

Member's Update

27th February 2025



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



MADELINE NEWMAN
AI Forum NZ
Executive Director



MEGAN TAPSELL
ANZ
Chair



MAHSA MCCAULEY
Auckland University of Technology
Deputy Chair

EXECUTIVE COUNCIL



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Google



AMY DOVE
Deloitte



ANSHUMAN BANERJEE
Spark



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Te Ipu o te Mahara AI Institute -
University of Waikato



TIM BRADLEY
AWS



ANA IVANOVIC-TONGUE
academyEX



BRANDON HUTCHESON
Chief Executive Officer, Aware



CRAIG PATTISON
Capability Collective



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Stats NZ



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Simply Privacy



GRAEME MULLER
NZTech



LIAM GILBEY
Air New Zealand



MARK KNOWLES
Xero



MARIA MINGALLON
Mott MacDonald



MICHAEL WITBROCK
University of Auckland



MING CHEUK
ElementX

Kāhui Māori Atamai Iahiko

We are committed to:

- Ensuring that we embed Te Ao Māori in our work.
- Ensuring that Māori has a voice, we established 'Te Kāhui Māori Atamai Iahiko'

The panel advises and supports the AI Forum, ensuring our Te Ao Māori purpose and exploring the impact of AI on Māori peoples.



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



DR KARAITIANA TAIURU

CHAIR



DR VAL O'REILLY



LEE TIMUTIMU



RIKI HOLLINGS



DR GEORGE GRAY



MEGAN TAPSELL



DR DANIEL WILSON



MAUREEN CRAMPTON

"Artificial intelligence has the potential to save lives and to protect our earth mother, Papatūānuku, but we can't help but feel like we've seen this before. Last time a white man came here with such promises, they were never kept. This is yet another contact period, and we have grown weary, because tangata whenua fears are often the first to be silenced."

**Arihia Hall | Ngā Hinepūkōrero Spoken Word
AI Summit 2022**

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.

15+

Government submissions

Engaging on key relevant topics
Review and comment on International AI Safety Report (Bletchley Park Agreement)

24+

Member events

in 2024
AI for the Environment Hackathon
Festival NZ-wide

2nd

SOLD OUT Summit in a row

Approval rating above 75%
for AI Summit for 4th year running
>25% Active participation by attendees
2025 Annual Summit confirmed
18 September 2025, Shed 10, Auckland

25+

Key Reports / White Papers

More in development:

Gen AI / LLM
AEC collaboration

Prototyping:

Cross border collaborations
Regulation modelling

7

Key Working Groups

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

8+

Upskilling Events in 2024 with more planned for 2025

Masterclasses and Workshops
Upskilling decision makers and AI adopters

4

Dedicated Websites

AIForum.org.nz
AIGovernance.nz
AIHackathon.nz
Aotearoaai.nz (AI Summit)

2024 Highlights

Working Groups

- AI Blueprint for Aotearoa
- Kahui Māori (Advisory Panel)
- LLM / Gen AI 'Living' White Paper
- AI Governance
- Architecture Engineering & Construction (AEC)
- AI for the Environment

Key Outputs

- Original Research and Reports on AI's impact on Productivity in Aotearoa
- AI Governance website providing best in class frameworks and toolkits for NZ
- AI Blueprint for Aotearoa – published 24 July 2024 – industry aligned to gov policy
- LLM pilot for a 'living' white paper
- Upskilling Workshops for decision makers and adopters
- AI in Creative Industries – global discussion event, March 2024
- SOLD OUT AI for Environment Hackathon Festival across NZ
- SOLD OUT annual AI Summit
- Telling our member's stories at events and in the media

Membership: November 2024

Membership continues to grow:

We have more than 240 members - the largest the Forum has ever been.

Our members are made up of 7% government, 5% academia, 12% Individuals and NGOs and 76% business.

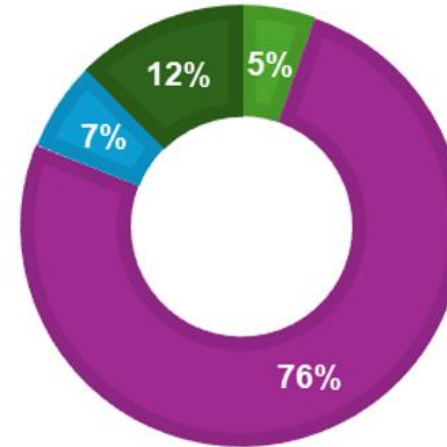
Across New Zealand our members employ more than 110,000 people.

