

# ADVICE & CONSULTING OVERVIEW

November 2025

This overview provides a summary of information about Advice & Consulting services, including information on the workforce, training, qualifications, businesses and the economy.

Advice & Consulting services refer to businesses that mainly provide management advice and consulting services, including but not limited to providing advice on business or personnel management policies or practices.

### Key notes about this data

- Worker counts are counts of all workers recorded working in that industry at any time in that calendar year.
- Counts labelled as “no change” represent differences that sit within the margins of applied random rounding.
- Data provided here for training and qualifications should not be used to calculate completion rates.

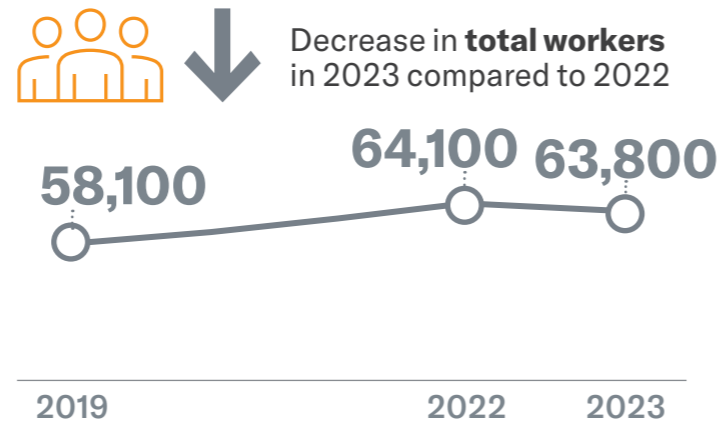
For more information about the data used in this publication, or for additional data breakdowns, please visit: <https://ringahora.nz/service-sector-overviews/>

### IDI disclaimer

These statistics are not official statistics. They have been created for research purposes from the Integrated Data Infrastructure (IDI) and Longitudinal Business Database (LBD) which are carefully managed by Stats NZ. For more information about the IDI and/or LBD please visit [www.stats.govt.nz/integrated-data](http://www.stats.govt.nz/integrated-data)

The statistics are based in part on tax data supplied by Inland Revenue to Stats NZ under the Tax Administration Act 1994 for statistical purposes. Any discussion of data limitations or weaknesses is in the context of using the IDI for statistical purposes and is not related to the data's ability to support Inland Revenue's core operational requirements.

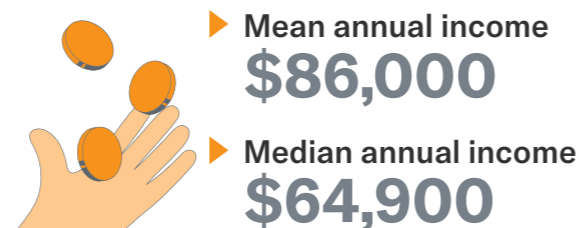
## Our Workforce



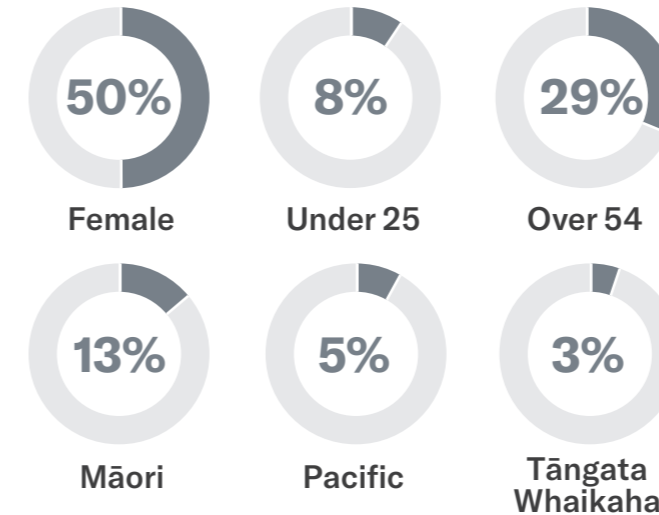
### Workforce by selected industries



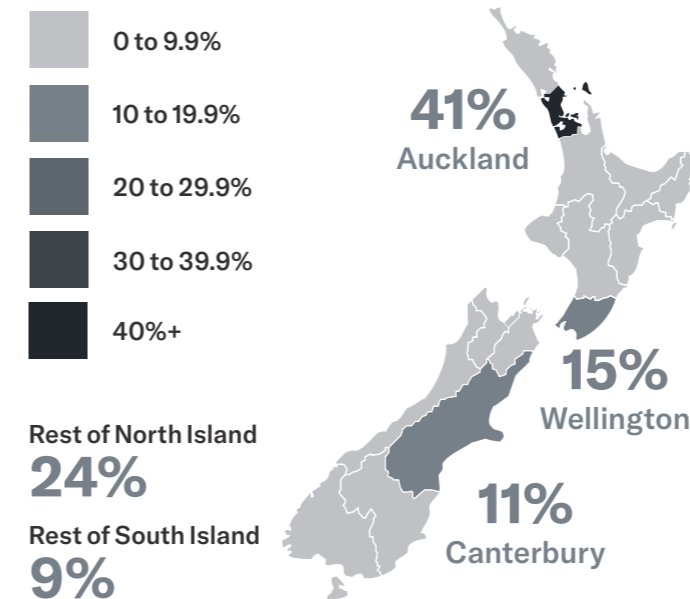
### Income (2023)



### Workforce demographics (2023)



### Regional distribution (2023)



## Business and Economy



▶ Contribution to GDP in 2024 **\$7.0 billion** **1.9%** Of total NZ GDP

