2023-2024

CITANZ ANNUAL REPORT

CITANZ

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CITANZ - Home for all Chinese IT professionals in New Zealand

PRESIDENT'S LETTER

Dear CITANZ Members and Supporters,

As President of CITANZ, I am pleased to share our remarkable achievements and growth over the 2023-2024 period.

Our organization has made significant strides in fulfilling our mission of fostering professional development for Chinese IT professionals across New Zealand.

Key Achievements

This year has been marked by exceptional growth across all metrics. Our active membership increased by 27.9% to 293 members. Our digital presence has expanded substantially, with LinkedIn followers growing by 39.9% to 1,447, Meetup followers increasing by 41.4% to 1,656, and YouTube subscribers reaching 402 with a 28.4% growth.

Community Engagement

We significantly enhanced our community engagement by:

- Organizing 27 meet-up events across our three branches, showing a 68.7% increase from the previous year
- Hosting 12 social events, demonstrating our commitment to building stronger connections
- Successfully launching the 2024 Mentorship programme with 36 mentees and 18 mentors

Financial Performance

Our financial position remains strong with:

- Total revenue of $24,143.56
- Membership fees contributing $11,337
- Sponsorship revenue of $2,500

Regional Growth

We've strengthened our presence across New Zealand through our three operational branches in Wellington (HQ), Christchurch, and Auckland. Each branch has shown remarkable growth, with Auckland notably increasing its membership by 52.05%.

PRESIDENT'S LETTER

As we look ahead to the 2024/2025 year, our focus remains on improving services and delivering an enhanced experience for our members. We aspire to grow our membership to over 300, secure three active sponsors, and increase our operational revenue to $20,000 NZD. Together, we will continue to make CITANZ the leading Chinese IT organisation in New Zealand.

Thank you for your continued support and dedication to CITANZ. We are excited about the journey ahead and look forward to achieving even greater milestones together.

Best regards,

Feilong Wang
President of CITANZ - 2024

2023-2024 HIGHLIGHTS

Compared with last year (by 30th Sept)

Active Members

293

↑27.9%

LinkedIn Followers

1441

↑39.9%

Meet-up Followers

1656

↑41.4%

YouTube Followers

402

↑28.4%

Meet-ups

27

↑68.7%

Social Events

12

↑50.0%

Mentorship 2024 programme launched

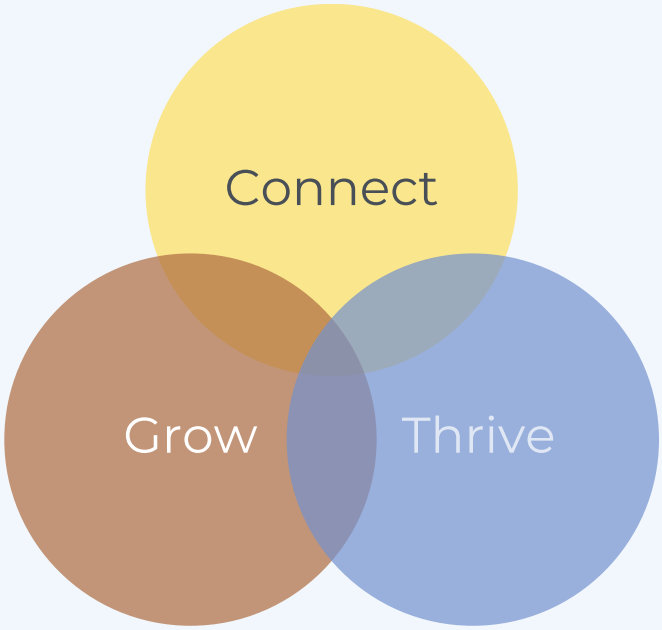
Renewed Gold Sponsor Koala Technology

Three branches in operation: Wellington (HQ), Christchurch, and Auckland

OUR MISSION

Our core 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 Core Pillars



> Our long-term vision is to build a reciprocal community for all Chinese IT professionals in NZ.

