# Member's Update

27th June 2025

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

# Who are we?

## Leading AI for a thriving Aotearoa
### Innovative + Responsible + Inclusive

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.

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

## LEADERSHIP

**MADELINE NEWMAN**
*AI Forum NZ*
Executive Director

**MEGAN TAPSELL**
*ANZ*
Chair

**MAHSA MCCAULEY**
*Auckland University of Technology*
Deputy Chair

## EXECUTIVE COUNCIL

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

**AMY DOVE**
*Deloitte*

**ANA IVANOVIC-TONGUE**
*academyEX*

**BRANDON HUTCHESON**
*Chief Executive Officer, Aware*

**COLBY RALEY**
*Microsoft*

**EMMA MACDONALD**
*Stats NZ*

**FRITH TWEEDIE**
*Simply Privacy*

**GRAEME MULLER**
*NZTech*

**LIAM GILBEY**
*Air New Zealand*

**MARK KNOWLES**
*Xero*

**MARIA MINGALLON**
*Mott MacDonald*

**MICHAEL WITBROCK**
*University of Auckland*

**MING CHEUK**

**SARAH SUN**

**TIM BRADLEY**

**ADARSH PAGOLU**
*Google*

**ANSHUMAN BANERJEE**
*Spark*

**ALBERT BIFET**
*Deputy Chair*
Director, Te Ipu o te Mahara - AI Institute (University of Waikato)

**CRAIG PATTISON**
*Capability Collective*

**MAUREEN CRAMPTON**
*Bright Think*

**RIKI HOLLINGS**
*Spark*

# 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'

Our Kāhui advises and supports the AI Forum, ensuring Te Ao Māori is embedded in our mahi and exploring the impact of AI on Māori peoples.

**CHAIR:** DR KARAITIANA TAIURU

MOAHUIA GOZA

LEE TIMUTIMU

RIKI HOLLINGS

DR VAL O'REILLY

DR GEORGE GRAY

MEGAN TAPSELL

Shae Parsons

DR DANIEL WILSON

MAUREEN CRAMPTON

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

*"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**

# Membership

**Membership make up June 2025:**

75% of our members are business organisations who between them employ more than 110,000 people across Aotearoa.

Our members also include 8% government, 5% academia, 12% Individuals and NGOs.

Geographically just over half of our membership is Auckland based, with a quarter in the Wellington region, and the balance spread out across Aotearoa.
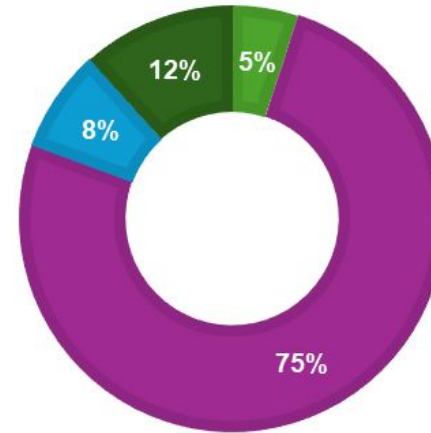
Our members comes from a very broad range of industries and organisational sizes.

We currently have ~**200 VOLUNTEERS** Creating content and contributing to our vision of Leading AI for a thriving Aotearoa.
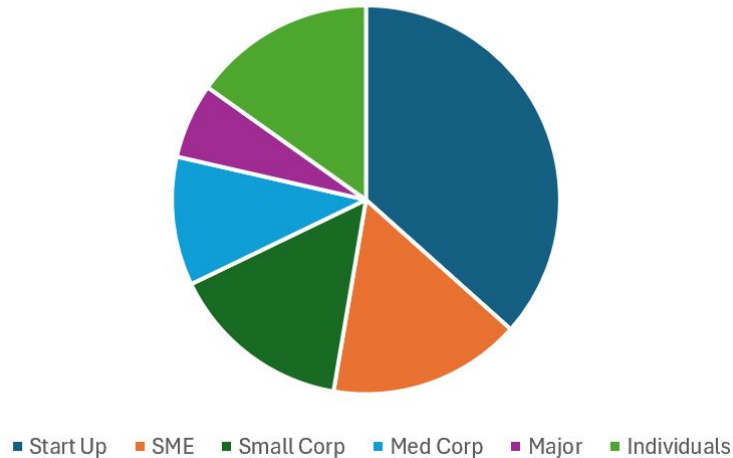
## Member Types



