

Technology and innovation

Hamilton is an ambitious and proud city that is young, diverse and inclusive – key attributes that reflect many technology and innovation businesses.

We're home to an increasing number of successful businesses that are leading the way in data security, robotics, artificial intelligence, software development and advanced data processing applications.

These companies are grounded in their core values, enabled by adaptability and supported by a culture of collaboration that is uniquely Waikato.

We believe that the technology and innovation sector will be the single greatest enabler of individual and economic success for New Zealand, and Hamilton is well-placed to be a critical hub of tech activity.

FAST FACTS

- Fastest growing
 - Prior to the challenges brought on by COVID-19 in 2020, Hamilton's tech sector revenue growth of 16.3% was the fastest in the country (MBIE, 2019).
- A smarter city
 - Hamilton was placed 21 in the Smart City Governments Rankings by Eden Strategy Institute (2021), reflecting the successful integration of digital technology, knowledge and assets to improve city services.
- Deep learning
 - Founded in 2021, the Artificial Intelligence Institute at the University of Waikato is the first of its kind in New Zealand and home to the country's most powerful supercomputer dedicated to machine learning.

Business and employment



Lifestyle and demographics

The median age of Hamiltonians

is **32** making Hamilton the youngest city in New Zealand.

Enrolment at the **University of Waikato** was up nearly **10%** in 2021 with Māori and Pacific students making up **35.2%** of the student body, the highest proportion of all New Zealand universities.

Monthly **median house price** data from REINZ consistently places the Waikato in a favourable position for home buyers when compared to Tauranga, Wellington and Auckland.



Hamilton is increasingly diverse with more than **160** ethnicities speaking more than 80 languages.



Hamilton was voted New Zealand's **Most Beautiful Large City** at the 2021 Keep New Zealand Beautiful Awards.



Hamilton
City Council
Te kaunihera o Kirikiriroa

Sector insight

The majority of tech talent in Aotearoa lives and works in Hamilton or within a 90-minute commute of the city.

57%

of all Kiwis employed in tech are based in the Auckland, Hamilton, and Tauranga area.



Tech in the Waikato



Category: Agile software development

Company-X is a multi-award-winning software specialist with nearly 60 world-leading team members based in Hamilton and delivering technical due diligence, software development services and expertise in augmented and virtual reality technologies to domestic and international clients.



Category: IT managed and support services

Founded by Mike Jenkins, proudly Ngaati Raukawa, born in Wellington and raised in the mighty Waikato, The Instillery is widely recognised as Aotearoa's leader in public cloud, data, next generation IT managed services and privacy. The Instillery has enjoyed rapid growth supported by the execution of a strategic merger and acquisition plan including Vo2, Origin IT and most recently TwoBlackLabs.



Category: AI products and services

Aware Group is a global provider of emerging technologies with a focus on artificial intelligence, machine learning, internet of things, advanced analytics, and robotics. Their mission is to provide clients with ethical and sustainable technologies and solutions that deliver ongoing value to the organisation and inspire innovation.



Category: Internet and broadband network services

Tuatahi First Fibre (formerly known as Ultrafast Fibre) is a provider of wholesale, fibre broadband services to the Waikato, Bay of Plenty, Whanganui and Taranaki. TFF has a direct staff of approximately 200 and engages around 250 contractors across the region, the bulk of these being in the Waikato.



Category: Education

The Artificial Intelligence Institute - Te Ipu o te Mahara launched at the University of Waikato in 2021. It aims to foster connections and knowledge-sharing between tertiary institutions, research organisations and industry, contributing to a vibrant AI ecosystem in Hamilton and across New Zealand.