

CONTACT CENTRES

References:

1. Workforce demographic, businesses, and economy data is from Infometrics and relates to 2022 unless noted
2. Education and training data is from TEC administrative data and relates to 2022.

WORKFORCE



1. Number of workers

The total workforce in Contact Centres is about 0.1% of the NZ total workforce.

Workforce change

The workforce in Contact Centres has been steadily decreasing over the past few years, and has decreased by 28% since 2019.

2. Proportion of rangatahi (aged 15-24)

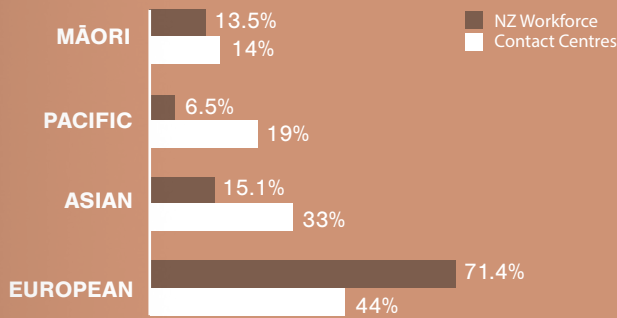
27%

The percentage of rangatahi in Contact Centres is higher than the 14% in the NZ workforce.

3. Participation of wāhine



4. Ethnicity



5. Tāngata whaikaha

2.5%

This is compared to 3.1% of tāngata whaikaha in the wider New Zealand workforce.

6. Average annual income

\$56,000

The average annual income in Contact Centres is much lower than New Zealand's \$65,800 in 2022.

7. Average annual income growth (2011-2022)



8. Workforce by Region



BUSINESSES



1. Number of businesses

There are around 80 businesses in Contact Centres. The number of businesses in Contact Centres has declined over the past few years, from a peak of 100 businesses in 2017.

2. Māori-owned business

Approximately 11% of Contact Centres are Māori-owned businesses in 2022.



ECONOMY

\$114 million

In 2022, Contact Centres contributed \$114 million to NZ's Gross Domestic Product (GDP)

EDUCATION AND TRAINING



1. Number of Learners

New Zealand Certificate in Contact Centres (Level 3)

235

2. Proportion of workers with no post-school qualifications

49%