



NEW ZEALAND TECHNOLOGY  
INDUSTRY ASSOCIATION

# NZTech

## ANNUAL REPORT 2016



NZTech is the voice of the organisations that are redefining the world we live in.

The tech sector is creating jobs and growth throughout New Zealand, comprising 8% of the country's GDP and contributing over \$6.3 billion in exports.

NZTech represents over 300 organisations across the New Zealand technology landscape who collectively employ more than 57,000 people. From start-ups and local tech firms to multinationals, ICT and high tech manufacturing.

Our goal is to stimulate an environment where technology provides important productivity and economic benefits for New Zealand.

# About NZTech



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**Creating a prosperous New Zealand led  
by a vibrant technology industry.**

Our purpose is to **CONNECT, PROMOTE & ADVANCE** the New Zealand technology sector to help the sector and the economy grow.



### Connect

Connecting tech firms, tech clusters and tech communities in New Zealand with each other and helping them connect to the world.



### Promote

Promoting the success of the New Zealand tech sector to the public, the government and to the world.



### Advance

Advancing the interests of the tech sector and the benefits of New Zealand being a world tech leader.

# Our Purpose

# At a Glance

We have

**28,749**

**Tech Sector firms**

**GDP contribution of**

**\$16.2b**

[8% of GDP]

**Employed**

**98,911**

**people** [5% of the workforce]

**Exported**

**\$6.3b**

**goods and services**

[9% of Exports]

New Zealand's

**3rd largest**

**export sector**

**An additional**

**20,154**

tech workers in other sectors

**The Tech Sector has**

**higher paid**

**and higher qualified**  
employees than all other  
sectors, on average

**ICT's contributions to GDP  
growth has been**

**higher**

than any other OECD country  
from 2001-2013

**Each 4% productivity improvement in the  
Tech Sector is estimated to deliver an additional**

**\$2.7b GDP**




**Bennett Medary**

Outgoing NZTech Chair

## After six years at the helm of NZTech, I am stepping down as Chair at this year's AGM.

Your Board has done a lot of work on assessing and improving capability and diversity and it is equally as important to bring freshness to the role of Chair. I will remain on the Board this year and will continue to advocate for New Zealand as a digital nation. The potential economic and social benefit is almost surreal. If we were to truly to commit to this as a core national strategy and engage with global partners and investors, we could achieve an astonishing amount in five to 10 years. We will know we have truly made it as a digital nation when we are recognised for being the world's most tech savvy country, as well as being a beautiful place to visit and the best source of food and wine.

While the tech sector is our fastest growing industry, I would like to see tech, tourism, and many other sectors all growing concurrently. An

important aspect of this growth is the digital enablement of the rest of the economy, including the Government. The Government needs to be bold and proud about our strategic direction as a digital nation. We need to include that in our national culture and psyche and that requires leadership.

Meanwhile, the tech sector has to continue to mature and collaborate at a strategic level. Our vision of Digital Nation New Zealand is a unifying platform and there is a large work programme planned to take it further. Our CEO, Graeme Muller, along with a supportive Board is deeply committed to the vision of a prosperous New Zealand, led by a vibrant tech sector.

**“If we were to truly commit to this as a core national strategy and engage with global partners and investors, we could achieve an astonishing amount.”**

# Chair's Report



**Graeme Muller**

Chief Executive Officer

The 2016 Annual General Meeting will mark another important milestone in the continued growth and strategic relevance of NZTech. The past year has seen both membership and influence expand as the strategy of focusing on **connecting, promoting** and **advancing** the sector begins to show progress.

### Connect

To create a strong foundation, the focus of 2015 was to bring the sector together for a stronger voice. Through membership growth and the signing of formal alliances with Canterbury Tech and the New Zealand Software Association, NZTech now represents over 300 organisations. The past year also saw the delivery of 54 member events, a highly read weekly update, plus briefing papers on women in tech, cyber security and government procurement. Work continues with a number of other tech-based associations towards signing formal alliances as we continue to build something akin to the Star Alliance of tech in New Zealand.

### Promote

As we moved into 2016, our focus moved to the promotion of the sector. Our flagship project in 2016 has been Digital Nation New Zealand, an economic impact study. With over six months of research and review, this work provides a solid foundation for further initiatives. Most significant of these is the Digital Nation website, showcasing cool New Zealand tech companies and cool uses of technology in New Zealand. This project has opened discussion with several government agencies, including NZ Story, on how best to promote New Zealand internationally as a leading tech country. A collaboration with the Hi-Tech Trust and ATEED to deliver Techweek with over 50 events in a single week also significantly raised the sectors profile, as have other projects such as the female students mentoring programme Shadow Tech Day, the STEM Alliance and ITx, a collaboration with IITP to bring 12 IT events into a single week.