CITANZ GOVERNANCE

Committee member

Feilong Wang
President

Alex Li
Secretary

Emma Zhang
Treasurer

Jessie Dong
Membership

Xiaodi Yan
Meetups

Our Active Volunteers

Kelly Hou

Peng Xia

Aaron Zhang

Qiannan Lyu

Ellen Zhang

June Xie

Jade Chen

Steven
Zhang

JiaWei He

Neil Huang

Alice Gao

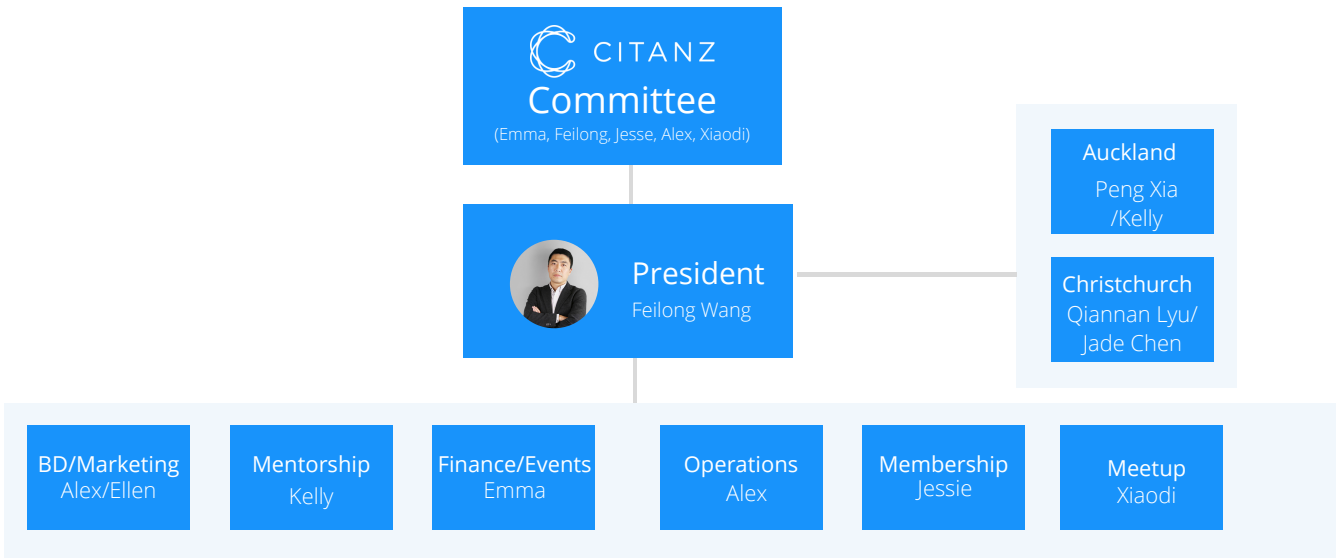
Fay Song

Yan Gong

Joe Gu

Alex Liao

Sarah Zhang



FINANCE

Key staff: Emma

Financial update for the annual report period 1/07/2023 - 31/06/2024:

Total Revenue

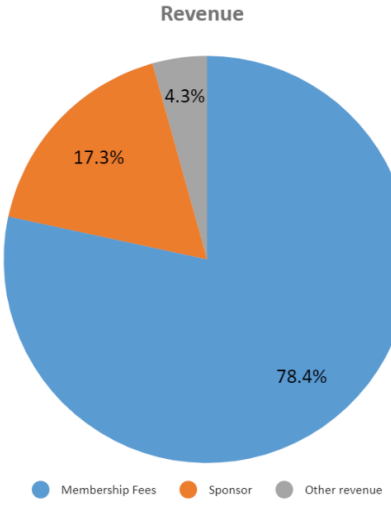
$24,143.56

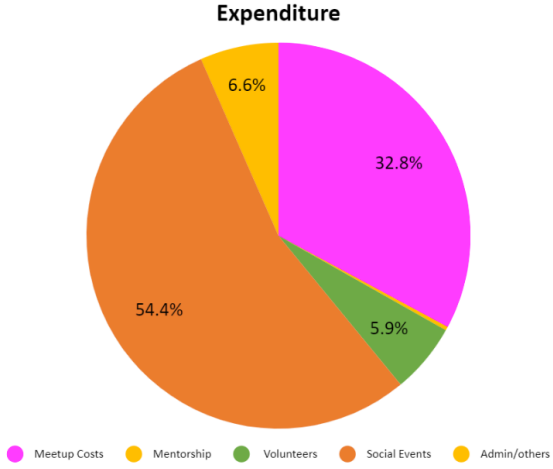
Total Expense

$22,898.50

Income Summary

Revenue	
Membership Fees	11337
Sponsor	2500
Other revenue	628
Group Buy	9679
Expense	
Meetup Costs	4241
Mentorship	40
Volunteers	758
Social Events	7023
Admin/others	854
Group Buy	9981
For the annual report period	
01/07/2023- 30/06/2024	
The total revenue	24,143.56
total expense	22,898.50





