



NZTECH

Annual Report

2022





NZTech's mission is to support a values-led, nationally connected tech community that is collectively lifting equity, sustainability and prosperity for all in Aotearoa, by creating jobs, export growth and impact through tech for good.

NZTech's vision is an equitable, sustainable and prosperous Aotearoa New Zealand underpinned by good tech.



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**Our purpose is
to help create a
more equitable,
sustainable and
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New Zealand
underpinned by
good tech.**





About the Tech Sector

New Zealand's Tech Sector has

23,139

Companies in 2021

Statistic NZ 2022

New Zealand's Tech Sector contributed

\$18.8b

to GDP in 2021

Statistic NZ 2022

Each 4% growth in tech sector productivity creates

\$2.7b

in additional GDP

Digital Nation Report, 2016

New Zealand's tech sector has

113,440

employees in 2021

Statistic NZ 2022

New Zealand's tech sector medium base salary was

\$100,000

per annum in 2021

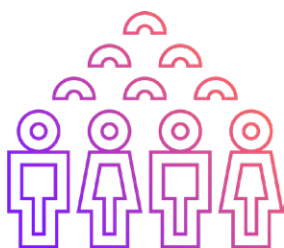


Absolute IT Survey, 2021

Each new tech sector job creates

4.8

other new jobs



Digital Nation Report, 2016

New Zealand's tech sector exported

\$8.0b

globally in 2021

Statistic NZ 2022

New Zealand's top 200 tech exporters had

\$13.9b

in global revenues in 2021

TIN Report, 2021

New Zealand's top 200 tech exporters overseas sales grew

14.4%

in 2021



Private equity and VC investment into tech firms was

\$2.4b

in 2020

Investment in early stage tech firms grew

48%

in 2020

7

New Zealand tech firms underwent an IPO in 2020

Chair's Report

Kia ora tātou,

During the past 12 months, our technology sector has continued to play a key role in enabling the rapid digitalisation across communities, Government and industry.



Mitchell Pham, NZTech Chair

HANGARAU
KIA ORA
TĀTOU KATOĀ

TECH FOR
GOOD

The 'new normal' continues to evolve and has presented opportunities to further accelerate digital transformation, innovation, new business models and the use of data.

Tech talent continues to be a key challenge, not just for tech companies but all businesses who are under pressure to accelerate their progress and deliver on their digitalisation roadmaps. While Government and industry continued working to develop our digital workforce for the medium-to-long term, businesses continued to explore short-to-medium term options to engage remotely with offshore tech talent.

With the gradual lifting of border, travel and immigration restrictions, and the increasing number of trade missions to key international markets, Government and industry are projecting a strong message to the world that 'New Zealand is open for business'. Meanwhile, businesses are gearing up to travel internationally for business development and preparing for freer movements of tech talent.

In February this year, as part of the Digital Technologies Industry Transformation Plan (ITP), we were involved in the development and launch of New Zealand's Tech and Innovation Story (Tech Story), positioned as *See Tomorrow First*. The Tech Story is a sales and marketing initiative, created in collaboration with industry and Government. It

delivers a compelling, consistent way of promoting our tech capabilities to the world. Its aim is to help our tech businesses grow by attracting investment, talent and global sales.

Alongside the Tech Story, NZ Inc. organisations including New Zealand Trade and Enterprise (NZTE), Ministry of Foreign Affairs and Trade (MFAT), Kea New Zealand and others will play an important role in-market to connect our companies with offshore customers and partners.

In May this year, we released the initial work on our collective vision for Aotearoa 2040, where our industry is:

"A values-led, nationally connected tech community that is collectively lifting equity, sustainability and prosperity for all in Aotearoa, by creating jobs, export growth and impact through tech for good."

The next step is to engage wider stakeholder groups to refine our vision and further clarify the impact that we want the tech industry to make by 2040.



“With our collective power, I am excited about the real change we can continue making together.”

During our annual festival of tech and innovation, Techweek22 hosted both physical and virtual events. This year’s festival was another huge success, with 417 events, 576 speakers and over 30,000 attendees. Techweek TV hosted 79 sessions and recorded 38 hours of content, now available to view on-demand. This year, for logistical reasons, the Hi-Tech Awards will be held on 5 August in Wellington.

Our NZTech board continues to focus on improving the New Zealand tech ecosystem’s diversity and inclusion. Following the previous year’s process of integrating an understanding of Te Tiriti (Treaty of Waitangi) into our practices to better support the participation of Māori in New Zealand’s tech and digital future, our Tech Alliance communities have begun evaluating how they can implement this in their community.

The past 12 months have also seen both Government and industry take crucial steps forward on the environmental sustainability front. In December 2021, the NZTech board

established our Environmental Sustainability and Climate Change Sub Board. Its aim is to drive action in our organisation and member communities towards becoming more sustainable as organisations and as an industry. It will also encourage collaboration across the Tech Alliance to provide solutions to other industry sectors.

The Government recently announced the Climate Change budgets and also the Emissions Reduction Plan (ERP). We have indicated to the Government the need for a Technology Roadmap to support the execution of the ERP. We can work with Government agencies and other industry groups, bringing our experience and networks to develop plans. We believe these implementation plans need to be practical and specific for individual industries.

As environmental sustainability problems are too complex for analogue solutions, NZTech is establishing collaborative relationships with other industry communities including The Aotearoa Circle, for example.

The intention is to infuse data and digital technology thinking into their strategic work as they develop sustainability frameworks for vertical industries, rather than bring in technology as an afterthought.

These are only some examples of the opportunities for our technology industry to continue its work as a key enabler, growing in both engagement and impact, across the economy and society.

Increasingly, NZTech and our Tech Alliance are seen by external stakeholders as a platform for collective impact. With our collective power, I am excited about the real change we can continue making together.

Please help us make a difference and consider serving on our boards, sub boards, executive councils, working groups, advisory panels, project teams and more. Your contribution can help enable and accelerate New Zealand to be #goodfortheworld.

Representing 20 tech associations and over 1,700 members who employ more than 10 percent of the New Zealand workforce.

CEO's Report

During the last 12 months we've experienced rising inflation, global supply chain failure, an ongoing pandemic and wars. Despite everything happening around the world, the New Zealand tech ecosystem continues to grow, creating jobs and opportunities for all Kiwis.



Graeme Muller, NZTech CEO

This time last year we thought we were leaving COVID-19 lockdowns behind and 2022 was set to be a great rebound year. Then another round of lockdowns and continued border challenges were exacerbated by an international war adding further economic stress.

Meanwhile, technology has never been more important for New Zealand. From our fastest growing export sector, to reducing our emissions or improving productivity across the economy, technology is critical for ensuring an equitable, sustainable and prosperous future.

NZTech's role is to help **CONNECT** the people, organisations and communities who care about technology and the opportunities available for all New Zealanders. We do this through an alliance of tech associations, creating regular events, collaborating on multiple workstreams, working groups and initiatives.

We have also been working hard to **PROMOTE** the importance of technology here in New Zealand and our New Zealand tech companies to the world. Helping tech firms efficiently collaborate with Government agencies to develop and activate our New Zealand Tech Story and the Agritech Story at home and abroad.

Our annual Techweek, which has been running since 2012, delivered over 400 events throughout New

Zealand, lifting the awareness of tech and inspiring a new generation.

To underpin the growing tech sector and the increasing reliance of tech by our economy and society we continue to **ADVANCE** and support policy and investment in areas of strategic importance. We have been working in collaboration with multiple Government agencies on a range of issues including digital skills, cybersecurity, emissions reduction, digital equity, innovation and tax.

