

# Member's Update

14 August 2024



**AI Forum**  
New Zealand  
Te Kāhui Atamai Ihiko o Aotearoa

# Who are we?

## Harnessing the power of AI to enable a prosperous, inclusive and equitable future Aotearoa

The AI Forum brings together Aotearoa's artificial intelligence community.

We are passionate about advancing the AI ecosystem through connections, advocacy, growing talent and collaboration.

We promote the economic opportunities raised by AI, supporting great applications and adopters.

We work to ensure that society can adapt to the rapid and far-reaching changes that AI technology will bring.



### LEADERSHIP



**MADLINE NEWMAN**  
AI Forum NZ  
Executive Director



**MEGAN TAPSELL**  
ANZ  
Chair of the AI Forum



**LOUISE TAYLOR**  
Russell McVeagh  
Deputy Chair of the AI Forum

### EXECUTIVE COUNCIL



**COLBY RALEY**  
Microsoft



**FRITH TWEEDIE**  
Simply Privacy



**GRAEME MULLER**  
NZTech



**GLEN WILLOUGHBY**  
Frontline Diagnostics



**PROF ALBERT BIFET**  
Ipu o te Mahara AI Institute -  
University of Waikato



**MAHSA MCCAULEY**  
Auckland University of Technology



**MARIA MINGALLON**  
Mott MacDonald



**MICHAEL WITBROCK**  
University of Auckland



**MING CHEUK**  
ElementX



**RACHAEL MILICICH**  
Stats NZ



**NATALIE ROUSE**  
Mantel Group



**TIM BRADLEY**  
AWS



**CHRIS MATTMANN**  
University of Southern California



**REUBEN HALPER**  
Google



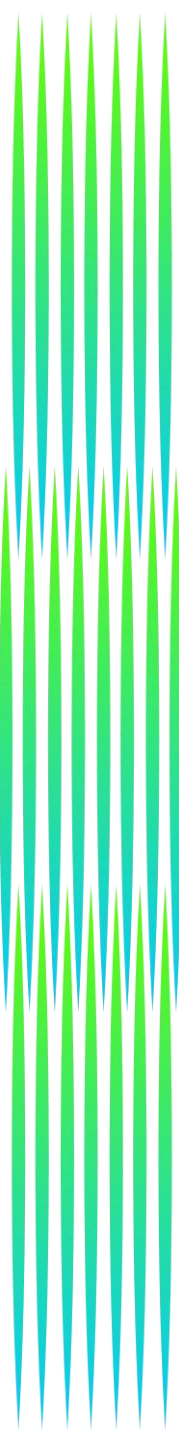
**ANSHUMAN BANERJEE**  
Spark



**MARK KNOWLES**  
Xero



**SARAH SUN**  
Callaghan Innovation



# The AI Forum in numbers

Founded in 2017, we have built a reputation across industry and government as a trusted partner.

We have a regular cadence of media releases featuring our members and their work. We produce influential reports and submissions on valued topics, amplified by regional and national events supporting the growth and collaboration of the AI ecosystem.

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## Government submissions

on key topics relevant to our AI Community

20+

## Member events

in 2024

AI for the Environment  
Hackathon Festival NZ-wide

90+%

## Approval rating

for AI Summit for 3<sup>rd</sup> year running

>25% Active participation by attendees

6<sup>th</sup> Annual Summit confirmed  
11 September 2024, Auckland

23+

## Key Reports and White Papers

3 more in 2023:

Large Language Models  
Explainable AI  
AI Governance Website

5

## Key Working Groups

Delivered vital context for future govt policy and practical help for organisations adopting AI

AI Blueprint for Aotearoa – published 24 July 2024 – industry aligned to gov policy

8

## Upskilling Events

Masterclasses and Workshops

Upskilling decision makers and AI adopters

3

## Dedicated Websites

AiForum.org.nz  
AiGovernance.nz  
AiHackathon.nz

# 2024 Highlights

- AI Blueprint for Aotearoa
- Kahui Māori (Advisory Panel)
- LLM / Gen AI 'Living' White Paper
- Explainable AI (XAI) paper
- AI Governance website providing best in class frameworks and toolkits for NZ
- AI Masterclasses and Workshops upskilling decision makers and adopters
- AI in Creative Industries – global discussion event, March 2024
- AI for Environment Hackathon Festival across NZ
- 20+ Member Events in 2024
- 6<sup>th</sup> annual Aotearoa AI Summit
- Telling our member's stories at events and in the media

# Membership: August 2024

## Membership continues to grow:

We have more than 215 members - the largest the Forum has ever been.