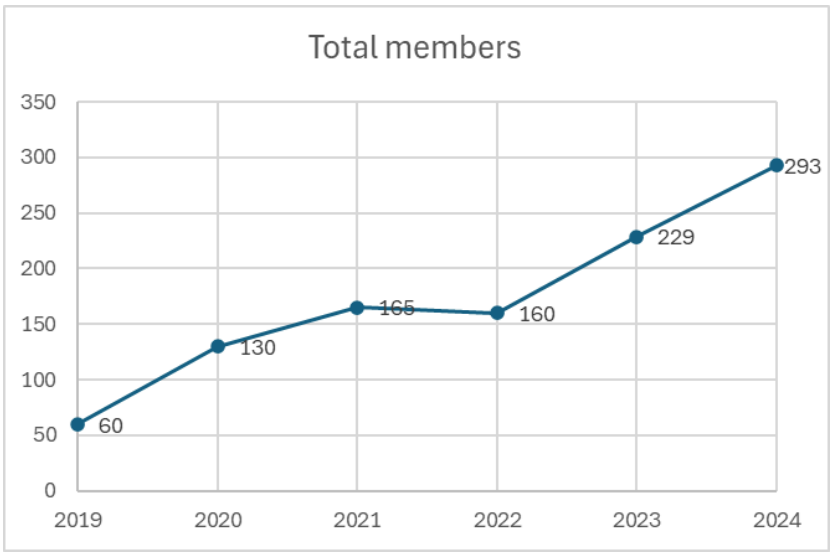
MEMEBERSHIP

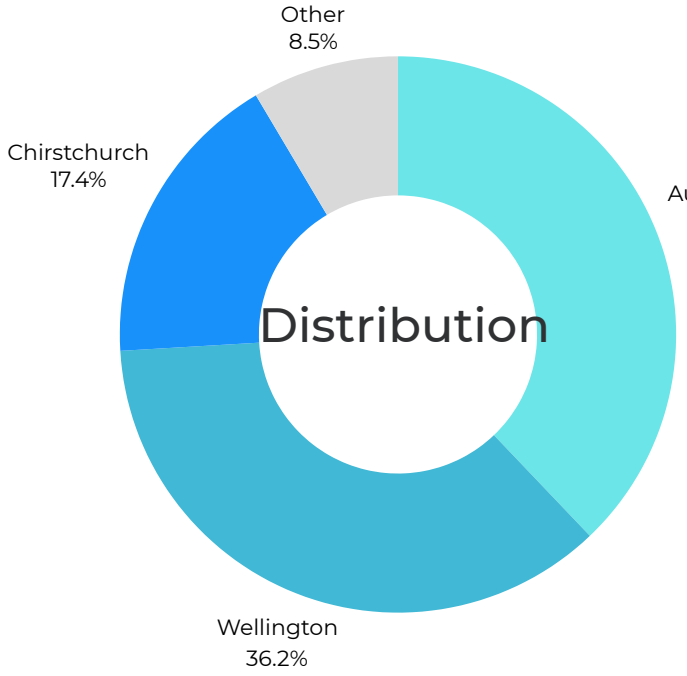
Total Members

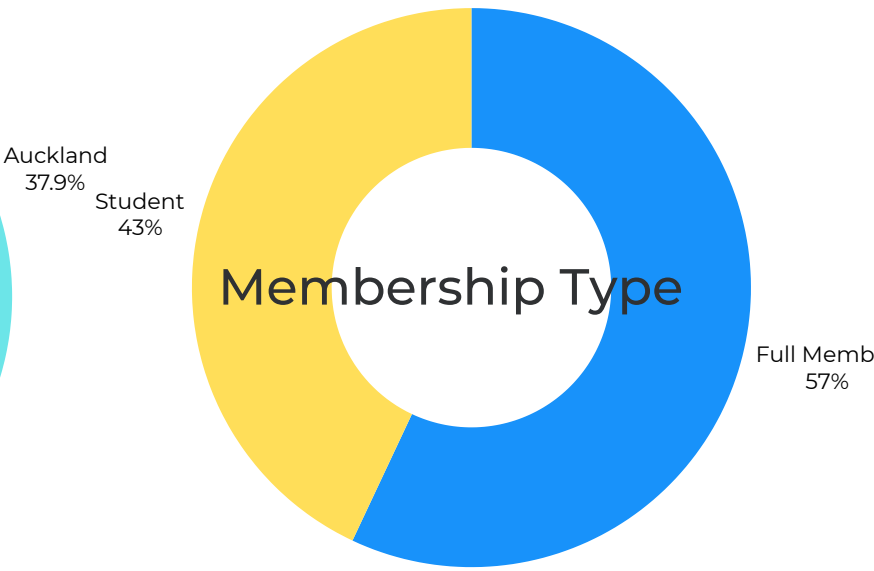
293

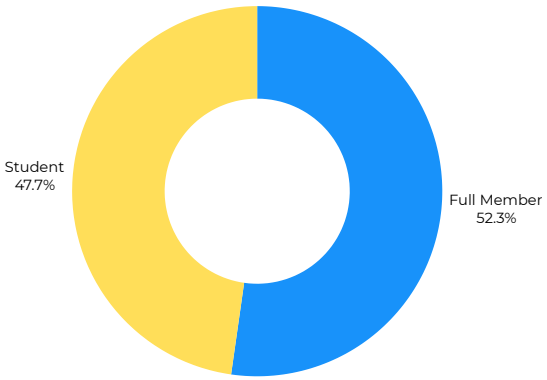
Renewal: 148 (51%)

New members: 145 (49%)

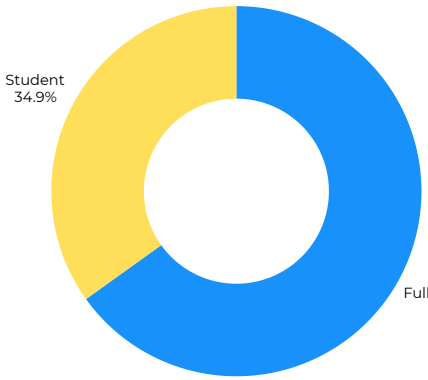




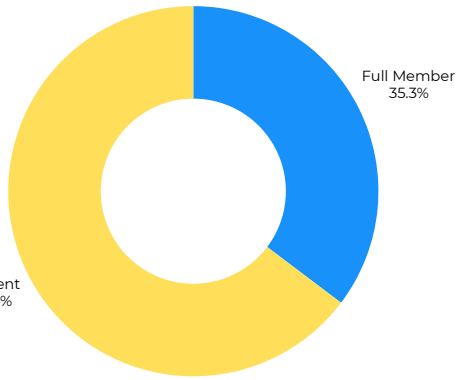




