2026/2027 STRATEGIC ACTION PLAN

We are Tech Users NZ (TUANZ).

The Technology Users Association of New Zealand (TUANZ) is the voice of technology users in Aotearoa New Zealand. Established as a not-for-profit organisation, TUANZ acts as the independent group representing the interests and needs of individuals, businesses, and organizations as they navigate the evolving technology landscape.

Our membership encompasses a diverse range of technology users, from small businesses and innovative startups to large enterprises and public sector entities. This broad network connects those who utilise technology to achieve their goals, fostering a community dedicated to understanding, adopting, and maximising the benefits of digital tools and services.

TUANZ plays a crucial role in bridging the gap between technology providers and end-users. We work collaboratively across sectors, engaging with government, industry, and the wider community to ensure that technology deployment and policy decisions are user-centric and contribute to a thriving digital ecosystem for all New Zealanders.

Our focus is on empowering technology users through education, advocacy, and the facilitation of meaningful connections. We strive to ensure that New Zealanders can confidently and effectively leverage technology to enhance productivity, innovation, and overall quality of life. We provide a platform for an informed and influential user voice, advocating for policies and practices that support positive technology outcomes for our members and the nation.

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40 Years Strong: Championing a Brighter Digital Future for every New Zealander.

Our purpose	To ensure that all of New Zealand makes the most of the digitally connected world.
Our vision	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.
Our contribution	We will be a strong independent voice for all users of technology and help our members prepare to take advantage of this digital future
Our pillars	Independent Voice: We will be the strong independent voice for users navigating the digital world. Member Community: We will help our member community prepare to take advantage of the opportunities of the digital technology future.

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

Our 2026 Themes

| Trust and Safety | The focus is on advocating for a safe digital environment and helping the community keep their businesses and consumers safe. This includes advocating for digital policies that focus on trust and safety, and developing policies that align to new threats. |

| Transparent Data Use | The strategy is to be a champion for responsible data usage and advocate for individuals having control over their data by being actively and clearly informed about how it is being used |

| Access and Inclusion | The goal is to advocate for meaningful technology, digital services, and connectivity for all of New Zealand, with a focus on closing the digital divide and ensuring that technology solutions are inclusive and accessible. This includes advocating for the digitally excluded, influencing decision-makers, and collaborating with key industry stakeholders. |

| Education to Employment | The focus is on advocating for education policies that upskill New Zealanders and support our members by partnering with others to deliver practical education resources |

| Responsible Generative AI | The plan is to advocate for the responsible and inclusive use of AI. We will do this by working with the AI working group to advocate for clear AI policies from decision-makers and to ensure that AI models are fair, unbiased, and used ethically. This also includes compiling a resource base of practical tools and hosting webinars to assist members with understanding and utilising genAI tools. |

| Ensuring our Future | This theme includes overarching and all-encompassing actions, such as implementing a marketing and communications strategy and creating alternative offerings for members to increase diversification of TUANZ revenue. |

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Trust and Safety

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Independent Voice

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

Advocate for stronger online safety measures, platform accountability, and content moderation, to protect all users from online harm.

Adopt and encourage the execution of existing multi-stakeholder community-led blueprints for identifying and discerning misinformation, and provide help for users to find those with established subject matter expertise.

Advocate and work to enhance coordination between Government and organisations to address threats and protect citizens from global cybersecurity risks.

Member Community

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

Launch and support a member community focused on cyber security

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Transparent Data Use

The strategy is to be a champion for responsible data usage and advocate for individuals having control over their data by being actively and clearly informed about how it is being used.

Independent Voice

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

Identify ways we can help individuals have control over their data and be actively and clearly informed about how it is being used.

Advocate for clear regulations and policies around data usage, particularly in AI training, ensuring that user data is not exploited and that individuals' privacy rights are upheld.

Member Community

We will encourage our members to implement robust processes to ensure they are best practice examples of responsible data usage.

Develop a Member Digital Privacy and Trust working group to assist with the development of these tools and services

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Access and Inclusion

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Independent Voice

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

Focus on influencing the decision makers who can help close the digital divide, ensuring that socio-economic factors, location, or lack of skills do not hinder access to essential digital tools.

Advocate that new developments in areas such as digital identity implementations are inclusive and address the concerns of all groups, including those who may be hesitant to trust technology.

Member Community

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

Continue to run Māori and Pasifika engagement mahi through our Te Ara Hihiko roopu.

Provide forums (After5s, flagship events and webinars) which encourage New Zealanders to make the most of the opportunities available in the digital technology economy.

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Education to Employment

The focus is on advocating for education policies that upskill New Zealanders and support our members by partnering with others to deliver practical education resources.

Independent Voice

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

Deliver an advocacy campaign that encourages Government to prioritise digitisation in Small and Medium Enterprises.

Inspire youth to pursue careers in digital technology by showcasing opportunities and leveraging partnerships.

Advocate for the early education of essential digital and cyber skills and help prepare students for the digital future.

Member Community

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

Deliver and grow the FLINT programme, including encouraging member organisations to support the programme and developing the new FLINT Plus programme.