The single biggest challenge for the continued growth of the tech sector and the digital transformation of other sectors is access to skills. Low numbers of New Zealanders studying tech plus border closures have reduced the available supply right at the same time as demand for digital skills has grown due to increasing demand for good Kiwi tech. Our member surveys place skills shortages as their number one concern. We have been addressing this in many ways, including tech worker border exceptions, developing multiple work streams within the Digital Technology Industry Transformation Plan (ITP) focused on skills and supporting new work integrated learning pathways.

In the coming year, we see the continued growth of the NZTech Group as more tech associations and initiatives join the Tech Alliance. We will continue to connect tech people, organisations and communities and

connect New Zealand's tech to the world. The Government is investing in the New Zealand Tech Story and its activation in key markets so we can expect increasing awareness that New Zealand is a place where tech talent wants to live and where you can invest in tech that's good for the world. Working with our members we will continue to drive improvements in the digital skills pipeline, encourage discussion on topical issues, for example sustainability, digital safety and diversity and inclusion. We will also continue to support initiatives that help create a more equitable, sustainable and prosperous New Zealand underpinned by good tech.

"The New Zealand technology sector is a significant contributor to the New Zealand economy, creating many jobs, GDP and exports".



Here's some of our work from the past year:

Publications



4 Major Research Reports, 2 Surveys and 3 Briefing Papers including:

- + Evolution of NZTech – a Collective Impact Platform
- + AI for the Environment
- + Open Finance and Digital Equity
- + Aotearoa Edtech Excellence
- + Critical Workers Border Exception Survey
- + Software Tax Methods Survey
- + Annual Tech Sector Key Metrics Update
- + Tech and Innovation Story Summary Insights
- + Digital ITP Skills Workstream Report
- + Aotearoa Edtech Ecosystem Map

Media



56 Media Stories placed to including:

- + Diversity critical for New Zealand tech sector's future
- + Primary sector will miss out if gene editing not allowed
- + What is the future of facial recognition in New Zealand?
- + Innovation and tech underpins emissions reduction
- + Boosting the tech sector benefits all Kiwis
- + Further recognition of tech skills critical for New Zealand
- + Cyber security literacy needed to reduce security issues
- + 600 border exceptions available for tech workers
- + Huge investments in home-grown Kiwi tech companies
- + Government ignoring New Zealand's deepening tech skills crisis

Programmes

Tech Story – a marketing initiative sharing our tech and innovation story with the world.

ShadowTech – encouraging secondary school girls into tech roles by spending a day with a TechWomen mentor.

ShadowTech Teachers – introducing secondary school teachers to tech roles through spending a day in a tech firm.

Sisters in Tech – an initiative helping Māori and Pacific wāhine gain employment in the tech sector.

Tech22 – inspiring ākonga (learners) into technology careers.

Agritech Industry Transformation Plan – driving collaboration between industry and the Government on six work streams such as data, skills, export growth and an agritech story.

Digital Technologies Industry Transformation Plan – driving collaboration between industry and the

Submissions

20 Submissions completed across a broad range of issues connected to the tech ecosystem including:

- + Anti-Money Laundering and Countering Financing of Terrorism Act
- + Civil Aviation Bill
- + Climate Disclosures Framework
- + Towards a Digital Strategy for Aotearoa
- + Data and Statistics Bill
- + Digital Identity Trust Framework Bill
- + Draft National Adaptation Plan
- + Electricity Industry Amendment Bill
- + Emissions Reduction Plan
- + Fisheries Amendment Bill
- + Freight and Supply Chain Issues
- + Future of Money
- + Gene Technology and New Breeding Techniques
- + Hazardous Substances and New Organisms Amendment Bill
- + Modern Slavery and Worker Exploitation
- + Pae Ora Healthy Futures Bill
- + Productivity Commission – Immigration
- + Waste Reduction Strategy

Events



100+ Member events, 400+ events in Techweek and 5 Summits including:

- + Aotearoa AI Summit
- + MedCan Summit
- + Digital Trust Hui Taumata
- + Cyber Security Summit
- + Tech Marketing Conference
- + FinTech Hui (in production)
- + Life Sciences Summit (in production)



Government with seven workstreams: AI Strategy, Data Driven Innovation, Government procurement, Māori Tech Success, New Zealand's Tech Story and Skills Pipeline.

National Artificial Intelligence (AI) Strategy – the AI Forum is driving the development of a national AI Strategy with the Government.

Tikanga in Tech – developing an industry wide approach to Te Titiri and Tikanga.

Sustainability and Tech – bringing together cross sector groups to develop a Technology Roadmap for the Emissions Reduction Plan

Diversity and Tech – developing a national diversity and inclusion tool to enable tech firms to self assess and drive improvement.

Our Board



MITCHELL PHAM
Chair of the Board,
Mid-Size Corporate Seat

Mitchell is a Director of CodeHQ. He is the founding Chair of FinTechNZ and was recognised as a Kea World Class New Zealander in 2019. Mitchell was elected to the NZTech Board in 2016 and has been the Chair since 2016.



JANNAT MAQBOOL
Deputy Chair of the Board,
Community Board Member Seat

Jannat is currently the Interim Executive Director of Smart Cities Council Australia and New Zealand. Jannat was appointed to the Board 2020. She is a member of the Sustainability Sub Board.



ANTHONY WATSON
Major Corporate Seat

Anthony is the General Manager of Technology at Air New Zealand. Anthony was elected to the Board in 2019. He is a member of the Corporate Governance Sub Board.



BELINDA ALLEN
Ngāpuhi, Ngāti Hine
Mid-Size Corporate Seat

Belinda is the Partnership and Culture Director at Healthpoint. Belinda was elected to the Board in 2019. She is the Chair of the Government Tech Action Group, Chair of the Finance Sub Board and a member of the Kaupapa Māori Sub Board.



CHRISTOPHER LAING
Community Board Member Seat

Christopher is the CTO of Qrious. Christopher was appointed as a Community Board Member in 2021.



DELPHINE DUCARUGE
SME Business Seat

Delphine is the General Manager at SiteM8. Delphine was elected to the Board in 2020. She is a member of the Finance Sub Board.



DUANE GRACE
*Ngāti Porou, Te Whānau ā Apanui,
Ngāi Tahu*
Community Board Member Seat

Duane is the CEO of Tiaki. Duane was appointed as a Community Board Member in 2020. He is the Chair of the Kaupapa Māori Sub Board.



ELIA CHAN
Community Board Member Seat

Elia is the Founder and Managing Director at MYRIVR. Elia was appointed as a Community Board Member in 2021. He is a member of the Diversity and Inclusion Sub Board.



EVA SHERWOOD
Major Corporate Seat

Eva is a Manager for Deloitte Technology Consulting. Eva was elected to the NZTech Board in 2017. She is the Chair of the NZTech Diversity and Inclusion Sub Board and Co-Chair of TechWomen.



MAHSA MOHAGHEGH
Government and Education Seat

Mahsa is a Senior Lecturer and Director of Women in Technology at Auckland University of Technology. Mahsa was elected to the Board in 2020. She is a member of the Diversity and Inclusion Sub Board.



MELISSA BAER
Board Intern

Melissa is CEO and Co Founder at Webtools. Melissa joined the Board in 2020. She is a member of the Sustainability Sub Board.



