



CITANZ

ANNUAL REPORT

Sep

Oct

2019 - 2020

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CITANZ - Home for all Chinese IT professionals in New Zealand

Dear Members, Supporters, Colleagues and Friends,

Greetings from your president on behalf of the CITANZ committee! I'm very pleased to have you all in this fantastic, friendly community which aims for supporting, fostering and thriving Chinese IT professionals in New Zealand. Over the last year I have had the privilege and honour to serve as the President of CITANZ. I would like to take this opportunity to reflect on the wonderful achievements we have had during this time.

The global pandemic has made most of the things unusual, our life, our work and our planned CITANZ activities. The lockdown since March forced us to move our monthly meetup online. Though the experience is not as good as a face to face meeting, it is not only lucky for us still having the option to continue delivering high quality knowledge sharing, but also introducing a way that we can involve our members across New Zealand even globally (we do have members in China because of the border restrict in NZ).

Our monthly meetup is going extremely well. I couldn't be more pleased about the achievements our Meetup/Event team has delivered last year. We had our second member carnival at Tawa which we enjoyed a wonderful time with our members and their families. Because of COVID-19, we started to deliver our monthly meetup online which is quite a challenge but also bring in some good opportunities, for example, now our Auckland members can join the online meetup and it will benefit us in the future to invite speakers from the worldwide.

Our BD/Marketing team is fantastic. Our official LinkedIn account and Wechat account followers increased very fast. The new Youtube channel will be a hot place for our members and any others interested in what's going on in CITA. The collaboration with Wellington ICT graduate school is awesome, a lot of good work generated during the journey. What a remarkable achievement!

Since last year there were 22 positions released by our members. Six CITA members have been referred. Five of them have proceeded to tech interviews. Three CITA members successfully got job offers. What a significant achievement. Big kudos to our Job Referral team.

I would also like to take this opportunity to say thank you for our Member/Operation team. Reading the monthly CITANZ newsletter is one of the most enjoyable things I'd like to do and I know it won't happen without their hard work. Not even to mention they did a lot of small but important things which others may not want to take the challenges.

Of course, CITANZ is all about our members. In fact, everything we do is designed to help our members to connect, grow and get more opportunities in the New Zealand IT domain. That's where we stand for. I would like to take this opportunity to say THANK YOU to our members for your long term support.

A healthy community needs a healthy leadership rotation, which is one of promises we made when we set up CITA on day one. The current leadership team has been serving the community and our members for the last two years and will continue it for the next year. But from Year 2020-2021, we will have a formal/official CITANZ committee election to transform our leadership. More details will be released soon.

Serving as CITA President has been the greatest honour of my professional life. I am privileged to have held the position and look forward to serving the Society in other capacities in the years ahead. Furthermore, I look forward to having all of you with us over the next journey to explore exciting new ways to advance our community's reach and significance in New Zealand.



Feilong Wang
President



Our mission

Our mission is to foster the professional development of Chinese IT professionals across New Zealand. We aim to prepare them with the skills, knowledge, and professional and social connections they need to achieve their own aspirations. Our long-term vision is to build a reciprocal community for Chinese IT professionals.

Our key pillars are



During 2019-2020 The committee members:



Feilong Wang
President



Alex Li
Secretary



Emma Zhang
Treasurer



Jessie Dong



Vincent Chen

Our working group members:



