



CITANZ 2018/19 ANNUAL REPORT

**Home for all Chinese IT
professionals in New
Zealand**


CITANZ
CHINESE IT ASSOCIATION NEW ZEALAND
PREPARED BY

CITANZ COMMITTEE



152

Linkedin
followers

30+

Job
listings

13

Meet-ups
organised

60

First batch of
members

400+

Meet-ups
attendees

5

Offline
activities

FROM THE PRESIDENT

“Greetings from the president on behalf of the CITANZ committee. I’m pleased to have you all in this fantastic, friendly community with a mission to foster and support Chinese IT professionals in New Zealand. Over the last year, I 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 had so far:

Our monthly meetup is going very well. I couldn’t be more proud of the achievements our Meetup Event team has delivered so far. We had our first member carnival in January which we enjoyed with our members and their families. There was an important step that we had local, native-English speakers delivering presentations for our members which is a great way to connect and prompt our community with other local parties. Even more, we delivered our first Docker workshop in July which was a tremendous success.

Our PR/Marketing team has made tremendous contributions.

- Did you see our beautiful blue logo on the top?
- Did you get a chance to visit our fantastic website?
- Have you followed our LinkedIn, Facebook, Twitter and Instagram?

All of those hard work is driven by our PR/Marketing team. What a remarkable achievement!

We published our first job position in March and so far there are 25 positions have been released. That’s a significant achievement done by our Job referral team. And more, we have had 2 members got offers because of this.

I would also like to thank our Member/Operation team. We cannot get our CITA T-shirt without their hard work. We won’t be able to receive our monthly newsletter without their hard work.

Of course, CITANZ is all about our members. In fact, everything we do is designed to help our members to connect, grow and create more opportunities in the New Zealand IT industry.

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 my greatest honour of professional life. I am privileged to be given this opportunity 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 for the next journey to explore exciting new ways to extend our community’s reach and significance in New Zealand.”

Feilong Wang
President of CITANZ
09/05/2019



OUR MISSION

At CITANZ, our mission is to foster the professional development of Chinese IT professionals across New Zealand. We are here to prepare them with the skills, knowledge, professional and social connections needed to achieve their own aspirations.

Our key objectives are:

- Foster and support the Chinese IT professional community in New Zealand;
- Create opportunities for connecting, sharing and growing our Chinese IT professional community;
- Work with other communities and associations to achieve the above purposes.



At CITANZ, we would love to show our greatest appreciation for all the contributions from our working group and volunteers since last year. We wouldn't be able to achieve those great results without your help.

The governance structure during for the annual report period was:

GOVERNANCE

Committee & working group

Committee Memeber

- Feilong Wang - President
- Alex Li - Secretary
- Emma Zhang - Treasurer
- Jessie Dong - Membership
- Yu Liu - Meetup
- Vincent Chen - Technology
- Frank Li -Technology

Working Group

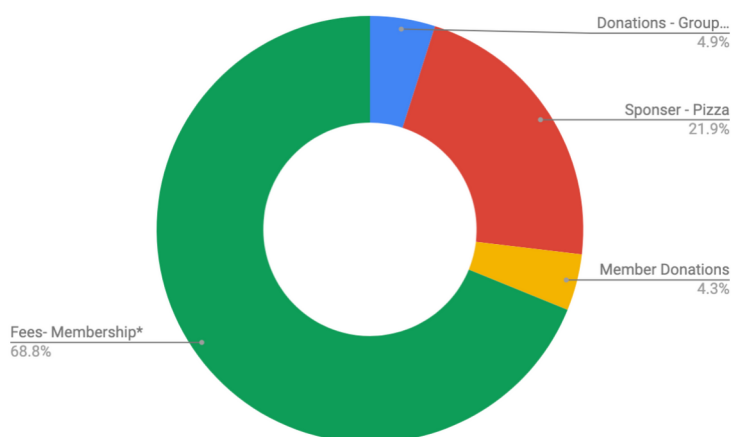
- Xiaodi Yan - Meetup
- Ivan Cheng - Business Development
- Guo Chen - Job referral
- Leo Chen - PR/Marketing
- Jennifer Shao - PR/Marketing
- Lulu Zheng - PR/Marketing
- Bob Zhao - Technology

Key Driver: Emma Zhang

For the annual report period:

1/07/2018 - 31/06/2019,

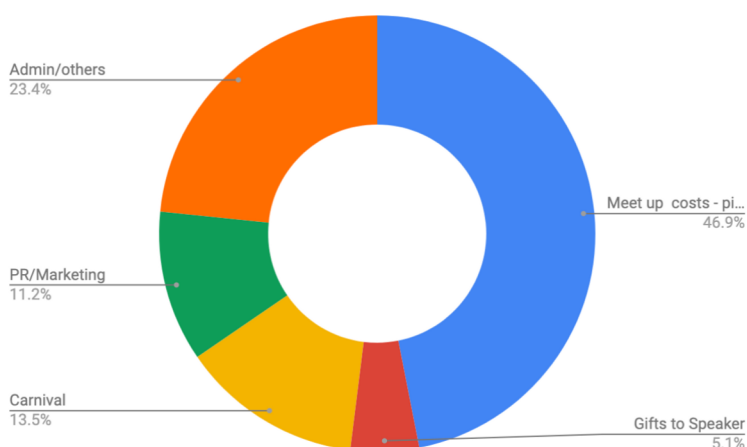
The total revenue **\$4,663.20** whereas the total expense is **\$3,778.48**, EBIT is **\$884.72**.



FINANCE & ADMIN

Revenue	
Donations - Group meet-up	229.94
Sponser - Pizza	1,023.26
Member Donations	200.00
Fees- Membership*	3,210.00
Expense	
Meet up costs - pizza	1,772.46
Gifts to Speaker	191.53
Carnival	508.34
PR/Marketing	422.35
Admin/others	883.80
Member T-shirt	761.00

The distribution of the expense:



MEMBERSHIP

Since Oct 2018, we have had our first 60 members joined with us and it has been an amazing journey so far and we also have learnt a lot from them.

We are still a small humble organisation, making lots of mistakes on the way, but we are grateful for the support and understanding received from our members.

In Sept 2019, we are planning to open for our new round of membership registration with a target of 100 members.



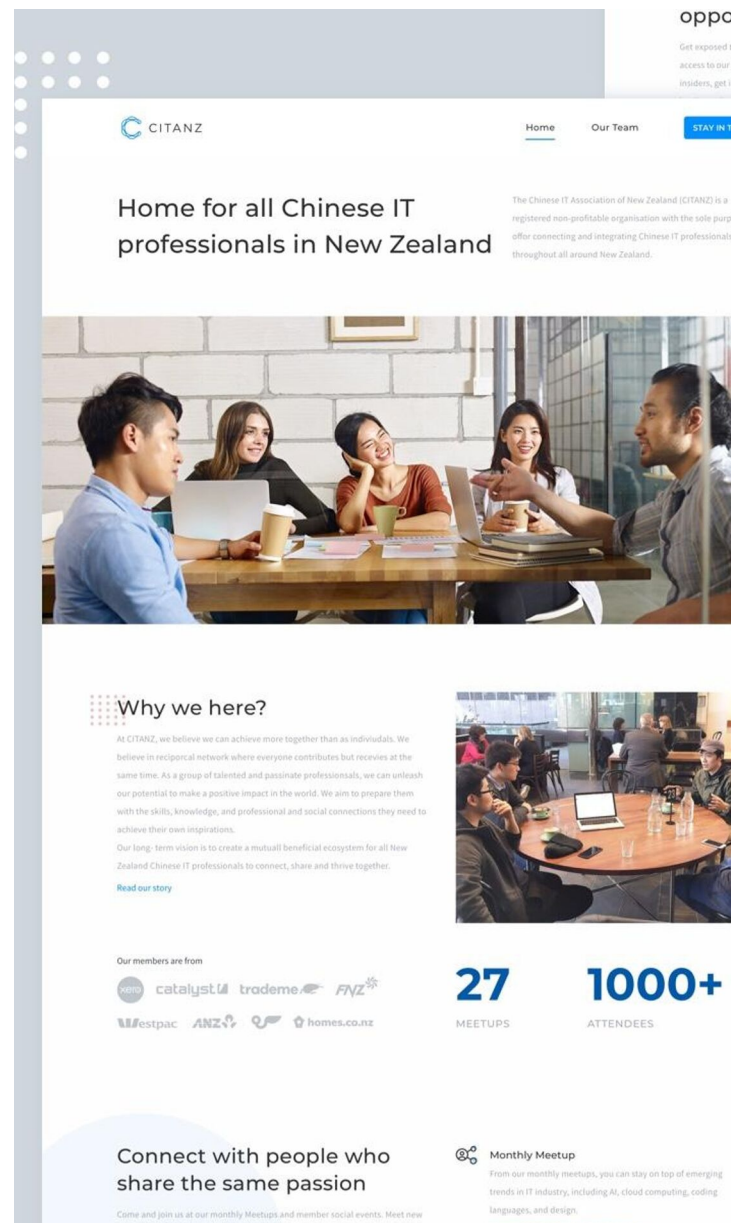
PR/ MARKETING

Key drivers: Alex Li / Leo Chen / Lulu Zheng

Our PR / Marketing team have put a significant effort into the CITANZ brand strategy and brand design over the year. Since then, we have designed the CITANZ new logo, CITANZ new website and all other relevant marketing collaterals.