Geographically our membership is currently just over half Auckland based, with a quarter in the Wellington region, 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.

MEMBERSHIP TYPE

■ Academia ■ Business ■ Government ■ Other

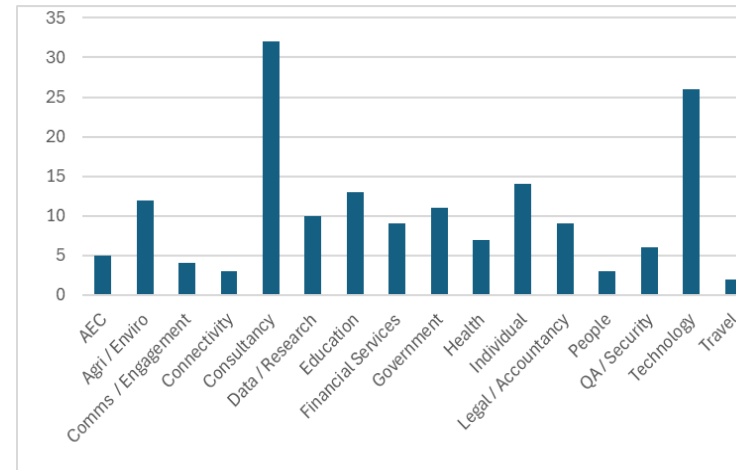


Member Geographical Distribution



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Members by Industry



Key Events Timetable 2025

Key Member Events

AI Summit 25

Shed 10, Auckland:
17th & 18th September

AI in Action: Productivity Research Report #2 Launch: 31 March & 2 April
Survey #3: May
Report #3 Launch: August
Survey #4: November

