



Google New Zealand

Mission

Google is **backing NZ into a future** where everyone can **succeed**. Equipping every Kiwi with **the digital knowledge and capabilities needed** now and in the future; Be it in education, creativity, business acumen and cultural celebration; be they an individual or community group, educator or student, non for profit or news organisation.

Organisation History and Structure

Google New Zealand started with just one person in 2007 and has grown to around 50 people now based in Auckland and Wellington, spanning our Google Ads and Google Cloud businesses, as well as various cross-functional teams. The collective team works to help Kiwis find new ways to collaborate, reach audiences and get things done, and we're committed to helping all Kiwis with the digital knowledge they need now and in the future.

Highlights of Google's Contribution to New Zealand

- Our latest [Economic Impact Report](#) shows Google's free and paid search advertising and productivity platforms generated NZ\$3 billion in business benefits for various types of businesses across New Zealand in 2019. In parallel, the total consumer benefits derived from productivity-enhancing tools of Google Maps, Drive, Photos, Docs, and Sheets were estimated at NZ\$3.5 billion in 2019. [\[AB\]](#)
- Working with the Department of Conservation and other partners we've captured the beauty and culture of New Zealand to share it with the world, including the [Great Walks](#), the [Waikato River](#), 360-degree views of the [Kākāpō](#) in habitat, [Fox Glacier](#) and even [Inside the Treaty Grounds](#) to experience the history of Waitangi.
- **YouTube** helps Kiwi content producers and artists connect with fans globally and make money, and export our culture to the world - with more than 90% of local content watched from overseas in 2020.
- TradeMe, NZ's second most visited website, has chosen to modernise their web applications with a move to Google's cloud native architecture. The TradeMe ethos of "customer aroha" closely aligned with Google's innovation culture to scale.
- [Google Search in Te Reo](#) was launched in 2008, and [Te Reo](#) as a language on Google Translate allows Kiwis and visitors to practice and build their knowledge of Māori language.
- We helped Spark use our AI technology to develop and launch the [Kupu App](#) which uses photo recognition to identify items and then translate them into the Māori language. To date, over 4 million Te Reo words have been played within the app and it won the 2018 Supreme Māori Language Award at Ngā Tohu Reo Māori (National Māori Language Awards).
- In 2020 Google New Zealand sponsored [SeniorNet](#), enabling their digital transformation. This funding meant that SeniorNet could continue to connect with seniors around NZ, who were at risk of isolation due to national lockdowns. [\[Read more\]](#)



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Google New Zealand is pleased to be playing a key role in this Alliance of like-minded organisations, focused on motivating and inspiring small businesses across Aotearoa to lift their use of digital technologies.

Google's Digital Boost Commitment

Google New Zealand commits to support small businesses (SMBs) in New Zealand in two key ways:

- a. relevant and localised skills programs across NZ's SMB community - with attention to hard-hit industries such as tourism, manufacturing, export and trades businesses, as well as a focus on Māori/Pacific-owned businesses.
- b. customised offerings products and services in partnership with large local businesses, that help support better connectivity and productivity across SMBs.

(A) Skilling Programs: *[Supporting upskilling of digital capabilities across our toolset]*

- The MindLab
 - Live Q&As with local experts on Google My Business, Google Ads Fundamentals, Google Workspace (productivity and collaboration)
- NZTE Export Series
 - Support digitisation of NZ's Export businesses by doing a series of local livestream events to help equip export businesses with digitisation tools and capabilities

(B) Product Offers and Partnerships: *[Supporting connectivity and productivity at scale]*

- *Chrome Enterprise Discount:* Discounts on Chrome Enterprise licences for SMBs through 2021 in partnership with PB Tech. See [here](#) for more details.
- *Google Workspace:* Free 14-day trial on signing up to Workspace Business Standard.
- *Google Ads Promotional Credit:* Get \$100 ad credit on when you spend \$75 on new [Google Ads](#) accounts (t&c's apply).