

## **DIVISION M – PROFESSIONAL, SCIENTIFIC AND TECHNICAL SERVICES**

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The Professional, Scientific and Technical Services Division includes units mainly engaged in providing professional, scientific and technical services. Units engaged in providing these services apply common processes where labour inputs are integral to the production or service delivery. Units in this division specialise and sell their expertise. In most cases, equipment and materials are not major inputs. The activities undertaken generally require a high level of expertise and training and formal (usually tertiary level) qualifications.

These services include scientific research, architecture, engineering, computer systems design, law, accountancy, advertising, market research, management and other consultancy, veterinary science and professional photography. Excluded are units mainly engaged in providing health care and social assistance services, which are included in Division Q Health Care and Social Assistance.

# DIVISION M – PROFESSIONAL, SCIENTIFIC AND TECHNICAL SERVICES

## Subdivision 69 – Professional, Scientific and Technical Services (Except Computer System Design and Related Services)

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Group Class Description  
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### 691 SCIENTIFIC RESEARCH SERVICES

#### 6910 Scientific Research Services

This class consists of units mainly engaged in undertaking research in the agricultural, biological, physical or social sciences. Units may undertake the research for themselves or others.

##### *Primary activities*

- Aeronautical research service
- Agricultural research service
- Biological research service
- Biotechnology research service
- Economic research service
- Food research service
- Industrial research service
- Medical research service
- Observatory research service
- Research farm operation
- Scientific research service
- Social science research service
- Space tracking research station operation

##### *Exclusions/references*

Units mainly engaged in

- providing technical or engineering consulting services are included in Class 6923 Engineering Design and Engineering Consulting Services;
- providing market research or statistical services are included in Class 6950 Market Research and Statistical Services; and
- providing pathological services for the medical profession are included in Class 8520 Pathology and Diagnostic Imaging Services.

### 692 ARCHITECTURAL, ENGINEERING AND TECHNICAL SERVICES

#### 6921 Architectural Services

This class consists of units mainly engaged in providing architectural services such as planning and designing buildings and structures; or planning and designing the development of land. Units apply knowledge of design, construction procedures, zoning regulations, location and land use, building codes and building materials.

##### *Primary activities*

- Architectural service
- Drafting service, architectural
- Landscape architectural service
- Town planning service

##### *Exclusions/references*

Units mainly engaged in managing or organising construction projects as the prime contractor are included in the appropriate classes of Division E Construction.

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#### 6922 **Surveying and Mapping Services**

This class consists of units mainly engaged in providing surveying and mapping services (including exploration surveying services on contract). Units in this class use a variety of surveying techniques depending on the purpose of the survey, including magnetic surveys, gravity surveys, seismic surveys or electrical and electromagnetic surveys. These services may also include surveying and mapping of areas above or below the surface of the earth.

##### *Primary activities*

- Aerial surveying service
- Cadastral surveying service
- Engineering surveying service
- Geodetic surveying service
- Gravimetric surveying service
- Hydrographic surveying service
- Land surveying service
- Map preparation service
- Mining surveying service
- Oceanographic surveying service
- Photogrammetry
- Seismic surveying service

##### *Exclusions/references*

Units mainly engaged in exploring for petroleum or minerals are included in the appropriate classes of Group 101 Exploration.

#### 6923 **Engineering Design and Engineering Consulting Services**

This class consists of units mainly engaged in providing engineering consulting services. These units are primarily involved in applying physical laws and principles of engineering in the design, development and utilisation of machines, materials, instruments, structures, processes and systems. Units provide advice, prepare feasibility studies, prepare preliminary and final plans and designs, provide technical services during the construction or installation phase, inspect and evaluate engineering projects, and related services.

##### *Primary activities*

- Boat designing service
- Building consulting service
- Building inspection service
- Chemical engineering consulting service
- Civil engineering consulting service
- Construction consulting service
- Drafting service, engineering
- Electrical engineering consulting service
- Electronic engineering consulting service
- Engineering consulting service n.e.c.
- Geotechnical engineering consulting service
- Hydraulic engineering consulting service
- Industrial design service
- Marine engineering consulting service

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### **Engineering Design and Engineering Consulting Services** *continued*

- Materials handling engineering consulting service
- Mechanical engineering consulting service
- Mining engineering consulting service
- Naval architecture service
- Pipeline engineering consulting service
- Process engineering consulting service
- Quantity surveying service
- Sanitary engineering consulting service
- Traffic engineering consulting service

#### *Exclusions/references*

Units mainly engaged in

- the physical or chemical transformation of materials into new products are included in the appropriate classes of Division C Manufacturing;
- managing or organising construction projects as the prime contractor are included in the appropriate classes of Division E Construction;
- undertaking scientific research are included in Class 6910 Scientific Research Services; and
- providing scientific or technical laboratory or testing services are included in Class 6925 Scientific Testing and Analysis Services.

