

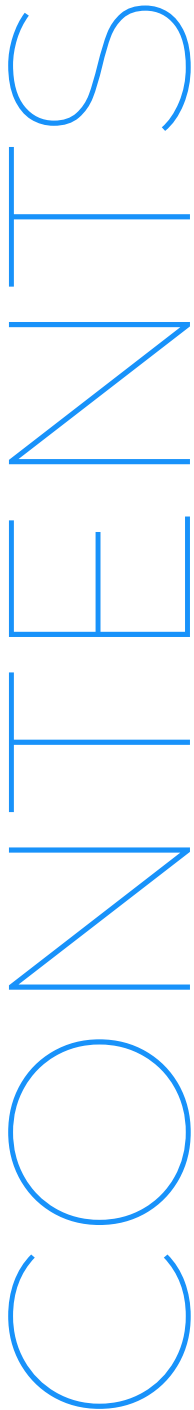
»» 2020-2021

CITANZ ANNUAL REPORT



CITANZ

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Focus for 2021/2022

Dear Members, Supporters, Colleagues and Friends,

Greetings from your president on behalf of the CITANZ committee! What an up-and-down year! We just experienced another lockdown across the whole country. It's definitely a hard time for everyone, but we all believe we will get better. Now I'm very pleased to have you all in this fantastic, friendly community that aims for fostering and supporting Chinese IT professionals in New Zealand. Over the last year, I have had the privilege and honour to serve as the President of CITANZ. We're five years old now since our very first meetup back in Sep 2016. Such a wonderful journey! Now I would like to take this opportunity to reflect on the remarkable achievements we have had in the last year.

Can you believe that we never miss one beat of our monthly meetup event even with the global pandemic? Both our online and offline meetups have got a lot of engagements from our members. I couldn't be happier about the achievements our Meetup/Event team delivered last year. We had our member carnival this February

which we enjoyed a joyful time with our members and their families. Our Auckland branch got fast growth in the last year and now we have about 20+ members. We have delivered 2 offline meetups in Auckland with big support from our sponsor HouGarden.com.

Our BD/Marketing team did a fantastic job. Now we have more than 400+ followers on our LinkedIn account and 700+ followers on our WeChat official account. Are you a follower of our LinkedIn, Facebook, Instagram and Wechat account? If not, please do so to get our latest news and posts and please feel free to share our great news with your friends. All of that hard work is driven by our BD/Marketing team. What a remarkable achievement!

We published 51 job opportunities last year and two CITA members were offered successfully. That's a significant achievement done by our Job Referral team. Another good news is our referral team is working with the internal IT team to integrate our membership system (v2.0) with the referral systems to deliver a better user experience.

I would like to thank our Member/Operation team for their great work last year. We cannot get our monthly newsletter without their hard work. And they did a lot of work for the existing member renewal and new member onboarding work, which is very important for our retention and growth. The first CITANZ certification challenge was extremely successful, 19 CITA members got their certifications across different levels and awards from CITA. What a successful programme! 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 industry. That's where we stand. I would like to take this opportunity to say THANK YOU to our members for your long term support. Serving as CITANZ President has been the greatest honour of my professional life. I am privileged to have held the position and look forward to serving 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.