AI Hackathon Festival

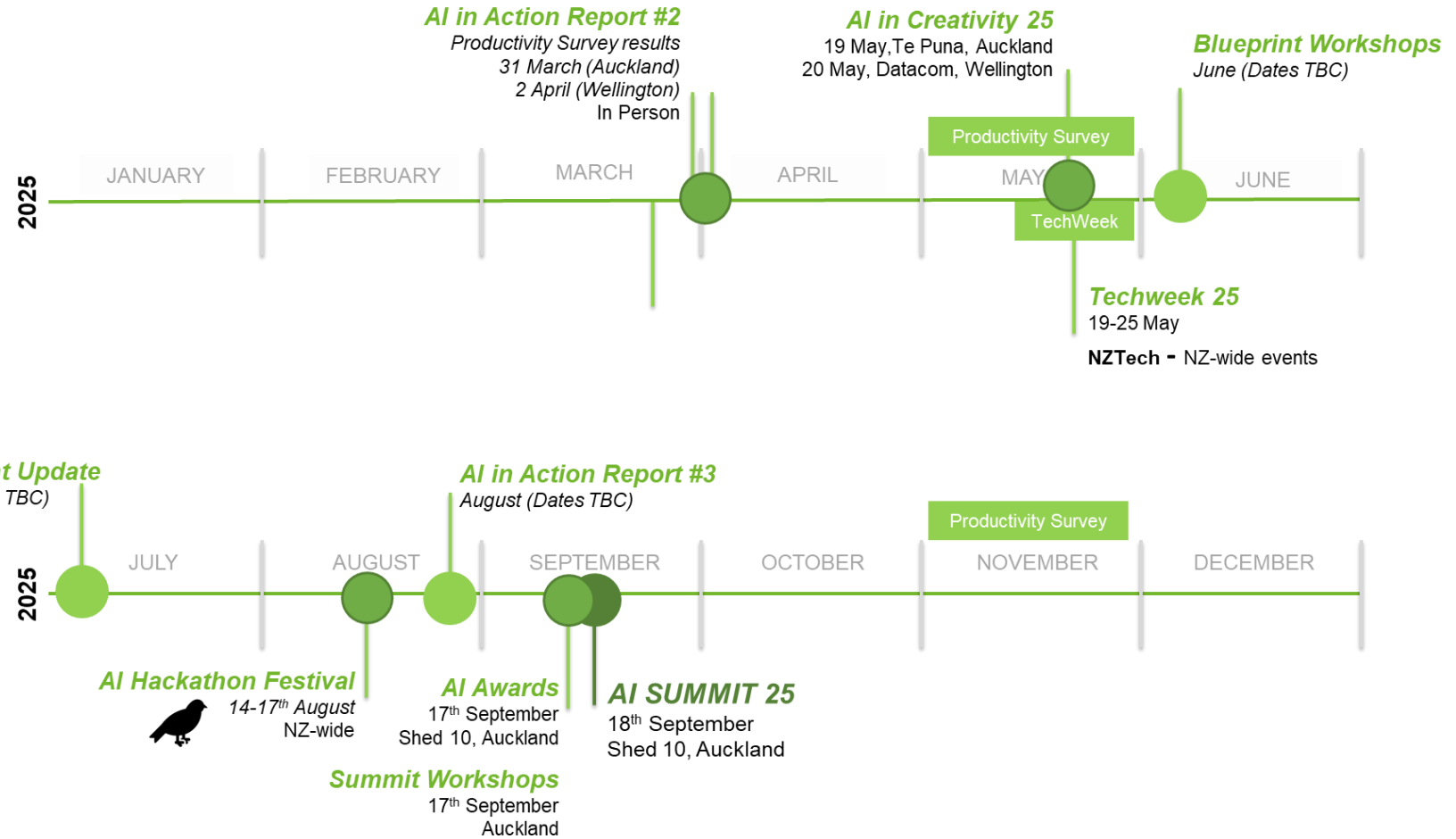
14-17th August
NZ-wide

TechWeek

19-25 May

AI in Creative Industries

Auckland & Wellington
19 & 20 May



Thought Leadership – 7 Working Groups

Kāhui Māori Atamai Iahiko

Chair: Dr Karaitiana Taiuru

- a voice for Māori within the AI community
- Providing knowledge and reference for all of our work

AI Blueprint for Aotearoa

Chair: Tom Maasland, MinterEllisonRuddWatts

Deputy Chair: Prof Albert Bifet, Waikato

- **September 2023:** AI Strategy Reboot workshop
- **30 May 2024:** AI Blueprint workshop
- **24 July 2024:** The AI Blueprint for Aotearoa published.
- **November 2024:** Next stage Workshops
- **18 & 26 November 2024:** Lunchtime Webinars
- **February 2025:** AI Blueprint Update released

Gen AI (LLMs)

Chair: Matt Ensor

- Living white paper
- **12 Dec 2023:** 'living' white paper prototype launched
- **22 May 2024:** Working model pilot developed by SupaHuman AI using Google technology
- **2025:** Informative Podcast series followed by release of the living white paper to the general public

AI for HR

Chair: Alex Howieson

- **Purpose:** Transforming the way that HR as a function is delivered via AI
- **2025:** Ready to launch the Working Group and begin work on deliverables including Best practice guides, transforming workshops and reporting on AI HR trends

AI Governance

Chair: Colby Raley, Microsoft

Deputy Chair: Craig Pattison, Capability Collective

- **1 Nov 2023:** AI Governance – free resources: aigovernance.nz
- **15 May 2024:** Workshop Essentials
- **September 2024:** IoD AI Governance online learning module
- **Late 2024:** Procurement module
- **2025:** and a total content refresh
- 8 upskilling workshops and masterclasses in 2024

AI for the Environment

Chair: Prof Albert Bifet

Deputy Chair: David Knox

- **May 2022:** AI for the Environment Report
- **August 2022:** AI for the Environment Hackathon Festival: 200+ participants across 6 locations
- **November 2022:** AI for the Environment Hackathon Report published
- **August 2023:** AI for the Environment Hackathon Festival 200+ participants across 7 locations
- **July 2024:** Sector contribution to AI Blueprint
- **August 2024:** AI for the Environment Hackathon Festival 320+ participants across 6 locations
- **February 2025:** Sector contribution to AI Blueprint update
- **August 2025:** 4th annual AI Hackathon Festival

Architecture Engineering and Construction (AEC)

Chair: Maria Mingallon, MottMac

- **October 2024:** Established to provide thought leadership, research and to lead activities on the use of AI within AEC sectors in Aotearoa.
- **February 2025:** Comprehensive plan of action launched as part of AI Blueprint update