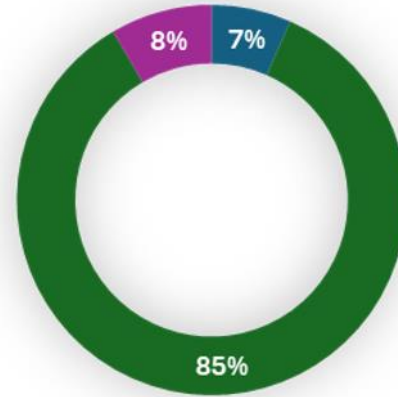
Our members are made up of 8% government, 7% academia and 85% business.

Our members employ more than 110,000 New Zealanders.

Geographically our membership is currently just over 50% Auckland based, 23% Wellington based, with the balance spread out across Aotearoa.

We use events, Working Groups, story-telling and content production to broaden our reach across new industries and regions and provide value to existing members.

## Member Type



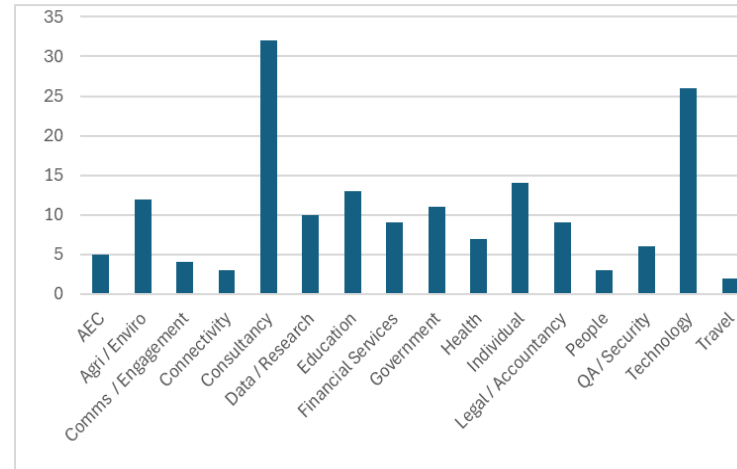
■ Academic ■ Business ■ Government

**110,000+**

New Zealand  
Employees

**215+**  
Members

## Members by Industry



## Member Geographical Distribution



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# Key Events Timetable 2024

## Comin up in Q3:

### Aotearoa AI Summit 24

10-11 September  
Aotea Centre, Auckland  
Follow on events scheduled for Wellington