Auckland



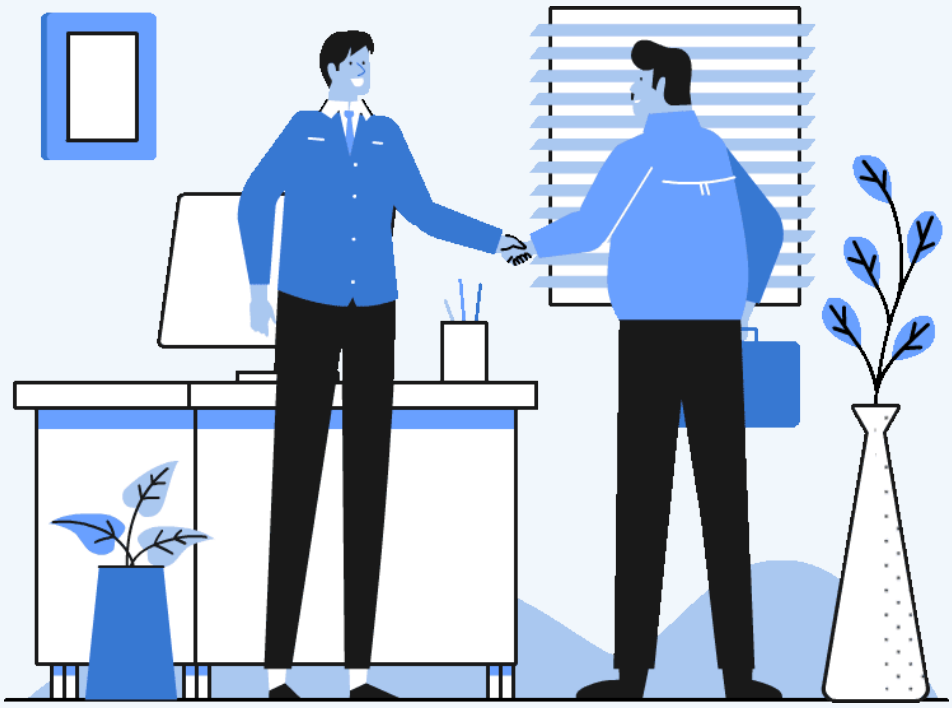
Wellington



Chirstchurch

2023-2024 Initiatives

Mentorship Programme 2024



MENTORSHIP 2024

Key staff: Kelly / Alice

In March 2024, we kicked off our third mentorship program with a big group of mentorship volunteers enrolled to support better engagement in the program.