Xiaodi Yan



Ivan Cheng

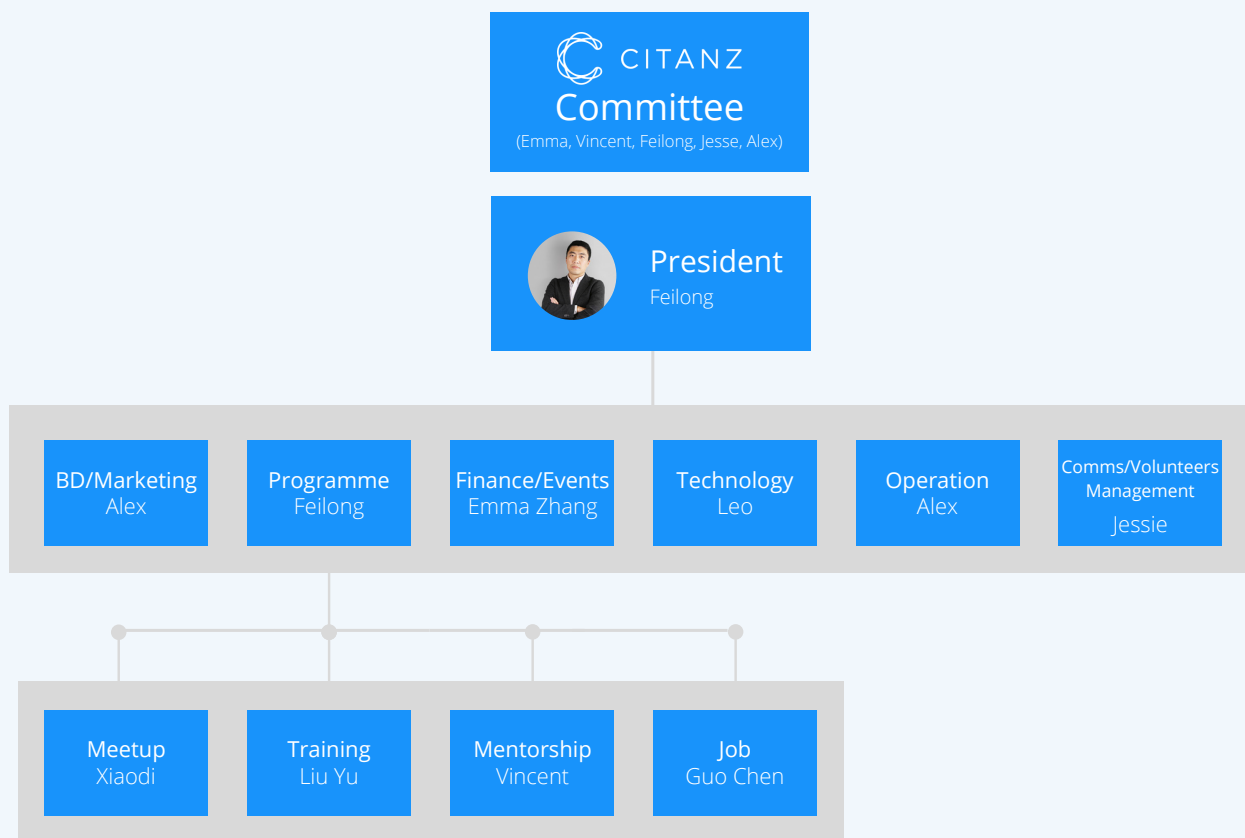


Guo Chen



Leo Chen

The organisation structure during this term:



Team updates: Due to personal reasons, Vincent Che and Ivan Cheng will not serve as an active member of the working group for up-coming term. As the CITANZ team, we would love to show our great gratitude for all their contributions since last year. CITANZ won't be there if he won't have those volunteers to drive each of the streams of work.