# CEO's Report



## Advance

Our Member and Government Relations lead, based full-time in Wellington has pro-actively engaged across a broad range of agencies and initiatives. Working with IITP and NZRise we have formed the Digital Skills Forum with MBIE, DIA, MoE, Immigration and TEC to collaboratively work on projects that address the national skills shortage. For example, NZTech and DIA are conducting a national survey of tech skills across government departments, tech firms and large corporates, including forecast needs, in order to develop clarity on actual skills required, by who and when. NZTech is working with the Ministry of Education and others to help accelerate the introduction of computational thinking throughout New Zealand schools and on initiatives such as creating pathways directly from school into the tech sector. Work continues on government procurement with regular briefings with DIA, the GCIO and Minister Dunne. During the past year, multiple Ministerial briefings have also been held with Ministers of Finance, Economic Development, Science & Innovation, Communications, Commerce, Internal

**Every new tech sector**

**job creates up to**

**5 new**

**services jobs around it**

Affairs and Small Business, as well as the Labour caucus. To support our export and high growth members, NZTech has been working with Callaghan Innovation and NZTE on events, delegations and road shows. Sessions have also been held with MFAT, to help them understand high growth tech exporters and on TPPA, TISA and RECP trade negotiations.

While plenty has been achieved during the past year there is still so much more to do. Raising the profile of the tech sector as a place to work, a place to create and export ideas and as a critical pillar of the New Zealand economy will remain front and centre of our work as we move into the next year.

# Our Board

## Bennett Medary

*Chair of the Board,  
Member elected (Mid  
sized corporates)*

Bennett has an extensive career in information technology including founding and growing SimplHealth, a specialist health technology firm which has grown to have an international presence. He now focuses on governance and serves on a number of boards including Chair of Simpl Group, Trustee of the Hi-Tech Trust, Chair of Preno and Director of Airways Corporation. Bennett was elected to the Board in 2010 and is serving his third and final term which runs through 2016.



## Frances Valintine

*Independent*

Frances brings to the board extensive knowledge of the role of technology in education pedagogy. The founder of The Mind Lab by Unitec and Tech Futures Labs, Frances serves on a number of related Boards including Edlab, Harper Lilly, Tech Futures Lab, Education New Zealand and is Vice Chair of Talentnomics (Washington DC). Frances steps down from the NZTech Board in July 2016 to take a board role for Callaghan Innovation.



## Diane Knowles

*Member elected  
(Large corporates)*

Diane is the Country Manager for Hewlett Packard Enterprise Services in New Zealand. Diane also serves as a mentor at The Institute of Management and as an executive sponsor for HP Glow Australia and New Zealand. Diane was elected to the NZTech Board in 2015.



## Paul Deavoll

*Member elected  
(Large corporates)*

Paul is the Head of the South Island for Spark, with whom he has a 15 year career. He is a passionate South Islander with wide-ranging responsibilities including how to help rural New Zealand gain the benefits of technology. Paul was elected to the NZTech Board in 2015.



## Rob Lee

*Member elected  
(Large corporates)*

Rob is the Managing Director of IBM New Zealand. With more than 25 years of experience with IBM in roles throughout the globe, Rob brings strengths in governance and financials. Rob is the Chair of the NZTech Governance Board, a director of the American Chamber of Commerce and of IBM Global Financing. Rob was elected in 2013.



## Mandy Simpson

*Board appointed (Mid  
sized corporates)*

Mandy is the Chief Operating Officer for the NZX, the New Zealand Stock Exchange. Mandy brings extensive financial experience to the Board having previously served as CFO for Fronde and the State Services Commission. Mandy holds a number of other governance positions including director of Energy Clearing House, director of New Zealand Depository Nominee, committee member of the High Value Clearing System at Payments NZ, and as an advisory board member for Brave New Coin. Mandy was appointed to the NZTech Board in 2015.



### Mark Nichols

*Board appointed  
(Mid sized  
corporates)*



Mark is the General Manager of Trimble Navigation in New Zealand. Based in Christchurch with an international role, Mark brings extensive export knowledge and a South Island perspective. Mark has a passion for helping start up businesses and serves as a director of Lightning Lab Christchurch, a director of Mint Design and an advisor to the Geospatial Research Institute of Canterbury. Mark's appointment to the NZTech Board runs to July 2016.

### Bob Pinchin

*Member elected  
(SME businesses)*



Bob is the Chief Executive Officer of Swaytech, a specialist communications and marketing consultancy for technology companies. Bob is also the organiser of the annual New Zealand Hi-Tech Awards and is passionate about the growth and recognition of the tech sector. Bob also serves on the NZTech Governance Board. Bob has been an elected NZTech Board member since 2010.

### Sarah Perry

*Member elected  
(SME businesses)*



Sarah is the co-founder and Chief Executive Officer of SnapComms. She is known for combining marketing strategy with transformational technology to create scalable businesses. Sarah was elected to the NZTech Board in 2015.

### Jonathan Miller

*Member elected  
(Government and  
Education)*



Jonathan is the National Network Manager ICT at Callaghan Innovation. With experience in research and development, Jonathan brings a wealth of knowledge about funding processes and commercialisation to the NZTech Board. Jonathan is passionate about the role that NZTech plays in helping the country grow and serves on both the Governance Board and the Commercial Board. Jonathan was elected to the NZTech Board in 2014.