Deliver and grow the NEXTGEN programmes.

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Responsible Generative AI

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

Advocate for clear, differentiated AI policies from decision makers.

Advocate for ensuring that AI models are fair, unbiased, and used ethically, minimising potential harm and maximising benefits for all users.

Work with partners on driving responsible AI adoption across Aotearoa.

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

Deliver resources to assist members in understanding and utilising generative AI tools.

Develop and promote best practice ethical guidelines for AI development and usage, and responsible and inclusive use of AI tools.

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Ensuring our Future

We will ensure TUANZ is positioned to achieve its purpose. This includes overarching and all-encompassing actions, such as implementing a marketing and communications strategy and creating alternative offerings for members to increase diversification of TUANZ revenue.

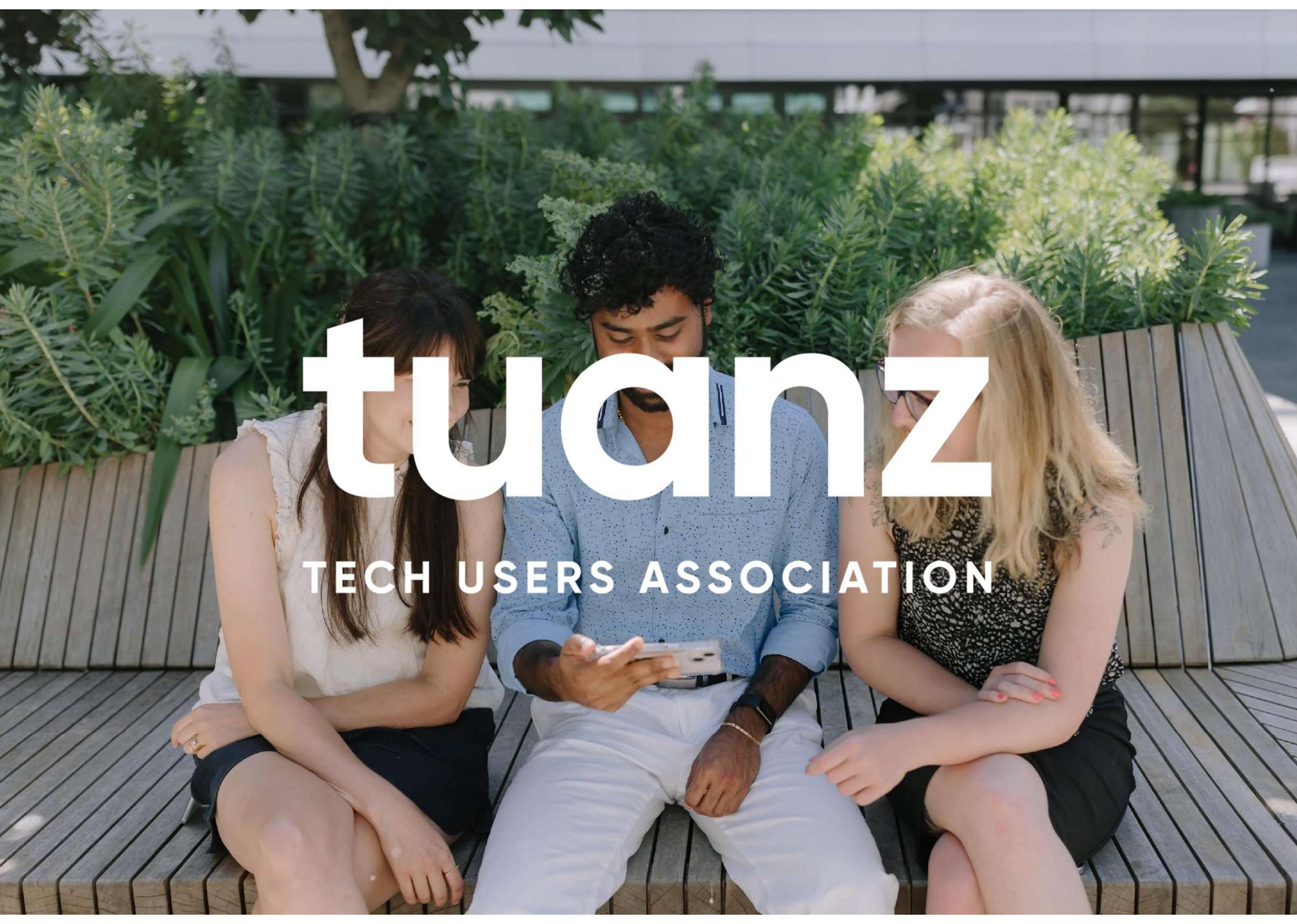Ensure that TUANZ is a model of best practice Data Privacy.

Revise the marketing and communications strategy so that it is proactive and issue led for 2026, focusing on the national election.

Develop and deliver alternative offerings for Members to increase the diversification of revenue for TUANZ.

Partner with key industry stakeholders to advance mutual objectives and fully participate in Government and Commerce Commission workstreams.

Review the website strategy in line with the need to provide an online community platform.

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