

CITANZ 2024-2025 Annual Report

23rd Nov 2025

1. Annual Summary



President
Feilong Wang

Auckland

Wellington

Christchurch

Hamilton

2024-2025 HIGHLIGHTS

Compared with last year (by 30th Sept)



Active Members

380

↑29.7%



LinkedIn Followers

1927

↑33.7%



Meet-up Followers

2284

↑37.9%



Xhs Followers

1236

↑146.7%



Meet-ups

37

↑37.03%



Social Events

18

↑50.0%

Renewed Gold Sponsor Koala Technology

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

2. Financial updates

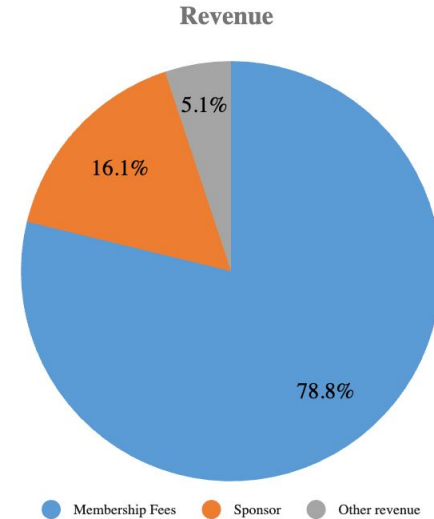
年度总收支

Revenue	
Membership Fees	17100
Sponsor	3500
Other revenue	1104
Expense	
Meetup Costs	3966
Mentorship	450
Volunteers	837
Social Events	6152
Admin/others	2198
CITA-SWAG	4140
For the annual report period 01/07/2024- 30/06/2025	
The total revenue	21,704.00
total expense	17,743.00

Revenue	
Membership Fees	17100
Sponsor	3500
Other revenue	1104
Group Buy	9233
Expense	
Meetup Costs	3966
Mentorship	450
Volunteers	837
Social Events	6152
Admin/others	2198
CITA-SWAG	4140
Group Buy	9978
For the annual report period 01/07/2024- 30/06/2025	
The total revenue	30,936.86
total expense	27,721.21

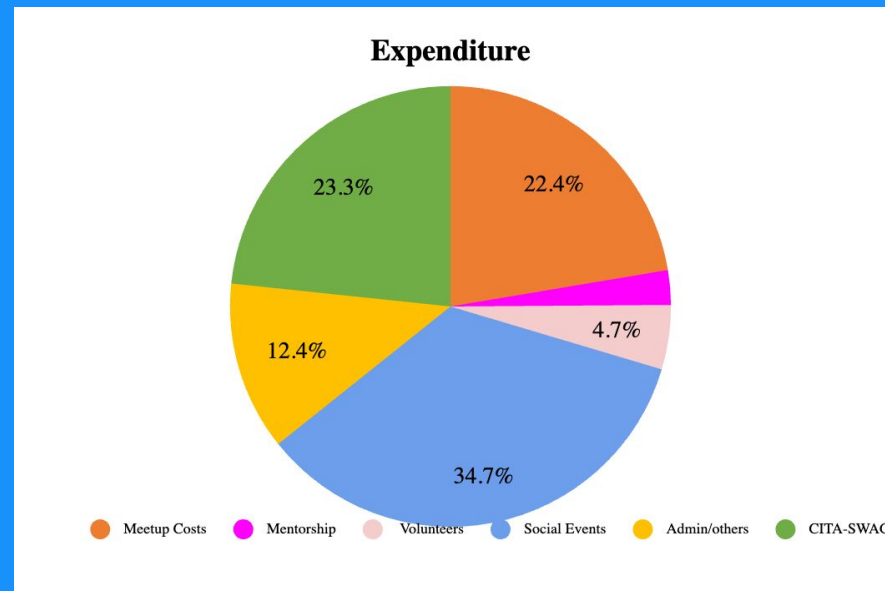
年度收入

Operating Receipts	
Donations, fundraising and other similar receipts	
Membership Fees	17,100.06
Sponser	3,500.00
Donations - Group meet-up	390.00
Other donations	560.00
Receipts from AKL BBQ	2,770.00
Receipts from Entertainment Book	154.00