The CITANZ website team which consists of Leo, JingHu, Guo Chen has delivered the first version of CITANZ website. Also a special thanks to Jinghu, the website design process took a User Centric Design approach and the result has been extremely successful.

On the top of that, we also have established solid presences in major social networking channels including WeChat/ Twitter/ Facebook/ LinkedIn/ Instagram and have started our blog using Medium also as the first iteration.



MEETUPS



Key Drivers: Yu Liu / Xiaodi Yan

The meetup process is matured after almost 3 years continue iterations. Over the last year, CITANZ has delivered a total 13 meetups, and successfully delivered a range of diversified topics, which covered DevOps, blockchain, cloud computing, React, Agile, Startup, job hunting and many more.

The overall attendees are more than 400+ and some of the great achievements should be highlighted here:

- Delivered first two English presentations with local native English speakers and received very positive feedback;
- Delivered the Global Azure Bootcamp with other organisations which is a solid proof that we are enthusiastic to collaborate with other local communities and associations;
- Delivered the very first interview panel with six guest-speakers from a range of diversified disciplines;



SOCIAL EVENTS

Key drivers: Emma Zhang / Jessie Dong

2018 Carnival

Member Carnival has been our signature event which brings our members and the extended family together.

For the very first Carnival, we had more than 60 people come and enjoyed our gathering.

Carnival is a great way for our members to get to know each other and share the connections.

Social event

CITANZ event team has also organised two CITANZ lunch events for our members. There were average 15-20 members turned-up at each event and we had also explored lean coffee discussion during those events.



BUSINESS DEVELOPMENT

Key drivers: Ivan Cheng / Alex Li

The business development team has started to prepare the potential sponsor list and sponsor selection criteria.

We have also started engaging potential sponsors to explore possible partnership opportunities in:

- Event sponsorship
- Training and workshop
- Job referral
- Jointed marketing promotion

Next up, business development team will start drafting our sponsorship package and reach out to all potential sponsors which meet our selection criteria.

JOB REFFERAL

Key Driver: Guo Chen

Featured Jobs



Devops Engineer

Wellington, New Zealand



Senior Data Consultant

Wellington, New Zealand



Customer Support Cloud Engineer

Wellington, New Zealand



Android Developer

Wellington, New Zealand

We have rolled out the first version of the CITANZ job referral programme since March 2019; till now, we had 30 jobs in total which spread out across a variety of disciplines and levels.

More information about our job referral can be found at: <https://github.com/CITANZ/jobs>

Among all those, there were two job applicants successfully received the job offers which has been a great success.

The job referral team is now onto the version 2.0 of such programme with a plan to fully integrate with our CITANZ website and featured jobs .

OPERATIONS

Key Driver: Jessie Dong

Our internal operations team has done a fantastic job to make sure we had good process and structure for engaging our members.

CITANZ has organised 11 newsletter to our members, three of them were to organise the very first CITANZ carnival and rest of them were the monthly newsletter which covered 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 is pretty high at average 85-90%. It has been one of the most effective channels to reach out to our members.

The operation team has also finalised the first draft of the CITANZ new volunteer structure and volunteer agreement.

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 with minimum commitment required)

WORKSHOPS

Key Driver: Yu Liu

In July 2019, we have delivered the first successful workshop and we got 19 members joined the training course which included one non-member (paid).

The overall feedback is largely positive which gives us confidence to deliver more training courses in the coming year. We are currently planning to organise the Kubernetes training and the Front-end (Javascript) training course for next year. Those courses will be delivered with a longer timeframe to have better performance.



TECHNOLOGIES

Key Drivers: Frank Li / Vincent Chen / Bob Zhao

Our IT tech/infra team is one of the busiest departments in CITANZ. There were lots of achievements over the last year.

- They have set up and maintained our G suite (including Google docs and email system).
- They have configured and deployed our CITANZ website.
- They have been managing the membership registration integration process, new membership QR code and other system integrations.

The development work of our membership system is currently underway and we are hoping the member portal will be the central hub for all member information and member-only content.



NEXT

With almost three year's journey, we definitely see the a great value of having such an organisation; we also believe that everyone engages in the community will be benefited eventually in all different ways.

And the community has been proved with a solid foundation based on the positive feedback and tremendous support from our members.

