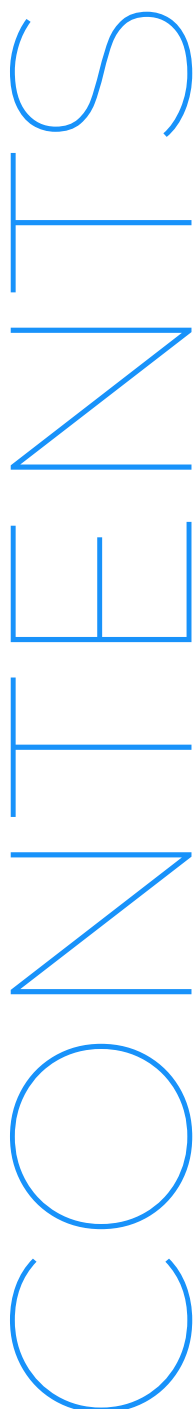


»» 2022-2023

# CITANZ ANNUAL REPORT



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Dear CITANZ Members, Supporters, and Friends,

I am thrilled to present to you the remarkable highlights of CITANZ for the year 2022-2023. Over the past year, our organisation has achieved substantial growth and success, thanks to the dedication and support of our members, volunteers, and partners.

### **Membership Growth:**

- Our membership has surged by an impressive 42.5%, from 160 members in 2022 to a total of 228 members in 2023. This growth demonstrates the increasing strength of our community.

### **Job Opportunities:**

- We have continued to provide valuable job opportunities to our members, with 60 new jobs created in 2023, building on the success of previous years.

### **Financial Health:**

- Our financial position remains robust. In the 2022-2023 financial period, our operation revenue reached \$11,239.16, reflecting steady growth from previous years.
- Our financial report for the period from July 2022 to June 2023 shows responsible financial management, with a total revenue of \$11,239.16 and total expenses of \$16,003.70.

### **LinkedIn and Meetup Presence:**

- Our presence on social media platforms has seen significant growth. On LinkedIn, we have witnessed a remarkable increase of 51.9%, reaching 1,030 followers by September 2023. Similarly, our Meetup followers have grown by 27%, totalling 1,171 members.
- Our YouTube channel has experienced an impressive 71% growth, reaching 313 followers. This achievement highlights our commitment to providing valuable content to our members.

#### **Programs and Events:**

- Our organization's impact extends beyond the digital realm, with a range of successful events and programs. These include Cherry Blossom parties, BBQ parties, the CITA Carnival, IT Girls Lunch, and various group-buying events that have resonated with our community.

#### **Meetup Success:**

- We hosted a total of 16 tech-focused meetup events, attracting over 500 attendees. These events have become platforms for insightful discussions, expert talks, and networking opportunities, enabling our members to stay updated on industry trends and technologies.

#### **Mentorship 2.0**

- We are proud to have launched the Mentorship Program V2.0, which has received overwhelmingly positive feedback. Our innovative approach, including mentoring circles, has doubled the participation of both mentors and mentees, fostering professional growth within our community.

#### **Branch Updates:**

- The Auckland and Christchurch branches have been actively organising meetups and events, expanding our reach and engagement. We look forward to even more offline events in the coming months.

#### **Sponsorship and Business Development:**

- We have successfully renewed our Gold Sponsor, Koala Tech, and welcomed Alibaba Cloud as our Silver Sponsor. Our sponsorship framework and processes have been established to further support our community's growth.

As we look ahead to the 2023/2024 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 - 2023





# 2022-2023 HIGHLIGHTS

Compared with last year

---



Members

229

↑42.5%



LinkedIn Followers

1030

↑51.9%



Meet-up Followers

1171

↑27%



YouTube Followers

313

↑71%

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Celebrated the 5th Anniversary CITANZ

