



tw
techwomen

SHADOW
TECH 

PROPOSAL FOR SUPPORT



Introductions

Our purpose is to help create a more equitable, sustainable and prosperous Aotearoa New Zealand underpinned by good tech.

About NZTech

Our mission or purpose is to support a values led, nationally connected tech community that is collectively lifting equity, sustainability and prosperity for all in Aotearoa, by creating jobs, export growth and impact through tech for good.

NZTech's strategy to help the tech ecosystem connect has led to the development of the Tech Alliance. A collection of purpose driven, not for profit associations that are funded by members that care about the impact of technology on New Zealand.

About TechWomen

TechWomen is a group of passionate New Zealand tech, digital and ICT focused individuals from leading organisations that work together, with the support of NZTech, to help address one of the major challenges for the successful growth of technology in New Zealand – a shortage of women in tech roles.

We work together to help inspire girls into technology, support the growth of women in tech roles and to help develop policy and actions for improving diversity in the tech workplace.

Thank you for considering this proposal for sponsorship of ShadowTech. With your support we would like to inspire more women into tech roles.

Samar Alrayyes & Eva Sherwood, Co-Chairs
TechWomen



ShadowTech



ShadowTech Day provides young women in years 9 -11 with an opportunity to experience what working in the tech sector could be like. ShadowTech Day connects young women at school with women working in the tech sector, who act as mentors for the day so they can experience a day in the life of a tech professional.

The primary objective of ShadowTech is to encourage young women onto education pathways that lead into tech roles, and then eventually into careers in the tech ecosystem. It breaks down barriers and myths that girls have that tech is boring and for boys.

<https://shadowtech.nz/>

only 27%

*of the IT workforce are female,
starting from only 39% taking
NCEA technology at school.*



Our History

NZTech published a study in July 2015 that identified the mismatch between the ICT skills shortages and the fact that only 23% of the people employed in the tech sector were female. The study highlighted the mounting evidence that increasing the number of women in tech firms directly correlates to economic improvements. Yet, due to perceptions of ICT, the number of women planning to enter the sector was declining, with only 3% of 15-year-old girls in New Zealand considering a career in technology-related professions.

The study identified over 70 initiatives across the country that were trying to increase interest in STEAM subjects. The recommendation of the study was for the sector to take a less fragmented approach and to work on scaling up national initiatives to address the problem.

Following the study, members of the TechWomen community decided to further support the Auckland-based ShadowTech programme, to assist it to scale nationwide. The initiative was initially undertaken by MIT and local South Auckland schools with the support of NZTech, and aimed to show diversity in the type of roles available in technology, particularly to girls studying at low decile schools.

In 2016, NZTech increased the scale of the programme to include Wellington and Christchurch in partnership with local polytechs – WelTech and ARA. In 2017, tertiary institutes in Dunedin, Tauranga and Waikato joined the programme and 483 girls participated. In 2018 630 students participated across six regions – Auckland, Wellington, Christchurch, Waikato, Palmerston North and Dunedin. In 2019, 419 students across five regions – Auckland, Christchurch, Waikato, Palmerston North and Dunedin spent the day with women working in technology roles.

ShadowTech has reached thousands of girls in years 9 – 11 nationwide since the initiative was launched. The programme has been on hiatus due to the Covid pandemic and ShadowTech Teachers has been run in its place for the past 2 years.





ShadowTech Teachers

2021 was the first year that ShadowTech Teachers took place. 80 teachers and career advisors spent half a day shadowing tech industry professionals from 35 companies across 11 regions in New Zealand. The teachers gained valuable real-world insight into the tech industry, enabling them to inspire and encourage their students into tech career pathways.

ShadowTech Teachers returned in 2022, providing teachers with the ideal opportunity to explore the tech sector and discover the reality of working in tech.