STEPH CREASY
Major Corporate Seat

Steph is the General Manager – Delivery for Retail and Wealth at ANZ. Steph was elected to the Board in 2021. She is a member of the Diversity and Inclusion Sub Board.

Our Members

Membership

NZTech's member organisations share a purpose - to help create an equitable, sustainable and prosperous New Zealand, underpinned by good technology. We help the New Zealand technology ecosystem to connect, promote and advance to help New Zealand grow.

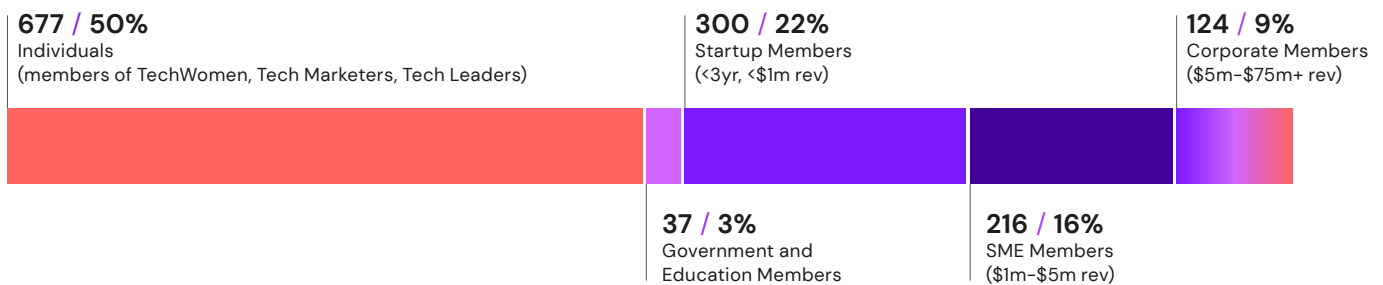
Our members include a diverse range of startups, local tech

firms, multinationals, education providers, financial institutions, major corporations, network providers, hi-tech manufacturers and Government agencies.

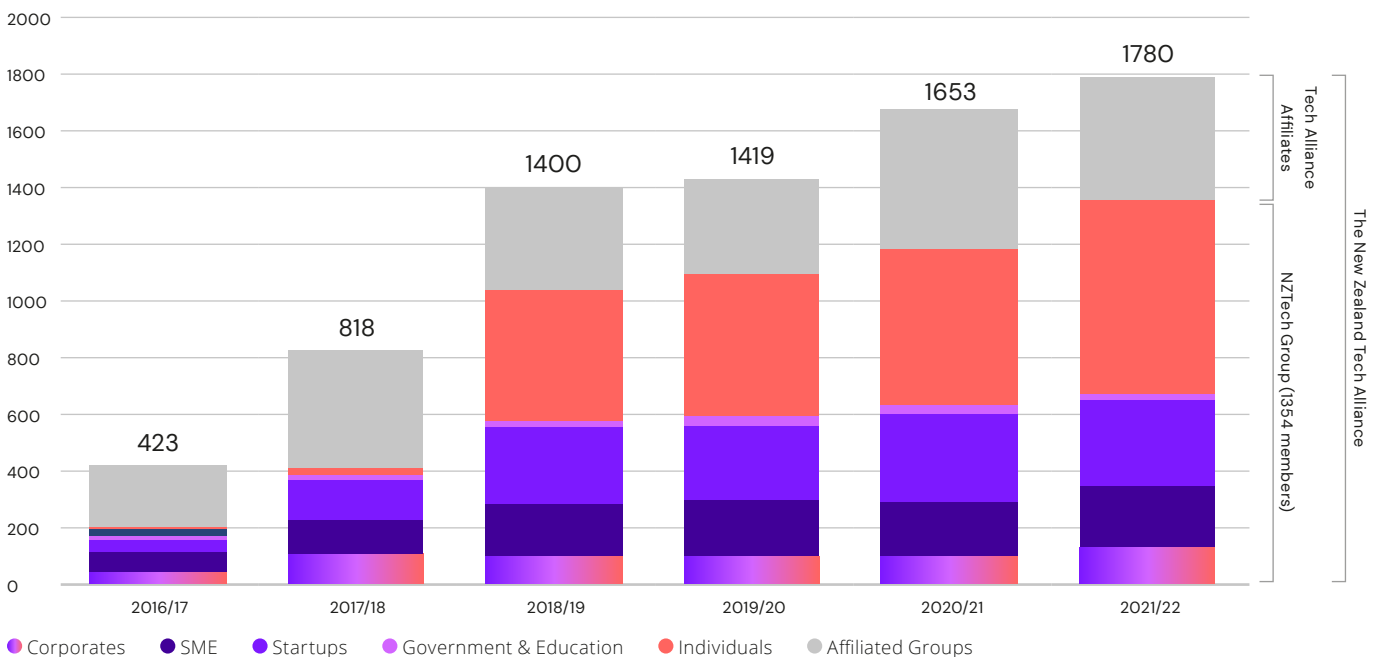
NZTech forms the heart of the New Zealand Tech Alliance, including 20 member and affiliated associations. Collectively, the Tech Alliance represents more than 1100 member

organisations plus an additional 600+ individuals of groups like Tech Women and Tech Marketers. The Tech Alliance continues to mature as more associations join and gain the benefits of scale, a sharing economy and additional value for members who can participate in multiple associations.

NZTech Group Members by Type



NZTech Representation





NZTech Strategy

NZTech’s strategic mission is to support a values-led, nationally connected tech community that is collectively lifting equity, sustainability and prosperity for all in Aotearoa, by creating jobs, export growth and impact through tech for good.



JULIE GILL
Chief Strategy Officer

NZTech’s scale continues to grow, and so does our ability to harness the energy of the tech ecosystem to work together to deliver collective impact through multiple strategic initiatives.

We actively **CONNECT** tech ecosystems, organisations, people, policy makers and passionate people with each other and to the world. By continued development of the Tech Alliance, NZTech has created a coordinated national voice for technology in New Zealand.

With this growing voice, we **PROMOTE** the importance of technology to the New Zealand public, to businesses and the Government, and further support the promotion of successful New Zealand technology to the world.

Building on the solid foundation of a well-connected ecosystem we are able to help **ADVANCE** the essential elements for creating a prosperous nation in the digital era. NZTech has been focusing on helping improve the availability of digital skills; improving the diversity and inclusion of the tech ecosystem; highlighting the role of technology to achieve national sustainability and security objectives; supporting the growth of the tech sector and raising the awareness of the technology opportunity here in New Zealand and great Kiwi tech to the world.

We have many areas we are working on to support our strategy. Highlights include:

DIGITAL SKILLS

- + Tech Border Exceptions
- + Improving Tech Visas
- + Earn as you Learn Pathways
- + Digital Apprenticeships and more

SUSTAINABILITY

- + Future Fit Tech
- + ERP Tech Roadmap
- + AI & the Environment
- + FinTech & Sustainability and more

DIVERSITY & INCLUSION

- + D&I Self Assessment Tool
- + ShadowTech for Girls
- + ShadowTech Teachers
- + Sisters in Tech and more

PROMOTING TECH

- + Techweek
- + Tech22
- + Tech Story
- + Digital Tech ITP and more

HELPING CREATE A MORE EQUITABLE, SUSTAINABLE AND PROSPEROUS AOTEAROA NEW ZEALAND UNDERPINNED BY GOOD TECH

ADVANCE

GROWTH
HELP GROW BUSINESSES & TECH EXPORTS

KŌKIRI



EDUCATION

HELP IMPROVE TECH
SKILLS & EDUCATION



INCLUSION

HELP IMPROVE TECH
& DIGITAL INCLUSION



SUSTAINABILITY

HELP TECH CONTRIBUTE
TO SUSTAINABILITY



SAFETY

HELP ENSURE A DIGITALLY
SAFE & SECURE NZ



Advancing the foundations for an equitable, sustainable and prosperous New Zealand in the digital age.

