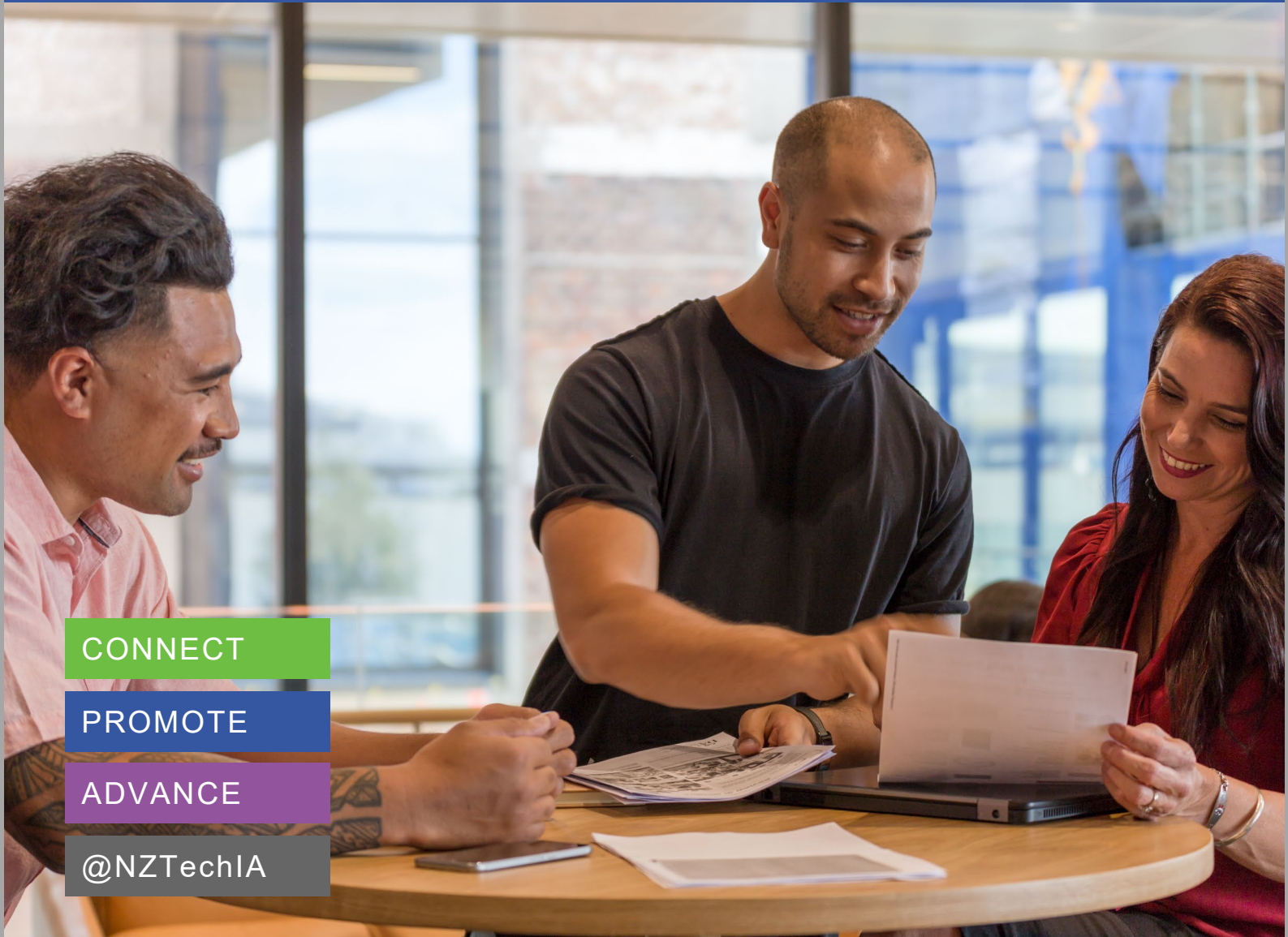


NZTech's Contribution to the New Zealand Tech Sector

CREATING A PROSPEROUS NEW ZEALAND



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AWARD SUBMISSION

NZTECH'S CONTRIBUTION TO THE NZ TECH SECTOR

Creating a socially and economically prosperous
New Zealand underpinned by technology.