FINANCE

Key staff- Emma

For the annual report period 1/07/2019 - 31/06/2020

The total revenue

\$10,209.00

whereas the total expense is

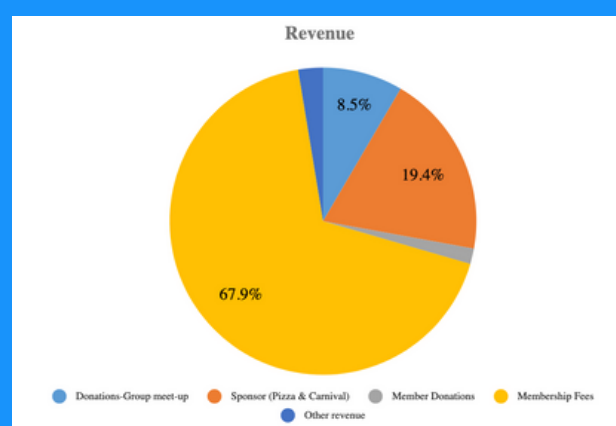
\$7,390.00

EBIT is

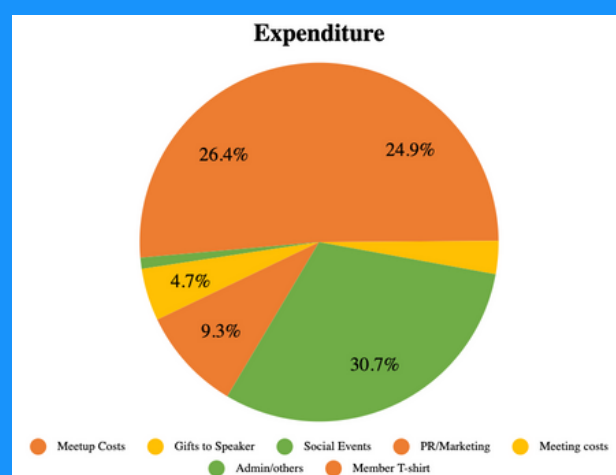
\$2819.00

Revenue	
Donations-Group meet-up	863
Sponsor (Pizza & Carnival)	1982
Member Donations	167
Membership Fees	6930
Other revenue	267
Expense	
Meetup Costs	1840
Gifts to Speaker	220
Social Events	2268
PR/Marketing	690
Meeting costs	349
Admin/others	74
Member T-shirt	1950
For the annual report period	
01/07/2019 - 30/06/2020	
The total revenue	
10,209.00	
total expense	
7,390.00	

The distribution of the revenue source



The breakdown of the expense



MEMBERSHIP

In the year 2019-2020, we had 130 paid members in total this year including 50 renewed members and 80 new members. The membership structure is well established with 97 working members, 31 IT students and 2 awarded members (for their outstanding contribution to CITANZ last year). Compared to the membership of 2018-2019, a 117% member growth is quite significant which has doubled since last year.



It has been a busy year, and our internal operations team has evolved our operation standards and our operation procedures.

Standardised Process

We've standardised the new member registration, meet-up, project management processes to enable skills sharings and make it easier to onboard new casual volunteers.

New Wechat Member group

Besides the newsletter, we also established a dedicated member channel in Wechat for broadcasting new events, providing another channel for members to socialise and help solving problems.

Monthly Newsletter

13 monthly newsletters have been sent to members since September 2019 to date. Monthly newsletter covers the latest news, meetup update, planned casual social events, hot jobs from current job referral system, workshop and training information. The engagement rate of our newsletter varies in between 60% and 100% with an average of 70.32% opening rate. It has been one of the most effective channels to reach out to our members.

New Volunteer Structure

The operation team has also finalised the first draft of the CITANZ new volunteer structure and agreement. In order to respect volunteers' personal commitment, the new structure outlines two path way of becoming a CITANZ volunteer:

Causal volunteer (ad hoc / on-demand based)
Working group member (role based, required minimum commitment per month)

Campaign engagement

2,143

Emails Delivered (360 days)

Opened

1,507

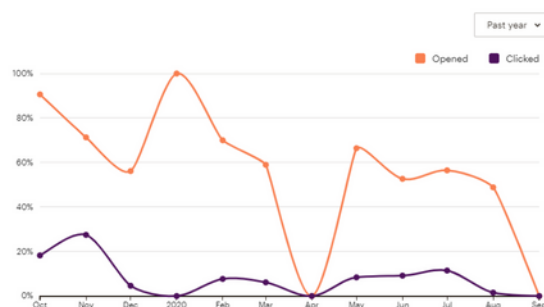
70.32% of Delivered

Clicked

273

18.12% of opened

[View Reports](#)



Special emails such as COVID update, member introduction, membership renewal etc are not included in the newsletters above. They got sent out separately whenever required.