Despite complications created by the pandemic this year, we were able to provide mentoring and a special session, Tech Career Perspectives. We have had over 150 teachers and over 100 mentors participating in this year's programme. This valuable session provided further insight to tech career pathways, the opportunity to meet new techies and explore resources.

Feedback from Mentors

- “We learnt about ourselves as well as learning from the girls. We don’t often get together as a group of women at work and talk about how we got here.”
- “It was fun to hear the type of projects the students were doing at school and it was cool to see them realise the different skills that might be transferable.”
- “We all felt more motivated about our roles after speaking to the students, we’re hoping this is just the beginning for more students to start thinking about a tech career earlier!”
- “A lot of energy is put into a day like this, from our team and the students. It comes back 10-fold. Events like this really resonate in our company values and contribute to our culture within our business. We were energised by seeing their reaction to the possibility of careers in tech.”





Feedback from Students

- “I expected people in this field to code and do all stuff in computer but they don’t. There are lots of opportunities in this field and women are really needed. It is really flexible and there are lots of different things to do. Technology is fast paced and our creativity and empathy are needed to be shown more in this field.”
- “I really loved being able to learn about a future career that I didn’t even know existed. It has shown me there is a lot more out there than you think. ShadowTech was an amazing experience and I would recommend anyone to just give it a go.”
- “My experience was totally different from what I do with technology every day. I learned something new about the tech industry and how it actually works.”
- “I found that IT isn’t all about maths, coding and boring nerdy things. You can join even if you don’t have a degree.”



Feedback from Teachers

- “It was just awesome to talk to my mentor about his pathway and experience. He was a jolly good fellow who was true and gave real life examples. I can use his experiences in my class about doing the university degree at the time you are ready and not as a forced upon study.”
- “Awesome day at code HQ talking to Mike. kids learnt a lot about similarities between their projects and real world projects.”
- “The company was very keen to help our school – we are now ready to work together to promote the industry to students, and students to the employer.”

Wider Schools Programmes



ShadowTech recently connected with ITP to promote our schools programmes using a joint digital platform.

CORE TECHHUB PROGRAMMES:



Aotearoa New Zealand's
digital challenge in schools



Tech folks talk in schools about
huge opportunities



Spend a day shadowing a digital
tech professional at work



Example of ShadowTech Day Programme



Time	Activity
9.00am	Students and mentors arrive at group location for ShadowTech Day kick off session
9.15am	Guest speakers to introduce the day
10.00am	Students and mentors introduced and then depart for workplaces. The format of the workplace visits vary per organisation but usually include: workplace tour; meeting a variety of team members with different roles, opportunity for Q&A, hands on activities. Mentors provide lunch
2.00pm	Students and mentors return to group location
2.15pm	Optional tour of group location
2.30pm	Students depart

Please note: In smaller regions students it may not be possible to run group kick off sessions in which case students would proceed straight to the workplace visits

Options to support



Without your support we cannot provide this programme to girls across Aotearoa. Thank you for your consideration of our proposal for support.

1

ShadowTech 2023 Gold Sponsor \$25,000

Includes:

- Presentation during the ShadowTech Day group kick off session and mentoring experience – 2 locations
- Logo featured on the ShadowTech website as a ShadowTech Day Gold Sponsor
- Access and use of the ShadowTech support logos
- Passes for all staff to attend TechWomen Connect events nationally
- Panel Discussion participation – TechWomen event
- Post ShadowTech Report including photography assets

2

ShadowTech 2023 Silver Sponsor \$10,000

Includes:

- Presentation during the ShadowTech Day group kick off session and mentoring experience – 1 location
- Logo featured on the ShadowTech website as a ShadowTech Day Silver Sponsor
- Access and use of the ShadowTech support logos
- Passes for all staff to attend TechWomen Connect events nationally
- Post ShadowTech Report including Photography assets

3

Project Supporter ShadowTech 2023 Bronze Sponsor \$5,000

- Passes for all staff to attend TechWomen Connect events nationally
- Brand Placement on website as a Support Partner