Academia ■ Business ■ Government ■ Individual + NGO

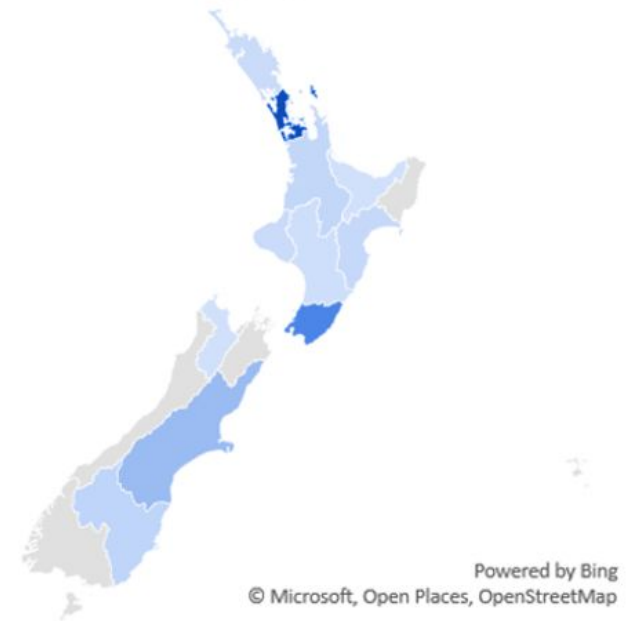## Member Categories



■ Start Up ■ SME ■ Small Corp ■ Med Corp ■ Major ■ Individuals

**255**
**Members**

## Members across Aotearoa



Powered by Bing
© Microsoft, Open Places, OpenStreetMap

AI Forum
New Zealand
Te Kāhui Atamai Iahiko o Aotearoa

# 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.

**17+** **Government submissions**
Engaging on key relevant topics
Contributors to International AI Safety Report (Bletchley Park Agreement)

**24+** **Member events**
in 2024
4th annual NZ-wide AI Hackathon Festival August 2025

**2nd** **SOLD OUT Summit in a row**
**Approval rating above 75%**
for AI Summit for 4th year running
**>25% Active participation** of attendees
**4th Annual Summit** in September

**25+** **Key Reports / White Papers**
**+ more in development**
**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**
**3 in 2025 so far…**
Masterclasses and Workshops
Upskilling decision makers and AI adopters

**200+** **VOLUNTEERS**
Creating content and contributing to building
Leading AI for a thriving Aotearoa

**4** **Dedicated Websites**
AIForum.org,nz
AIGovernance.nz
AIHackathon.nz
Aotearoaai.nz (AI Summit)

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

## 2025 Highlights

**7 Working Groups**
- AI Blueprint for Aotearoa + 6 Sectors (Education, Health, Environment, AEC, Agriculture, Creative Industries)
- Kahui Māori Atamai Iahiko (Advisory Panel)
- LLM / Gen AI 'Living' White Paper
- AI Governance – aigovernance.nz
- Architecture Engineering & Construction (AEC)
- AI for the Environment
- AI for Human Resources

**Key Outputs**
- Ensuring the right conversations are happening – no matter how difficult.
- AI in Action - Regular independent Research and Reports on AI's impact on productivity in Aotearoa
- AIGovernance.nz website providing best in class frameworks and toolkits for all
- AI Blueprint for Aotearoa – aligning industry to gov policy - published 24 July 2024, bi-annual updates
- Gen AI - a 'living' white paper
- Upskilling Workshops for senior decision makers
- AI in Creative Industries Summit and AI Film Festival – global discussion event, May 2025
- 4th annual NZ-wide AI Hackathon Festival, August
- 4th annual AI Summit September
- Bringing AI to life - telling our member's stories at events, in reports, submissions and in the media