Mentorship v2.0 programme launched

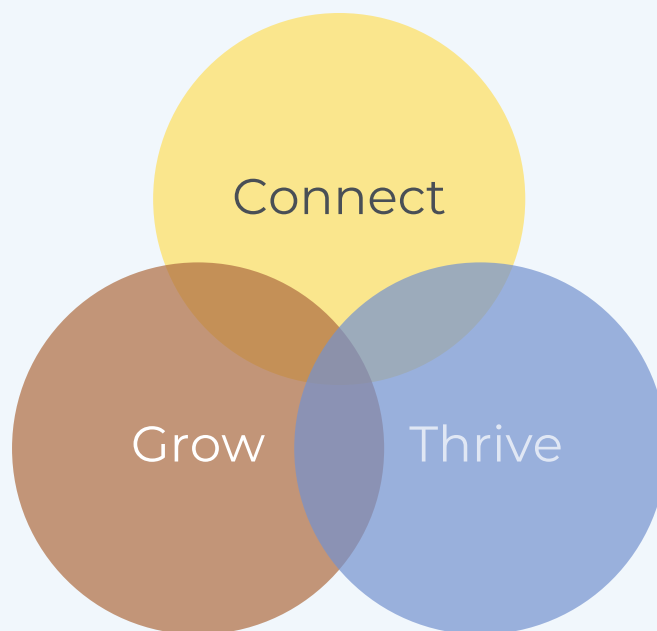
Renewed Gold Sponsor Koala Technology

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 working group members:



Kelly Hou



Peng Xia



Aaron Zhang



Qiannan Lyu



Ellen Zhang



Leo Chen



Veronica Zhang

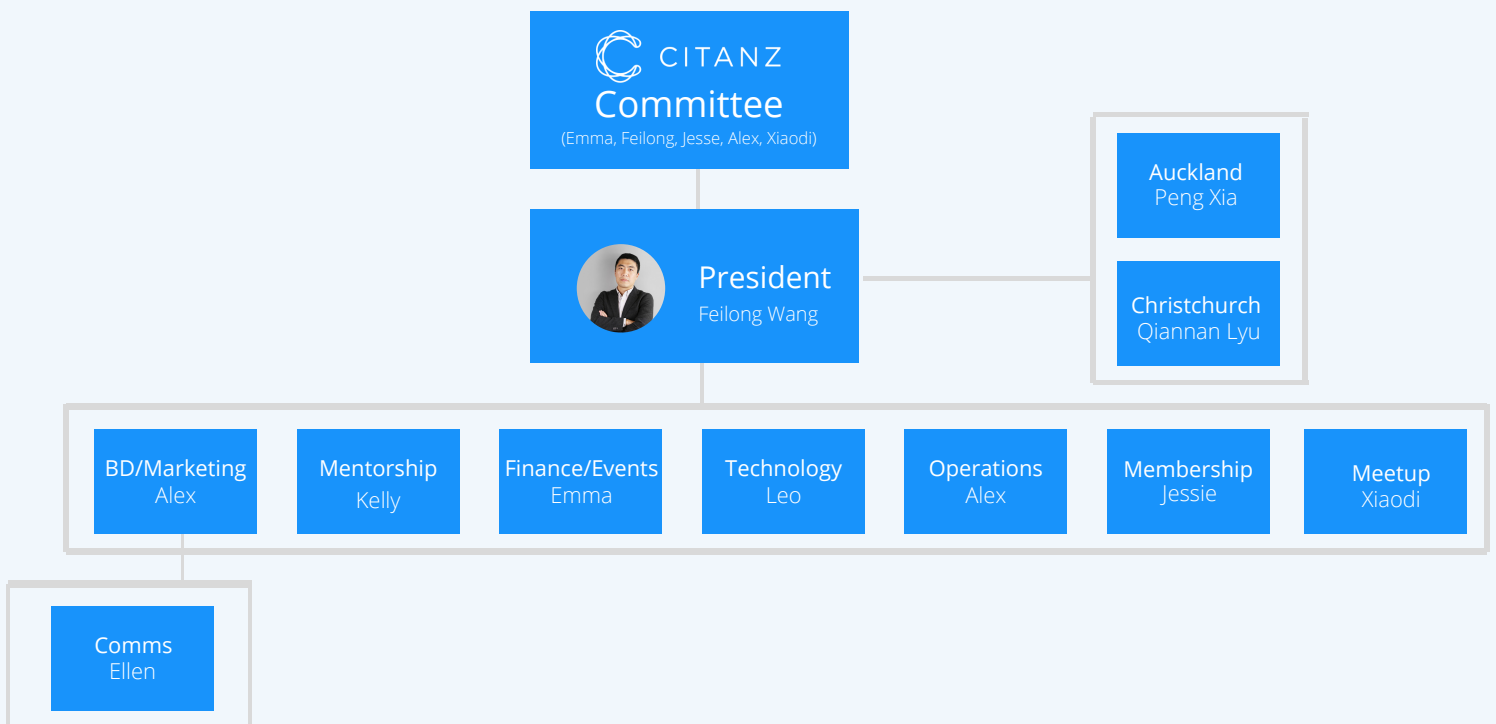


Jennifer Shao



Guo Chen

## Our organisation structure





# FINANCE

Key staff: Emma

Financial update for the annual report period 1/07/2022 - 31/06/2023:

Total Revenue

**\$11,239**

Total Expense

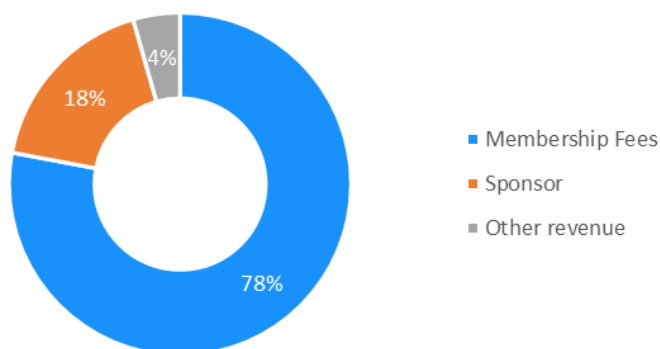
**\$16,003**



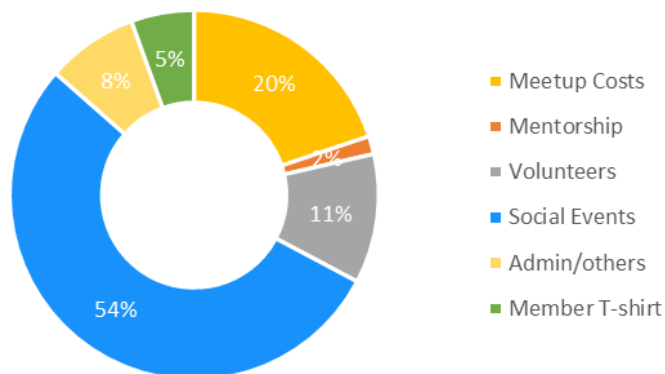
## Income Summary

01/07/2022 - 30/06/2023	NZ\$
Membership Fees	8760
Sponsor	1980
Other revenue	499
<b>The total revenue</b>	<b>11239</b>
Meetup Costs	3177
Mentorship	252
Volunteers	1812
Social Events	8595
Admin/others	1284
Member T-shirt	884
<b>total expense</b>	<b>16003</b>

Revenue



Expense





# 2022-2023 Initiatives

Mentorship Programme  
Business Development



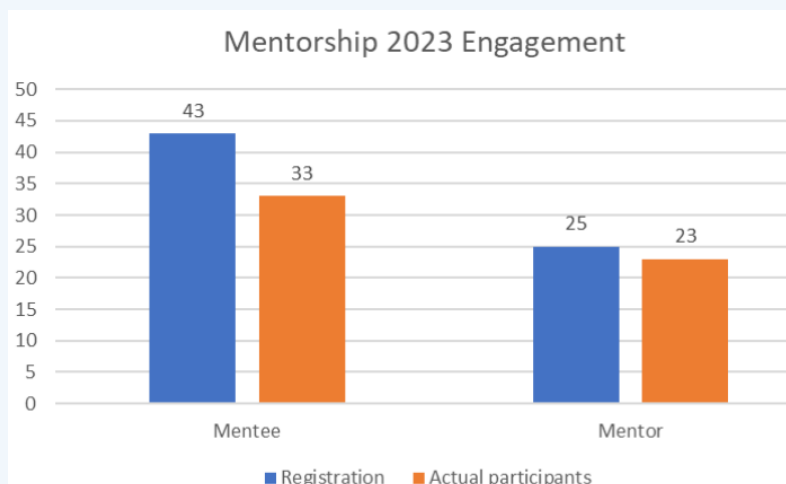
# MENTORSHIP PROGRAMME

Key staff: Kelly

In February 2023, we kicked off our second mentorship program with some exciting updates to our mentorship processes. This time around, we introduced a fresh mentoring format known as "mentoring circles."