Best Regards,



Feilong Wang
President of CITANZ



2021 HIGHLIGHTS

compared with last year



Members

170

↑24%



LinkedIn Followers

401

↑208%



Job Opportunities

51

↑131%



WeChat Followers

700+

↑86%

1st

Auckland offline meet-up

3

Branches: Auckland, Wellington (HQ), Christchurch

19

Members completed CITANZ certificate challenges

2.0

Launched Membership V2.0

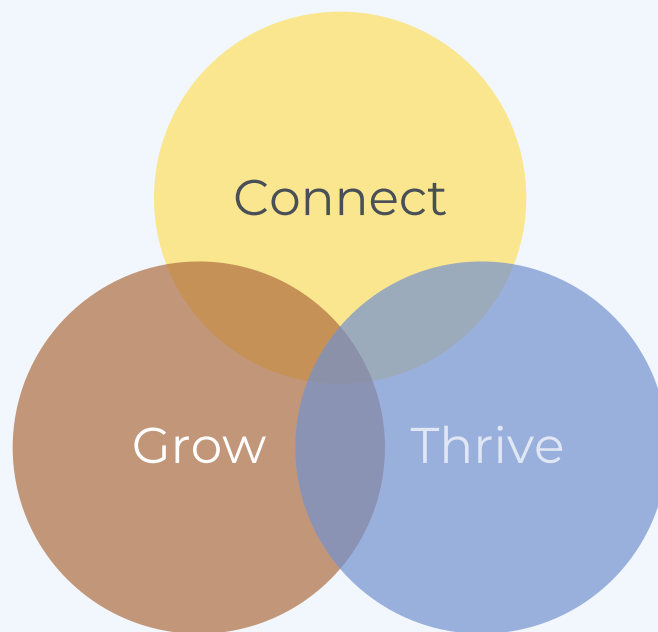


Launched CITANZ forum

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 Core Pillars



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



CITANZ GOVERNANCE

Committee member for year 2020-2021



Feilong Wang
President



Alex Li
Secretary



Emma Zhang
Treasurer



Jessie Dong
Membership

Our working group members:



Xiaodi Yan



Peng Xia



Guo Chen



Leo Chen

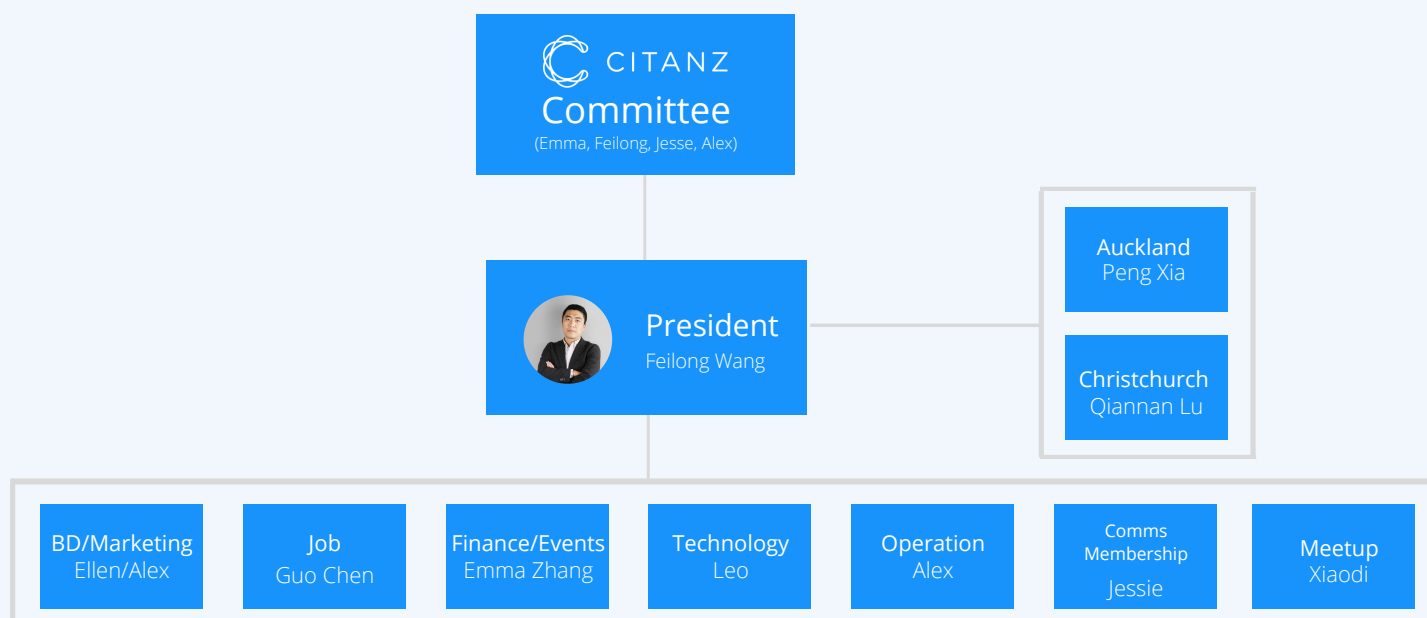


Ellen Zhang



Qiannan Lu

Our organisation structure:



FINANCE

Key staff: Emma

For the annual report period 1/07/2020 - 31/06/2021:

The Total Revenue

\$6,500

The Total Expense

\$5,300

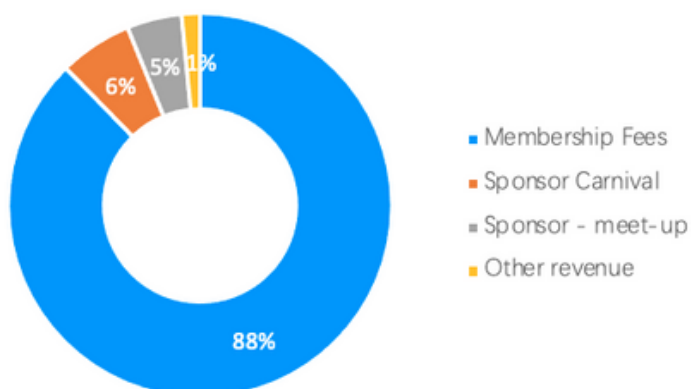
EBIT

\$1,138

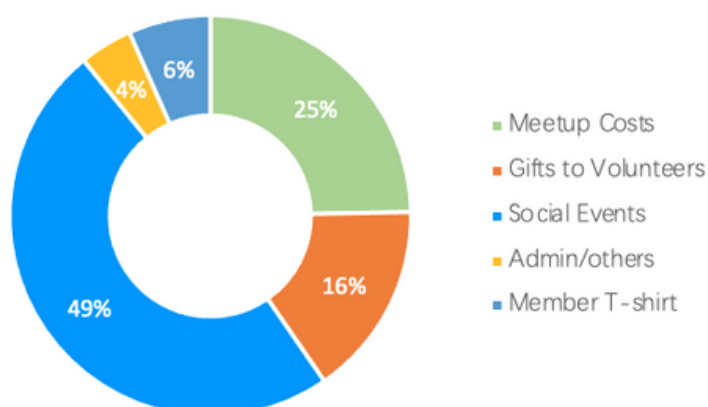
Income statement

| | |
|--------------------------------|----------------|
| 01/07/2020 - 30/06/2021 | NZ\$ |
| Membership Fees | 5,699 |
| Sponsor Carnival | 400 |
| Sponsor - meet-up | 301 |
| Other revenue | 100 |
| Total operating revenue | 6,500 |
| Meetup Costs | (1,324) |
| Gifts to Volunteers | (842) |
| Social Events | (2,613) |
| Admin/others | (229) |
| Member T-shirt | (354) |
| Total operating expense | (5,362) |
| Net Profit | 1,138 |

Revenue



Expense



MARKETING & COMMS

Key staff: Ellen & Alex



LinkedIn

22 LinkedIn posts published

407 LinkedIn followers, 208% growth from 2020

700-1,000 Average impression per post



Top LinkedIn Post #1

The First Auckland CITANZ Meet-up



Top LinkedIn Post #2
2021 Annual Carnival in
Wellington



Top LinkedIn Post #3
2020 Panel Talk in Wellington

MARKETING & COMMS

Key staff: Ellen & Alex



Wechat

Offical Account

- 700+ followers, 86%+ growth from 2020
- The 2020 new member recruitment article has been shared over 100 times



Newsletter

By September 2021, CITANZ has pushed 12 newsletters to our members. Every newsletter was scheduled for release at the end of each month.

Contents

Newsletters carried rich content, including greetings, meet-up updates, casual social events, CITA forum updates, CITA garage coffee progress, story solicitation, job referrals, workshops, and CITANZ website news.

Viewing Rate

The viewing rate of our newsletter stabilised at 50-60%. It is one of the most effective channels where our members can receive the latest updates of CITANZ.