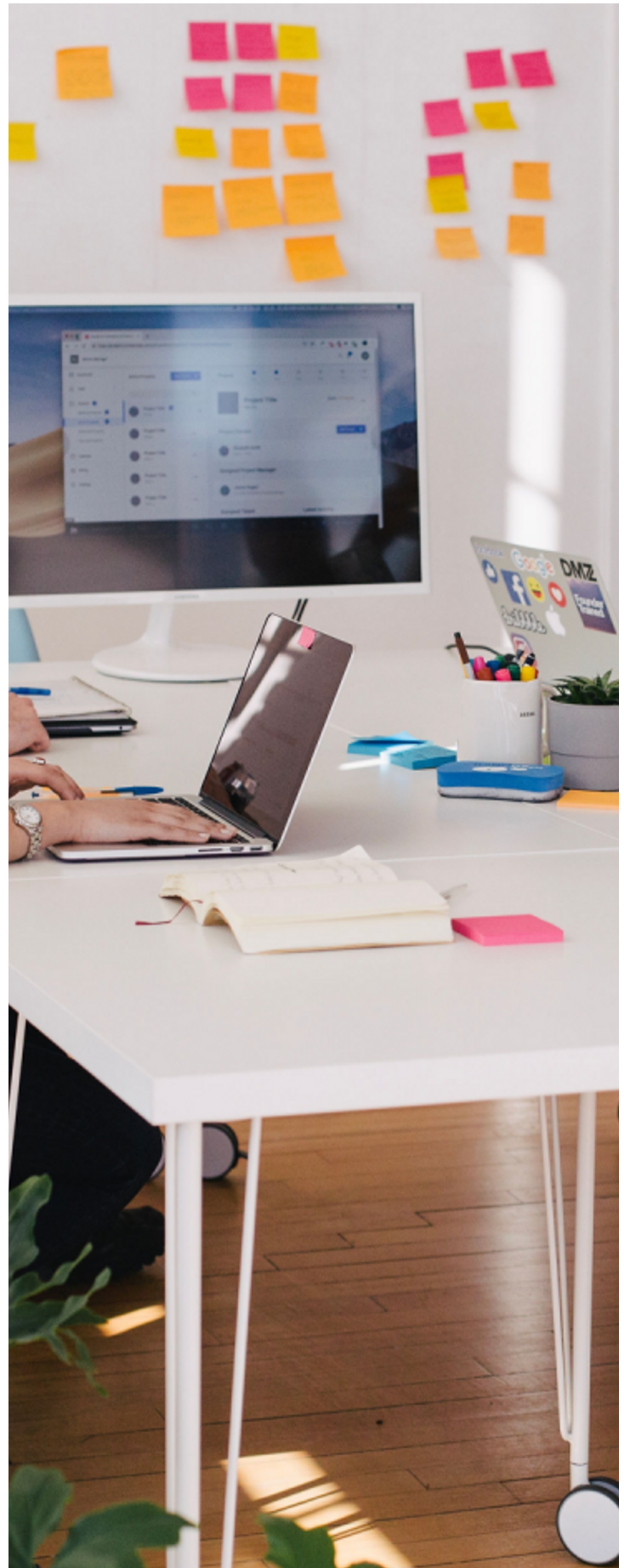
Therefore, we have mapped out the blueprint for CITANZ in the next 5 years:

- CITANZ will expand to major cities in New Zealand, such as Auckland and Christchurch.
- CITANZ will be the No.1 Chinese IT organisations across New Zealand.
- CITANZ will be more sustainable by hiring part time or full time employee(s) to support our on-going operations.

SUCCESS FACTORS

For the next year, our primary focus would be the following areas:

- Improving our current services to deliver better experience for our members
- Growing our member base to 100+
- Growing our revenue to 15,000 NZD
- Having 3+ sponsors from IT industry



THANKS TEAM



Feilong Wang



Alex Li



Emma Zhang



Jessie Dong



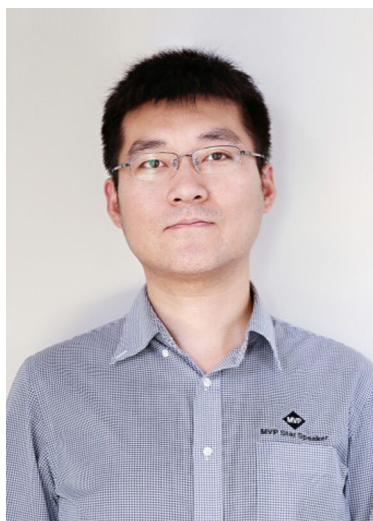
Yu Liu



Lulu Zheng



Leo Chen



Xiaodi Yan



Jennifer Shao

THANKS TEAM



Vincent Chen



Guo Chen



Frank Li



Ivan Cheng



Bob Zhao



15/09/2019

www.cita.org.nz