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

This year, we witnessed a significant surge in participation, with a total of 43 mentees and 25 mentors registering—a doubling of our numbers compared to last year. We successfully paired up 15 one-on-one mentoring pairs, and additionally, we formed 3 mentoring circles.



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 90% of mentees expressing high levels of satisfaction, ranging from very satisfied to extremely satisfied with our program.

The program received positive feedback from mentors and mentees.

I would also like to extend a sincere thank you to Karen for her outstanding organizational skills in **creating a comfortable and relaxed environment for all our mentoring events where we could freely network and offer assistance to one another**. I genuinely hope that we will have more opportunities for career-related exchanges in the future, as these interactions have been invaluable for our professional growth and development.

我也更新一下我的情况，Summer of tech这周 speed interview我拿到了4个面试(Z Energy和TradeMe的Developer intern还有SaferMe的两个职位 Backend/Cloud Dev和 Mobile Developer)，Kiwibank的graduate role也面试完了在等结果，Xero的也在等通看有没有机会去 assessment center。各位 mentor的帮助真的救了我，明显感觉到跟 employer聊的时候他们眼里有光了🙏



# 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 as CITANZ venue Sponsor

## Gold Sponsor



## Silver Sponsor



## Venue Sponsor





# Marketing & Comms

LinkedIn

Newsletter

YouTube



# MARKETING & COMMS

Key staff: Ellen & Alex



[45](#) LinkedIn posts published

[1130](#) LinkedIn followers, **+51.9 %** growth from last year

[39491](#) impressions during the past 365 days



Chinese IT Association NZ  
1,036 followers  
1mo •

Yesterday was a remarkable day for the CITA community as we held a celebration event in both Wellington and Auckland! A heartfelt thank you to all the mentors and volunteers who were recognized and awarded for their immense cc ...see more



You and 48 others

7 reposts

Wellington/Auckland Celebration  
12 August 2023



Chinese IT Association NZ  
1,036 followers  
7mo • Edited •

We are thrilled to announce that CITANZ has just celebrated our 5th anniversary today! It's amazing to see how far we've come from our beginnings in Wellington to having branches in Auckland and Christchurch, connecting Chinese IT ...see more



50

6 comments • 8 reposts

CITANZ 5-Year Celebration  
3 April 2023



# MARKETING & COMMS

Key staff: Ellen & Alex



[12](#) Newsletter sent to our members (scheduled monthly)