New T-Shirt and Polos

In the year 2019 - 2020, we've ordered 130 POLO T-shirts. Members located outside of Wellington were entitled to have a free polo each. We also have 24 members who purchased them in Wellington. The rest of the Polo and T-shirts are still available for members to purchase. Some of them will be used as a gift to our speakers, event guests and sponsors.

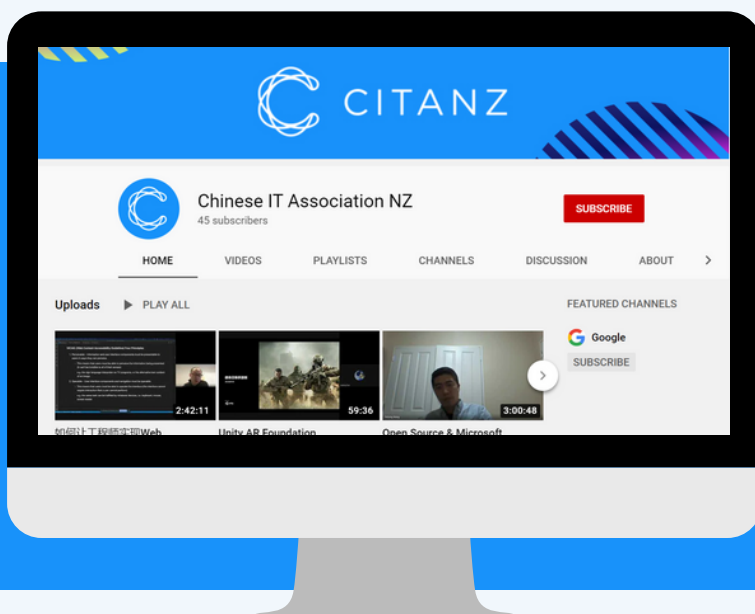
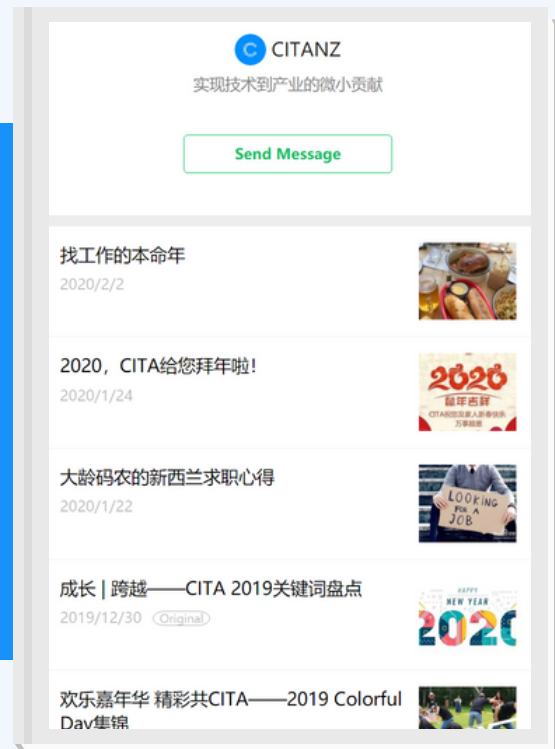


Marketing & Business Development

Key driver: Alex

Wechat

There was a huge amount of effort put into the brand design and brand strategy since last year. With the help of our volunteer - Alyssa, we have delivered 6 wechat new posts over 2000+ reads, the total webchat channel subscriber jumped from 350 to 543 at the end of September 2020;



Youtube Channel

We have just started a CITANZ youtube channel and uploaded our meet-up content onto the channel, it also provides an opportunity for offshore members to participate in CITANZ meetup. Our official Youtube channel would be a window for us to share community events, knowledge as well internal updates to the world.



Fight Virus, support Wuhan

At the beginning of the Covid outbreak in New Zealand, we joined forces with other Wellington based Chinese organisations to show our support for Wuhan and our willingness to unite all together to fight viruses together.