年度支出

Operating Payments	
Payments related to provided goods or services	
CITA-SWAG	(4,140.23)
Social Events	
Women's Day	(386.75)
2025 Carnival	(4,411.37)
Wellington Cook Event	(556.09)
Event WGL	(797.69)
BBQ Event AKL	(3,321.38)
Payments related to Programmes	
Meet up-Wellington	(1,089.79)
Meet up-Christchurch	(912.52)
Meet up-Auckland	(1,824.52)
Meet up-Hamil	(138.84)
Mentorship	(450.00)
Other operating payments	
Office & Stationary Expenditure	(20.50)
Meeting Expenditure	(1,076.21)
Admin and others	(1,101.23)
Valunteers Expenditure	(837.09)



3. Membership updates

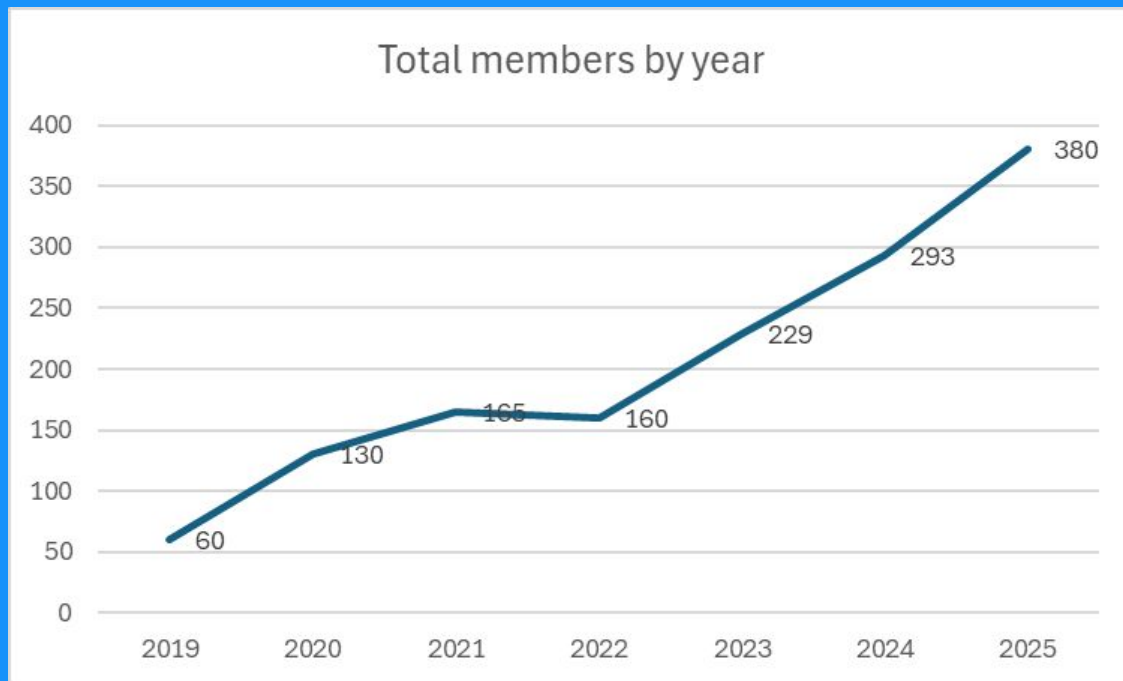
Total Members 2025: 380

Renewal: 198 (52%) 1% ↑

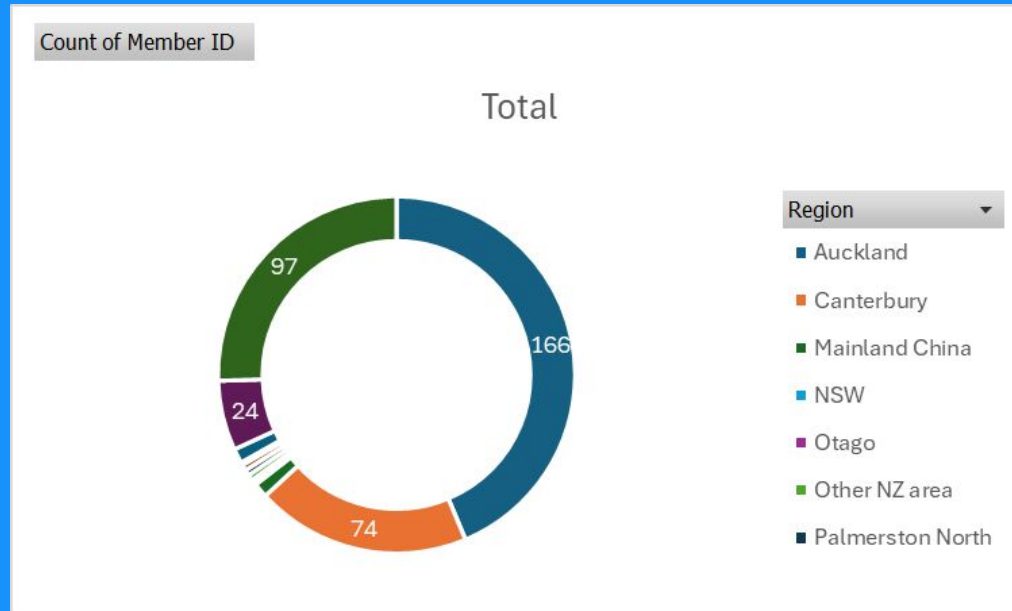
New members: 182 (48%)



**29.7% increase
compared with last
year
(380 vs 293)**



Membership breakdown by Region



Region	Count
Auckland	166
Wellington	97
Canterbury	74
Waikato	24
Other NZ area	6
Mainland China	5
Unknown	5
Singapore	2
NSW	1
Total	380

Membership breakdown by Type