**AOTEAROA AI AWARDS**

# Key Events Timetable 2025

## Key Member Events

**TechWeek**
19-25 May
**AI in Creative Industries**
Auckland & Wellington
19 & 20 May

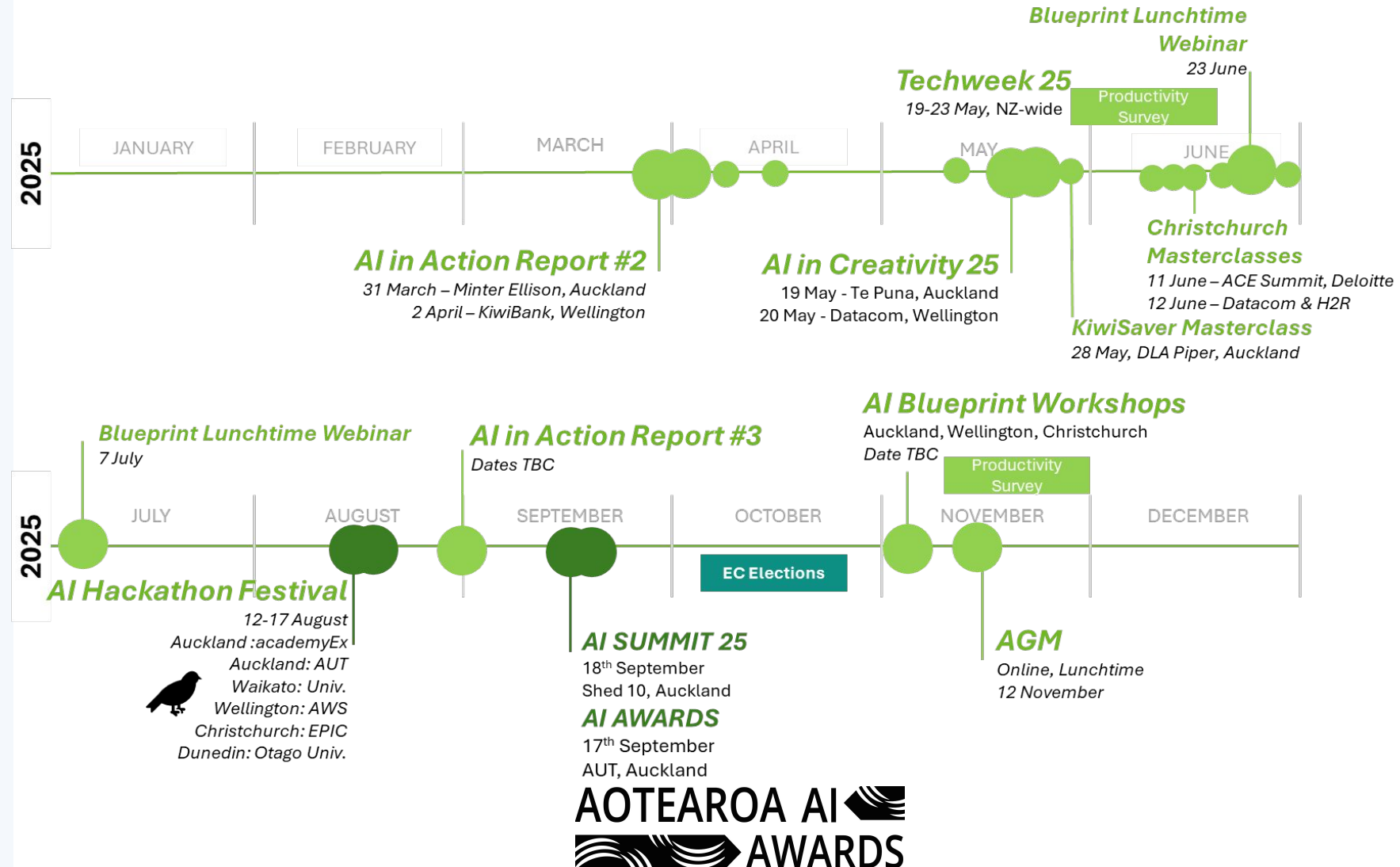**AI Hackathon Festival**
12-17th August
NZ-wide

