

# The Need for New Zealand Code

This white paper summarises BusinessNZ research work on the critique of the “Buy National Campaign” concept when it comes to software services in New Zealand. What is a New Zealand software service? How do software service business owners turn business problems into software solutions? Do New Zealand technology companies communicate their Kiwi’ness to their marketplace?



**14 CEO’s and senior managers at New Zealand software service companies and high tech manufacturers were interviewed.** Three trends emerged:

1. **WHO WE ARE: We need to see ourselves as a nation that codes software because it has already happened.** There are 21,411 software service companies and high-tech manufacturers employing over 120,000 Kiwi’s. **\$7.9bn in export revenue every year.** It’s time to craft a better narrative that matches our digital reality, that our politicians, software businesses, manufacturers and even our suburban neighbours over the fence can understand and get behind.
2. **WHY IT MATTERS: Our New Zealand tech story** is about *self-sufficiency* in software company growth, *creativity* in software development and *first-hand* customer understanding interpreted directly by software developers. Software companies want domestic customers to know that they’re dealing with a New Zealand company. Internationally, an opportunity exists to communicate our tech story on the coat-tails of

global acclaim in our science and technology based Covid response.  
Our 2021 messaging should be two-fold:

*New Zealand has an  
exceptional capability to  
creatively solve problems  
with code.*

*Innovation is likely to come from  
an unexpected place, and New  
Zealand is that beautifully  
unexpected place.*

3. **WHAT WE NEED: Our digital capabilities need a visual identity.** The identity must reflect who we collectively are, and speak to the uniqueness of what we code. New Zealand Code extends the Kiwi trademark brand beyond 'New Zealand Made' launched in 1988 and 'New Zealand Grown' launched in 2007... and into code. To be seen differently, we must learn to see ourselves differently.

**New Zealand Code** evolves the iconic Kiwi trademark into a new, high-value ingredient brand ready for the 2020's.



4. **WHAT ELSE: Our New Zealand talent** pool of software coders needs to grow to keep pace with our software service companies. Without a diverse talent pool, companies will be forced to consider moving software development activities offshore earlier to gain access to more talent. The New Zealand code logo gives credibility to Young Enterprise students who want to create a new kind of startup, one that begins with a single line of code.

## New Zealand - A Nation That Codes

It's time to see ourselves differently. We are more than growers and makers. We are also a nation of coders. The way we code isn't like anywhere else in the world.

Scarcity has meant that we've had to be more **self-sufficient** and **creative** when it comes to creating software with code.

We've had to be more self-sufficient in creating software companies without buckets of Silicon Valley cash... and we've had to be more creative in solving business problems, because in a smaller economy our software developers must solve a broader range of business problems earlier in the company lifecycle.



Our developers like to speak directly to customers to gain a direct understanding of the problem. Surprisingly, that's a little bit uniquely Kiwi too.

These two themes of **self-sufficiency** and **creativity** must be woven into our nation's story to be told around the world to our customers and our international trade partners. It will take time to shift in the minds of global customers, yet now is the right time. Why? We have shown what's possible with a science and technology first approach to Covid and the world has taken notice. What could New Zealand achieve globally if we communicated our world beating software industry capabilities with the same deft that gave New Zealand a fighting chance at beating Covid? That makes New Zealand Code the ideal brand communication solution.

## Digital Identity & Privacy

New Zealanders will increasingly look for new trust signals for data privacy and collection when the new Principle 12 provision of The Privacy Act comes into New Zealand law. Seeing a 'NZ Code' logo displayed by a software service company could improve consumers' confidence in using New Zealand software service and improve clarity on what consumer data protection applies that are usually hidden in terms and conditions legalese.

The Privacy Act is being updated with a new 'Principle 12' to handle when and how the data of New Zealanders can be sent overseas. Under Principle 12, 'an organisation or business may only disclose personal information to an agency outside of New Zealand if the receiving agency is subject to similar safeguards to those in the Privacy Act. If a jurisdiction does not offer similar protections, the individual concerned must be fully informed that their information may not be adequately protected and they must expressly authorise the disclosure' (Office of The Privacy Commissioner, 2020).

## Attracting Talent

The tech story could attract much needed young career talent into New Zealand software service companies to reduce the attractiveness of moving software services offshore as they grow larger. The New Zealand Code logo Kiwi trademark could be used by businesses to attract Kiwi talent that wants to work at a company that is developing software services using New Zealand code. The logo may also be used to Young Enterprise Students to show what they have built using code.

## Who Qualifies as New Zealand Code?

You must have developed the codebase for your software in New Zealand. Your software build team must also be based in New Zealand. Dual country hub teams or global software development teams do not qualify. You can use overseas code such as open source plugin's or features, but it must be substantially transformed into a new software service in New Zealand. Reselling software features with overseas developed code is unlikely to qualify without complex integration coding or a heavy NZ code build effort. Ask yourself three questions:

Q1. Are you developing the codebase used in your software service in New Zealand?

Q2. Is there a substantial technical code build effort required to deliver your software service?

Q3. Have you substantially transformed any overseas code used into a different software service in New Zealand?