[60-70%](#) average viewing rate

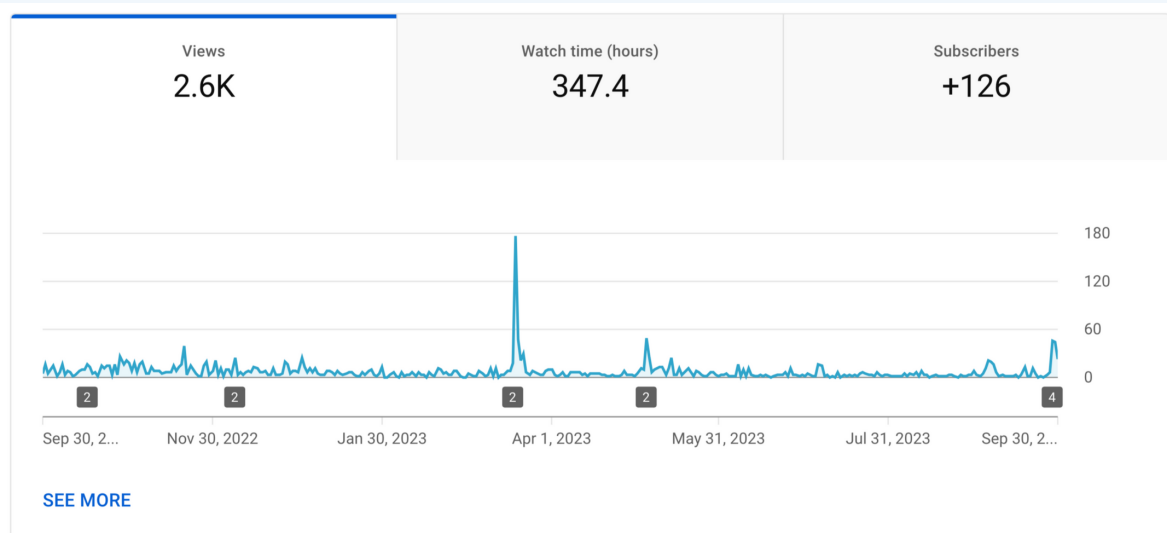
Newsletters continue carries rich content, including greetings, meet-up news, casual social events, certificate challenges etc.



[313](#) Subscribers ([71%](#) increase from last year)

[2,611](#) views

[345.4](#) total watching hours



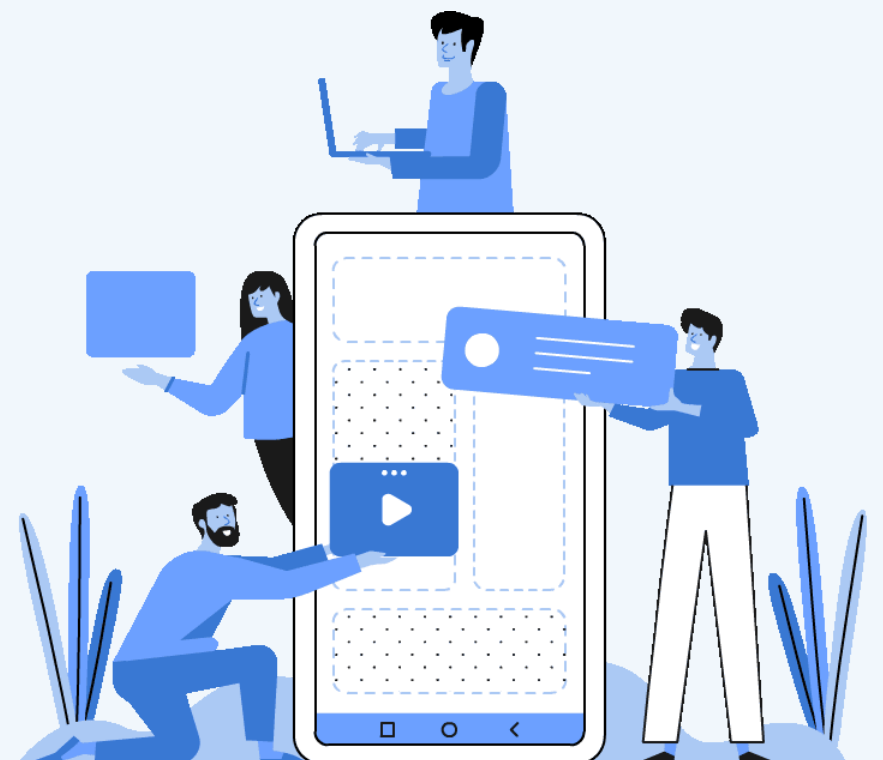
Content		Views	duration
1	 <p>20211126 新西兰IT招聘市场薪资&amp;职位浅谈 Nov 28, 2021</p>	648	10:57 (8.9%)
2	 <p>20230318 CITA Career Transition Into Tech by Jade C. Mar 19, 2023</p>	274	7:16 (10.8%)
3	 <p>20210729 新西兰与中国IT环境大不同——码农在新务工图鉴 Nov 28, 2021</p>	220	7:56 (11.7%)
4	 <p>20230503 CITA CHCH Introduction to DevOps by Yi Liu May 6, 2023</p>	138	6:23 (8.5%)
5	 <p>我们是CITA (中文) Jun 24, 2021</p>	122	0:55 (69.4%)



