



**POWER  
PLACES**

# Auckland



**DELL** Technologies

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Worldwide  
Enterprise Network

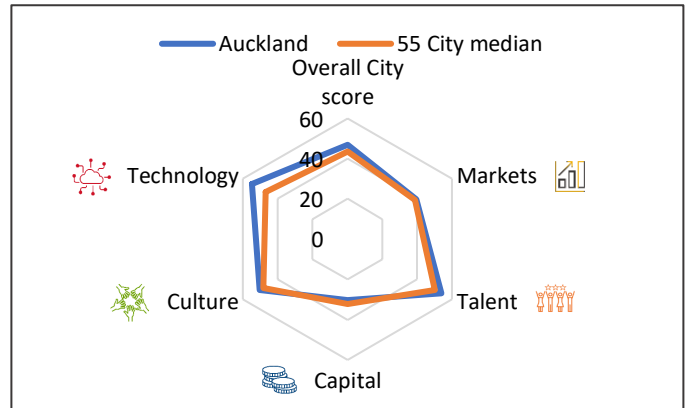


IHS Markit™ now a part of **S&P Global**

# Auckland



Overall Score: 46.92 out of 100 | Overall Rank: 18 out of 55



## Basic Facts:

- Population: 1.72 million (2021)
- Gross Metro Production (GMP): \$81.71 billion (2021)
- Top Sectors by Employment (2021):
  - 1) Construction and engineering
  - 2) Manufacturing
  - 3) Technology

## Notable Strengths:

Auckland was one of five new cities added to the index this year including Hamburg, Montpellier, Mumbai, and Wellington. As a new addition to the index, Auckland is providing some stiff competition to the other cities. Auckland ranks in the top half overall in its ability to attract and support high potential women entrepreneurs. Auckland's strength lies in its top 10 position in the technology pillar and a top 15 position in the talent pillar. In particular, the skill and experience of women in Auckland ranks 3<sup>rd</sup> overall.

Auckland's strong overall position in the WE Cities index is driven by an 8<sup>th</sup> overall ranking in the technology pillar. Auckland is known as New Zealand's tech powerhouse and is home to 60% of the nation's top 200 tech companies. Global health-tech companies like Fisher & Paykel Healthcare and Orion Health are headquartered in Auckland. Other sub-industries like fintech and creative technology are areas of strength for the city. When looking at the technology pillar at the indicator level, Auckland score high in median upload and download speed. According to Speed Test Performance, Auckland's median mobile upload speed is 13.70 Mbps and median mobile download speed is 67.69 Mbps. This ranks Auckland in the top 15 for both indicators. Wellington, the only other New Zealand city on the index,

<b>Overall Rank</b>	<b>18</b>
<b>Operating Environment</b>	<b>22</b>
<b>Markets</b>	<b>25</b>
Size	47
Cost	4
Access	37
Policy	24
<b>Talent</b>	<b>15</b>
Women's Skill & Experience	3
Access to Qualified Personnel	35
<b>Capital</b>	<b>34</b>
Number/Value	39
Gender Proportion	37
Women's Capital Base	24
<b>Enabling Environment</b>	<b>11</b>
<b>Culture</b>	<b>24</b>
Access to Mentors & Role Models	18
Attitudes & Expectations	39
Policy	17
<b>Technology</b>	<b>8</b>
Connected	9
Cost	12
Policy	38
Equality	4

ranked first for both upload and download speed which shows the nation's strength when it comes to technology and staying connected.

Auckland is home to highly ranked global universities that create a strong talent pool for entrepreneurs to pull from. University of Auckland and Auckland University of Technology are ranked 123<sup>rd</sup> and 372<sup>nd</sup> respectively out of 2000 according to US News & World Report 2022 Best Global Universities Rankings. Additionally, both universities have accredited business schools, with AACSB, AMBA, and/or EQUIS accreditation, according to Find-MBA. The access to strong talent does not stop at the university level. Having the necessary talent available already established in their professions is key for women entrepreneurs to scale their business. Auckland ranked in the top five for the percentage of the labor force in finance, marketing, accounting, and law professions within the city. Furthermore, Auckland ranked in the top 10 for the percentage of the labor force in IT professions.

#### **Areas for Improvement:**

While Auckland excels in talent and technology, the city finds itself in the middle of the pack in the markets pillar. Auckland has a relatively small city population and Gross Metro Product (GMP) compared to the rest of the cities in the index. Auckland is outmatched in this area by much larger cities and this contributes to a bottom 10 ranking in the markets sub-pillar 1 (size). The relative size of Auckland also contributes to a smaller number of female entrepreneurs and accelerators within the city. Auckland ranked in the bottom 10 in the number of female entrepreneurs as a percentage of startups.

Auckland can also improve in the capital pillar, specifically in the number/value and gender proportion sub-pillars. The city is ranked 34<sup>th</sup> for the value of venture capital funds given to business with at least 25% female executives and 42<sup>nd</sup> for the number of female founders or executives in the second round or higher of funding. Within the gender proportion sub-pillar, Auckland ranks 43<sup>rd</sup> for the percentage of investment companies with at least one female executive. With more female representation at the executive level at venture capital funds and investment companies, Auckland can foster a better capital environment for women entrepreneurs. While Auckland is new to the Index this year and therefore doesn't have a momentum score, its addition to the Index has provided strong competition to the other cities with its top 20 ranking.