

The Contact Centres & Industry Support Services Industry

The Contact Centres & Industry Support Services sector includes a range of businesses including call centres, labour supply services, gardening, and a range of administrative services.



Workforce

1. Number of workers

92,828

There are 92828 people employed in Contact Centres & Industry Support Services, or about 10% of all workers covered by Ringa Hora, or 4% of all NZ workers.

↑ 2.2%
change pa 2016 - 2021

The number of workers in the Contact Centres & Industry Support Services sector grew by 2.2% per year from 2016 - 2021, similar to growth of 2.1% in the NZ economy overall.

2. Age

21%
aged 15 - 24

21% of people in Cleaning are 15-24, higher than the NZ total of 15% and similar to the Ringa Hora total of 20%.

39.2 Average age

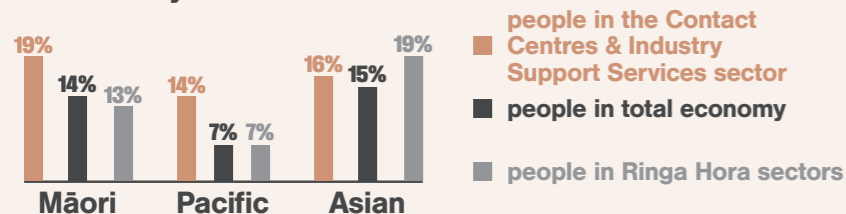
The average age in Contact Centres & Industry Support Services is about 3 years younger than in the NZ economy as a whole, and 1 year younger than all Ringa Hora workers.

3. Gender

42%
female

42% of people in Contact Centres & Industry Support Services are women, considerably lower than the 47% in the NZ economy and the 55% across Ringa Hora sectors.

4. Ethnicity



Maori & Pacific representation within the Contact Centres & Industry Support Services sector is higher than both the total economy and across Ringa Hora sectors, this is the highest percentage of Māori workers of all Ringa Hora sectors. For the Asian workers, they are similar to the total economy but lower than the Ringa Hora sectors.

Businesses

1. Number of business

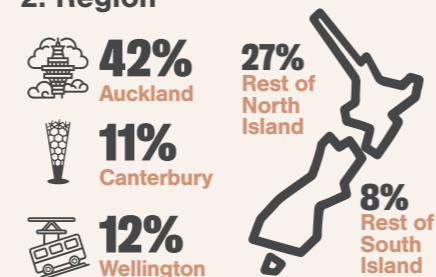
11,355

There are 11,355 businesses in Contact Centres & Industry Support Services, or about 4% of all businesses covered by Ringa Hora and 2% of all NZ businesses.

↑ 0.8% from 2016 - 2021

The number of businesses in the Contact Centres & Industry Support Services sector grew by 0.8% per year from 2016 - 2021, slower than growth of 1.6% in the NZ economy overall.

2. Region



Contact Centres & Industry Support Services is heavily concentrated in Auckland with 42% of all workers based in Auckland. This is higher than both the NZ economy (35% of workers) and Ringa Hora overall (39%) of workers. Compared to the total NZ economy, Contact Centres & Industry Support Services has a similar proportion of workers in Wellington and a noticeably smaller share of workers in all other regions.

3. Self-employment

21% self employed

21% of people in Contact Centres & Industry Support Services are self-employed, higher than the 17% in both NZ overall and in all Ringa Hora sectors.

4. Business size - FTE per business

8 Jobs per business

On average 8 people work in each business in Contact Centres & Industry Support Services compared with 4 in the NZ economy as a whole and 3 across all Ringa Hora industries.

Economic contribution

1. GDP

\$3.96 Billion

The Contact Centres & Industry Support Services sector contributes \$3.96 Billion to GDP. This is 1.2% of NZ's GDP and 4.0% of Ringa Hora's total contribution to GDP.

2. GDP per FTE

\$48,401
per full time equivalent worker

The Contact Centres & Industry Support Services sector generates close to \$48,400 per full time equivalent worker. This is only 34% of the total across the NZ economy and is of the three lowest of Ringa Hora's sectors.

3. Change in GDP

↑ 1.9%
change pa 2016 - 2021

GDP generated by the Contact Centres & Industry Support Services sector grew by 1.9% per annum from 2016 - 2021, this is lower than both the Ringa Hora total of 2.7% and NZ total of 2.3%.

4. Earnings

Average earnings 2020

\$57,200

The average worker in Contact Centres & Industry Support Services earned \$57,200 in 2020. This is lower than the NZ average of \$64,000 and the Ringa Hora average of \$60,000.

Education and Training

1. Highest qualification of workers

36.4% no post school qualification

More than a third of all workers in Contact Centres & Industry Support Services have no post-school qualification. This compares to 40% of workers in all Ringa Hora sectors and 38% of workers across the NZ economy.

2. No. of qualifications and standards by level

5 No. of qualifications

There are 7 qualifications relating to the Retail & Distribution sector, at levels 2, 3 and 4. These make up 7% of all of Ringa Hora's qualifications.

37 No. of standards

There are 167 standards relating to the Retail & Distribution sector, mostly at levels 2, 3 and 4 with a small number at levels 5, 6 and 7.

3. No. of learners in 2021

485

No. of learners in 2021

There were 485 people undertaking qualifications relating to Contact Centres & Industry Support Services in 2021. This is less than 1% of all learners undertaking qualifications in Ringa Hora's coverage.

4. Mode of provision – off job, on job remote

69% on-site provider

0% remote provider

31% workplace learning

Around 70% of provision of qualifications relating to Contact Centres & Industry Support Services was done at providers, on-site with the remaining 30% done through workplace learning in 2021.

5. Major providers

Provision of qualifications relating to Contact Centres & Industry Support Services was done through The Skills Org, Toi Ohomai, and a number of other ITPs in 2021.

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