PROMOTE

TECH STORIES

TELL OUR TECH STORIES TO THE WORLD



SHOWCASE

SHOWCASE OUR TECH SUCCESSSES



Promoting the importance of technology to New Zealand, and New Zealand technology to the world.

WHAKAPIKI

CONNECT

COLLABORATION

CONNECTING THE TECH ECOSYSTEM



INTERNATIONAL

CONNECT NZ TECH TO THE WORLD



Connecting tech ecosystems, organisations, people and policy makers to each other and to the world.



Diversity and Inclusion

Creating a culture of inclusion.



NZTech sees diversity and inclusion (D&I) in the tech ecosystem as critical for the future growth and prosperity of New Zealand.

Previously, our D&I focus has been limited to NZTech’s Board composition, TechWomen and special interest programmes within the tech sector. The NZTech Board recognises the need for a focused approach to diversity and inclusion and has established a D&I Sub Board with a mission to integrate diversity and inclusion into NZTech’s processes and ultimately work to improve the tech ecosystem’s diversity and inclusion.

D&I Sub Board Purpose

1. Develop NZTech’s inclusiveness as an employer.
2. Improve the inclusiveness of the New Zealand tech sector and ensure people of any gender, race, ethnicity, sexual orientation, physical ability, religion, cultural or political views are heard and valued.

Current initiatives include;

1. Internal education on Te Tiriti o Waitangi and exploration of Tikanga in Tech.
2. Development of a tool for our members to benchmark their own D&I journey, in addition to providing aggregate sector data.
3. Providing references to resources for our members.

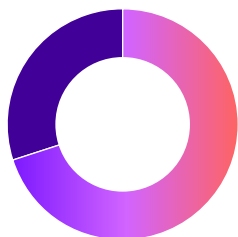
4. **ShadowTech** – a programme encouraging secondary school girls into tech roles by spending a day with a TechWomen mentor.
5. **ShadowTech Teachers** – a programme introducing secondary school teachers to tech roles through spending a day in a tech firm.
6. **Tech22** – an event inspiring ākongā (learners) into technology careers.

Diversity & Inclusion Sub Board

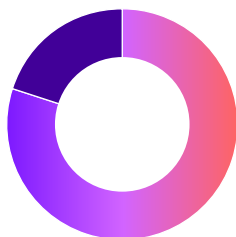
- + Eva Sherwood, Deloitte (Chair)
- + Mahsa Mohaghegh, AUT
- + Graeme Muller, NZTech
- + Julie Gill, NZTech
- + Laura Chamberlain, NZTech
- + Elia Chan, MYRIVR
- + Alma Hong, Independent
- + Steph Creasey, ANZ

NZTech’s Diversity & Inclusion

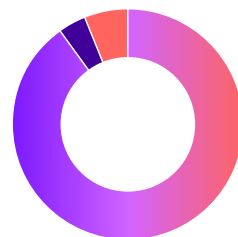
As the NZTech Group continues to grow we realise that we need to ensure we have a diverse team and provide an inclusive work environment. In 2022 we conducted our second D&I survey across our team of 38 hard working individuals. The results highlight plenty of opportunities for improvement which the D&I Sub Board will oversee, including the introduction of an HR system and processes.w



● Male ● Female ● Non-binary

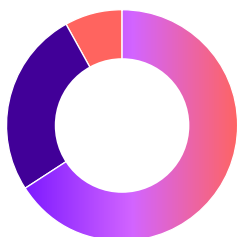


● Under 45 ● Over 45



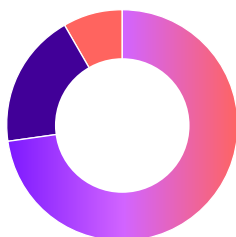
● NZ European ● Māori ● Other

I feel like I belong



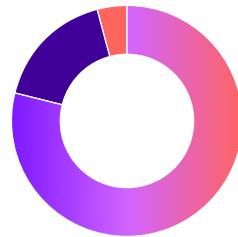
● Agree ● Neither ● Disagree

My opinion is valued



● Agree ● Neither ● Disagree

I feel respected and valued



● Agree ● Neither ● Disagree

Sustainability

Integrating sustainability and climate change

In December 2021, the NZTech Board approved the formation of the Environmental Sustainability and Climate Change (Sustainability) Sub Board. The Sustainability Sub Board's mission is to integrate a Sustainability lens into the NZTech and the Tech Alliance's operational and decision making processes.

Sustainability Sub Board Purpose

1. Ensuring NZTech is demonstrating leadership and adoption of practices and tools to mitigate climate change and improve environmental sustainability factors in alignment with NZTech's vision for 2040.
2. Mobilise the technology industry to support national sustainability goals.
3. Ensure the tech sector supports other sectors to address climate change and environmental sustainability.

Current initiatives include;

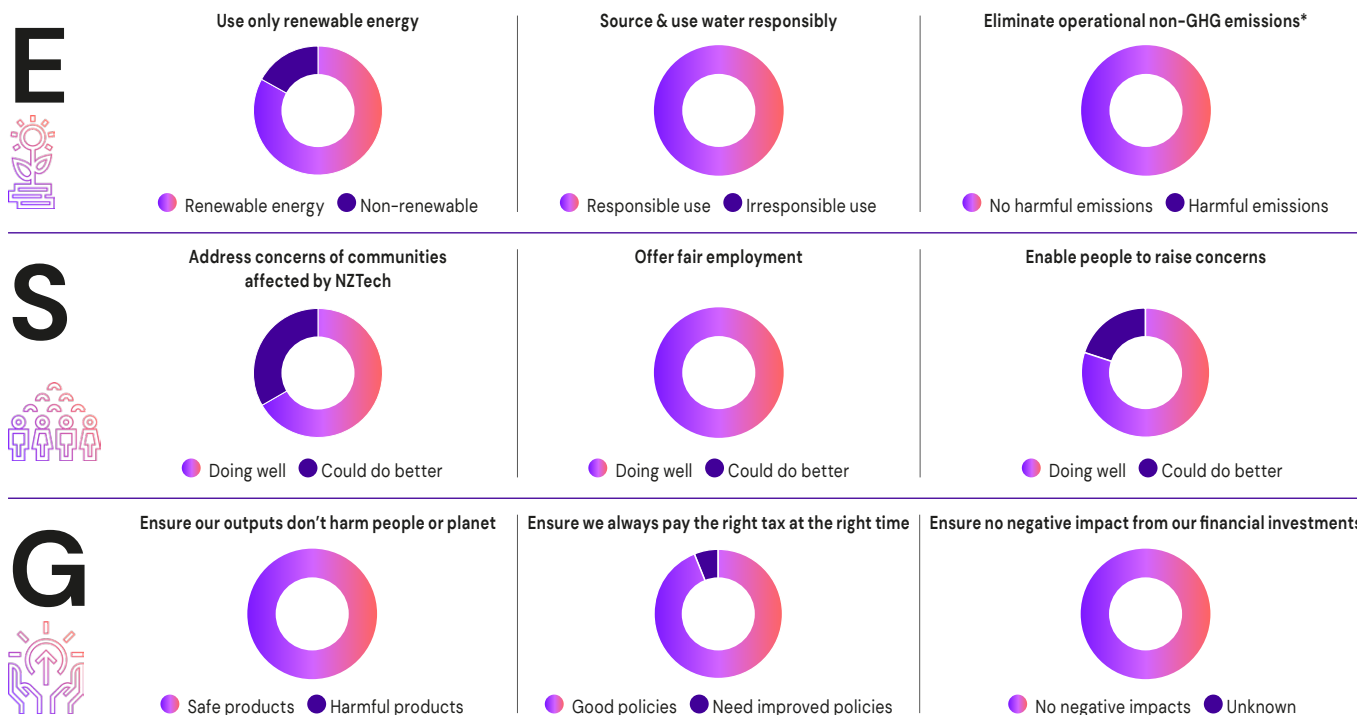
1. Measuring and reporting on NZTech's Future Fit metrics.