6924

### **Other Specialised Design Services**

This class consists of units mainly engaged in providing specialised design services not elsewhere classified.

#### *Primary activities*

- Commercial art service
- Fashion design service
- Graphic design service
- Interior design service
- Jewellery design service
- Signwriting
- Textile design service
- Ticket writing

#### *Exclusions/references*

Units mainly engaged in

- providing architectural services (including landscape design services and architectural draughting services) are included in Class 6921 Architectural Services;
- providing engineering design services are included in Class 6923 Engineering Design and Engineering Consulting Services;
- providing computer system design services are included in Class 7000 Computer System Design and Related Services; and
- providing set designing, costume designing or theatre lighting design services are included in Class 9002 Creative Artists, Musicians, Writers and Performers.

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#### 6925 **Scientific Testing and Analysis Services**

This class consists of units mainly engaged in providing scientific testing and analysis services such as physical or chemical testing, calibration testing, mechanical testing, thermal testing and biological testing (except medical or veterinary). The testing may occur in a laboratory or on site.

##### *Primary activities*

- Chemical analysis service n.e.c.
- Forensic science service (except pathology service)
- Geology and geophysical testing service
- Laboratory operation (providing chemical, food, electrical engineering or other technical services)
- Materials strength testing service
- Non-destructive testing service
- Pollution monitoring service
- Seismic survey data analysis service
- Testing or assay service on fee or contract
- Wine testing
- Wool testing service

##### *Exclusions/references*

Units mainly engaged in

- providing engineering consulting services, including building inspection services, are included in Class 6923 Engineering Design and Engineering Consulting Services;
- providing medical pathology or diagnostic services are included in Class 8520 Pathology and Diagnostic Imaging Services;
- providing veterinary pathology services are included in Class 6970 Veterinary Services;
- providing motor vehicle roadworthy inspection (issuing road warrants of fitness in NZ) services are included in Class 7720 Regulatory Services; and
- providing geotechnical engineering services are included in class 6923 Engineering Design and Engineering Consulting Services.

#### 693

#### **LEGAL AND ACCOUNTING SERVICES**

##### 6931 **Legal Services**

This class consists of units mainly engaged in providing legal representation and advice and the preparation of legal documents. Also included are units mainly engaged in establishing the legal ownership of a property such as title-searching services.

##### *Primary activities*

- Advocate service
- Barrister service
- Conveyancing service
- Legal aid service
- Legal service
- Notary service
- Patent attorney service
- Solicitor service
- Title-searching service

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**6932 Accounting Services**

This class consists of units mainly engaged in providing accounting services such as auditing of accounting records, preparing financial statements, preparing tax returns and bookkeeping.

*Primary activities*

- Accounting service
- Auditing service
- Bookkeeping service
- Tax agent service

*Exclusions/references*

Units mainly engaged in providing payroll processing, billing or record-keeping services are included in Class 7291 Office Administrative Services.

**694**

**ADVERTISING SERVICES**

**6940 Advertising Services**

This class consists of units mainly engaged in providing advertising services such as the creation of advertising campaigns and materials; and media planning and buying (i.e. placing advertisements).

*Primary activities*

- Advertising agency service
- Advertising material preparation service
- Advertising placement service
- Advertising service (except the sale of advertising space in own publication or broadcast)
- Advertising space selling (on a commission or fee basis)
- Aerial advertising service
- Direct mail advertising service
- Sample distribution service

*Exclusions/references*

Units mainly engaged in

- selling advertising space in printed material published by the same unit are included in the appropriate classes of Division J Information Media and Telecommunications; and
- selling advertising time in radio or television broadcasts by the same unit are included in the appropriate classes of Division J Information Media and Telecommunications.

**695**

**MARKET RESEARCH AND STATISTICAL SERVICES**

**6950 Market Research and Statistical Services**

This class consists of units mainly engaged in providing market research or statistical services such as the systematic gathering, recording, tabulating and presenting of marketing and public opinion data.

*Primary activities*

- Market research service
- Public opinion research service
- Statistical bureau operation
- Statistical consulting service

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696

### MANAGEMENT AND RELATED CONSULTING SERVICES

6961

#### Corporate Head Office Management Services

This class consists of units mainly engaged in overseeing and managing, exercising operational control and/or undertaking the strategic or organisational planning and decision-making roles of related units. Units in this class may also hold the securities of the related units for which they undertake these activities.

