

# Digital Health Check: Northland



## Introduction

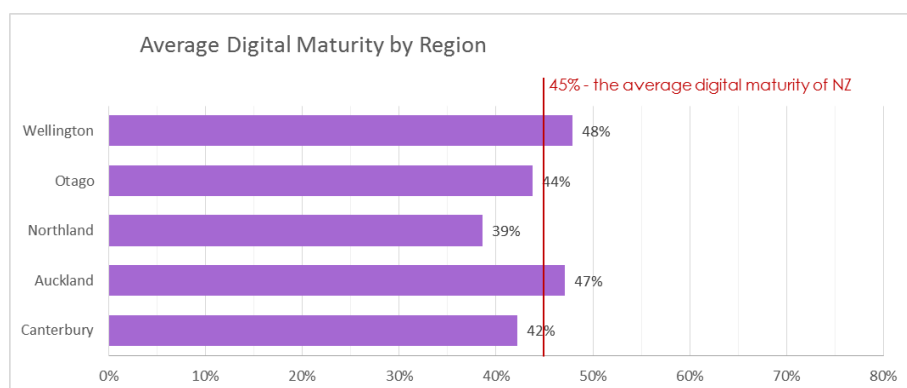
Welcome to our Digital Health Check report on how Northland businesses are using digital technology and online services. This report has been produced by Digital Journey and is based on the data we collect through our online business assessments.

The purpose of this Digital Health Check is to help you understand how businesses in your region are using digital technology and how they can best be supported on their digital journey.

### *Why is this important?*

Many reports have been produced showing that businesses who increase digital use are more productive, can reduce operating costs and engage more with customers. We know this, because, every day we help businesses make this change.

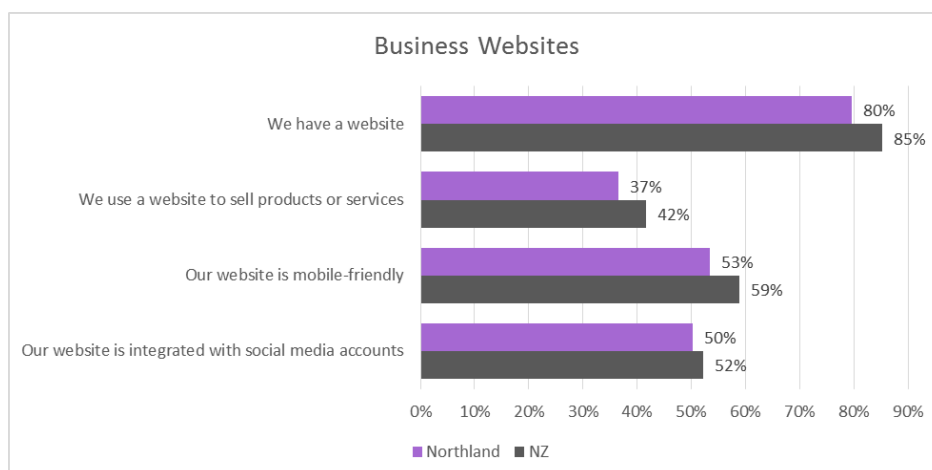
## How Northland compares nationally



underperforming digitally as a region, and is sitting below national average for *digital maturity*.

The following graphs provide further insight as to how Northland businesses stack up in social media use, adoption of cloud based services, website and digital marketing.

Although the majority of Northland businesses have a website, only 37% are selling products or



## WHAT IS DIGITAL MATURITY?

Digital maturity is a measure of the ability to use digital technology to help.

Businesses with low digital maturity may have a website that displays poorly on mobile phones, they probably don't use social media to engage with customers, and are unlikely to be able to operate from a location other than their physical place of business.

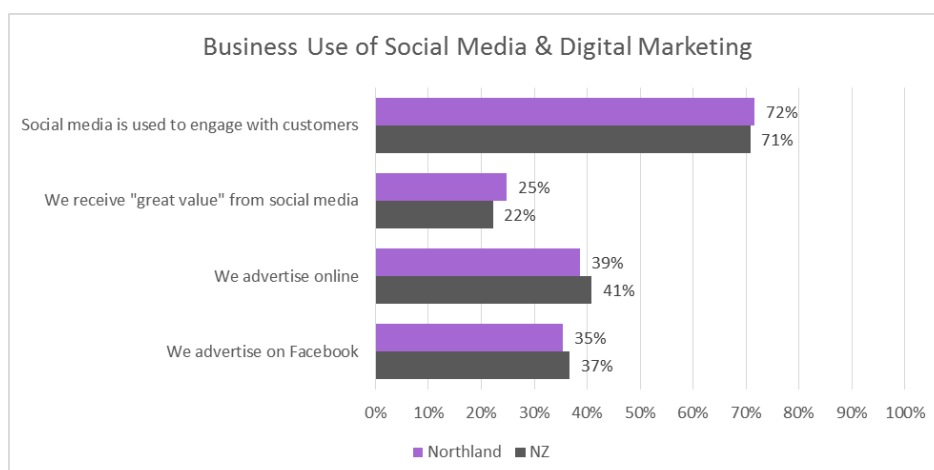
In contrast, a business with a high digital maturity score may advertise on several online channels, receive great value from social media, and their staff are likely to be able to access business systems when working remotely.