2. Development of a tool for our members to benchmark their own sustainability journey, in addition to providing aggregate sector data.
3. Promoting the development of and helping to establish a Technology Roadmap for the Emissions Reduction Plan.

Sustainability Sub Board

- + Ilan Oshri, The University of Auckland
- + Jannat Maqbool, Ecosytm
- + Leeanna Kohn-Hardy, Finappster
- + Mitchell Pham, CodeHQ
- + Melissa Baer, Webtools
- + Mark Thomas, Serviceworks
- + Graeme Muller, NZTech
- + Peter Wren-Hilton, Wharf42
- + Roger Robson-Williams, Plant & Food
- + Steph Creasey, ANZ
- + Dr Trevor Stuthridge, Cetogenix

NZTECH'S DRIVE FOR SUSTAINABILITY. In 2022 we conducted our first assessment of our own Environmental, Social and Governance (ESG) performance using the Future-Fit Business Benchmark (futurefitbusiness.org) which highlights a number of opportunities for improvement which the Sustainability Sub Board will oversee, including the introduction of formal policies and further analysis of our greenhouse gas emissions. Some of the highlights include:



*Greenhouse gas (GHG) emissions not include in baseline year. Our unaudited GHG emissions were 581kg CO2e for scope 1&2 emissions.



techweek 2022

New Zealand's festival of tech and innovation

Techweek is a nationwide series of events, showcasing and celebrating New Zealand innovation. We provide a platform for everyone to meet, share ideas and create connections to enhance our future world.

Launched in 2012, Techweek has become New Zealand's preeminent, annual showcase for celebrating our country's innovative ideas, people, businesses and communities.

Techweek events are as broad and diverse as the needs and interests of the local and international audiences that participate. From attracting tech investment and talent for businesses, inspiring tech careers and future ways of working, to sustainable technologies and innovation – Techweek delivers something for everyone!

www.techweek.co.nz

#techweek2022

#goodfortheworld

TECHWEEK2022 IN NUMBERS

7 days

38 hours filmed for TechweekTV

50+ media mentions

79 TechweekTV sessions

89% event organisers recommend

93% positive approval

98% of attendees recommend

576 Speakers

↑ up 19%

↑ up 8%

8,063 Techweek newsletter subscribers

417 events

↑ up 60%

30,758 event attendees

99,339 unique users of the website

↑ up 13%

↑ up 10%

7,500,000 total festival impressions
↑ up 248%

techweek22

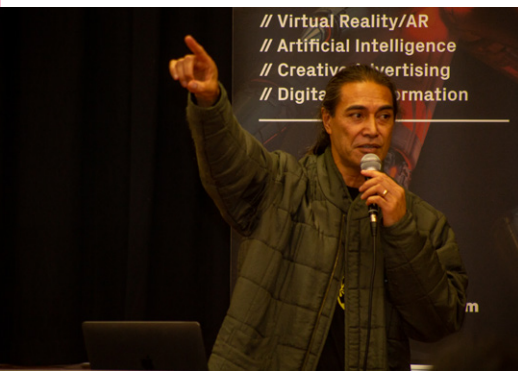
16 - 22 May 2022

CONNECT FOR A BETTER TOMORROW

Hono mai e whai hua ai ā taihoa

techweek.co.nz
#techweek22





Connecting ākonga (learners) and the tech sector – leading through our digital future!



We know there is a tech job to suit everyone and want to show learners there's more to working in tech than just coding! As the demand for digital skills remains high, we need to ensure Year 11–13 learners are supported in pursuing tech careers. This provides an opportunity for school leavers to join our *fastest growing and highest paid sector*.

The Tech22 Tour hosted schools over two days in June and included a guided tour of the Wynyard Quarter Innovation Precinct to:

- + Visit leading tech companies to better understand what they do
- + Discover exciting new technologies being used in the world today
- + Inspire an interest in a tech career with interactive experiences
- + Explore real life business spaces and the innovation precinct of Tāmaki Makaurau
- + Provide an opportunity for learners to see and imagine their future tech career.

Tātaki Auckland Unlimited, NZTech, the Ministry of Education, Media Design School and the Wynyard Innovation Neighbourhood partnered to host Tech22, to inspire ākonga (learners) into technology careers.

Whaia te pae tawhiti kia tata, Whakamaua te pae tata kia tina!

Explore beyond the distant horizon and draw it near, take hold of your potential so it becomes your reality!







Raising New Zealand's global tech profile



Despite the growth of our tech industry, recent international research tells us that New Zealand is not typically associated as a place where tech comes from. To help change this perception, our Tech Story has been designed to help build New Zealand's international reputation and support more tech businesses to succeed on the world stage.

Since 2021, the New Zealand Tech and Innovation Story (Tech Story) has been developed and tested with input from hundreds of tech businesses and the Government. Launched in February, See Tomorrow First, is a marketing initiative designed to grow awareness and preference for our tech and innovation capabilities.

The Tech Story is a key workstream of the Digital Technologies Industry Transformation Plan and is a collaboration between Government and industry.

Our vision is that the Tech Story will have a lasting, positive impact for our tech businesses and New Zealand. By sharing our story to the world, New Zealand can be recognised in a way that helps grow its tech exports, attracts investment and tech talent, and inspires the next generation.

What is the Tech Story?

The Tech Story is designed to present a compelling, consistent message that we can use to showcase and promote our tech companies globally. Our Tech Story is about the values New Zealanders bring to creating technology.