Our program is structured to unfold in several stages: registration, initial pairing, ongoing mentoring, and program closure.

This year, we had a total of 36 mentees and 18 mentors registering. We successfully paired up 6 one-on-one mentoring pairs, and formed 5 mentoring circles. Each mentoring circle was supported by two volunteers to be the host and co-host.

These circles focus on diverse topics, including career development, job hunting strategies for experienced professionals, and job hunting guidance for recent graduates. The mentorship program has garnered a warm reception within the community, with over 75% of the groups having more than 4 meetings during the 4-month program. Great connections have been formed in those circles and very positive feedback has been received.

The mentorship program will kick off in March 2025. Stay tuned!

BUSINESS DEVELOPMENT

Key staff: Alex

Highlights for the sponsorship and Business development team:

- Refined CITA's sponsorship framework and onboarding process
- Renewed our Gold Sponsor Koala Technology to support the growth of Christchurch's IT community
- Onboarded Dev Academy /Hou Garden / Otago Polytechnic Auckland International Campus as CITANZ venue Sponsor

Gold Sponsor

Venue Sponsor

DEV ACADEMY
TE KURA HANGARAU O AOTEAROA

后花园 hougarden

UC UNIVERSITY OF CANTERBURY | International

OTAGO POLYTECHNIC
Te Kura Matatini ki Otago
Auckland International Campus
In partnership with Future Skills Academy