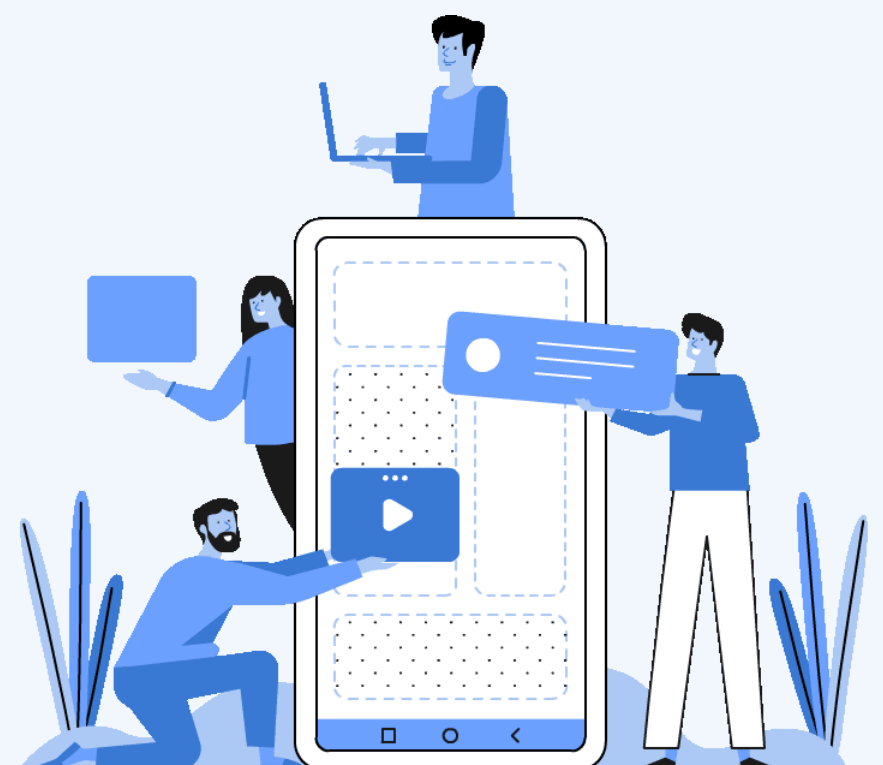


Membership

By September 2021, CITANZ currently has 170 paid members across the country. We received 17 membership applications after the 2020 members intake window, and 13 of them successfully joined our community.



Programme & Events



MEMBER SOCIAL EVENTS

Key staff: Emma & Jessie



Organised two in-person casual lunch events

- Attracted 15-20 participants on average
- Participants showed great enthusiasm



Organised the 2021 Annual Carnival

- Attracted more than 100 participants
- Supported by three event sponsors
- Received very positive feedback

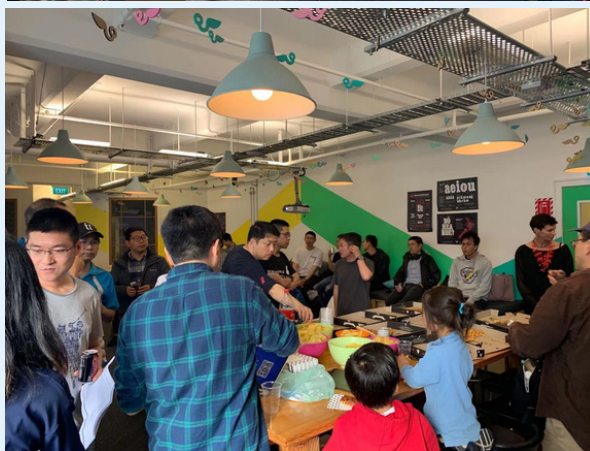
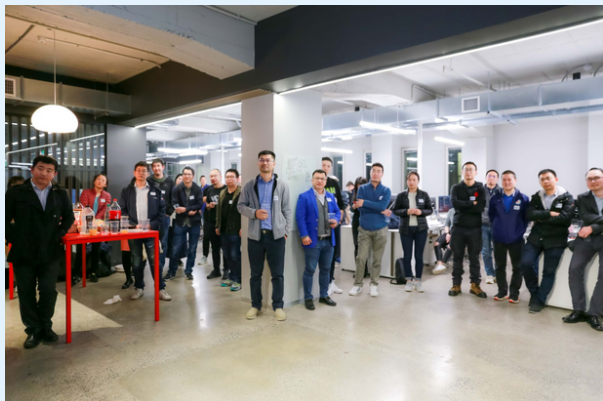
- Organised members to group purchase the Entertainment Book.
- Fundraised for the Auckland couple who passed away during an unfortunate accident.