### Kim Connolly-Stone

*Board appointed  
(Government and  
Education)*



Kim is the Policy Director in charge of the Digital Economy Programme within the Ministry of Business, Innovation and Employment. Responsible for the development of the policies to grow New Zealand's digital economy and digital sector, Kim brings to the board an understanding of the role of government. Kim was appointed to the NZTech Board in 2015 following consultation with Ministers Adams and Joyce.

### Dil Khosa

*Board appointed  
(Intern)*



Dil is the Chief Operating Officer for New Zealand start-up Parrot Analytics. As a Board Intern, Dil brings the perspective of future leaders of the tech sector. With experience in start up development, capital raising and international business growth, Dil also brings the perspective of the start up to the NZTech board room. Dil's appointment runs to July 2016.

# Boards

## Governance Board

**Rob Lee** IBM (Sub Board Chair)  
**Bennett Medary** SimplHealth  
**Bob Pinchin** Swaytech  
**Jackie Clark** NZTech  
**Jonathan Miller** Callaghan Innovation  
**Simon Martin** HGM Legal

## Commercial Board

**Tom Duffy** Fuji Xerox (Sub Board Chair)  
**Bennett Medary** SimplHealth  
**Jonathan Miller** Callaghan Innovation  
**Susan Wells** NZTech

## Education and Technology Board

**Graeme Muller** NZTech (Sub Board Chair)  
**Adele Bryant** Education New Zealand  
**Bruce Howat** The Story Mint  
**Chris Bulman** Custard Square  
**David Glover** Creative Strategies  
**Frances Valentine** The MindLab  
**Jackie Clark** NZTech  
**Jill Tattersall** Kiwa Digital  
**Paul Cameron** Booktrack  
**Phil Garing** Synapsys

## The Executives



**Graeme Muller**

Chief Executive Officer



**Jen Rutherford**

Director of Government  
and Member Relations

## The Team



**Susan Wells**

Operations Manager



**Jackie Clark**

Programme Manager



**Andrea Molloy**

Communications Manager



**Georgia Lineham**

Events Manager

**Nicky Honey**

Finance Manager

**Jane Smallfield**

Global Alliances Liaison

**Chantal Thomas**

Website and Member Support

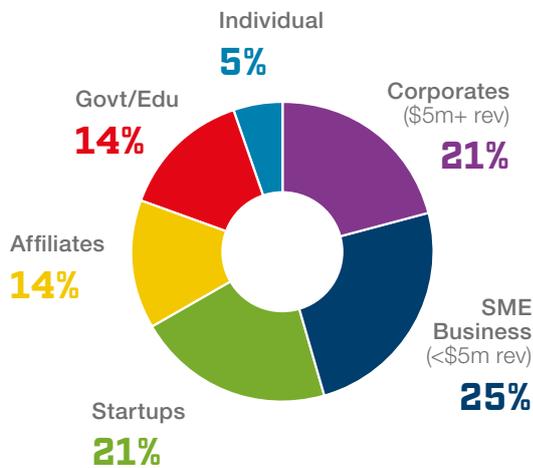
# Our Members

## Membership Growth throughout New Zealand

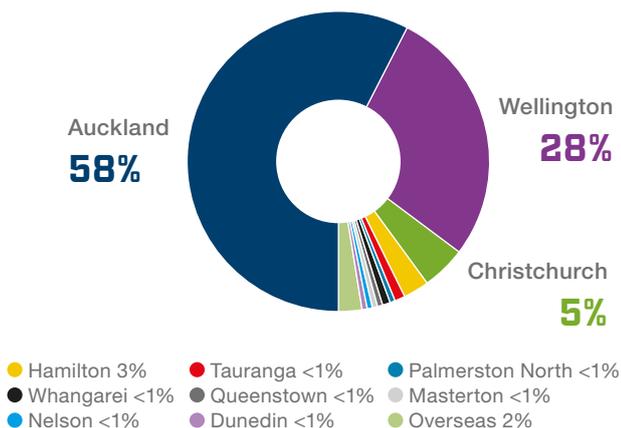
NZTech represents all companies involved with the technology sector and we rely on membership for our operations. During the past year, membership has grown strongly from 96 to 170.

Membership has expanded across all organisation categories with close to a quarter of members now in each main category – Corporates, SMEs, Start ups and other. Membership is also expanding throughout New Zealand. A year ago, 75% of members were in Auckland, 24% in Wellington and 1% elsewhere. With growth in membership throughout New Zealand, our membership is now closer to reflecting the actual spread of tech companies.