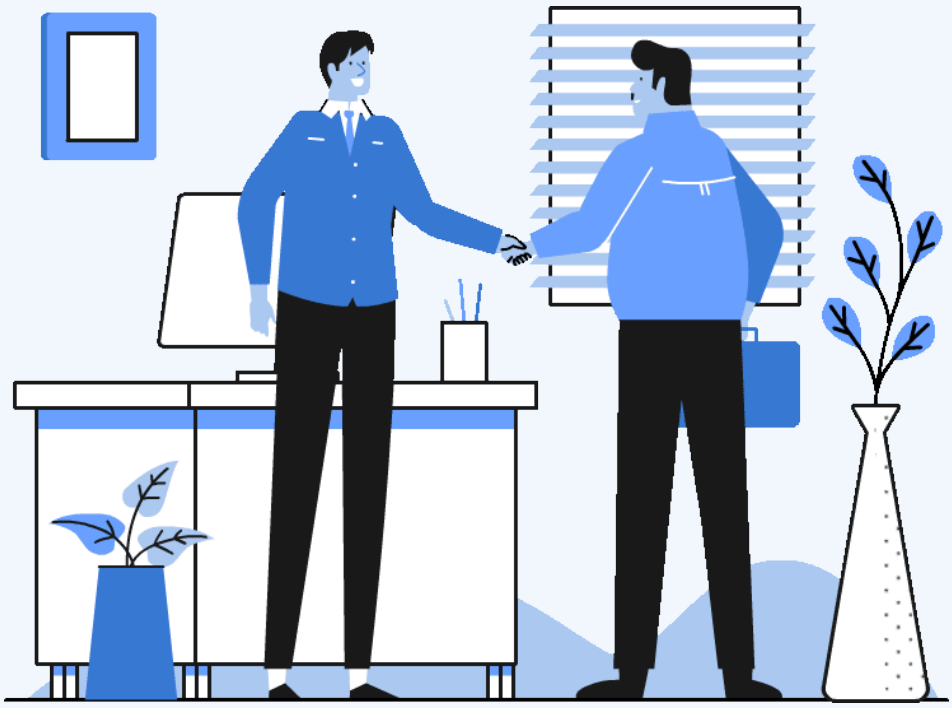
CITANZ

Marketing & Comms

LinkedIn

Newsletter

YouTube



MARKETING & COMMS

Key staff: Ellen & Alex

53 LinkedIn posts published across 3 major branches

1441 LinkedIn followers, +39.9 % growth from last year

78,091 impressions during the past 365 days +97.1%

16 posts, starting from 27 Jun, 2024

428 Likes and 501 Followers just within 4 months

CITA Mid-Autumn Festival Celebration

Christchurch CITANZ meet-up

MARKETING & COMMS

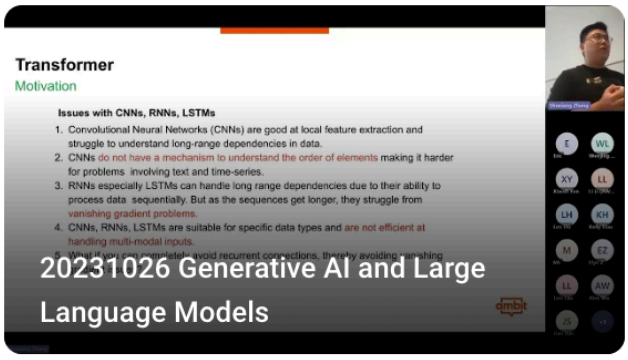
Key staff: Ellen & Alex

12 Newsletter sent to our members (scheduled monthly)
70-76% average viewing rate
Started with English Content
Newsletters continue carries rich content, including greetings, meet-up news, casual social events, mentorship programme etc.

402 Subscribers (71% increase from last year)
1500 views
186.7 total watching hours

First 206 days 33 minutes compared to your typical performance:

Views	285
Impressions click-through rate	2.5%
Average view duration	6:03



First 362 days 1 hour compared to your typical performance:

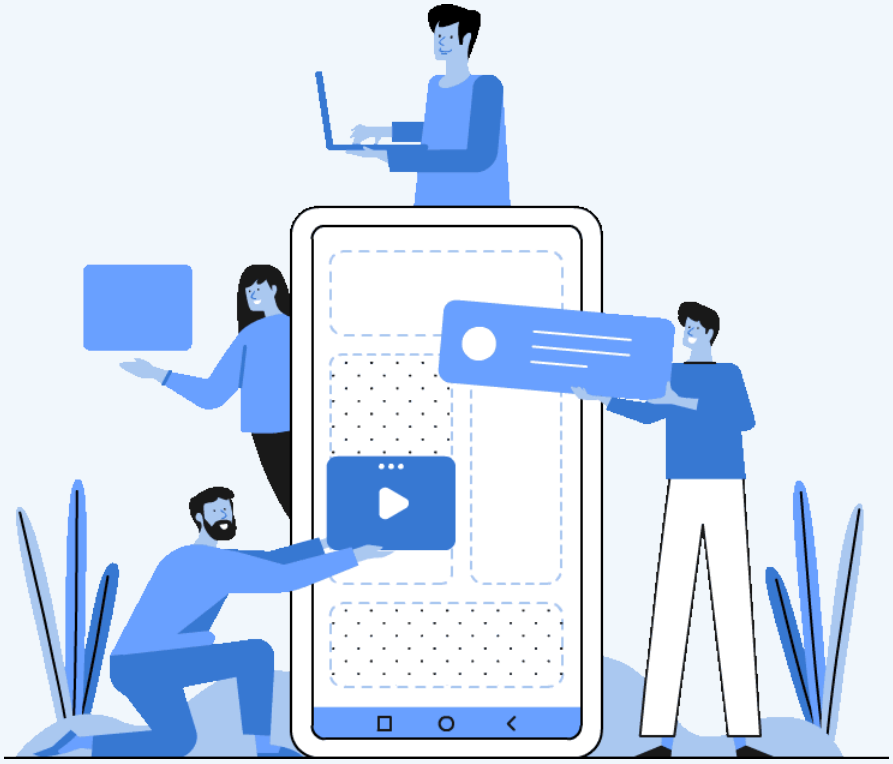
Views	83
Impressions click-through rate	0.8%
Average view duration	2:41

CITANZ

Programmes & Events

Meetup Overview

Social Events



MEET-UPS

Key staff: Xiaodi & Qiannan Lyu & Peng Xia & Kelly

Over the past year, we organized a diverse range of tech-focused meetup events, bringing together IT enthusiasts, professionals, and experts from various domains in three major branches. Our meetup events covered topics such as cloud computing, artificial intelligence, machine learning, software development, and career development in the IT industry.