MARCH 2021

This NZTech paper shares NZTech's nomination for consideration in the 2021 New Zealand Hi-Tech Awards 'Best Contribution to the New Zealand Tech Sector' category.

INTRODUCTION

With the introduction of the annual New Zealand Hi-Tech Awards new category NZTech was inspired to submit an application.

The Best Contribution to the New Zealand Tech Sector award category is open to any organisation, regardless of where headquartered, whether producing tech products or not. It is important that applicants made an outstanding contribution to the overall success of the New Zealand tech sector transcending commercial gain. As a not-for-profit association and as the voice of the New Zealand tech sector, NZTech is well aligned for consideration in this new category.

NZTech's purpose is to help create a socially and economically prosperous New Zealand underpinned by technology. To do this we have been working to connect the New Zealand technology ecosystem and promote the importance of technology for New Zealand. We have also been helping to promote this strong, vibrant and growing tech ecosystem and New Zealand technology to the world. NZTech also works to help advance the New Zealand Government's understanding of technology and partners with government to help develop the critical foundations for a successful digital nation, such as tech in education, access, connectivity, cyber-security, digital trade and exports.

A quick review of the multiple associations that make up NZTech and the many programmes, projects and events underway provided a wealth of information for the submission. Having captured this information concisely in one place we even surprised ourselves by how much we are doing.

This report shares NZTech's Hi-Tech Awards application and provides a time in place glimpse of the work we do to help the New Zealand tech sector and economy grow and thrive.

WHAT YOU TELL THE WORLD

This first section captures your elevator pitch and describes what makes your organisation so special. It will be published in the awards programme and used for media coverage. To help with judging a list of all of your websites is also requested.

NZTech's elevator pitch

NZTech is a purpose driven, not-for-profit, member funded, non-governmental organisation (NGO) that brings together 20 technology associations and over 1000 member organisations that collectively employ more than ten percent of the workforce. Our purpose is to help create an economically and socially prosperous New Zealand underpinned by technology.

Our websites

nztech.org.nz	digitaltechitp.nz	digitalidentity.nz
techalliance.nz	aiforum.org.nz	edtechnz.org.nz
techweek.co.nz	aotearoaAI.nz	fintechnz.org.nz
techwomen.nz	agritechnz.org.nz	iotalliance.org.nz
technz.nz/tech21	biotechnz.org.nz	techmarketers.co.nz
shadowtech.nz	blockchain.org.nz	techleaders.nz

CONNECTION TO THE NZ TECH SECTOR

Section two describes, what your organisation does and its connection or involvement with the local tech sector.

About NZTech

NZTech is a not-for-profit incorporated society founded by the tech sector in 2009 to reduce the fragmented nature of the New Zealand tech ecosystem. Now consisting of multiple tech communities, we are funded by over 1000 member organisations. With only four employees and a gig economy workforce of around 20, NZTech supports the tech ecosystem to enable it to more effectively connect, promote and advance New Zealand tech.

As a member organisation we harness the passion of hundreds of volunteers from New Zealand tech organisations to provide strategic direction, governance across multiple association boards, conference and project advisory boards and project working groups.

NZTech works to connect tech ecosystems, organisations and passionate people with each other and create a coordinated national voice for technology. With this growing voice we promote the importance of technology to the New Zealand public, and New Zealand technology to the world.

Our work with the Government focuses on ensuring the essential elements for creating a digital nation are in place, including high levels of connectivity, cybersecurity, digital education, talent development, trade policy and a government that understands the value of technology.

NZTech's relationship with the New Zealand tech sector

NZTech is a representative of the tech sector. We are created by the tech sector for the tech sector. With multiple communities that operate as specialised associations, such as the AI Forum and Digital Identity NZ, or AgriTechNZ and FinTechNZ, or Tech Marketers and TechWomen, passionate people from tech organisations come together with the support of NZTech to make a positive impact for New Zealand and the New Zealand hi-tech sector.

