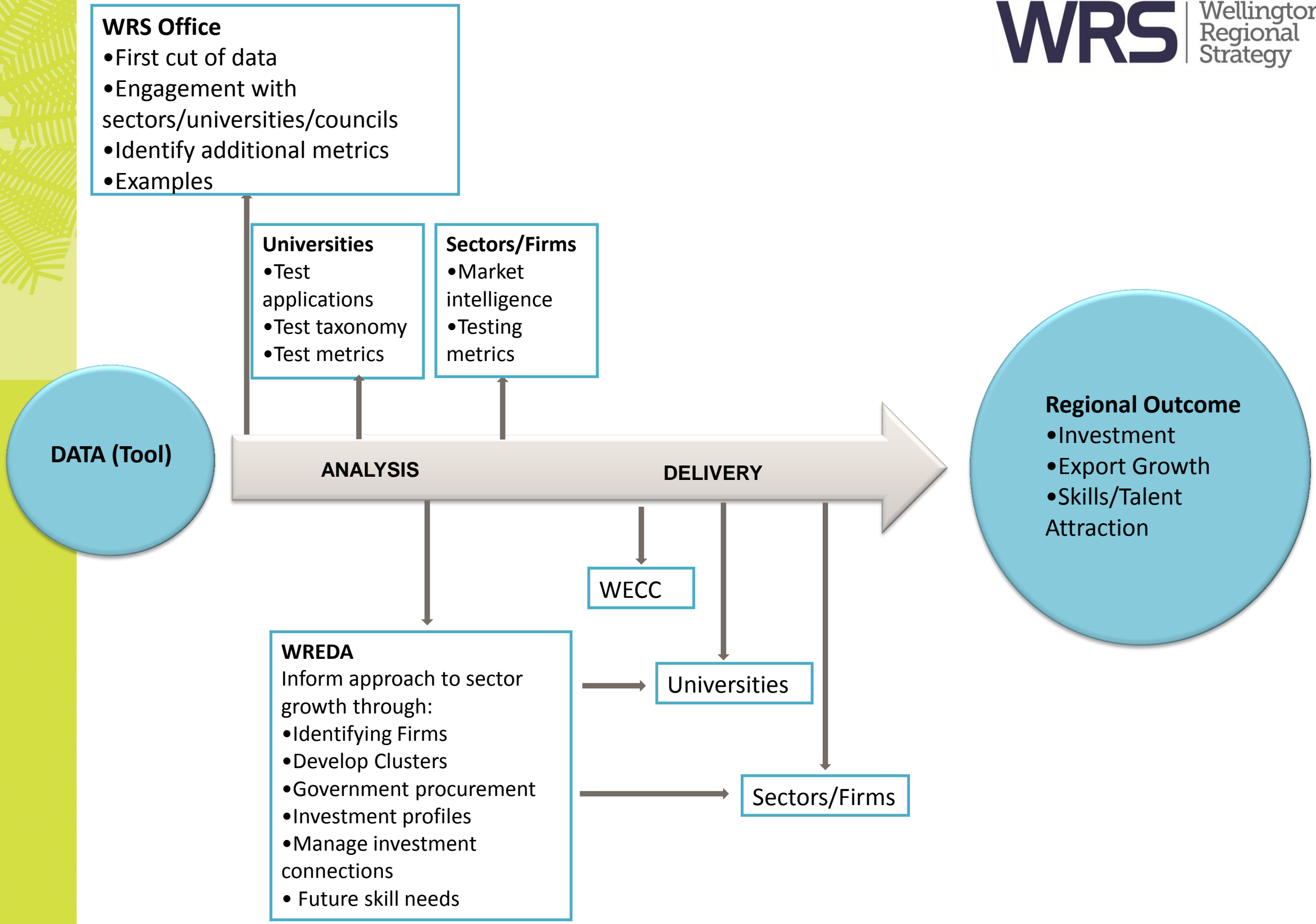
- Decisions on what sectors and firms to work with (based on quantified market potential)
- determining where to direct R&D investments (*Callaghan Innovation*)
- identifying specific future skills needs & sector capabilities
- targeting offshore trade visits with local firms
- linking significant scale investment opportunities (\$4-\$45m) to the national and international investment community
- Monitoring sector growth accurately down to “product” level

PROJECT PURPOSE – provide a programme for high growth companies with a clear pathway from research, development and investment to global markets and expansion

Current problems	Opportunities
Firms have limited access to capital finance for early stage technology development and/or market development	Collaboration with kMatrix and Callaghan provides access to global investment channels
Limited access to investment capital in \$ 4 to 45m range	
Directing of public R&D funding is non strategic	Enables R&D funding to be more targeted at technologies and firms Callaghan implementing strategic approach to investment. WREDA to align
No obvious pipeline for businesses from start-up to global scale exports	Establish program that links business support and investment services . Interest being shown by government agencies, Investment Community and Waikato
Poor market intelligence (global markets) hampering investment decisions / access to capital	Sophisticated firm and sector level market profiling
Unable to accurately monitor 'sectors' and technologies using conventional metrics (e.g. ANZSIC, Statistics NZ, IRD data).	New definitions of 'sectors ' developed based on agreed industry definitions

Partnership Approach

- Current pilot is partnership in developing profiles for:
 - Creative Digital Industries (CDI) – WRS
 - High Value Manufacturing & Services (HVMS) – Callaghan Innovation
 - K Matrix (London –based) investing in developing full metrics for NZ
 - Regional sector partnerships in early development



Process from data collection to engagement and delivery

Some Key Measure examples

Typical Metrics

- Sales \$m
- Companies
- Employment
- Growth

Additional Metrics

- R&D
- ROS
- Critical Mass

Full list provided

Sales

- Turnover by sub sector within a regional boundary
- Capital asset adjustment by sub sector within a regional boundary
- Stats GDP calculations
- Supply chain procurement value sub sector by sub sector by regional boundary
- Sub sector specific sales reporting where available

Companies: is a measure of the total number of companies in the region that match (or fit within) the.....

- activity headings for the Sector.
- The total number of companies in this report has been arrived at by a bottom-up analysis of company stock within the country/ region using such sources as: Companies Office, credit agencies, British Telecom, Institutional listings and UK credit agencies (note these would be added to for NZ Activities)

Employment: is a measure of the estimated employment numbers across all aspects of the supply chain

- National, regional and other economic data sources have been used to estimate current employment levels for each Sector activity.
- Where employment information is scarce, or where we are estimating employment for a proportion of a company's sales, we rely on our comprehensive case study materials to provide sensible industry- specific ratios and benchmarks.

Employment figures are disaggregated into four streams-

- Management, Supervisory, Administrative and Other, when commissioned for a Skills analysis.
- These four streams can be disaggregated into much more detailed occupational groupings.