



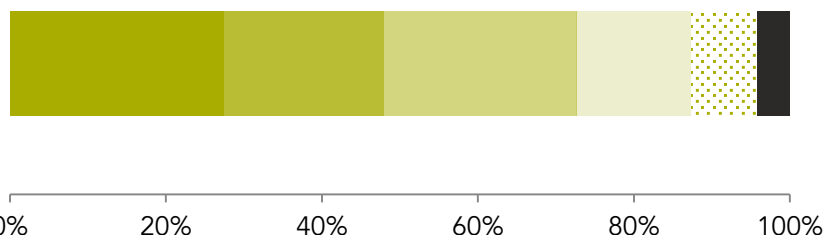
# COMPETITION

BOOSTING PRODUCTIVITY IN THE SERVICES SECTOR

## KEY FIGURES

**ALMOST 50% OF FIRMS BELIEVE SERVICE PROVIDERS MAKE NO OR LITTLE EFFORT TO RETAIN OR GAIN BUSINESS**

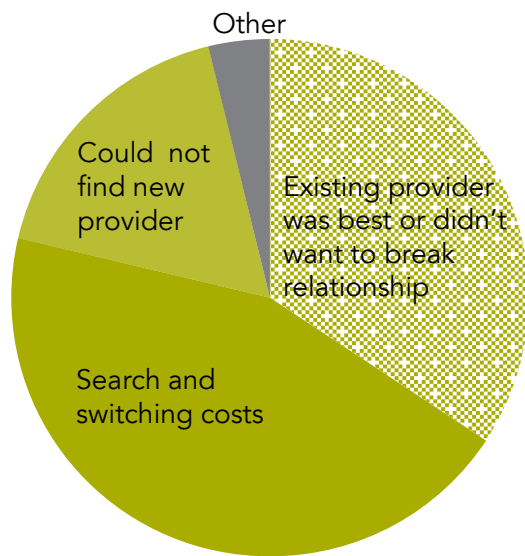
■ 1 - No Effort    ▨ 5 - Intense effort    ■ Don't know



**ACTION IS NEEDED TO STIMULATE COMPETITION**

## WHY DON'T SERVICE FIRMS SWITCH PROVIDERS?

**CUSTOMERS NEED ACCESS TO MORE INFORMATION ABOUT PROVIDERS**



Reasons given by businesses (multiple answers possible)

### WAYS TO STIMULATE COMPETITION

- Improve the quality of comparison websites through guidelines and accreditation?
- Improve the design of professional regulation and standards?
- Refine competition regulation, including section 36 of the Commerce Act?

The Productivity Commission is seeking feedback on its draft recommendations.



# ICT APPLICATION

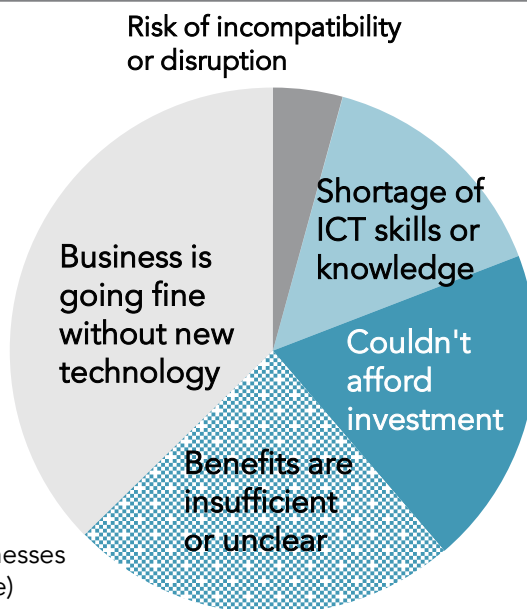
BOOSTING PRODUCTIVITY IN THE SERVICES SECTOR

# KEY FIGURES

## WHY DON'T SERVICE FIRMS INVEST IN ICT?

LACK OF  
CONFIDENCE/  
TECHNICAL SKILLS/  
IT-SAVVY MANAGERS

Reasons given by businesses  
(multiple answers possible)



20% OF  
SMALL  
FIRMS

32% OF LARGE  
FIRMS USE  
CLOUD  
COMPUTING

## WHY THE LOW UPTAKE?

- REGULATORY BARRIERS?
- COST?
- DATA SECURITY?

## WAYS TO INCREASE ICT ADOPTION

- Remove barriers to cloud computing?
- Develop post-graduate programmes to allow business students to get up to speed on ICT, and ICT grads to get some business training?
- Streamline the process by which ICT vacancies can be filled from abroad?

The Productivity Commission is seeking feedback on its draft recommendations.