### Category Coverage



### National Coverage



Representing over 300 organisations,

collectively employing over

57,000

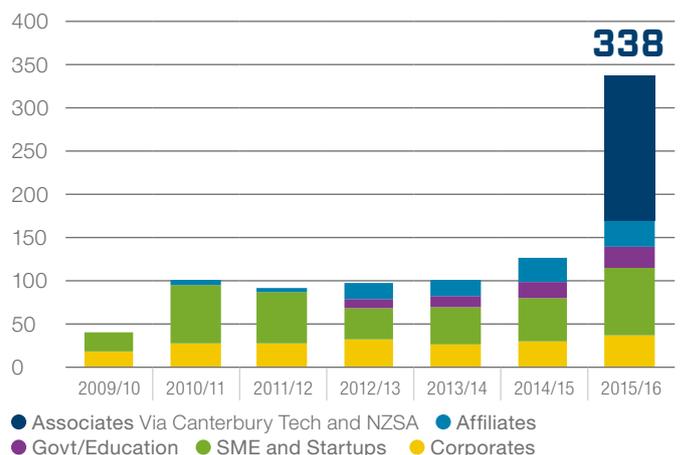
people in New Zealand

## The Voice of the Tech Sector – Growing our Representation

To ensure our voice is heard we are building scale. Organisations join NZTech when they can see value in the work that we are doing. Either direct value for their organisation, or they see the value in coming together to enable positive change for our economy and society.

However, some organisations choose to join other tech industry groups as they provide specific benefit related to their current needs. All industry groups have limited operating funds, so NZTech is pro-actively building a New Zealand Tech Alliance to help groups maintain their focused activity while connecting their members to the national voice. The inclusion of Canterbury Tech and the New Zealand Software Association into the New Zealand Tech Alliance this year has increased our representation to over 300 organisations. NZTech is currently in discussions with a number of other related industry groups to continue to increase the collective voice of the tech sector.

### Category Coverage



## Connect

### NZ TECH ALLIANCE

Connect the sector and develop an Alliance of all significant tech groups for a stronger voice.



### NZ STEM ALLIANCE

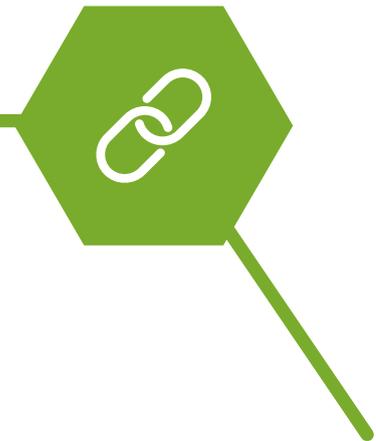
Bring together and support the leading STEM initiatives to help them be more efficient and to make it easier for schools to interact.



### NZ TECH EVENTS

Produce events to help connect and inform NZTech members:

Advance Cyber Security, Advance Government Tech, Advance Education Tech, NZTech Women, NZTech CEO Forums, NZTech Connect and NZTech Inform.



Creating a prosperous

**NEW ZEALAND**

led by a vibrant

Tech Sector

## Advance

### EDUCATION, SKILLS AND TALENT

Computational Thinking from Year 1 Promoting ICT Grad Schools Encouraging 21st Century Learning Supporting tertiary study Developing school to sector pathways Encouraging women in tech.

### GOVERNMENT

- MBIE** – Digital Nation
- MBIE** – Procurement Policy
- DIA** – Procurement Practice
- IRD** – Tax Policy for Software Development
- Immigration** – Skills Targeting
- Callaghan Innovation/MBIE** – Grants Criteria
- MBIE/DIA/MoE** – Digital Skills Forum
- NCPO** – Cyber Security

### EXPORTS

- MFAT** – Free trade deals
- NZTE** – Collaborating on coalitions
- NZTE** – Collaborating on training
- NZTE** – Collaborating on delegations
- NZStory** – Collaborating on Tech Story
- EducationNZ** – Collaborating for EdTech



# Overview





## Promote

### BEST SECTOR TECH SECTOR

Leverage women in tech work and tech equality benchmarks to promote the tech sector as the best sector to work in.

### DIGITALNATION.NZ

Partner with government to promote New Zealand as a leading Digital Nation. Use video and digital marketing to showcase cool tech companies and cool uses of tech.

### STARTUP NZ

Develop a national Startup network with Callaghan, MBIE, Angels and NZVIF. Build a “Crunchbase” for New Zealand. Promote New Zealand Startups and New Zealand as an Incubation nation.

# NZTech

## Measure and Report

### DIGITAL SKILLS

Annual Digital Skills Survey; Measure and report on skills needed; Inform immigration and education policy.

### DIGITAL NATION

Annual Tech Sector Measurement; Measure growth and size; Report success stories.

### INCUBATION NATION

Develop an NZ Inc. Startup Database; Measure and publish investment and growth; Report on success stories; API into global startup sites.

### TECH EQUALITY REPORT

Annual Tech Equality Measurement; Measure diversity and set targets; Benchmark success.





# Connect

Connections are critical for business success and NZTech creates, supports and enables a myriad of connections between NZTech members, tech communities and external networks. NZTech hosts events to connect members, like-minded people within and outside of the membership, to share experience, to gain information, come together to help change policy and to connect with customers.