Total

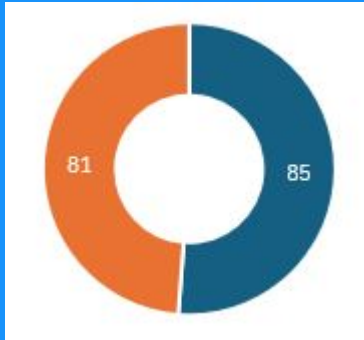
380

Full membership

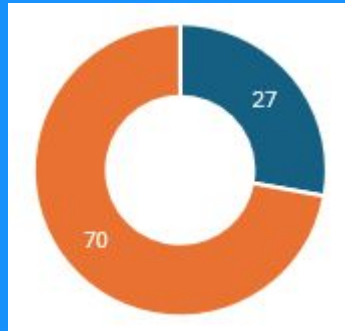
196

Discounted membership

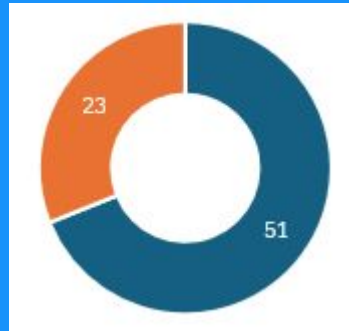
184



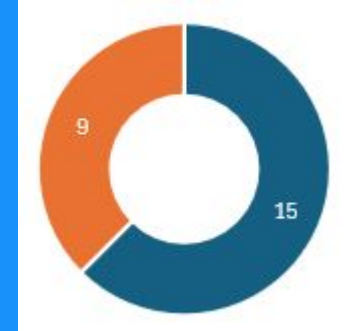
Auckland



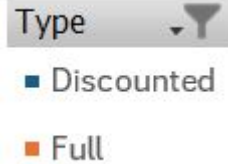
Wellington



Christchurch



Hamilton



Membership Growth by Region

Auckland: $166 - 111 = 55$	+49.5%
Wellington: $97 - 105 = -6$	-5.7%
Christchurch: $74 - 52 = 22$	+42.3%

4. Marketing & Comms

2024-2025 Marketing & Comms

Highlights:

- Published **49** LinkedIn posts among three branches.
 - Covers social events, meet-ups, sponsorship updates and branch events
- LinkedIn followers grew from **1441** in 2024 to **1927** in 2025, increased **33.7%** YoY
- Average **2100+** impressions per post;

Other highlights:

- Published **32** XiaoHongShu posts, attracting likes grew from **428** to **1072**, increasing **150.5%**.
- XiaoHongShu followers grew from **501** to **1236**, increasing **146.7%**