We feel a responsibility to create a tomorrow future generations will thrive in, to use tech to make tomorrow better than today. Our industry is aspiring to make the kind of tech that will create a better tomorrow

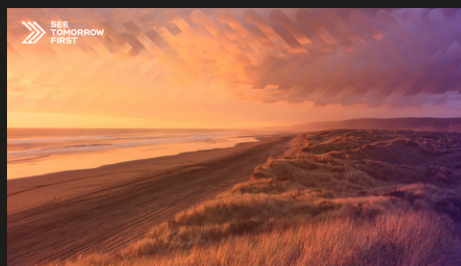
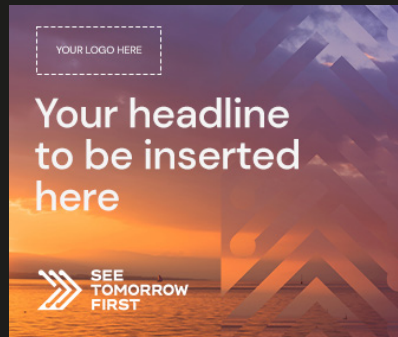
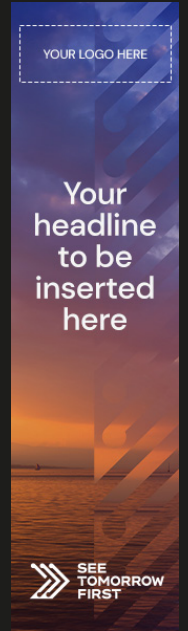
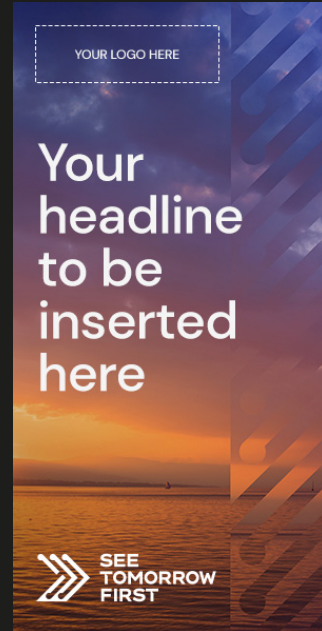
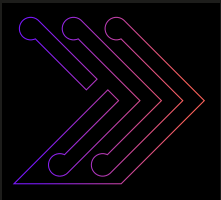
See Tomorrow First's offshore marketing campaign is being activated in several international target markets during the next 12 months. It also includes a suite of digital assets that tech businesses can use to share our story.

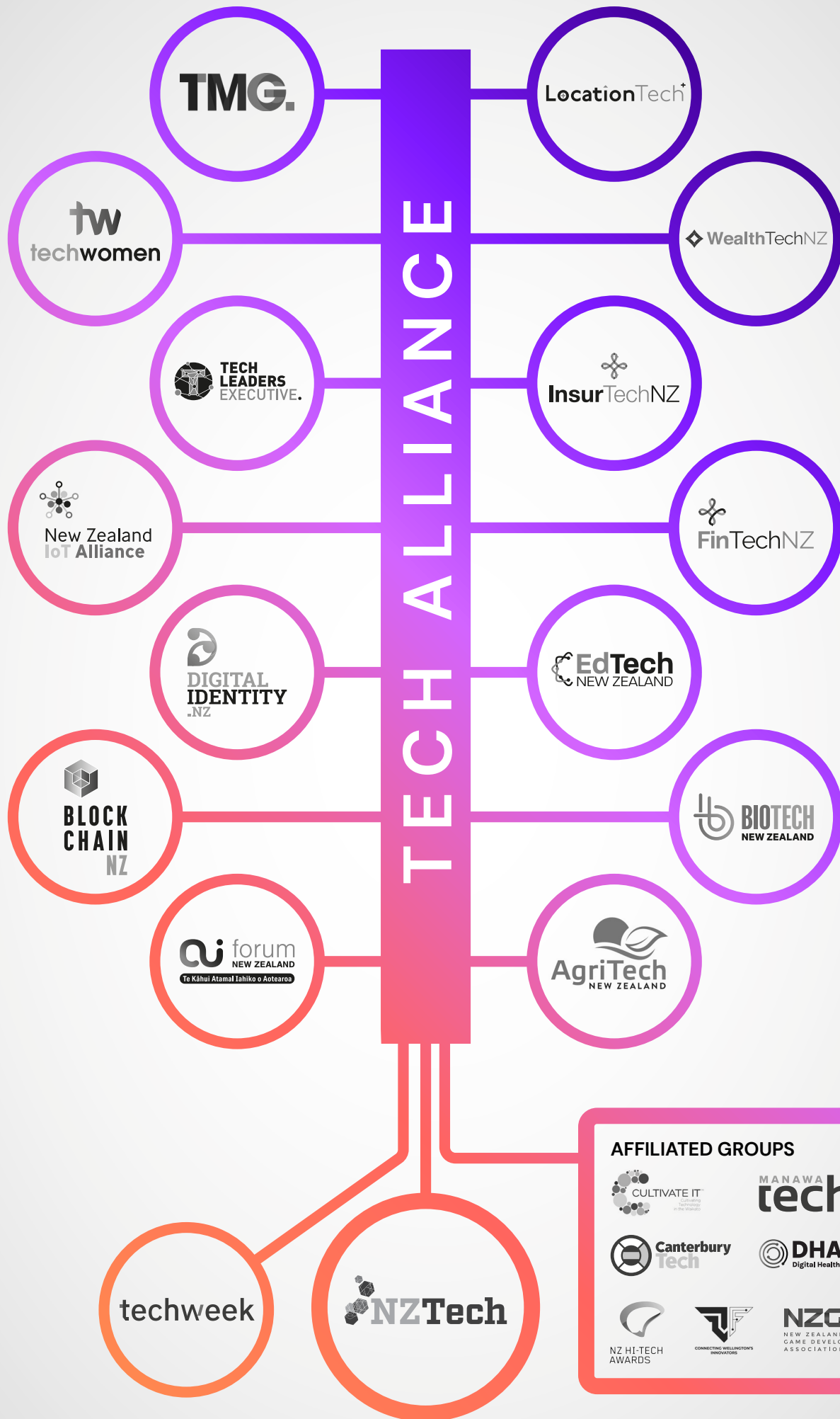




FIND THE TOOLKIT AND MORE AT

seetomorrowfirst.nz







AgriTechNZ

Building a world class agritech ecosystem.



BRIDGIT HAWKINS
Chair



BRENDAN O'CONNELL
CEO

OUR MISSION

- + To scale the New Zealand agritech ecosystem through advocacy, collaboration and innovation.
- + Support farmers and growers to adopt agritech to increase productivity, profitability and sustainability.

AGRITECHNZ IN NUMBERS

1 New Zealand Agritech Industry Transformation Plan supported development and delivery

1 economic impact research report

3 international agritech missions

7 global partnerships

50 events and webinars for members

155+ members

Powered by Place **- building our Agritech Story.**

Agritech is vital to the primary industries that underpin New Zealand's economy. It plays a pivotal role in helping our farmers achieve higher productivity and better environmental outcomes.

While New Zealand has a strong reputation globally for its farming expertise, we aren't widely recognised for our agritech capabilities or the value our technology can deliver for food producers around the world. As part of the AgriTech Industry Transformation Plan, AgriTechNZ has been collaborating with NZTE, Callaghan Innovation and NZ Story to create and deliver a compelling and consistent story about New Zealand agritech designed to reinforce and maintain strong preference for New Zealand agritech products.



AI Forum

Harnessing the power of AI to enable a prosperous, inclusive and equitable future Aotearoa



MEGAN TAPSELL
Chair



MADLINE NEWMAN
Executive Director

OUR PURPOSE

The AI Forum brings together New Zealand’s artificial intelligence community, working together to harness the power of AI technologies to enable a prosperous, inclusive and equitable future Aotearoa New Zealand.

AI FORUM IN NUMBERS

1

AI for the Environment in Aotearoa New Zealand report

AI Roadmap for New Zealand

National Aotearoa AI conference

5

core principles for Trustworthy AI in Aotearoa

2

key workstream partnerships in the Digital Tech ITP

6

working groups:

- Developing a national AI Strategy
- Creating AI awareness
- Assisting AI adoption
- Increasing trusted data accessibility
- Growing AI talent
- AI effects on law, ethics and society

3

economic impact reports

\$54b

potential economic growth from AI for NZ

30+

stories placed in the media
member events and webinars

140+ members

AI for the Environment in Aotearoa New Zealand is focused on five key environmental outcomes where AI can deliver meaningful solutions:

- + preserving and bolstering biodiversity
- + understanding the impacts of changing land use
- + reducing pollution from our activities
- + protecting our freshwater and marine resources
- + climate change mitigation

Environmental AI can process big data and provide near real time information, more accurate predictions and modelling, support decision-making, detect features of interest in data collected from sensors and find new insights from historical data.