## Connecting Tech Communities

NZTech is connecting and uniting tech clusters, associations and communities throughout New Zealand to establish a strong, cohesive and representative voice for the tech sector. In the past 12 months, the following associations have entered into alliance agreements with NZTech to extend the New Zealand Tech Alliance:



The Canterbury Tech Cluster is Canterbury's leading professional association dedicated to advancing innovation, commercialisation and export. It aims to develop globally successful technology companies through collaboration and education for businesses small and large.

[www.canterburytech.nz](http://www.canterburytech.nz)



The New Zealand Software Association is the premier software industry networking organisation in Auckland, enabling business growth by facilitating connections, professional development and support.

[www.nzsa.org.nz](http://www.nzsa.org.nz)



EdTech NZ is a community of education technology firms, education organisations and educationalists, all dedicated to the growth of New Zealand's education technology exports and the benefits technology can bring for education in New Zealand.

[www.edtech.org.nz](http://www.edtech.org.nz)

**The global Education Technology market is worth over**

**\$100b**

**and is growing at 16% CAGR**





## Connecting Members

NZTech connects members with each other and the ecosystem of support organisations. During the past 12 months NZTech has delivered over 50 member events throughout the country to help connect and inform different member communities.

Activities have included:

### NZTech CEO Forums

- Government Procurement – MBIE and DIA
- Skills and Talent – Immigration
- The National Payment System – Minister of Commerce, Hon Paul Goldsmith
- A National Tech Strategy – Minister of Finance, Hon Bill English
- Exponential Technologies – Minister of Science and Innovation, Hon Steven Joyce

### NZTech Connect Networking Events

Regular networking events with guest speakers in Auckland, Wellington and Christchurch

### NZTech Inform Sessions

- Fast tracking Immigration – Immigration NZ
- Understanding the grants process – Callaghan Innovation
- Understanding NZTE – NZTE
- Government procurement – DIA

### NZTech High Growth Boardroom Discussion Series

- Evolving the governance structure of a high growth firm
- Evolving the HR structure of a high growth firm
- Building offshore sales without an offshore sales force
- Managing change in a high growth firm

### NZTech Women Events

- Meetups and breakfasts in Auckland, Wellington and Christchurch
- NZTech Executive Women quarterly lunches

## Connecting to Markets

Identifying and creating ways for NZTech members to connect with market information, customers and opportunities for growth.

### Market Research

- Global market research licenses for Education Technology research

### Conferences and Expos

- Security Summit
- Government Technology Summit
- Education Technology Summit
- ITx

### Delegations

- Opening of Kiwi Connection Landing Pad in Ho Chi Minh, Vietnam
- EdTech delegation to ITSE in Denver, CO, USA



# Promote

NZTech is working to help promote the tech sector as the greatest sector to work in. We encourage parents and students to develop an interest in a future in technology. Alongside this, we are promoting leading tech firms and a world class digital nation.

NZTech sends a weekly newsletter to 1500+ members and friends of NZTech, providing a channel to promote the sector, events and related activities. We also actively blog, tweet, Instagram, post in forums and other social media, aggregate news on the NZTech website and are reported on in the media.

## Promoting to New Zealand

NZTech promotes the tech sector as a great place to work and the benefits of technology for the rest of New Zealand.

### Digital Nation Report

250 hard copies delivered, 1,140 reads online and 269 downloads in the first week.

## Shadow Tech Day

A day of work experience for high school girls who are partnered with local women in tech to experience a day in the life of the tech sector. Shadow Tech Day host over 300 students and 100 mentors across Auckland, Wellington and Christchurch.

## Media

NZTech engaged a media placement specialist to drive more discussion

about tech firms and the tech sector into main stream media, with 15 media releases issued in three months resulting in over 100 media mentions including coverage in the NZHerald, NBR, TV ONE News, Seven Sharp, NewsHub, Idealog, Stuff, Reseller News, EducatorsNZ, iStart, Scoop, Voxy, CIO, Workhere, HealthIT Board, Computerworld, MSCNewswire, ChannelLife and NZBusiness magazine.

## Promoting to the Government

NZTech is actively promoting the tech sector and the benefits of increased use of technology for New Zealand to the government and politicians.

### Ministerial Sessions

Improving tech procurement processes – Minister of Finance, Hon Bill English

Challenges with tech procurement – Minister of Internal Affairs, Hon Peter Dunne

Future technologies – Minister of Economic Development, Hon Steven Joyce

R&D investment – Minister of Science and Innovation, Hon Steven Joyce

Developing a national tech strategy – Minister of Finance, Hon Bill English



Digital nation – Minister of Communications, Hon Amy Adams  
 NZ Payments systems – Minister of Commerce, Hon Paul Goldsmith  
 Opportunities for small tech firms – Minister of Small Business, Hon Craig Foss  
 Tech and free trade agreements – MFAT, NZTE and Minister of Economic Development, Hon Steven Joyce

### Other Government Forums and Meetings

DIA Joint Sector Reference Group  
 MBIE Government Procurement Reference Group  
 Digital Skills Forum

### Briefing Papers and Reports

Digital Nation New Zealand, From Tech Sector to Digital Nation  
 Transforming Government: Technology, innovation and partnership  
 Securing the Nation: Creating cyber security, resilience and readiness  
 Advancing Women to provide needed tech sector skills  
 Government Procurement: Using procurement to innovate  
 Connecting, collaborating and leading for 21st century education

## Promoting to the World

NZTech is working with the government to promote the New Zealand tech sector to the rest of the world and New Zealand as a leading tech nation.