### AI's Impact on Productivity Report

3 September, Wellington

### NAOI Institute – Exploring Creativity and Intelligence

29 August, University of Auckland

## Completed in 2024:

### AI Hackathon Festival

8-11 August, nationwide

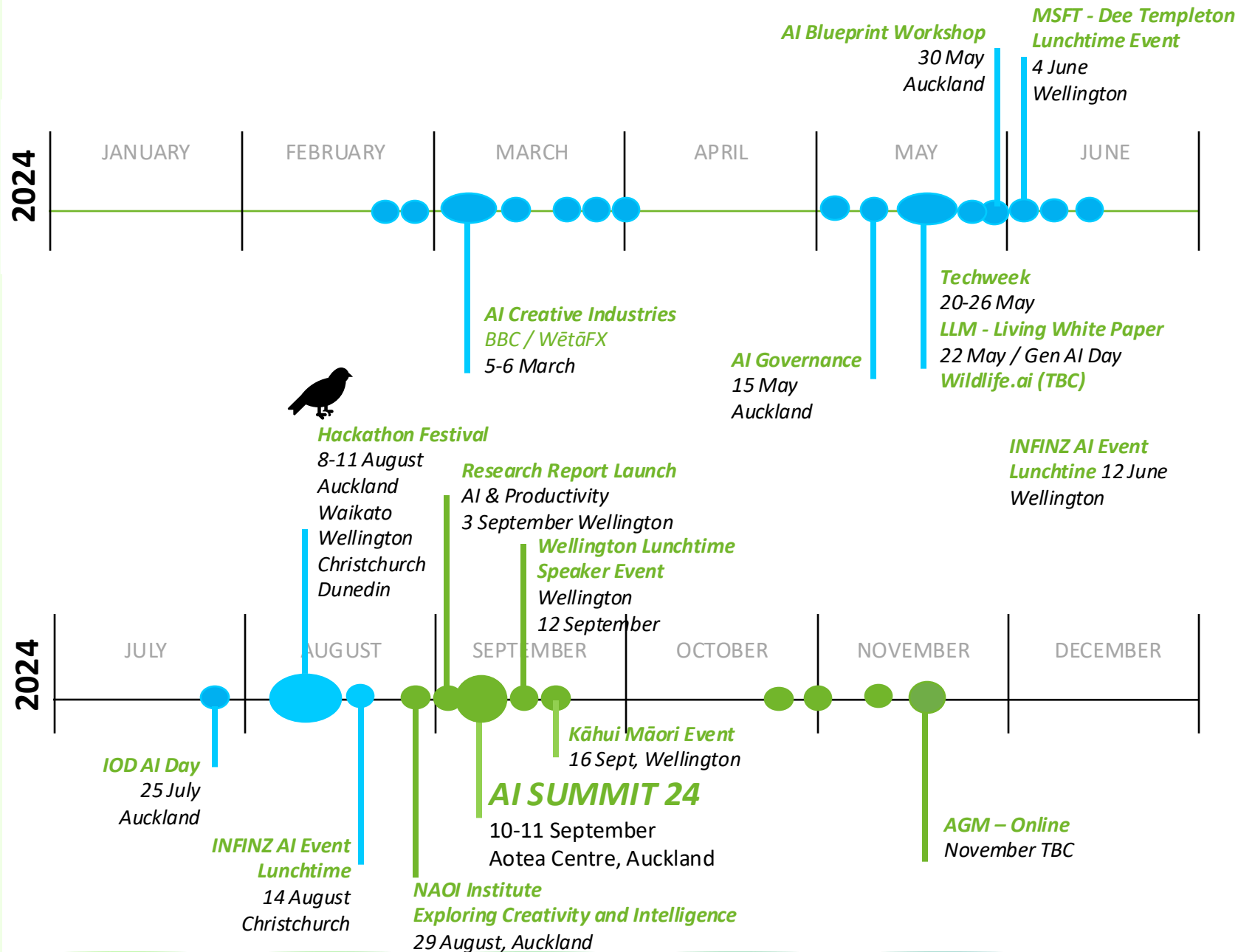
### Techweek24

20-26 May: Gen AI Day:

- Who's afraid of AI?
- Making a National Digital Twin a reality
- AI in Education: Lessons from early adopters
- LLM Living White Paper Launch

### AI in Creative Industries

5-6 March, Wellington





## AI Governance

Co-Chairs:

Natalie Rouse, Mantel Group  
Colby Raley, Microsoft

Deputy Chair:

Craig Pattison, Capability Collective

This Working Group delivers Masterclasses, upskilling senior decision makers and encouraging others to pick up the mantle since early 2023, including in partnership with University of Waikato and Callaghan Innovation.

- **1 Nov 2023:** Free-to-all website [aigovernance.nz](https://aigovernance.nz) launched, powered by Callaghan Innovation. Provides best practice tool kits and frameworks curated for an Aotearoa New Zealand context, including local expert's stories.
- **15 May 2024:** Workshop Essentials added, levelling the playing field for organisations who cannot afford or are not ready to engage external advisers.
- **August 24 (TBC):** IoD AI Governance online learning module with content provided by Working Group members.
- We will continue to provide updates and relevant informative content and training materials, both via the website and partnerships with organisations like IoD, Callaghan Innovation and academic institutions.