**AI Awards**
17th September, AUT, Auckland
**AI Summit 25**
18th September, Shed 10, Auckland

**AI in Action: Productivity Research**
**Report #2 Launch:** 31 March & 2 April
**Survey #3:** 30 May
**Report #3 Launch:** September
**Survey #4:** November



**2025**

JANUARY · FEBRUARY · MARCH · APRIL · MAY · JUNE

**AI in Action Report #2**
31 March – Minter Ellison, Auckland
2 April – KiwiBank, Wellington

**AI in Creativity 25**
19 May - Te Puna, Auckland
20 May - Datacom, Wellington

**Techweek 25**
19-23 May, NZ-wide

Productivity Survey

**Blueprint Lunchtime Webinar**
23 June

**Christchurch Masterclasses**
11 June – ACE Summit, Deloitte
12 June – Datacom & H2R

**KiwiSaver Masterclass**
28 May, DLA Piper, Auckland

**2025**

JULY · AUGUST · SEPTEMBER · OCTOBER · NOVEMBER · DECEMBER

**Blueprint Lunchtime Webinar**
7 July

**AI Hackathon Festival**
12-17 August
Auckland :academyEx
Auckland: AUT
Waikato: Univ.
Wellington: AWS
Christchurch: EPIC
Dunedin: Otago Univ.

**AI in Action Report #3**
Dates TBC

**AI SUMMIT 25**
18th September
Shed 10, Auckland

**AI AWARDS**
17th September
AUT, Auckland

EC Elections

**AI Blueprint Workshops**
Auckland, Wellington, Christchurch
Date TBC

Productivity Survey

**AGM**
Online, Lunchtime
12 November

AOTEAROA AI AWARDS

AI Forum
New Zealand
Te Kāhui Atamai Iahiko o Aotearoa

6

# Thought Leadership – 7 Working Groups

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

## 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
- **June 2025:** Two members join the Executive Council

## 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
- **June / July 2025** – updates and Webinars due

## Gen AI (LLMs)

Chair: Matt Ensor, Kia Ora AI

- 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, umiu

- **Purpose:** Transforming te way that HR as a function is delivery via AI
- **2025:** Working Group is underway, working 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 / 8 upskilling workshops and masterclasses in 2024
- **September 2024** : IoD AI Governance online learning module
- **Late 2024**: Procurement module
- May 2025: AI Community launch / **July:** total content refresh aigovernance.nz

## 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
- **14-17 August 2025:** 4th annual AI Hackathon Festival

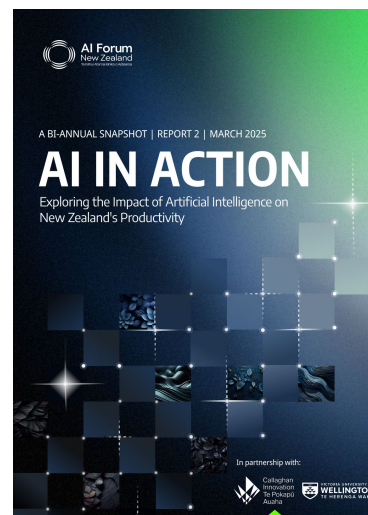## Architecture Engineering and Construction (AEC)

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
- **June 2025:** AI Community launch

# Get Involved!

## POWERED BY
## YOU?

Our good partners at Callaghan Innovation have left a legacy of amazing opportunities for you to get involved in.

Contact: madeline.newman@aiforum.org.nz

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