Almost 5,000 NZ businesses and individuals have participated in our Digital Journey assessments. This report looks at Northland businesses and indicates that Northland is unfortunately

services online. Given that Kiwi's spent \$4.7 billion online last year<sup>1</sup>, this is a missed opportunity for the Northland businesses without e-commerce.

Compared to other businesses nationally, Northland businesses are at a similar level with using social media to engage with customers.

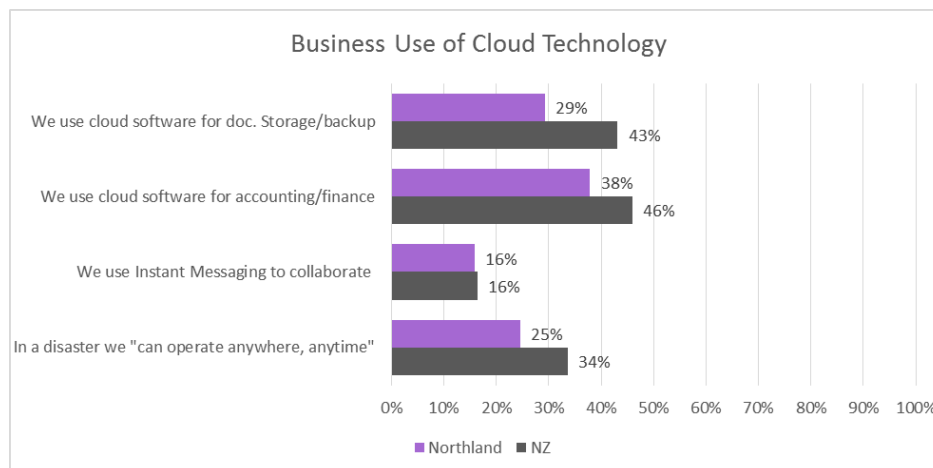
However, of those that do, more feel they receive "great value" when compared with businesses nationally. Unfortunately 29% of Northland businesses felt they received "limited value" or "no value". So it appears, that for almost a third of Northland businesses using social media, their efforts are misdirected and they could do with additional support in this area.



The adoption of cloud technology has been growing in NZ over the past 3 years, and in general Northland businesses appear to not be adopting cloud software as fast as other regions.

We are surprised given the impact of the Christchurch

earthquakes that only 25% of businesses "can operate anywhere, anytime".



The earthquakes that occurred last month which resulted in nearly 17ha of Wellington CBD office floor space closing, are a recent reminder of the importance of this flexibility.

## So what's next?

If you would like more information (what we have provided is a small subset of what we've collected), or you want to focus on increasing your business' digital skills within a specific area (like social media, cloud computing, business websites), we are here to assist. This is what we can do to help:

<sup>1</sup> National Business Review: <https://www.nbr.co.nz/article/kiwis-spent-47-billion-online-last-year-cg-p-190944>

FREE Assessment <a href="http://www.digitaljourney.nz">www.digitaljourney.nz</a>	Encourage businesses in your region to complete a Digital Journey assessment, it's a free digital health-check for large and small businesses. At the end of the assessment every business will receive a tailored Action Plan with independent advice and guidance on how they can improve their digital use.  Share this assessment across your region to increase your region's digital maturity. The assessment is free and offers impartial advice.
FREE Tips & Tricks <a href="http://www.digitalresources.nz">www.digitalresources.nz</a>	Share the digital resources site to your communities. The site is packed full of easy to read articles, templates and tips on all matters digital. We have readers from across the world using these resources. Written by us, for Kiwis they are free for you to share.
Digital Enablement Workshop <a href="#">Click here to learn more</a>	Help businesses with the digital basics. This is a 4 hour workshop that has been delivered to over 500 businesses across NZ. It was written by Digital Journey for the Ministry of Business of Innovation Employment and is delivered by trainers with a business background. This workshop is hugely popular, and all you have to do for this course to happen in your region is cover our expenses.
Digital Training <a href="#">Click here to learn more</a>	Contact us to book in a digital training course at either a basic or advanced level for your region's businesses. From cyber-security to cloud computing to courses in social media, we offer a range of hands-on course with practical advice and guidance for businesses. Click the link to the right to see the courses we offered in 2016.
Digital Coaching	We help businesses who need; a little more assistance and guidance on choosing the right digital service to use, advice on getting the most out of technology or, help to understand digital services. Our Digital Coaches offer pragmatic, vendor-neutral advice.

## About Digital Journey

### *Free is good!*

We are a bit different, in that we operate as a social enterprise whereby our focus is on making an impact and helping businesses achieve more from the Internet. Of course we do have to cover costs at times to ensure our services are available. But our aim, bottom-line, and mantra is to help and make a difference. We are also have great support from our sponsors:



### *What businesses say about our free assessment?*

We are thrilled with the positive feedback from the businesses we help:

- 81% would recommend the Digital Journey assessment to other businesses or organisations.
- 87% found that completing the Digital Journey assessment helped their business in some way.
- Of those who made changes to their organisation based on their assessment's recommendations 44% have improved their productivity and a further 48% can see the potential for it to improve.