



22 July 2021

Ref: DOIA 2122-0134

J Buckingham

Email: fyi-request-16100-8655e937@requests.fyi.org.nz

Dear J Buckingham

Thank you for your email of 16 July 2021 to the Ministry of Business, Innovation and Employment requesting, under the Official Information Act 1982, the following information:

- *“For the Digital Boost program, I would like statistics up to 24 June 2021 for the Manawatu-Whanganui region only to compare to the figures reported in [this newsletter](#). This is to understand how Digital Boost is reaching this particular region of New Zealand.*

Registrations: total users and businesses have registered in this region

Top industries by % in this region

Business size by % in this region

Age of business by % in this region

Content engagement:

How many topics have been viewed.

How many digital skills topics participants are currently engaging in The top topic in this region”

The information you have requested is set out below.

Digital Boost Skills Training & Support programme statistics for the Manawātū-Whanganui Region

Registrations – total users and businesses registered in this region

- 1,569 users representing 996 small businesses have registered as at 19 July 2021.
- Manawātū-Whanganui represents 4% of overall registrations, which is representative of the overall New Zealand business population.

Top industries by % in this region

Note that multiple industries can be selected.

Industry	%	Industry	%
Services	17%	Retail	12%
Health and Wellbeing	11%	Creative	11%
Construction and Trade	8%	Education	7%
Food and Beverage	6%	Hospitality	6%
Manufacturing	4%	Tourism	4%
Primary Industry	3%	Other	11%



Business size by % in this region

Sole-trader	48%
1 staff member	26%
2-5 staff members	14%
9-9 staff members	6%
10+ staff members	6%

Age of business by % in this region

New business	38%
1-2 years	16%
3-5 years	15%
6-9 years	8%
10+ years	23%

Content engagement:

- To date, people from the Manawatū-Whanganui region have watched 4,494 videos in total.
- Top topics data cannot be broken down into regions. However, the top topics nationally are:
 - The Basics of Branding
 - Owned vs Earned Media
 - Domain Names
 - Site Creation: Things to consider
 - Building a Social Media Strategy.

I trust that you will find this information useful.

You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

Yours sincerely



Malcolm Luey
Policy Director – Digital
Business and Consumer