

Sharing our Tech and Innovation stories with the world

Introducing the New Zealand Tech and Innovation Story

The New Zealand Tech and Innovation Story (Tech Story) is a marketing initiative designed to enhance our international reputation for delivering world-class solutions and present New Zealand as a compelling place for tech talent and investment.

It is a key workstream of the Digital Technologies Industry Transformation Plan (Digital ITP) - an industry and government collaboration to help grow the digital technologies sector as part of the New Zealand Government's industry policy.

Why are we doing this?

Despite the impressive growth of our tech sector in recent years, our full potential is yet to be realised. One inhibitor of this is a relatively low awareness of our tech and innovation capabilities on the world stage.

New Zealand's Tech Story is being refreshed to reflect the changing needs and perceptions of international business. It will reflect our people, values and ambition, and enhance our reputation as a source of world-class tech solutions.

Tech Story objectives



Export Growth: We want to raise New Zealand's international profile as a country that produces advanced technology and innovation solutions for the world. This will assist in growing awareness of our capabilities and provide growth opportunities for our international tech businesses.



Investment: We want to position New Zealand internationally as an attractive destination for technology and innovation investment and research.



Talent: We want to raise New Zealand's international profile as a place where top quality tech talent wants to live & work.

Our Tech Story is also focussed on supporting the next generation here in New Zealand - inspiring individuals to become entrepreneurs, or exciting young people to start off their careers in the tech industry.

The time is right

New Zealand's response to the global pandemic has heightened interest in our country, positioning us as nimble and decisive - a country that thinks differently. The time is right to build on this momentum now and share our tech and innovation story with the world.



Our mission and vision

Our mission is to create a shared tech and innovation story that delivers a compelling and consistent message to the world, and enhances New Zealand's reputation as a source of world-class tech and innovative solutions. By activating and telling our story to the world, our vision is for New Zealand to be recognised in a way that helps grow our tech exports, attracts investment and tech talent, and inspires the next generation.

Who is this for?

The Tech Story is for two primary audiences - those who will use the story and those who will experience the story.

Locally, key audiences are those who will use the Tech Story to help achieve international business growth, attract investment, attract talent, or are inspired to join the New Zealand tech industry.

Internationally, our target audiences are those who will experience the Tech Story - international buyers of New Zealand tech and innovation solutions, investors, industry talent and influencers within the tech community.

Programme overview

The programme consists of four key phases:

Discover: We connected with over 600 business leaders, investors, tech professionals and influencers in the New Zealand and international tech communities to understand their current views on the international tech landscape – identifying the gaps in our knowledge that relate to a tech and innovation story.

Define: From these learnings, define our story through development workshops to test and validate the Story narrative, key messages and brand positioning.

Create: Identify and create the New Zealand Tech and Innovation Story assets, stories and online platforms that reflect the messages and brand positioning we know will help us achieve our objectives for the New Zealand tech industry.

Activate: Provide tech businesses and Government agencies the tools and assets they need to use the Tech Story to assist them in achieving their commercial objectives. Priority markets will be selected, and activation begins through a range of paid promotion and marketing activities.

When will this happen?

The Discover stage commenced in late 2020 and has included research gathering, tech industry surveys, interactive workshops and interviews. Following the Define and Create stages, Activation of the New Zealand Tech and Innovation Story is scheduled for late 2021. We'll be communicating throughout the process to ensure industry and key stakeholders are kept well informed of our progress.



Who is involved?

The New Zealand Tech and Innovation Story is being led by NZTech and the tech industry, and developed in collaboration with New Zealand Trade and Enterprise (NZTE), New Zealand Story, Ministry of Business, Innovation and Employment (MBIE), Callaghan Innovation, Te Tira Toi Whakangao (T3W) and Ministry of Education (MoE).



Get in touch

If you'd like to be involved in this initiative or have any questions, we'd love to hear from you. Email us at info@nztech.org.nz, stay connected with our Tech Story Inform Group on LinkedIn, or visit digitaltechitp.nz to find out more about the New Zealand Tech and Innovation Story and other Digital ITP workstreams