Key Events Timetable 2024

Key Member Events

AI Summit 24

Aotea Centre, Auckland:

10th & 11th September

Wellington Speaker Events:

12 & 16th September

AI in Action: Productivity Research

Survey #1: May 2024

Report Launch: 3rd September

Survey #2: November

AI Hackathon Festival

8-11th August

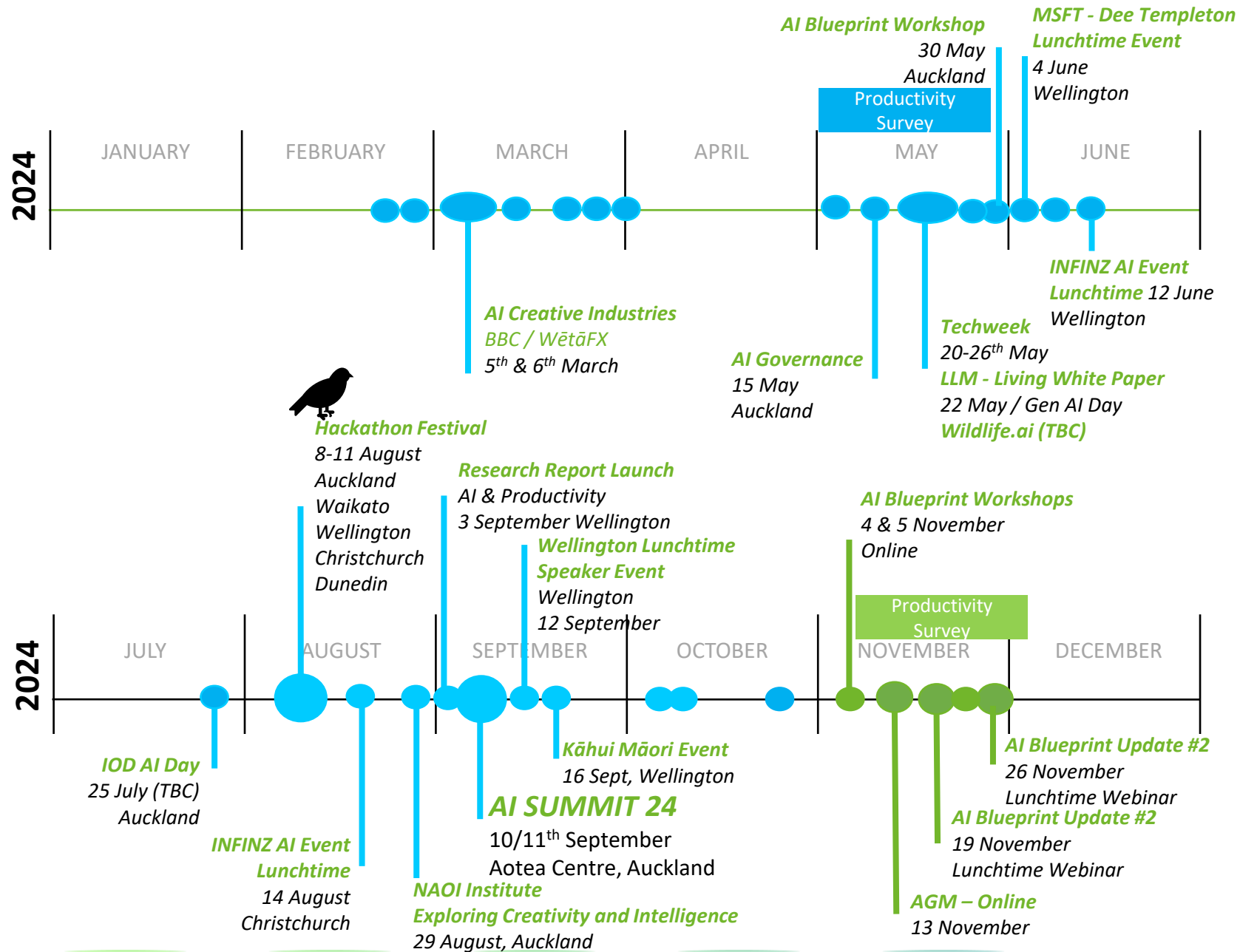
Techweek

22nd 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

5-6th March





AI Forum

New Zealand

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