2024-2025 Marketing

The most well-received LinkedIn posts were:

CITANZ 9th Anniversary Carnival:

- A Heartfelt Celebration Across New Zealand



Chinese IT Association NZ

1,927 followers

4mo • Edited •

CITANZ 9th Anniversary Carnival: A Heartfelt Celebration Across New Zealand

Yesterday, 24 May, CITANZ marked a very special milestone—our 9th ...more



103

1 comment • 11 reposts



Like

Comment

Repost



Chinese IT Association NZ

1,927 followers

10mo • 🌐

What a Feast! CITANZ Whole Roast Lamb Party 🍷 🌿

What an amazing way to welcome December! On the very first day of the ...more



🌐 🌱 73

4 reposts



Like

Comment

Repost



Chinese IT Association NZ

1,927 followers

6mo • Edited • 🌐

On 28 March, we successfully hosted an insightful tech talk in Auckland—with over 60 people attending! A huge thanks to [Sheryl Logan](#), Co-Founder & Director at assessHR, for sharing frontline insights on industry trends, hiring practices, ...more



🌐 🌱 72

2 comments · 8 reposts



Like

Comment

Repost

2024 Marketing & Comms

Newsletter

- By October 2025, CITANZ had pushed **11 newsletters** to our CITA members.
- Every newsletter was scheduled for release at the end of month.
- CITANZ Newsletters carried rich, including greetings, meet-up updates, casual social events, CITA forum, mentorship program, story solicitation, job referrals, and CITANZ membership portal etc.
- The viewing rate of our newsletter stabilised at **71% - 77%**. It is one of the most effective channels where our members can receive the latest updates of CITANZ
- Switched to **English as primary language** for broad audience adoption

5. Sponsorship

2025 Sponsorship

Highlights for the sponsorship:

- CITA's sponsorship framework and onboarding process
- Renewed our **Gold Sponsor Koala** Technology to support the growth of Christchurch's IT community
- **Venue Sponsor**- Dev Academy / Otago Polytechnic Auckland International Campus / AUT
- **COURIER Sponsor** - ishipping
- **SWAG Sponsor** - JetBrains



6. Mentorship 2025

2025 Mentorship Engagement

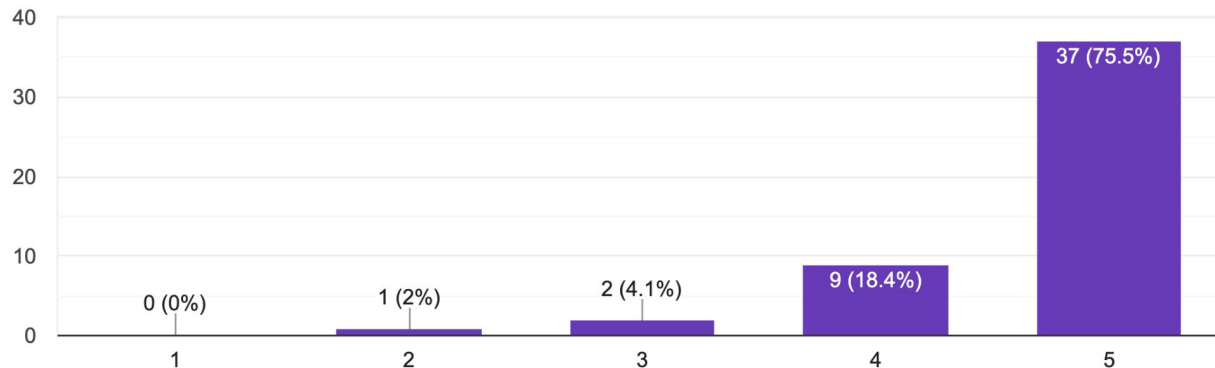
- 1-1 mentoring
 - 7 Mentors
 - 8 Mentees
- 5 Mentoring circles
 - 16 Mentors
 - 72 Mentees
 - 9 Hosts
 - 15 Co-Hosts