### Digital Nation

The development of the proof of concept site, [www.digitalnation.nz](http://www.digitalnation.nz) to showcase cool New Zealand tech companies and New Zealand as a leading tech nation was completed in June 2016. Video content was produced in alignment with the NZ Story theme to capture the essence of great local tech companies and cool uses of technology in New Zealand.

Next phase - collaborate with government on international marketing.

### Award Winners

Following the success of the New Zealand Hi-Tech Awards, NZTech has appointed a Global Alliances Liaison to ensure every opportunity is found to extend the profile of our local award winners into global technology awards programs.

## Digital Nation Report

While there was general agreement that technology is important to the New Zealand economy, until now there has been little research to confirm this.

In 2015 NZTech set about finding out just how important it is. Without an answer there is serious risk that as a country we will miss opportunities for both economic and social growth.

While growth in tech exports will continue to be significant for New Zealand's economy, the social and economic gains that technology can enable are so vast that we believe more focus should be placed on it.

This is why the report we launched in 2016 was entitled "Digital Nation New Zealand, from tech sector to digital nation". The aim of this report is to deepen understanding and discussions about the benefits technology brings and the role that it could play in redefining the New Zealand we live in.

This study defines and sizes the broader technology sector, the jobs it creates, the export earnings it contributes AND the positive role that technology plays in other parts of the economy and society as a whole.

**Read the report:**  
[www.bit.do/digitalnation](http://www.bit.do/digitalnation)

**Watch the videos:**  
[www.digitalnation.nz](http://www.digitalnation.nz)

# \$6.3b

of hi-tech goods and services

were exported in 2015





# Advance

Advancing the interests of the tech sector and the benefits of New Zealand being a world tech leader.

## Advancing strong government relations

NZTech continues to work with multiple government departments and agencies to ensure strong collaborative relations between the tech sector and the government.

Over the past year we have engaged with the following agencies on behalf of the tech sector:

- Department of Prime Minister and Cabinet
- Department of Internal Affairs
- Ministry of Business, Innovation and Employment
- Ministry of Foreign Affairs and Trade
- Ministry of Education
- Ministry of Health
- Ministry of Transport
- Ministry of Women
- Statistics New Zealand
- Inland Revenue
- The Treasury
- National Cyber Policy Office
- New Zealand Trade and Enterprise
- Callaghan Innovation
- Credit Export Office
- Tertiary Education Commission
- New Zealand Productivity Commission

**The tech sector**

**touches all of**

**New Zealand**

## Advancing Education, Skills and Talent

NZTech has been working to help improve the education system through better use of technology while developing the skills and talent to support a growing tech sector.

### Digital Skills Forum

A collaboration between NZTech, IITP, NZRise and relevant government partners including MBIE, Ministry of Education, DIA, Immigration and TEC to develop and coordinate national activities to address the tech skills shortage.

### NZ STEM Alliance

NZTech is supporting and facilitating a collaboration of national STEM initiatives to help provide more scale, coordination and pathways.

### National Skills Survey

NZTech is collaborating with DIA on a national digital skills survey across government, the tech sector and large corporates to establish the actual and predicted skills needs.

This information will inform education and immigration policy.

### ICE 360 Talent Support Program

A joint venture with ICE Professionals to provide an as-a-service graduate recruitment and management service to help smaller organisations better attract and maintain tech graduates.

## Advancing Tech Exports

NZTech continues to support the growth of New Zealand tech firms helping them export and grow internationally.

### MFAT Trade Talks

NZTech has been actively engaging with the Ministry of Foreign Affairs and Trade to help ensure an understanding of the needs of the tech sector. This has included engagement on various free trade talks, a presentation to the international RCEP negotiators and a session with CEO's of New Zealand's tech exporters.

### Delegations

Delegation to Ho Chi Minh, Vietnam to help open the Kiwi Connection Landing Pad.

Delegation to Denver, USA to largest EdTech Conference to assist the growth of New Zealand EdTech firms.

Forthcoming delegations include: Singapore for FinTech, India for Nasscom.

### Offshore Marketing

Initial discussions are underway with MBIE, NZTE and NZ Story regarding potential collaboration to expand the Digital Nation website for international marketing of New Zealand as a leading tech nation.



**Diane Knowles**

Chair of NZTech Women Board

I am excited to be the Chair of the NZTech Women and Diversity Board and especially pleased that this team will be focussed on Women in Technology and promoting Diversity in the New Zealand Tech Sector.

The Sector is growing at a phenomenal rate and is a dynamic and exciting sector to be a part of. Our talent pool is limited due to the relative size of our country and it is hugely important that we encourage full participation in the sector to continue to thrive. I am a strong believer that increasing diversity in the tech sector will have positive flow on effects to the overall effectiveness of New Zealand tech companies and to our economy as a whole.