The report’s recommendations include building a coherent environmental data ecosystem, building capabilities and relationships, and increasing and aligning funding to support impactful projects.





BioTechNZ

Creating a healthy, clean and prosperous New Zealand, boosted by biotech.



MANYA SABHERWAI
Chair



ZAHRA CHAMPION
Executive Director

OUR GOALS

- + To raise awareness and improve understanding of biotechnology.
- + Enable New Zealand to embrace the best opportunities biotech offers to help us live better, healthier and more productive lives.
- + To educate, inspire and inform.

BIOTECHNZ IN NUMBERS

1 voice for the biotech industry in New Zealand

1 MedCan Summit

2 conference presentations

7+ Government submissions

10+ stories placed in the media

20+ networking events and webinars

90+ members

BlockchainNZ

Helping New Zealand become a global hub for blockchain innovation.



Blockchain technology is transforming how business and society operates. It is changing our understanding of authentication, transparency and trust.



BRIAN VENTURA
Chair



ALISON MACKIE
Executive Director

OUR PURPOSE

- + To support the growth of a sustainable blockchain ecosystem in New Zealand.
- + To grow New Zealand's blockchains capability and innovation.
- + To advocate for blockchain technology in the public and private sectors.

BLOCKCHAINNZ IN NUMBERS

1 international review group for blockchain standards

1 podcast

1 working group on crypto law and regulations

3 international partnerships

4 Select Committee appearances

10+ stories placed in the media

6 Government submissions

25+ meetups and webinars

90+ members



Digital Identity NZ



Leading a united approach to digital identity for the benefit of all New Zealanders.



PAUL PLATEN
Chair



COLLIN WALLIS
Executive Director

OUR MISSION

- + To create a digital identity ecosystem that enhances
- + Kāwanatanga (honourable governance)
- + Rangatiratanga (self-determination and agency)
- + Ōritetanga (equity and partnerships) for all people in New Zealand.

DIGITAL IDENTITY NZ IN NUMBERS

1 full-day digital identity conference

2 digital identity surveys

3 new working groups established

7 speaking appearances

79% the number of New Zealanders concerned about the protection of their identity and use of personal data.

24 events and webinars

70+ members

Last year, the Digital Identity Trust Framework Bill was introduced to Parliament and has been DINZ's primary focus, including oral and written submissions on recommended changes to the Bill.

How do we build trust into the digital systems that connect us?

The Digital Trust Aotearoa Hui Taumata leads the conversation on digital identity, privacy and security.



**DIGITAL TRUST
HUI TAUMATA**

27 July 2022, Te Papa Tongarewa, Wellington

Empower learning with technology that embodies our unique Aotearoa New Zealand identity.



SHANE KERR
Chair



EVO LEOTA-TUPOU
Co-Chair



ALISON MACKIE
Executive Director

OUR MISSION

To improve the lives of people and increase access to, quality and impact of education through innovative technology, for the benefit of educators and learners in Aotearoa New Zealand and around the world.

EDTECH IN NUMBERS

1 report on *Aotearoa EdTech Excellence*

1 working group: EdTech for Exports

3 Edtech Showcase events during Techweek22

10+ stories placed in the media

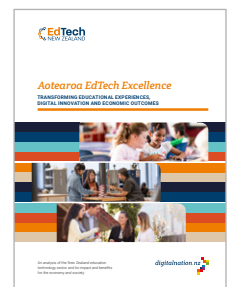
25+ events and webinars

90+ edtech companies represented in our Ecosystem Map

60+ members

Aotearoa EdTech Excellence: *Transforming educational experience, digital innovation, and economic outcomes*

EdTech can bring us closer together and better connect Aotearoa to the world. Aotearoa EdTech Excellence champions technology as a key tool in how we engage in meaningful life long learning and educate ourselves and each other. The report outlines our kaupapa, history, current landscape and future opportunities. *“Our spending on education software alone was NZ\$173.6 million in 2020, a figure that is set to reach NZ\$319.6 million by 2025.”*



Aotearoa EdTech Excellence themes and recommendations include:

1. a national edtech strategy
2. overcoming challenges with the small domestic addressable market size
3. improving edtech procurement in New Zealand
4. improving digital training for education professionals
5. striving for digital equity in education
6. scale and support for edtech export to the world.



FinTechNZ



Fintech is redefining the way we borrow, lend, save, spend, store and transfer money.



ANDREW DENTICE
Co-Chair



CARMEN VICELICH
Co-Chair



JASON ROBERTS
Executive Director

www.fintechnz.org.nz

OUR MISSION

We actively contribute to the prosperity of New Zealand through financial technology innovation.

FINTECH IN NUMBERS

1 Fintech ecosystem map

2 Reports published

2 Fintech conferences supported

21 international and local partnerships

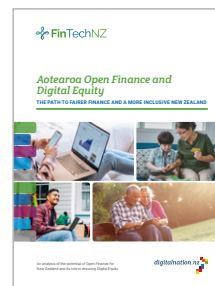
25 stories placed in the media

36 events and webinars

170+ members

Aotearoa Open Finance and Digital Equity

The *Aotearoa Open Finance and Digital Equity* report outlines a path to fairer finance and a more inclusive New Zealand. As a society, we must improve our financial and digital literacy skill sets to ensure all New Zealanders can participate in new digital models.



Open finance is in its infancy and Aotearoa is in a prime position to leverage this technology to help reduce financial exclusion and lay the foundations for a strong digital economy. Aotearoa Open Finance and Digital Equity report recommendations include:

1. Creating a competitive and thriving open finance ecosystem
2. Improving consumer awareness and understanding
3. Creating equitable and inclusive access to digital financial services.

InsurTechNZ



In its first full year, InsurTechNZ has established a strong community with a shared interest.



DALE SMITH
Co-Chair



BLAIR TURNBULL
Co-Chair



PAUL O'LEARY
Executive Director

OUR MISSION

To champion innovation that creates new insurance products and improves the customer experience, helping Kiwis respond to a changing world.

OUR OBJECTIVES

- + To create an environment for collaboration and best practice sharing.
- + Attract talent, startups and investment to this emerging industry.
- + To connect to the international InsurTech community.

INSURTECHNZ IN NUMBERS

1 year anniversary following tenure as a FinTechNZ working group

5+ events in partnership with InsurTech Australia

10+ events and webinars

30+ corporate members



IoT Alliance



Accelerating
a connected
New Zealand.



Connecting data,
devices and people.



KRIV NAICKER
Chair



ALISON MACKIE
Executive Director

OUR GOALS

To connect the local Internet of Things (IoT) ecosystem and generate synergy.

To measure, understand and promote the opportunities and challenges of IoT.

To advance collaboration, innovation, stimulate economic growth, talent attractions and development. Attract talent, startups and investment to this emerging industry.

NZ IOT ALLIANCE IN NUMBERS

1 economic research report

1 survey on IoT for Smart Cities

9 working groups including Smart Cities and Cyber Security

10+ stories in the media

20+ events and webinars

60+ members

LocationTech is at the heart of big data, creating most of the world's information.