Highlights:

- Organized 27 meet-up (16 last year) events across Auckland, Wellington and Christchurch
- Attracted 1080+ attendees (+101%), with 485 new followers joining meetup
- Our meetup events served as platforms for insightful panel discussions, expert talks, and interactive sessions, enabling attendees to stay updated on the latest industry trends and technologies.
- We extend our sincere gratitude to Dev Academy and Hou Garden for providing us with a venue, which played a crucial role in the success of our events.
- Collaborate with Otago Polytechnic Auckland for various offline events.
- Thanks to **JetBrains** for their generous support in providing free licenses to our attendees. Their contribution greatly enhanced the experience for our participants.

Meetup events in Wellington, Christchurch and Auckland

MEMBER SOCIAL EVENTS

Key staff: Emma & Jessie

CIANZ has organised 12 major offline events across three branches and numbers of coffee casual catch-up. These events encompass traditional festival celebrations, professional development, and social networking opportunities. The program includes both public events and exclusive member-only activities.

Some highlights include:

- Chinese New Year Celebration
- Yuanxiao Festival Celebration (Members exclusive, Feb 12)
- CITA Lantern Festival Celebration in Auckland (Feb 25)
- WLG/AKL/CHCH : CITA Carnival (June 1)
- AKL Members Lunch Gathering in Browns Bay
- AMA (Ask Me Anything) Session for New CITA Members
- WLG Mid-Autumn Festival Celebration
- AMA Session for New CITA Members

2024 Jan CITA's Chinese New Year Celebration

In January, CITA held a vibrant Chinese New Year celebration in Lower Hutt, bringing together the community with a fantastic display of homemade dishes. Members showcased their culinary talents through a variety of savoury and sweet creations, celebrating both cultural diversity and creativity. The event's highlight was a culinary competition, with the top four dishes winning special CITANZ gifts and all voted dishes receiving commemorative awards. The day was filled with energy, joy, and a strong sense of community, perfectly captured in the event's lively photos.

Remembering Youth Celebration

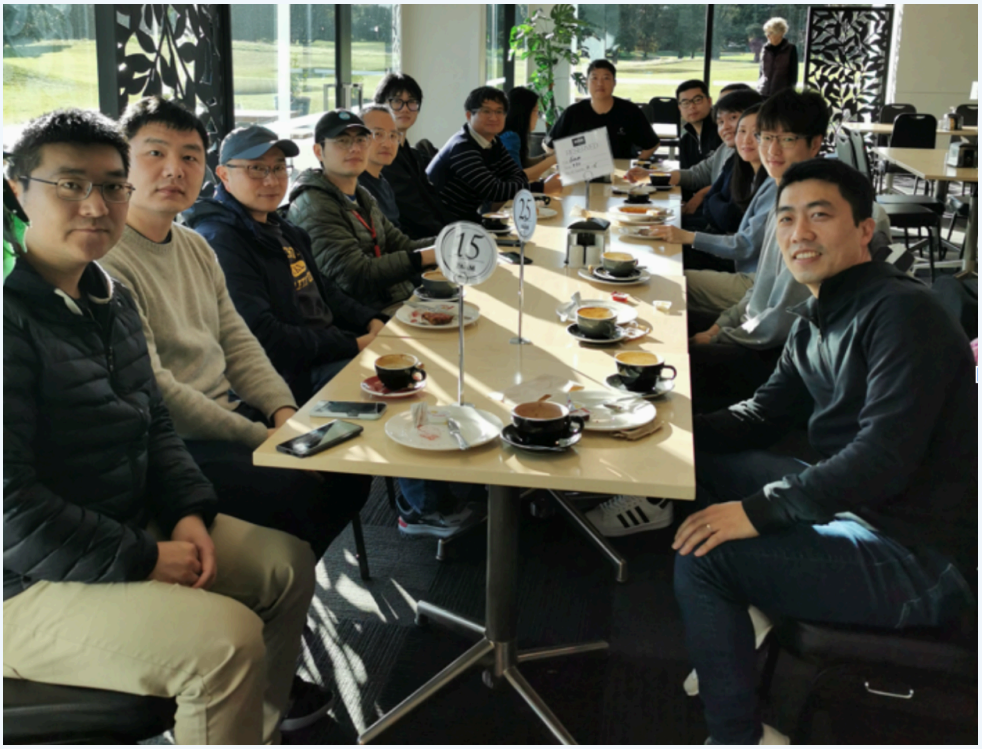
On 2024 4th May, we kicked off the 2024 CITA Carnival with a nostalgic theme: "Remembering Youth." Held in Wellington, the event coincided with Youth Day, reminding us all that, in many ways, we are still young at heart!