The shortage is further exacerbated by a lack of women in the sector. Women make up only 23% of those employed in IT occupations and only 28% of all roles across the tech sector.

There is also mounting evidence that increasing the number of women in tech firms directly correlates to economic improvements.

So given there is a skills gap and the sector is under-represented by women it seems obvious that we should be encouraging more women into the sector. When you add to this the economic benefits it becomes even more important to ensure that the right programmes and initiatives are in place.

NZTech is working to help connect women in the sector, encourage women to enter the sector and support the development of those in the sector into leadership roles.

**“Women make up only**

**23%**

**of those employed in IT occupations”.**

# NZTech Women



## Improving New Zealand's Prosperity

An equitable number of men and women in senior roles in the tech sector will drive more profits.

### RESEARCH FINDS:

Increase women, increase ROI.

In a recent survey of 366 companies, consultancy McKinsey and Company found that those whose leadership roles were most balanced between men and women were more likely to report financial returns above their national industry median. Companies

with more balanced leadership do a better job recruiting and retaining talented workers, reducing the costs associated with replacing top executives, McKinsey found. They also have stronger customer relations because management better reflects the diversity of society and they tend to make better business decisions because a wider array of viewpoints is considered.

### RESEARCH FINDS:

Fortune 500 companies that had at least 3 women directors saw:

**Return on capital  
increase by at least**

66%

**Return on sales  
increase by at least**

42%

**Return on equity  
increase by at least**

90%



### Connect

Connecting tech women with each other and helping them progress into and through the sector.

NZTech Women Events  
NZTech Women Exec Lunches



### Promote

Promoting the success of women in the New Zealand tech sector to each other and to the public.

**Shadow Tech Day** – A day of work experience for high school girls who are partnered with local women in tech to experience a day in the life of the tech sector. Shadow Tech Day is hosting over 300 students and 100 mentors in Auckland, Wellington and Christchurch.



### Advance

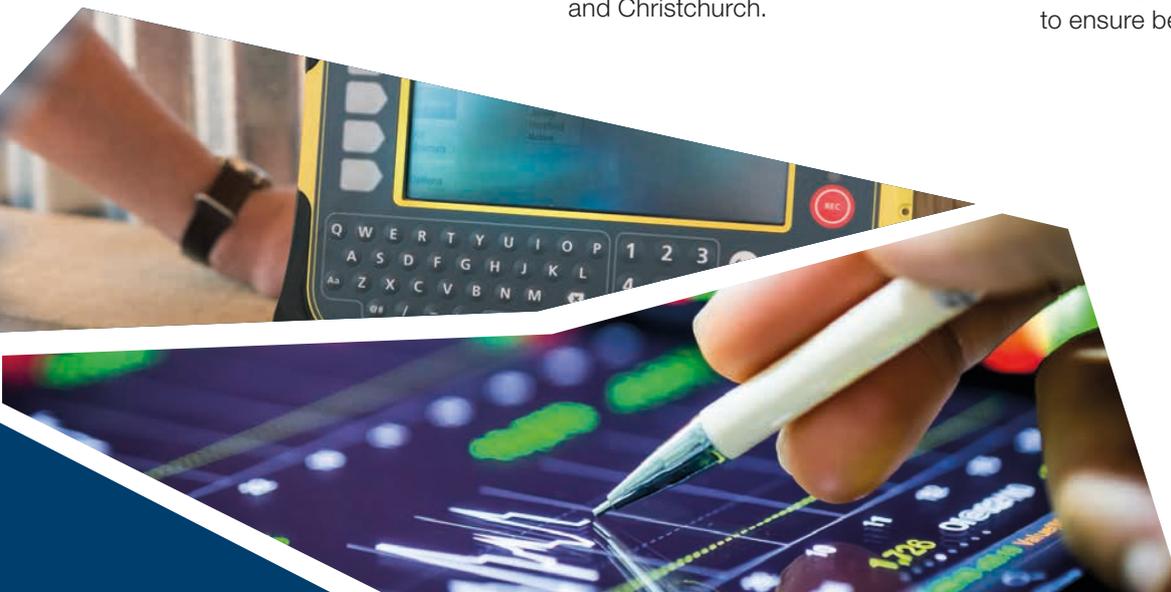
Advancing the opportunities and interests for women in the tech sector.

#### Research

Research is planned to establish economic value of diversity and to benchmark success.

#### Support

In the coming year NZTech will be able to assist its members in improving their policies and practices to ensure best practice.



# At a Glance

97%

of firms with more than 5 employees use computers

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96%

of firms with more than 5 employees **use the internet**

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Even the least connected sectors use computers and the internet

91%

of Primary Sector firms **use the internet**

---

Increased use of UFB will deliver an Estimated

\$5.5b

to GDP over the next 10 years

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Firms that make smarter use of internet services are

6% more

**productive than average firms in their industry**

---

If all firms made smarter use of internet services it could lift GDP by

\$34b

# Our Flying Kiwi's

Recipients of the Tait Communications Flying Kiwi Award are individuals who have made a sustained and outstanding contribution to New Zealand's high-tech industries.