To help the Hi-Tech Foundation build its fund NZTech has committed to contribute \$10 for every completed survey when undertaking research as part of its annual evidence collecting and research report production.

In 2020, NZTech contributed \$5,000 to the fund through this commitment. NZTech also financially supports the Hi-Tech Awards annually as a Supporting Partner.

Across the multiple associations within the NZTech Alliance we produce around 100 Connect events annually to provide different tech communities across New Zealand with opportunities to connect with a purpose. Due to the impact of COVID-19 in 2020, this activity was shifted to online, virtual meetups and webinars. In the past year we have delivered over 200 events for the tech ecosystem (not including the 300+ online events and 60 live TV sessions delivered in Techweek2020 during lockdown).

THE CONTRIBUTION MADE TO THE NZ TECH SECTOR

Section three describes the contributions your organisation has made to New Zealand's tech sector in recent times, such as work programmes and projects. The section also looks at what your organisation has in place to help contribute to a vibrant and successful hi-tech community in New Zealand.

NZTech's recent contributions to the New Zealand tech sector

- Created the New Zealand Tech Alliance as a neutral platform to help bring together the New Zealand tech ecosystem to enable better alignment, coordination and impact. Growing from one association and 90 members in 2016 to 22 associations and over 1000 member organisations by 2020.
- NZTech supported the launch of AgriTechNZ by underwriting costs in the first two years allowing it to grow and mature rapidly. This NZTech community has gone on to help the Government develop and fund an Agritech Industry Transformation Plan (ITP) with initiatives being launched to accelerate the growth of the agritech sector.
- NZTech provided funding over two years to underwrite the relaunch of BioTechNZ to help this community re-establish and partner with government to help grow New Zealand's hi-tech biotech sector.
- NZTech is driving the development of the Digital Technology Industry Transformation Plan, in collaboration with the Ministry of Business, Innovation and Employment (MBIE), as the framework for coordinated Government investment across the New Zealand tech sector with an aim to create transformational growth of the tech sector to become the number one export earner and job provider for New Zealand.
- NZTech developed Techweek as a neutral national platform to help inspire people into the tech sector and showcase our best tech to the world. Annually raising funding that is invested in platform development and marketing we continue to deliver Techweek with an annual investment of around \$400,000 as a self-sustained industry funded activity. In 2020, we successfully helped move 350+ Techweek events online across the country and still reached over 50,000 people.
- NZTech is currently leading the development of a New Zealand Tech and Innovation Story in collaboration with NZTE, NZ Story and MBIE, with funding from Government as part of COVID-19 recovery, in order to provide marketing support for New Zealand tech exporters and to help attract tech talent and investors to New Zealand.
- Through 2020, NZTech has been coordinating software developers' engagement with the Government to address the growing concerns of the negative impact of the R&D tax incentive for software development. This has expanded into discussions on a review of the way software development is taxed and the development of new types of grant support to help accelerate software sector growth.
- In 2016, NZTech raised sponsorship funding to produce a detailed research report that defined and sized the New Zealand hi-tech sector. Produced in collaboration with MBIE these definitions officially proved tech exports were the third largest export and the fastest growth sector for New Zealand. Each year NZTech produces 1-2 similar deep dive reports on parts of the tech sector. In

2019, in collaboration with the Game Developers Association, we published a deep dive on the economic opportunity interactive media exports could deliver for New Zealand and a raft of policy recommendations to accelerate this growth. Last year we produced deep dive reports on the New Zealand digital skills landscape, on agritech opportunities and on biotech opportunities.

- Through our ongoing relationship with Government NZTech was active in the introduction of digital technology into the New Zealand Curriculum which launched officially in 2020. We continue to work on increasing the investment in upskilling teachers to increase uptake of digital technology education across New Zealand. Following the Digital Skills research in 2020 we are working closely with the Ministry of Education on helping increase student demand for tech education, creating better pathways to jobs and improving diversity. We are working with the Ministry on the creation of potential digital apprenticeships.

