

# 2025 – 2027 Strategic Action Plan Summary

**Purpose:**

Our purpose is to ensure that all of New Zealand makes the most of the digitally connected world.

**Vision:**

Our vision is that all businesses and individuals in Aotearoa have unrestricted access to the technology and services needed to thrive; no one misses out on the opportunities in technology; and digital engagement is safe and inclusive for all.

We will contribute to this by being a strong independent voice for all users of technology and helping our members prepare to take advantage of this digital future.

**Our Pillars**

We will be the strong independent voice for users navigating the digital world.

We will help our member community prepare to take advantage of the opportunities of the digital technology future.

**Our Goals**

**Our Themes**



**Access and Inclusion**

We will advocate for all New Zealanders to have equal access to meaningful technology, digital services and connectivity.

We will work to ensure that the technology community represented by our membership is representative of the wider population in Aotearoa.



**Trust and Safety**

We will help keep New Zealanders safe by advocating for the right policy and programmes that focus on trust and safety.

We will help our member community keep their businesses and customers safe by providing practical tools and services relating to safety online and cyber security.



**Education**

We will work with key industry stakeholders to advance mutual objectives in increasing digital capability.

We will support the development of the next generation of leaders who are involved in digitally enabled businesses.



**Generative AI**

We will work to encourage the uptake of responsible and inclusive use of AI in Aotearoa.

We will encourage member engagement through working groups to develop practical contributions to supporting the growth and use of Generative AI.



**Data Privacy**

We will be a champion for responsible data usage, particularly in the context of new digital technologies.