Location Technology is more than a map or model – it's where we live, travel and what we do. Most daily activities rely on location data and the technology that brings it to life. Data analysis can help us understand how certain variables impact our lives and help inform our health, safety and wellbeing.



SAM DRUMMOND
Chair



ALISON MACKIE
Executive Director

OUR MISSION

We collaborate to advance location-enabled innovation in Aotearoa and empower its people and businesses to derive benefits from location technology.

LOCATIONTECH IN NUMBERS

2 Government submissions

5+ stories in the media

12 years representing the geospatial sector

15+ events and webinars

200+ webinar attendees

20+ members

Key Pillars

Industry Intelligence

Our members are unified in their desire to facilitate access, adoption and innovative location intelligent solutions.

Enabling Technology

Location intelligence provides the means to generate giant leaps in utility, capability, and performance. We promote collaboration across the tech-ecosphere to unlock productivity and new opportunities.

Sustainability

Our focus is to raise awareness on the rise of location enabled technologies to support efforts against climate change to help create a sustainable New Zealand.



Tech Leaders

Influencing positive change.



STUART WAKEFIELD
Chair



SONYA CROSBY
Deputy Chair



CRAIG YOUNG
Executive Director

OUR AIM

The TechLeaders Executive is a network of influential leaders whose aim is to drive positive economic and social change.

Our 14 TechLeaders are passionate about better use of technology and the role it can play in making New Zealand more prosperous.

5 Tech Challenges outlined in our Tech Manifesto

1. Trust in **data**.
2. Growing **economic** productivity.
3. Redefining the **workplace**.
4. **Upskilling** the nation.
5. Accessing **talent**.

8 Briefing papers produced

Inputting into the Digital Strategy

14 members and growing

Tech Marketers

The New Zealand Tech Marketers Group (TMG) supports marketers with access to shared resources, mentors, training, workshops and conferences.

Our members work in software as a service (SaaS) business to business tech companies and technical marketing roles. This year, TMG rebranded and refreshed its proposition. Nurturing growth is at the heart of TMG – growth through the connection and support of our community, and the growth of our member’s businesses.



JUSTIN FLITTER
Chair

OUR GOALS

- 1. To connect marketers working in the tech industry.
- 2. Provide the resources and support necessary to help tech marketers learn and grow.
- 3. And to advance New Zealand tech marketers locally, nationally and globally.

TECH MARKETERS IN NUMBERS

5 regular regional meetups	6 webinars	10 podcast interviews
20 Young Marketers have completed our Emerging Leaders program	120 delegates at our 2022 conference	

200+ members



TechWomen

Inspiring, supporting and encouraging women in tech.

Working together to help address one of the major challenges for the successful growth of technology in New Zealand – a shortage of women in tech.



SAMAR ALRAYYES
Co-Chair



EVA SHERWOOD
Co-Chair

OUR PURPOSE

- + Inspiring girls into technology.
- + Supporting the growth of women in tech roles.
- + Help develop policy and actions for improved diversity in the tech workplace.

TECHWOMEN IN NUMBERS

4 webinars with 860+ attendees

7 member meetups

95 participants in mentoring circles

80 teacher and career advisors participated in ShadowTech Teachers

Women only occupy 27% of professional IT roles.

Less than 1 in 20 girls considers a high-paid career in science, technology, engineering or maths, compared to 1 in 5 boys.

460+ members and growing



NZ HI-TECH AWARDS

Hi-Tech Awards

New Zealand’s 2022 Hi-Tech Awards, attended by a record crowd of 1,100 people including the Prime Minister and the Mayor of Wellington

Seequent was the big winner at the 2022 NZ Hi-Tech Awards on the 5th of August 2022, claiming the PwC Hi-Tech Company of the Year category. The Gala Dinner in Wellington where the winners were announced was attended by a record crowd of close to 1100 including the Prime Minister and the Mayor of Wellington.

In selecting Seequent as the PwC Hi-Tech Company of the Year the international judges said, “Seequent is an outstanding Kiwi success story. The team has developed and deployed Kiwi technology to developers in over 100 countries around the world in a broad range of sectors, delivering advanced geoscience analysis and modelling to enable deeper understanding of the earth, and to promote economically and environmentally sound solutions. The company’s reputation, growth, advanced technology and continued global performance sets it apart among the many excellent companies vying for this award.”

The other big winner was Alimetry, who make advanced clinical solutions for investigating gastric disorders. They took home a record three awards, taking out the Endace Most Innovative Hi-Tech Hardware Product, Tātaki Auckland Unlimited Most Innovative Hi-Tech Creative Technology Solution and Soul Machines Most Innovative Deep Tech Solution categories.

The Hi-Tech Awards judges said the calibre of this year’s entrants was at an all-time high, making the job of selecting winners exceedingly challenging for the more than 70 local and international judges. The judges assessed a record number of entries across 14 award categories.

“A key theme that comes through from the finalists and winners is that New Zealand makes technology with purpose – caring for people, and the planet. Seequent and Alimetry are excellent examples of this – helping create a better tomorrow through technology.”

The 2022 New Zealand Hi-Tech Award winners are:

PwC Hi-Tech Company of the Year
Winner: Seequent

Xero Hi-Tech Young Achiever

Winner: Jamie Beaton
Highly Commended: Imche Fourie

Visa Best Hi-Tech Solution for the Public Good

Winner: GNS Science & NIWA
Highly Commended: Kara Technologies

IBM Most Inspiring Individual

Winner: Brooke Roberts

Tatakī Auckland Unlimited Most Innovative Hi-Tech Creative Technology Solution

Winner: Alimetry
Highly Commended: Writer’s Toolbox

Callaghan Innovation Hi-Tech Māori Company of the Year

Winner: Agrisea

Duncan Cotterill Most Innovative Hi-Tech Software Solution

Winner: Auror

Endace Most Innovative Hi-Tech Hardware Product

Winner: Alimetry
Highly Commended: StretchSense

Kiwibank Most Innovative Hi-Tech Service

Winner: FirstAML
Highly Commended: Hnry

NZTE Most Innovative Hi-Tech Agritech Solution

Winner: M2X

Halo Consulting Best Contribution to the NZ Tech Sector

Winner: Summer of Tech

Punakaiki Fund Hi-Tech Start-up Company of the Year

Winner: Seen Safety

Pacific Edge Hi-Tech Emerging Company of the Year

Winner: UBCO
Highly Commended: Auror

Soul Machines Most Innovative Deep Tech Solution

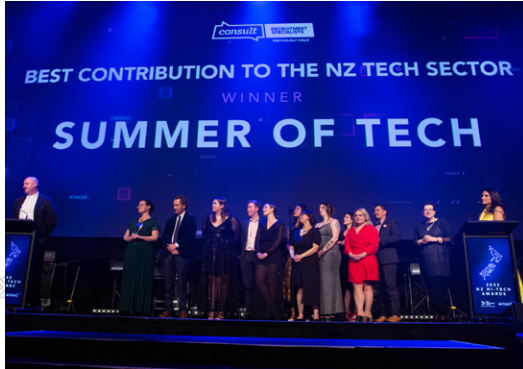
Winner: Alimetry

Tait Communications Flying Kiwi Award

RECIPIENT: Ian McCrae

Every year the Hi-Tech Trust recognises an individual who has made a significant contribution to ensuring the success of the New Zealand hi-tech sector.







**SEE
TOMORROW
FIRST**



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