ICT Collaboration

In Dec 2019 and early Jan, CITA has partnered with Wellington ICT graduate school to design our next generation CITANZ member portal. Within the 3 week sprint, the students from ICT graduate school have done a fantastic job mapping out our key users' pain points, provided critical feedback and recommendations for us to plan our 2021 programs and activities ahead.

Our thanks to those ICT School students:
Wendy Ooi Julie Wen Winona Ngaro - Malifa
Duong Tran Skye Feng, Natalie Li, Sam Lock,
Zong Shi, Maleerat Lertruedeepon.



There were key insights we learnt from our members

1. Friendship and Networking was the primary desire

The primary need for our members is building **friendships** and a **network**;

2. Members expect deeper engagement

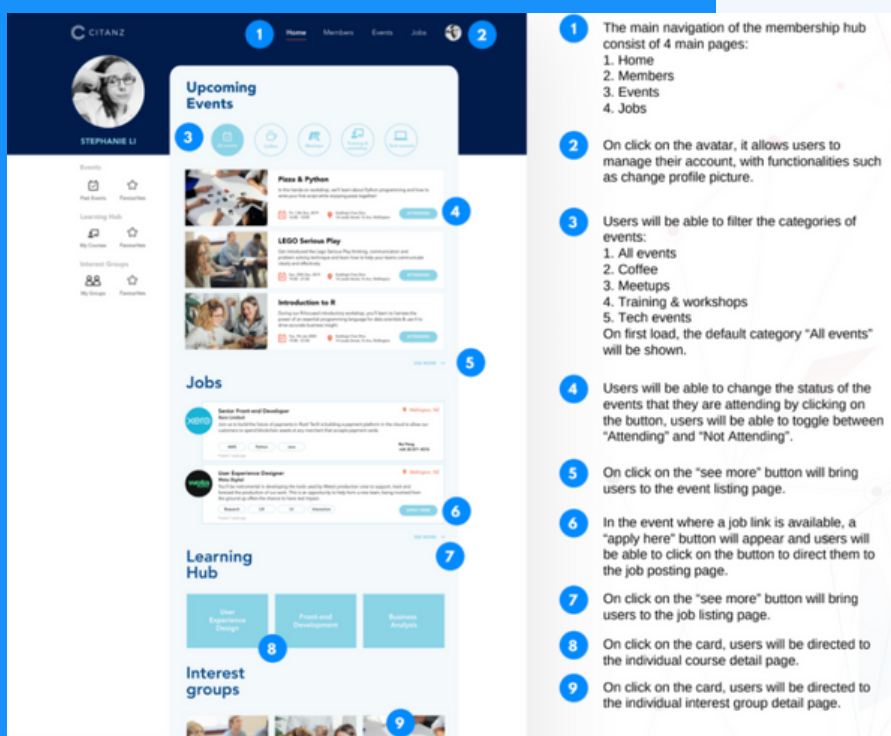
Members are interested in groups based on **social activities** or hobbies;

3. Members value resource documentation and knowledge sharing

Members would like to see articles or resources shared by other CITANZ members. Members would like to easily access resources from past events.

4. Members prefer easily accessible information on mobile and email push notifications

Members mentioned they would prefer to check information about events, workshops and jobs on **their phone** rather than the website.



After the users interview, ICT students have also designed the draft version of CITANZ member portal;