MEET-UPS

Key staff: Xiaodi & Peng Xia

This year we have successfully organised **12 meet-up events**. A wide range of topics was covered, such as job hunting, Micro Service, Salesforce, Cloud, AR, Web Accessibility and GIS development. Some of the meet-ups were delivered solely online due to Covid-19 restrictions. We enlarged the audience coverage by enabling online participation with in-person sessions.

Launched the first offline meet-up in Auckland, which attracted more than 40 participants.



Diversified meet-up forms by inviting members and external experts for speeches and organised a panel talk.

JOB REFERRAL

Key staff: Guo Chen

Highlights

2

Members have been successfully referred by CITANZ in the past year.

51

Job referrals have been released in the past year with a 104% growth.

2.0

The new internal V2.0 framework is under planning, intending to integrate with the CITANZ website



2021 Initiatives



CERTIFICATE CHALLENGE

We have successfully organised our first Certificate Challenge event and its award ceremony.

The purpose of this event is to enhance members' workplace competitiveness. Hence it attracted quite a few participants. After being validated by the CITA working group, **19 members** have completed the Certificate Challenge this year. Among all of the participants, two received advanced-level certificates, 14 received intermediate-level certificates, and three received entry-level certificates.

CITA will continue hosting Certificate Challenge in the next year. Please stay tuned!

A collection of certificate types that our members have received:



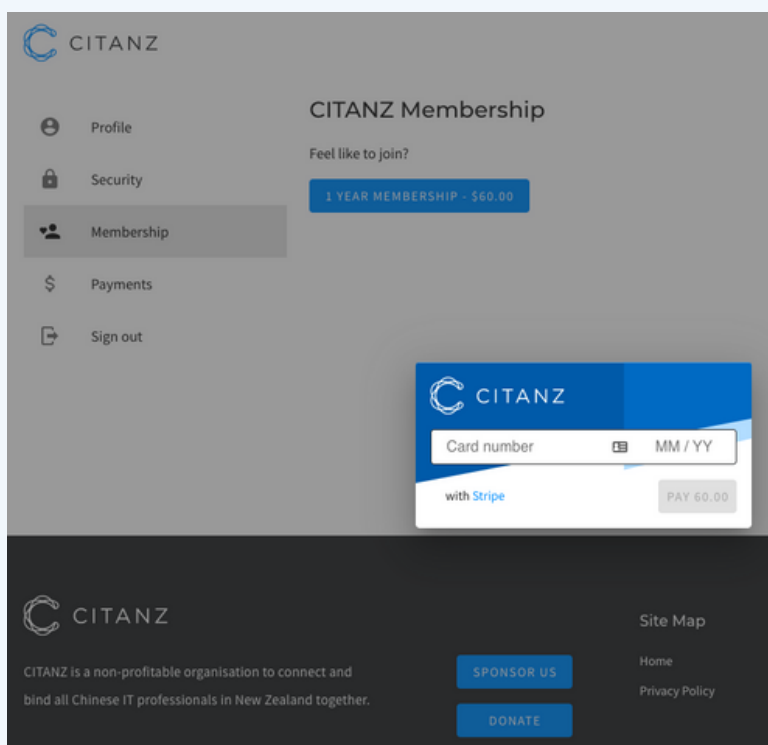
CITANZ OFFICAL FORUM

The CITANZ official forum (forum.cita.org.nz) kicked off the trial on 23rd August. Current sections include Tech/Career/Child Raising/Housing/Second-hand Market/Chit-Chat.

Please watch this space for upcoming sections.



MEMBERSHIP V2.0



We have developed and launched the new version of our CITANZ website featuring self-serving membership renewal. Our members can now renew their membership through the new membership system. The system also integrates with Mailchimp for newsletter management and would reduce significant operational overheads from our CITANZ working groups and volunteers. With the updated membership system, any new user can register and become a CITANZ member at any given time, rather than waiting for the fixed membership renewal window. Massive shout to Leo Chen's hard work this year!

CITANZ GARAGE COFFEE



CITANZ garage coffee will start a trial run recently after intensive preparations. The schedule was postponed from late August due to the impact of Covid-19.