Overall Feedback

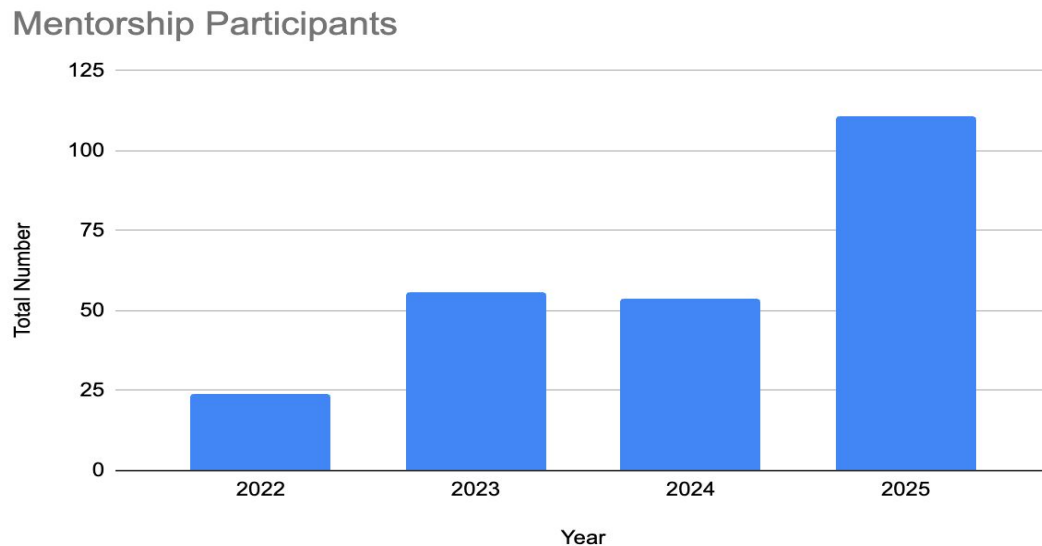
3. Overall, how would you rate your experience in this program? (Required) ★★★★★

Excellent ★★★★★ Good ★★★★ Average ★★★ Below Average ★★ Poor ★

49 responses



Mentorship Program Participants



Feedback - Highlights

- **Highly positive experience overall** — many participants praised the program's structure, impact, and community (e.g. “非常棒”, “非常好了！”, “The program was perfect for me”, “Very good experience”).
- **Strong sense of community and learning** — people appreciate connecting with experienced mentors and peers for guidance and career development.

Feedback - Suggestions

- **Introduce more diverse and practical topics** — include new themes, deeper technical discussions, and project-based or hands-on sessions to keep the program fresh and relevant.
- **Encourage more collaboration and offline engagement** — such as joint sessions across mentorship circles, in-person meetups, and coordinated mentor sharing to strengthen community bonds.

7. Wellington updates

Highlights of the year

Events:

- 8 in-person meetups
- 3 member specific social events
- 5 small group lunch/coffee catch-ups
- A variety of group-buying events and free admission for members to special events

New meetup venue at Victoria University

4 new working group members



8. Auckland update

Highlights of the year

- **Hosted 12 dynamic meetups** covering diverse and in-demand topics — from hiring insights and job-hunting strategies to IT market trends, startup journeys, and the ever-evolving world of AI.
- **Built strong partnerships** with AUT's Employability Department and the BA Career Group, creating new opportunities for collaboration and community engagement.
- **Expanded the Auckland working group from 8 to 11 passionate members**, boosting our ability to plan and deliver high-impact events.
- **Empowered our Hamilton volunteers to launch their own local meetups**, helping grow our network and reach across regions.



Highlights of the year

- 2024 Dec 烤全羊 Party
- 2025 May 嘉年华庆典



9. Hamilton updates

Highlights of the year

- 3 in-person meetups
- Sponsored New Student Ice Breaking event of Waikato University organized by Chinese Student Association of Waikato.
- Members grew to **24**.
- A volunteer team with passion and commitment is being built.



10. Christchurch updates

Highlights of the year

Highlights:

- Monthly Coffee Catch Up
- Solid stable volunteer group
- Assist members in securing employment

Events:

- 8 in-person meetups
- 2 online workshop
- 2 member specific social events
- 2 UC x CITA Events
 - University of Canterbury x CITA 基督城IT求职分享会
 - University of Canterbury x CITA 新西兰数据行业分享会