Main social media channel update

Key states: until 31/09/2020



LinkedIn

<https://www.linkedin.com/company/13736379/admin/>

9

Total Posts

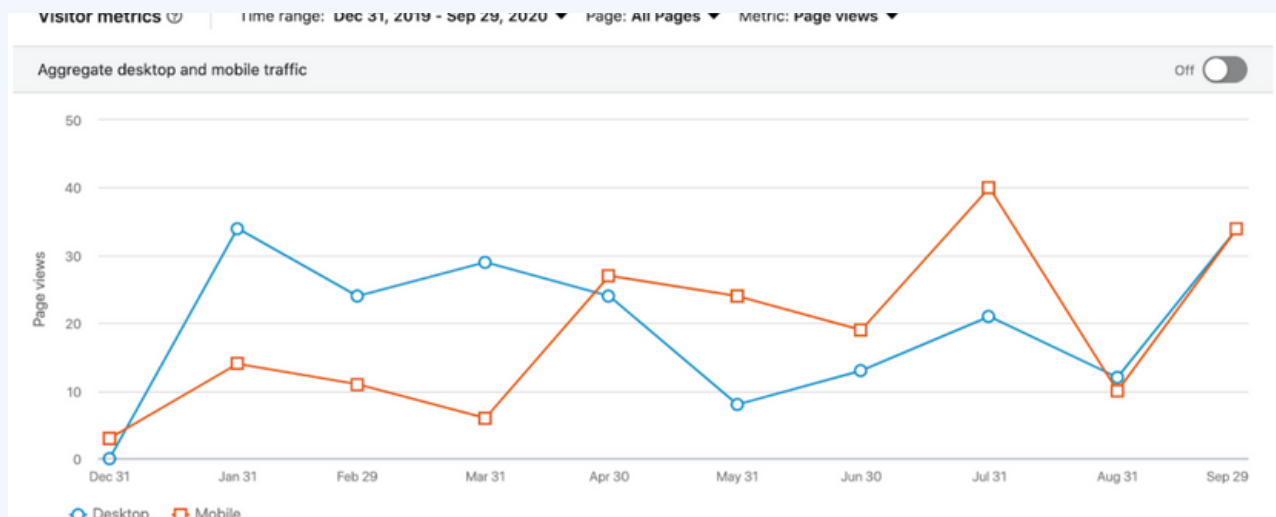
280

Followers

20% growth from last year

500-1k

Avg impressions per posts



Wechat account

10

From Sep 2019-2020

580

Followers

400+

Avg read per posts



JOB REFERRAL

Key staff: @chen.guo

Year 2020 was a fruitful year for our job referral programme. **22 job postings** by various members from different companies. (You may find them all on <https://github.com/CITANZ/jobs>). Among all these jobs, **6 members have been referred. 5 of them have proceeded to tech interviews, and 3 members successfully got job offers.** However, the job referral team is behind schedule of version 2.0 of the programme which we will address in the coming year.




MEET-UP

Key staff: @xiaodi.yan

Over the last year, CITANZ has delivered a total 11 meetups, and we have a very diversified topic list, which covers Job-hunting, Big Data, .NET, Micro-Service, AR and open-source, etc. Due to COVID-19, CITANZ started to run online meetups since April 2020. The overall attendees are more than 400+.

There are some great achievements to be highlighted this year:



The first panel about job seeking have received very positive feedback. There were more than 60 attendees who joined us. It is a good example to diversify the forms of meetups.

Delivered the very first Lightning Talks which covered solution design, job-seeking experience and javascript development.



SOCIAL EVENTS

Key staff: @Emma / @Jessie



2019 Carnival

Member Carnival has been our signature event to bring our members and the extended family closer. In Dec 2019, we had around 150 people registered, even though the weather was not that ideal but we still had 80 people come and enjoy our gathering. Carnival is a great way for our members to get to know each other.

Group Orders

CITA organised the Entertainment Books group order every year. CITA offered the original price of the books, we didn't fundraise. 40+ members purchased with a really good discount.

Due to Covid-19, there are not many offline events since March. From Sep 2019 to Feb 2020, the CITANZ event team has organised two CITANZ lunch events for our members. There were on average 25 people turned-up at each event. Also we have also explored coffee catch-up events.