## LLMs / Gen AI

Chair:

Matt Ensor, Kiaora AI

Bringing together subject matter experts from across Aotearoa to provide a comprehensive overview of the benefits, challenges, and governance considerations associated with LLMs here.

With 20 chapters covering different sectors across Aotearoa NZ, this Working group has provided the content and overseen the build of a 'living' white paper. Powered by Gen AI, it calls on a defined corpus of information gathered by the Working Group alongside information from trusted sources to create a report generated according to each user's needs that will never be out of date.

- **12 Dec 2023:** The 'living' white paper prototype was launched
- **22 May 2024:** The full working model pilot developed by SupaHuman AI using Google technology launched.
- **September 24:** Scheduled to be released to the general public

## AI Blueprint for Aotearoa

Chair:

Tom Maasland, MinterEllisonRuddWatts

Deputy Chair:

Prof Albert Bifet, Waikato

Our AI Blueprint (formerly Strategy) for Aotearoa is intended to help inform and kick-start both public and private sector work in this area.

- **September 2023:** AI Strategy Reboot workshop brought together 70 leaders from across industry, government and academia to rethink what an AI Strategy for Aotearoa might now be. The outcomes provided to the incoming Minister Collins December 2023.
- **22 May 2024:** Research survey [AI's impact of productivity in Aotearoa](#) launched Produced in partnership with Victoria University of Wellington and Callaghan Innovation. Measuring on a regular basis intended to reveal actual levels of adoption and impact.
- **30 May 2024:** A second workshop brought key voices and organisations from 6 focus industries together to outline a 5 year view with a series of achievable actions in year one.
- **24 July 2024:** The [AI Blueprint for Aotearoa](#) was published.
- **3 September:** [AI's impact of productivity in Aotearoa](#) Report launch, Wellington
- **October/ November 2024:** Next stage Workshop in planning, Auckland and Wellington

# Working Groups 2024

## Kāhui Māori Atamai lahiko

Chair:  
Dr Karaitiana Taiuru

First formed in November 2022, this group provides a voice for Māori within the AI community and a point of knowledge and reference for all of our work.

Members regularly engage with, guide and contribute to AI Forum work.

- **16 Sept:** LLMs and their potential for Indigenous AI. Korero, Wellington

## AI for the Environment

Chair:  
Prof Albert Bifet, Waikato  
Deputy Chair:  
David Knox, Lynker Analytics

This Working Group is responsible for our Environmental work which includes reports, submissions, events and activities. It runs our annual [AI for the Environment Hackathon](#) which runs across Aotearoa and the South Pacific.

The festival creates a safe space for people and organisations to experience and experiment with AI and is aligned to environment and sustainability goals.

The Working Group also considers submissions and produces other related member events.

- **May 2022:** [AI for the Environment Report](#) published, with partners Ministry for the Environment and StatsNZ
- **August 2022:** AI for the Environment Hackathon Festival: 200+ participants across 6 locations
- **November 2022:** AI for the Environment Hackathon Report published / Event in New Plymouth
- **August 2023:** AI for the Environment Hackathon Festival 200+ participants across 7 locations
- **August 2024:** AI for the Environment Hackathon Festival 320+ participants across 6 locations

## Architecture, Engineering and Construction (AEC)

Chair:  
Maria Mingallon, MottMac

This new Working Group is being established to provide thought leadership, research and to lead activities on the use of AI within AEC sectors in Aotearoa.

This is an important sector where a 1 or 2% shift in infrastructure results can have a material impact on GDP, and interest in AI is surfacing.

This group will work in collaboration with the AI Blueprint Working Group and the NZ IoT Alliance.



# AI Forum

## New Zealand

Te Kāhui Atamai Iahiko o Aotearoa