# Programmes & Events

Meetups

Social Events



# MEETUPS

Key staff: Xiaodi & Qiannan Lyu & Peng Xia



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

## Highlights:

- Organized **16 meetup** events
- Attracted **500+ attendees**, with **254 new followers** joining meetup
- Launched **8+ meetups** in Christchurch with the local IT professionals
- Our YouTube channel publishes presentation recordings regularly. Now we have **313 subscribers**
- 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 for providing us with a venue, which played a crucial role in the success of our 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



April 2023 Christchurch meetup



August Auckland meetup



May 2023 Wellington meetup



# MEMBER SOCIAL EVENTS

Key staff: Emma & Jessie

## Highlights:

- In September 2022, we organised Cherry Blossom party in Palmerston North.
- In December 2022, we organized Dec BBQ Party in Wellington.
- In March 2023, we organised the CITA Carnival in Wellington, Auckland and Christchurch
- In March 2023, we organised “IT Girls Lunch” in Wellington







Members and their families went to The Victoria Esplanade Park together to admire the beautiful cherry blossoms. Both adults and children had a great time.

This party is also a culinary competition, and everyone enjoyed delicious barbecue and various delectable dishes brought by different members.



We held a Girls Lunch where everyone had a lively discussion about funny anecdotes and lessons learned as women in the IT workplace. We had a great time sharing our experiences



# AUCKLAND UPDATE

KEY STAFF: PENG XIA, KELLY HOU

## Highlights

- During 2022-2023, our Auckland branch now has 73 CITANZ members (+128%) from last year. We organised a number of offline events including one tree hill BBQ, Auckland 2023 member recruitment event, Auckland mentorship award ceremony, and number of highly participated offline meet-ups.



## Upcoming events

We are planning to have an offline member events in October or November and more in 2024.

## Future plans

We hope to promote our vision to the Chinese IT community in Auckland and increase our brand awareness. We'd like to have more people engaged in our events even if they are not our members. We would encourage more people to join us as volunteers or working groups to advance our capability.



# CHRISTCHURCH UPDATE

KEY STAFF: QIANNAN LYU, JADE CHEN

## Highlights

- Kola Tech continues to shine as our dedicated Gold Sponsor.
- Our mentorship circle in Christchurch has achieved impressive success, offering valuable assistance to 2 of its members.
- We've covered a range of compelling Cloud Computing topics, thanks to the support of Jade. These discussions have not only benefited our members but have also provided valuable insights to other IT professionals and students. Remarkably, at least 5 individuals have earned Cloud certificates, including AWS and more.
- We've also held a total of 8+ engaging offline meetups, with attendance often reaching around 50 participants.
- A huge shoutout goes to Jade for her outstanding contributions to the CITA Christchurch branch. Thanks to her efforts, our membership in Christchurch has grown to over 20 members, with more than 10 newcomers joining our ranks.



## Acknowledgement

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

# KOLA TECH

# ROADMAP

With almost four 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 2022-2023

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 300+ members

02

## Sponsorship

Having 4 (100%+ YoY) active sponsors from the IT industry across NZ

03

## Revenue

Increasing our operational revenue to 20,000 NZD



# ACKNOWLEDGEMENT

Thanks all for your contribution



Feilong Wang



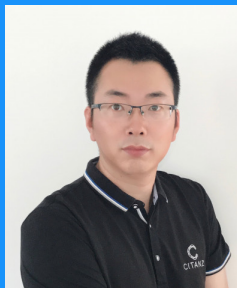
Alex Li



Emma Zhang



Jessie Dong



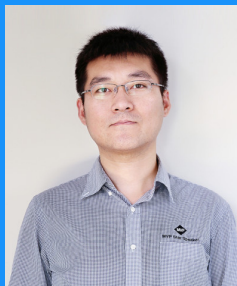
Peng Xia



Kelly Hou



Leo Chen



Xiaodi Yan



Ellen Zhang



Veronica Zhang



Qiannan Lyu



Jade Chen