Movie Together

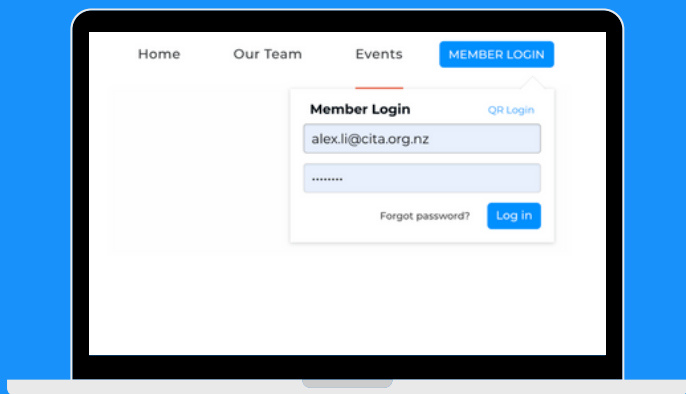
CITA has organised a private hire theatre in Embassy Cinema in Sep 2019. That was the first group booking in Wellington. All members and families enjoyed the movie Nezha.

Lucky Lotto

Due to Covid19 and lockdown, some social events had to be cancelled. Lucky Lotto is the online event when Lotto had "MUST BE WON". We had 2 Lucky Lotto events in the year 2019-2020.



Tech Team



Key staff: @Leo & @vincent

There were a bunch of new initiatives and website features has been implemented during 2019 - 2020, some highlight may include:

Implemented the v.1.0 member portal, allow CITA member to access their QR code, RSVP and check-in to events;

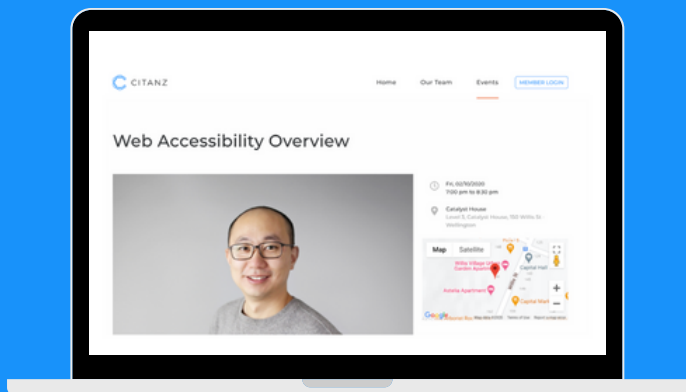
Implemented the new Event Section of the website, where members can guests can login and RSVP

Created the wechat group for organizing technical backlog

Dockerise the website to allow easy development and deployment process

Open Sourced CITANZ ecommerce module and other toolings;

- <https://github.com/CITANZ/citanz-ecommerce>
- <https://github.com/CITANZ/image-cropperetc>.



ROAD MAP

With almost three years of journey, we can clearly see the value of this organization and we are very positive and confident that everyone engaged in this community will be benefited eventually in different ways. And the community has been proved with a solid foundation based on the positive feedback and tremendous support from our members. Therefore, we are motivated to think of CITANZ in a bigger blueprint for the next 5 years.

CITANZ will cover major cities in New Zealand, such as Auckland and Christchurch.

CITANZ will be the No.1 Chinese IT organization across New Zealand.

CITANZ will be more sustainable by hiring part time or full time employees to support our daily operations.





Focus for 2020/2021

For the next year, CITA will focus on below:

Improving our current services to deliver better experience for our members

- Growing our to 150+ members
- Increasing 3 sponsors from NZ IT industry
- Growing our revenue to 12,000 NZD



In the end, we would like to thank other volunteers that have contributed to our journey during 2019-2020, we cannot make those happen without your help! Big thanks to all our working groups and casual volunteers!

THANK YOU!



Juile Wen

for your help on website member portal design and ICT contribution and further design updates for user portal



Alyssa Li

for your hard work for marketing via CITANZ wechat channel and contribute into marketing strategy



Xin Li

for your amazing work for our Member Survey which surfaced insights from our members to drive new CITA initiatives



Luhao Yang

for helping out standardizing our CI/CD pipeline for CITANZ website and ecommerce projects;



**Shujie Guo**

For your fantastic help on styling and proofread our 2020 annual report and design inputs

**XiaoMing Qin**

For your contribution to our CITANZ commerce module