The garage coffee will act as a bridge and bond for our members. It will provide a space for networking and information sharing with nice free coffee offered to our members.

We appreciate members' sponsorship for the venue, coffee machine, whiteboard and microwave oven.

CITANZ STORY SOLICITATION

We have successfully organised the solicitation of “My story with CITA”. An awarding fund was set to give remuneration and a gift to the member whose article has been selected and published on the WeChat official account. The winner, Fortune favours the prepared mind - a mature coder's flustered diary, received more than [300 viewings](#).



BRANCH UPDATE

KEY STAFF: PENG XIA

Highlights

The Auckland branch has 22 CITANZ members now. During 2020-2021, we organised an in-person communal meal, one small-scale carnival, two offline meetups, and an online meetup co-hosted by the Wellington branch.

- 28/11/2020 - The first in-person communal meal (Yummy Dumplings in the Northshore, 14 participants)
 - 27/03/2021 - Carnival (One-tree hill, 16 adult participants and 8 kids)
 - 25/06/2021 - The first offline meetup (52 people enrolled, 32 people showed up)
-

Upcoming event

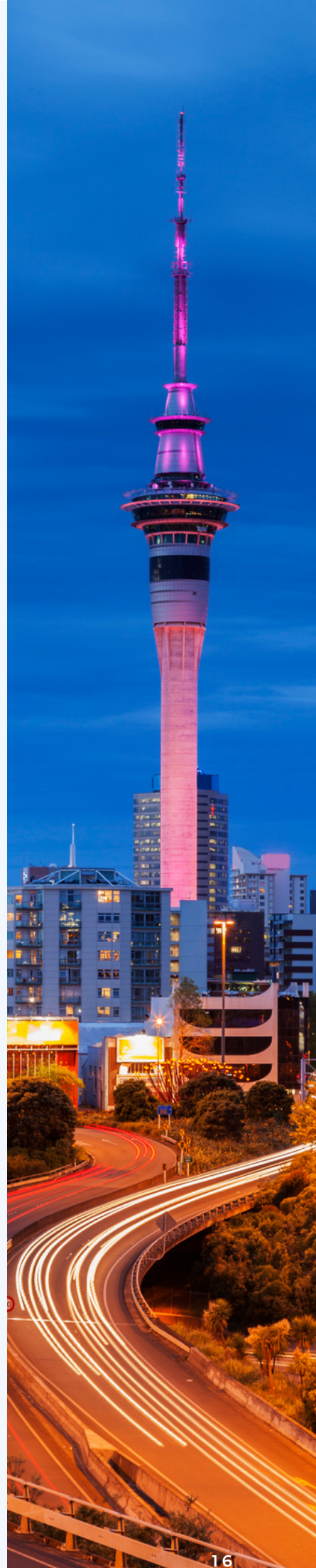
The Auckland branch would keep running online meetups and try diversified speech topics, given the uncertainties caused by the pandemic.

Future plans

We hope to promote our vision to the Chinese IT community in Auckland and increase our brand's 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.

Acknowledgement

We highly appreciate our event sponsor, the Auckland HouGarden. They provided us with venues, catering, photographers and professional MC for our offline meetups.



ROADMAP

With almost four years' journey, we can clearly see the value of this organization. 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 cover major cities in New Zealand, such as Auckland and Christchurch.

Milestone 2

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



Milestone 3

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

FOCUS FOR 2021-2022

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 200+ members

02

Sponsorship

Having 3+ sponsors from the IT industry across NZ

03

Revenue

Increasing our operational revenue to 10,000 NZD



ACKNOWLEDGEMENT

Thanks all for your contribution



Feilong Wang



Alex Li



Emma Zhang



Jessie Dong



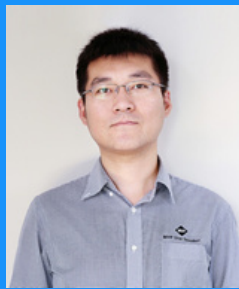
Peng Xia



Guo Chen



Leo Chen



Xiaodi Yan



Sophie Chen



Ellen Zhang



Veronica Zhang



Qiannan Lu