



# Wrap-Up Report 2024

# Sponsors

We'd like to thank all of our sponsors for supporting ShadowTech24 and helping inspire girls into tech careers. Without their support we couldn't make this important initiative happen. With additional sponsorship and resources we hope to bring ShadowTech to more locations next year.

## Gold



**Deloitte.**

**Tech  
Step**  
events



## Bronze



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**TE TĀHUHU O TE MĀTAURANGA**  
MINISTRY OF EDUCATION

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# About ShadowTech24





# Background

ShadowTech is a TechWomen initiative that has been running since 2014. The first ShadowTech Day gave young women in years 9–11 the chance to shadow a tech professional for a day.

In 2021 the ShadowTech program evolved to focus on secondary school teachers to widen the impact of the programme.

Following a two year hiatus due to the pandemic, ShadowTech recommenced in 2023.

ShadowTech24 has been the biggest year to date with a 60% increase in student participation.



More than 1000 secondary school girls experienced the tech industry, spending a day at leading tech companies nationwide, as part of ShadowTech24, which ran from 6–14 September.


For one day, students in years 9–11 were given the opportunity to discover the world of tech, spark their curiosity and explore career pathways.

ShadowTech24, delivered by TechWomen and supported by NZTech, saw nearly 90 organisations in Hamilton, Cambridge, Wellington, Tauranga, Christchurch, Dunedin, Gisborne, Timaru and Auckland take part in the initiative.

Students were matched with local tech companies and gained first hand experience to imagine their future career. Their day-long visits included workplace tours, meeting the team and workshop activities.

ShadowTech is a fantastic opportunity for students to experience the wide range of career opportunities available to them in the tech sector.

**Half of the New Zealand population is female, but a recent NZTech survey ([Digital Skills Aotearoa: Edition 3](#)) found that women make up only 29 per cent of the country's digital IT workforce.**



This diversity challenge begins in education, with females making up only 40% of NCEA technology students and 24% of IT graduates.

Programs like this help break down barriers and myths some girls have that tech is 'boring' and 'for boys.'

For more information, visit [shadowtech.nz](https://shadowtech.nz)

# Who was involved





# SHADOWTECH HIGHLIGHTS

76 SCHOOLS  
60%  
increase  
from 2023

More than  
1000  
STUDENTS  
participated

Schools were located across the country including Hamilton, Cambridge, Wellington, Tauranga, Christchurch, Dunedin, Gisborne, Timaru and Auckland.



NEARLY 90  
ORGANISATIONS

Organisations were based across the country including Hamilton, Cambridge, Wellington, Tauranga, Christchurch, Dunedin, Gisborne, Timaru and Auckland.

Organisations came from a range of industries including health, environment, finance, technology, telecommunications, insurance, travel and tourism, regional councils and more.





# Marketing and communications overview



# 99%

of students said they knew more about tech careers after participating in ShadowTech

# 70%

of students said they could see themselves pursuing a tech career after attending ShadowTech

# 7,592

unique website visitors

# 1m19s

Age engagement time

# 6

Media placements

published in the Gisborne Herald, Sun Live, Pacific Days Radio, Education Gazette and radio interviews on Newstalk ZB and Radio New Zealand with TechWomen Executive Director Yvonne Gill.

# 35,572

Page views

# 9.8

LinkedIn engagement rate (3.4x industry standard)

## Highlights Video

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ShadowTech24 introduced more than 1000 students from across Aotearoa to a career in tech

# Participant feedback


A post-event survey was sent to participants asking for feedback on the programme. A different survey was sent to teachers, students and organisations.





# Teachers

**24 teachers responded to the survey. Here are some key highlights**



All teachers who completed the survey would recommend ShadowTech Day to other schools as an initiative to participate in.

**100%** of teachers who completed the survey agreed or strongly agreed that ShadowTech Day was a valuable Education Outside the Classroom experience for their students.

**100%** of teachers who completed the survey rated the programme as good, very good or excellent.

*"Getting the real life experience-opportunity to hear and meet women in Tech careers and learn about job opportunities in Tech."*

**Sangeeta Kumar, Tangaroa College.**

*"Kordia provided a huge range of career pathways. All of the girls could see themselves in the one or more of the fields presented on the day. There was time to ask and answer questions. There was a strong promotion for girls moving into tech. The pathways (school, uni, stepping stone jobs) were discussed which is handy for us and the students to hear."*


**Sophie Lindfield, Northcote College.**

*The kids really enjoyed themselves and had a great day. They had plenty of questions for the panel at the end and wanted to take heaps of photos and say goodbye to everyone. The interactive sessions were really engaging as were the talks from the different departments. Overall an awesome experience for the girls which I hope they keep in mind as they get older and think about careers. We appreciate the mahi of all involved."*

**Waitakere College**

# Students

**151 students responded to the survey. Here are some key highlights**



**99%** of students who completed the survey said after participating in ShadowTech Day they know more than they did about careers in the tech industry than before.

**98.7%** of students who completed the survey rated ShadowTech Day good, very good or excellent.

*"I enjoyed learning about the different ways people work at Sandfields. I gained a lot of insight into the company and some of the techniques they use in their daily operations. It was also exciting to apply knowledge I learned at school last year to one of the activities, which made the experience even more enjoyable."*


*"One of the many things that stood out to me was when they talked about various tech jobs in their company and how many tech jobs there are in the industry. From being a software engineer to a product manager and everything in between, there was definitely something for everyone."*

*"I learned that there are way more tech jobs than I thought!"*

*"Meeting and hearing from the inspirational speaker, Sasha. The food was lovely! Being able to ask so many questions."*

# Organisations

**13 organisations responded to the survey. Here are some key highlights**



All organisations who completed the survey rated ShadowTech Day good, very good or excellent.

They would also recommend it to other organisations as an initiative to participate in.

*"The students were given an exclusive behind-the-scenes look inside some of our ATMs, learned how much fun programming could be, glimpsed at some deep and dark aspects in the world of cybersecurity, and got their creative juices flowing through a design thinking workshop and the highly popular LEGO game offering them a hands-on experience of how we approach work in Technology."*

**Lydia Nirmala Paul, Westpac New Zealand**

*"It got me excited about my job and the work of the other women around me. I felt inspired and loved sharing something that I love and feel passionate about with others."*

**Tia Scown, Spark New Zealand**

*"The whole day was awesome but the highlight was the floor walks, the students came back buzzing from the walks and engaged for the rest of the day. We also did a quick quiz which they did well as they had remembered what the speakers had talked about."*

**Esther Wafula, ANZ**





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