The carnival was a vibrant affair, bustling with activities that ranged from award presentations and raffles to an assortment of games and much more. It was a day filled with energy and excitement, reflecting the spirit of our community.

2024 September CITA Mid-Autumn Festival Celebration - Wellington

CITA AKL YuanXiao Festival

Wellington Regular Coffee Catch-Ups



AUCKLAND UPDATE

KEY STAFF: PENG XIA, KELLY HOU

Auckland Highlights:

- During 2023-2024, our Auckland branch now has 111 CITANZ members (+52.05%) from last year.
- Expand AKL core working groups to 8 people
- Started trial Xiaohongshu as a new medium
- Collaborated with Otago Polytechnic Auckland, BA Career Group and Auckland Data Group for meetup events

Upcoming events

- We are planning to have two meetups and one offline event in the rest of 2024.

Future plans

Our goal is to spread our vision to the Chinese IT community in Auckland and boost awareness of our brand. With the well established working group in the Auckland branch, we have strengthened our capacity to plan and organise meetups effectively. Our objective is to host meetups every month, and we're eager to draw in a broader audience, including non-members, to our events. In 2024-2025, we will also be focusing on engaging with our members with more programmes that are in the right need. We encourage more individuals to become volunteers or join our working groups to help us enhance our capabilities.

AUCKLAND UPDATE

KEY STAFF: PENG XIA, KELLY HOU

CHRISTCHURCH UPDATE

KEY STAFF: QIANNAN LYU, JADE CHEN

Christchurch Highlight:

- Monthly Coffee Catch Up
- New member increased up to 51
- Good branding activities & Collaboration across Universities.

Last year marked a significant milestone for **CITA Christchurch**, driven by the exceptional dedication of our volunteer teams, including **Qiannan, Jade, Fay, Yan, Alex, Ivy,** and **Rachel**. These individuals took on multiple roles, such as organisers, ambassadors, event coordinators, marketing specialists, speakers, mentors, and hosts. Notably, Jade played a pivotal role in expanding our scope beyond meetups by coordinating a variety of events and leveraging her extensive network to forge strong connections with local universities. This initiative not only attracted new members but also enhanced our engagement with the academic community. The collective efforts of our volunteer team were instrumental in CITA Christchurch's success and contributed to the broader success of **CITA New Zealand.**

This year, we are proud to have witnessed many talented graduates successfully secure their first roles as developers, data specialists, and digital marketing professionals in New Zealand. Together, we are growing and continually inspiring the communities we serve, fostering a shared sense of achievement and progress.

For 2024-2025, our goal is to continue promoting our vision and raising awareness of the **CITA** brand, similar to the work done by **CITA Auckland**. We plan to maintain key initiatives such as monthly coffee catch-ups and meetups while refining new formats like the **UC x CITA collaboration**, online tech workshops, and social activities. In addition, we will explore innovative event formats to strengthen community engagement and drive membership growth.

On the leadership front, we will focus on building a **well-connected and stable working group** to support our expanding membership. Furthermore, we aim to establish a **well-organised volunteer team** to enhance our capacity to plan and execute events more effectively.

CHRISTCHURCH UPDATE

KEY STAFF: QIANNAN LYU, JADE CHEN

Acknowledgement

Huge thanks to our organisers and volunteers, as well as our sponsor Kola Tech.

KOALA TECH

ROADMAP

With the almost 7 years journey, we can clearly see the value of this organisation. We are very positive and confident that everyone engaged in this community will eventually benefit in different ways. The community has been proved with a solid foundation based on our members' positive feedback and tremendous support. Therefore, we are motivated to think CITANZ in a more extensive blueprint for the next five years.

Milestone 1

CITANZ will be the No.1 Chinese IT organisation in New Zealand.

Milestone 2

CITANZ will be more sustainable by hiring part-time or full-time employees to support our new programmes and BAU activities.

Milestone 3

CITANZ will cover major cities in New Zealand, and continue expanding our Auckland Christchurch footprints.

FOCUS FOR 2024-2025

For the next year, CITA will focus on improving our services to deliver better experience and benefits for our members, which includes:

01

Membership

Growing to 400+ members

02

Sponsorship

Having 3 (100%+ YoY) active sponsors from the IT industry across NZ

03

Revenue

Increasing our operational revenue to 30,000 NZD