NZTech's people factor

- NZTech has Board level focus on improving the New Zealand tech ecosystem's diversity and inclusion. The Diversity and Inclusion sub-Board has developed a diversity survey to help tech firms improve their own diversity. This survey has been tested across the NZTech Alliance associations to improve internal awareness and inclusion activities. It is now being tested for use by New Zealand tech firms to use as a tool.
- With external guidance and support, the NZTech Board has started the process of integrating Te Tiriti into our constitution to better support the participation of Maori in New Zealand's tech and digital future.
- The TechWomen community run ShadowTech, a programme that works with education to partner ~600 year 9 girls with a tech woman for a day to experience work in a tech firm. This programme was expanded in 2021 to ShadowTech Teachers to take teachers into tech firms to better understand tech career opportunities. TechWomen also run mentoring circles to support young women in tech roles.
- NZTech is leading the development of the Tech & Innovation Story in partnership with NZTE, MBIE and NZ Story, an element of which includes international marketing to attract tech talent to New Zealand. NZTech runs Techweek every year in May, bringing together hundreds of tech events across New Zealand including schools, kura and marae to attract the next generation of tech talent. Previously, in 2017 NZTech helped initiate the Looksee Wellington campaign delivered by Haines Attract and sponsored by Wellington City Council it attracted 48,000 applicants for 100 tech roles in Wellington.

CONTINUED COMMITMENT TO THE NZ TECH SECTOR

The final section captures the commitment your organisation is making on an ongoing basis to support the New Zealand tech sector. These are the programmes of work or projects you have underway or planned.

Techweek - continuing to run the annual festival of tech and innovation events across New Zealand, reaching 50,000+ attendees and 1,000,000 via media reach annually to inspire the next generation into tech careers, help build the capability of the New Zealand tech sector and to showcase our best tech locally and to the world. Techweek culminates in the Hi-Tech Awards.

Tech21 - the extension of Techweek style initiatives into an ongoing annual programme focused on helping the New Zealand tech sector engage directly with students to inspire and build a local pipeline of skills and talent. Currently being built in collaboration with the Ministry of Education.

Tech Story - coordinating and engaging with stakeholders across the hi-tech sector and government to identify and test ways to promote New Zealand globally as a supplier of amazing tech in ways that support the growth of New Zealand tech exports. Working hard to establish ongoing government investment to globally position and promote New Zealand as a world class exporter of hi-tech that is good for the world.

Digital Technology Industry Transformation Plan (ITP) - bedding in the Government's industry policy and treasury budget bid to coordinate and fund government initiatives to help the hi-tech sector grow including changing education pathways to better develop a domestic skills pipeline, improving and aligning support for SAAS and interactive media exporters, and improving processes for more agile government procurement of tech.

Policy reform to better support the growth of New Zealand's tech sector - continuing to collaborate with multiple government agencies to better understand what policy reform is needed to better support the growth of the hi-tech sector for example, with Inland Revenue on taxation of software development and R&D tax incentives.

THE NZTECH LEADERSHIP TEAM



Mitchell Pham
Chair of NZTech
Co-Chair of FinTechNZ
Chair of Digital Council for Aotearoa New Zealand



Graeme Muller
Chief Executive of NZTech & NZ Tech Alliance



Julie Gill
Chief Strategy Officer of NZTech



Brendan O'Connell
Chief Executive of AgriTechNZ



Emma Naji
Executive Director of AI Forum



James Brown
General Manager of FinTechNZ
General Manager of InsurTechNZ



Michael Murphy
Executive Director of Digital Identity NZ



Dr Zahra Champion
Executive Director of BioTechNZ

NZ TECH ALLIANCE

Creating a prosperous New Zealand
underpinned by technology

CONNECT

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ADVANCE



20
TECH ASSOCIATIONS

1,543
MEMBERS

10%
OF THE WORKFORCE