Being named a Flying Kiwi is a recognition of their achievements in their professional life as well as their service in promoting, educating and mentoring others within the industry.

Collectively, they make up the New Zealand Hi-Tech Hall of Fame.

## 2016 Inductees

### Sam Morgan

Sam is an entrepreneur most famous for founding Trade Me in 1999 at the age of 23 after a frustrating experience buying a heater for his chilly flat. He sold Trade Me in 2006 for over \$700 million. Trade Me currently has a market cap of over \$1.7 billion. Sam has been a true inspiration to other local entrepreneurs, proving that you can take on the big guys and win and do it right here in New Zealand.

Through Jasmine Social Investments, Sam is an active philanthropist. Jasmine focuses on addressing the basic needs of world's poorest people (health, education, livelihoods) and is helping to fund the world's best social entrepreneurs to alleviate poverty in the developing world.

### Katherine Corich

Katherine has an MA in Sociolinguistics from the University of Canterbury, is an Associate Fellow of the University of Oxford and holds a Certificate and Diploma in Company Direction from the UK Institute of Directors. She is the founder and Chair of the Sysdoc Group, a high-tech and services company with operations in four countries. Sysdoc has delivered business change programmes and technology solutions for companies like Jaguar Land Rover, Chevron Oil, Shell Oil, Fonterra, Fletcher Building, IBM, National Australia Bank.

Sysdoc is also at the tip of sustainable work protecting native forests before it became fashionable to do so, funding regeneration of native trees in a New Zealand. Twice named in the Top 30 Companies for Working Families in Britain, Sysdoc demonstrates that it has pioneered innovative family based working models that deliver talent to the industry while ensuring service delivery excellence.



“Being named a Flying Kiwi is a recognition

of their achievements in their professional life...”

# New Zealand's

**2014 / Dr Catherine Mohr**

Surgical robotics technologist and Director of Medical Research for Intuitive Surgical.

**2013 / Bill Buckley**

Founder of Buckley Systems Limited (BSL), supplier of precision electromagnets.

**2012 / Sir Ken Stevens**

Founder of Glidepath, a world leader in airport baggage handling systems.

**2011 / Brent Robinson**

CEO of Rakon, designing and manufacturing frequency control solutions.

**2010 / Paul Hargreaves**

Emerging technology pioneer and Datacom co-founder.

**2009 / Rod Drury**

Technology entrepreneur and CEO of Xero.

**2009 / Selwyn Pellett**

High tech entrepreneur and co-founder of Endace.

**2008 / Dennis Chapman**

Developer of pioneering power technology and co-founder of Swichtec.

**2008 / Sir Gil Simpson**

Managing director of Aoraki Corporation and CEO of Jolly Good Software.

**2008 / Ian Taylor**

Founder of Animation Research Ltd (ARL).

**2007 / Trevor Eagle**

Founder of Eagle Technology Group.

**2007 / Sir William Gallagher**

CEO of Gallagher Group.

**2006 / Sir Peter Maire**

Founder of Navman.

**2005 / Fisher & Paykel**

Founders of New Zealand's first billion dollar high tech company.

**2004 / Sir Neville Jordan**

Venture capital pioneer and founder of MAS Technology.

**2003 / Sir Angus Tait**

Electronics innovator and founder of Tait Electronics.

# Hi-Tech Hall of Fame



A New Zealand Hi-Tech Award is one of the technology sector's most sought after accolades. They have been awarded since 1994 to New Zealand's most successful high-tech companies and highest achieving individuals. The Awards programme, administered by the New Zealand Hi-Tech Trust, promotes the sector as a leading contributor to New Zealand's economy and export success.

### 2016 Winners

Duncan Cotterill **Innovative Hi-Tech Software Product Award**  
 Callaghan Innovation **Maori Innovation Award**  
 ATEED **Best Technology Solution for the Creative Sector Award**  
 Coretex **Hi-Tech Emerging Company of the Year Award**  
 Vocus **Innovative Hi-Tech Services Award**  
 IBM **Most Innovative Company Award**  
 NZVIF **Best Hi-Tech Startup Company of the Year Award**  
 Endace **Innovative Hi-Tech Hardware Product Award**  
 Qual IT **Best Technology Solution for the Public Sector Award**  
 NZTE **Innovative Hi-Tech Agritech Product Award**  
 QuickCircuit **Innovative Hi-Tech Mobile Product Award**  
 Fronde **Hi-Tech Young Achiever Award**

Movio  
 Precision Seafood Harvesting  
 90 Seconds  
 ARANZ Medical  
 Flick Electric  
 90 Seconds  
 Figured  
 Aeroqual  
 Silverstripe  
 Outpost Central  
 Serato  
 Danushka Abeysuriya – CEO, Rush Digital

### 2016 Hi-Tech Company of the Year

PwC **Hi-Tech Company of the Year Award**

Vista Group

# Hi-Tech Awards 2016







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