##### *Primary activities*

- Corporate head office management

##### *Exclusions/references*

Units mainly engaged in

- providing advice and assistance to other organisations on general management issues are included in Class 6962 Management Advice and Related Consulting Services;
- holding the securities of (or other equity interests in) companies and enterprises, but which do not undertake any of the management services outlined above are included in the appropriate classes of Division K Financial and Insurance Services; and
- providing a range of day-to-day office administrative services such as clerical, billing, record keeping, personnel and other support services are included in the appropriate classes of Division N Administrative and Support Services.

6962

#### Management Advice and Related Consulting Services

This class consists of units mainly engaged in providing management advice and related consulting services not elsewhere classified. This includes providing advice on business or personnel management policies or practices. Also included are units mainly engaged in managing public figures such as entertainers.

##### *Primary activities*

- Agricultural management consulting service
- Artist, entertainer or other public figures management service
- Business management service
- Efficiency advisory service
- Environmental consulting service
- Forestry management consulting service
- Management consulting service
- Merchandising consulting service
- Operations research service (commercial)
- Personnel management consulting service
- Sales advisory service
- Tariff consulting service
- Tourism development consulting service

##### *Exclusions/references*

Units mainly engaged in

- providing data processing services are included in Class 5921 Data Processing and Web Hosting Services;
- holding the securities of (or other equity interests in) companies and enterprises are included in the appropriate classes of Division K Financial and Insurance Services;

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**Management Advice and Related Consulting Services** *continued*

- listing employment vacancies or referring or placing applicants for employment, or executive placement services (except consulting), are included in Class 7211 Employment Placement and Recruitment Services;
- providing computer hardware or software consulting services are included in Class 7000 Computer System Design and Related Services.

**697**

**VETERINARY SERVICES**

**6970**

**Veterinary Services**

This class consists of units mainly engaged in the practice of veterinary medicine or surgical services for domestic animals or livestock. Also included are units mainly engaged in operating animal hospitals.

*Primary activities*

- Animal clinic operation
- Animal hospital operation
- Animal pathology service
- Animal quarantine station operation
- Spaying service
- Veterinary clinic operation
- Veterinary service

*Exclusions/References*

Units mainly engaged in providing agricultural support services such as livestock improvement services, artificial insemination service or herd testing, etc. are included in Class 0529 Other Agriculture and Fishing Support Services.

**699**

**OTHER PROFESSIONAL, SCIENTIFIC AND TECHNICAL SERVICES**

**6991**

**Professional Photographic Services**

This class consists of units mainly engaged in providing still, video or computer photography services, including the video taping of special events such as weddings.

*Primary activities*

- Portrait photography service
- Professional photography service
- Street photography service
- Studio photography service
- Video filming of special events (e.g. birthdays, weddings)
- Wedding photography service

*Exclusions/references*

Units mainly engaged in

- retailing photographic equipment or supplies are included in the appropriate classes of Division G Retail Trade;
- providing aerial surveying services are included in Class 6922 Surveying and Mapping Services;
- motion picture and video production are included in Class 5511 Motion Picture and Video Production; and

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**Professional Photographic Services** *continued*

- developing, printing or other processing of photographic film are included in Class 9532 Photographic Film Processing.

6999

**Other Professional, Scientific and Technical Services n.e.c.**

This class consists of units primarily engaged in providing professional, scientific and technical services not elsewhere classified.

*Primary activities*

- Interpretation service
- Meteorological service
- Professional, scientific and technical services n.e.c.
- Translation service
- Weather station operation

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Subdivision 70 – Computer System Design and Related Services  
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Group Class Description  
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**700**

**COMPUTER SYSTEM DESIGN AND RELATED SERVICES**

**7000**

**Computer System Design and Related Services**

This class consists of units mainly engaged in providing expertise in the field of information technologies such as writing, modifying, testing or supporting software to meet the needs of a particular consumer; or planning and designing computer systems that integrate computer hardware, software and communication technologies.

*Primary activities*

- Computer hardware consulting service
- Computer programming service
- Computer software consulting service
- Internet and web design consulting service
- Software development (customised) service (except publishing)
- Software installation service
- Systems analysis service

*Exclusions/references*

Units mainly engaged in

- mass producing computer software are included in Class 1620 Reproduction of Recorded Media;
- leasing or hiring electronic computers or other data processing equipment are included in Class 6639 Other Goods and Equipment Rental and Hiring n.e.c.;
- computer software publishing are included in Class 5420 Software Publishing; and
- providing data processing services or computer data storage and retrieval services are included in the appropriate classes of Group 592 Data Processing, Web Hosting and Electronic Information Storage Services