

Spring Edition October
2019

NZ Rise

Democracy & Technology

Digital Inclusion –
where are we at?

Disinformation and
Democracy – the
coming tsunami we
aren't ready for

Online Voting:
Why it's a
terrible idea



Plus:
Digitising Democracy

Online media and digital
identity

Three things you should know
about Govt Procurement

Survey:
Is the govt a good customer?

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Cover Photo: Prime Minister Jacinda Ardern giving the keynote address at Nethui 2019 [Source: Internet NZ]

Co-chair report

Victoria MacLennan

Kia ora koutou NZRise members and supporters,

It has been an exceptionally busy quarter for NZRise businesses especially those working with the government as new budgets kick into life and (often urgent) demands for products and services surface.

The NZRise Board is currently engaged in a number of really important regulatory and policy issues facing us all as businesses - taxation changes, open government review, open data for government procurement, government contracts and qualification reviews that are relevant to our sector - to name a few. These hard-working volunteers hold a strong voice on your behalf and would welcome your input or feedback on any of the issues raised in this newsletter, on the website or via the forum.

Breccan and I have also attended a range of engagement meetings across industry and with government agencies establishing new routines, we don't think anyone noticed each of us taking a well-earned European holiday at different times in recent weeks which is the beauty of the Co-Chair model.



As many of you will know Paul James has initiated a review of the GCDO (Government Chief Digital Officer) function at DIA (Department of Internal Affairs). This step change programme is almost complete with appointments to be made in the coming weeks. As a supply community a major point of interaction with the GCDO function is via the Commercial Strategy and Delivery Team who are responsible for All of Government Common Capabilities, Cloud First, Security, Contract Management, Marketplace and delivery on the Strategy for a Digital Public Service. I have been invited to provide input into the operating model and structure of this group as an industry representative and would welcome your views so please share these with me via email or on the message board.

Finally, with my DEDIMAG hat on I will be meeting Minister Faafoi again next week and attending a number of policy meetings with officials on Christchurch Call, Digital Inclusion and Digital Economy related initiatives. If you are keen to add your voice to the Digital Inclusion discussion DIA are facilitating a hui later this month - the [Digital Inclusion Connect Forum](#) - it's open to everyone so feel free to come along and share your experiences.

Having worked with officials on this for over a year now I am hoping this event will give DIA some clarity of strategy so they can really step up as lead agency drawing together the fragmentation of effort across government. In an ideal world DIA would co-ordinate the governments resources so they can all effectively support the great works already happening out there in the NGO sector.

Ngā mihi nui, Vic

Online Voting

Laurence Millar



Online voting? No thanks!

I do all my banking, travel booking, shopping and communicating online. Surely in the 21st century, I should be able to vote online?

If you are voting to elect the president of your sports club, then online voting is convenient and easy. But it should never be used to elect our government, and this article explains why. This view is not universally shared, and if you want both sides of the story, you can read [this](#) published in 2016, when online voting was being considered for local body elections.

Technology can improve elections in many ways –online voter registration, managing workflow in the election process, recording votes, and presenting the results for mass consumption in real-time. The NZ election system does all these functions and does them amazingly well. At the 2017 General Election, votes were cast at 2,863 voting places around the country, and around 20 million requests for updates were served, providing the public with real-time updates throughout the evening, and making the results at the individual voting station available for analysis.

But for the actual voting process? Under examination, the case is fundamentally flawed. The number one reason is risk specifically the

risk that voting data is manipulated. The level of any risk is determined by the impact and the probability of the risk occurring. For elections, the impact of a stolen election is huge; put another way, the benefit from stealing an election is massive, securing power and money for three years. This level of reward will attract hacking from multiple sources with limited ability to recover from a successful attack. In fact the chimera of manipulated votes is in itself sufficient to undermine confidence in the result of the election.

All the evidence suggests that an electronic voting system will be successfully hacked. [Def Con](#) is an annual hackers convention that runs a “Voting Village” where voting systems and machines are tested for resilience to attacks, and are found wanting. At this year’s event, attention turned to nation-states or other actors waging disruptive attacks to influence the outcome of elections and sow distrust of the election process.

Think about all the components that make up an online session – browser, OS, wifi, router, modem, network, the layers of software and hardware that support the server – all built by different companies from different countries. None of them are 100% secure from intrusion. And remember that security is as strong as the weakest link, which is the target for attack vectors.

Absolute trust in a computer system is rarely required. Banks can fix any fallout when on-line banking goes wrong - real world actors can get involved to sort things out. But there is no one to fix things if voting is hacked (since a smart hacker will leave no traces). Where absolute trust is required, security agencies use specialised, dedicated and isolated networks and hardware.

But wait there’s more...

As well as the certainty that the system will be successfully hacked, there are other reasons why online voting is not a good idea.

The impact on community cohesion

The election process is one of a few pieces of modern life that has not been atomised, joining participants in a common social ritual - visiting the polling station to cast a vote, and then watching as the results unfold on election night. The only other events that even come close to creating a similar scale of shared experience are major sporting events.

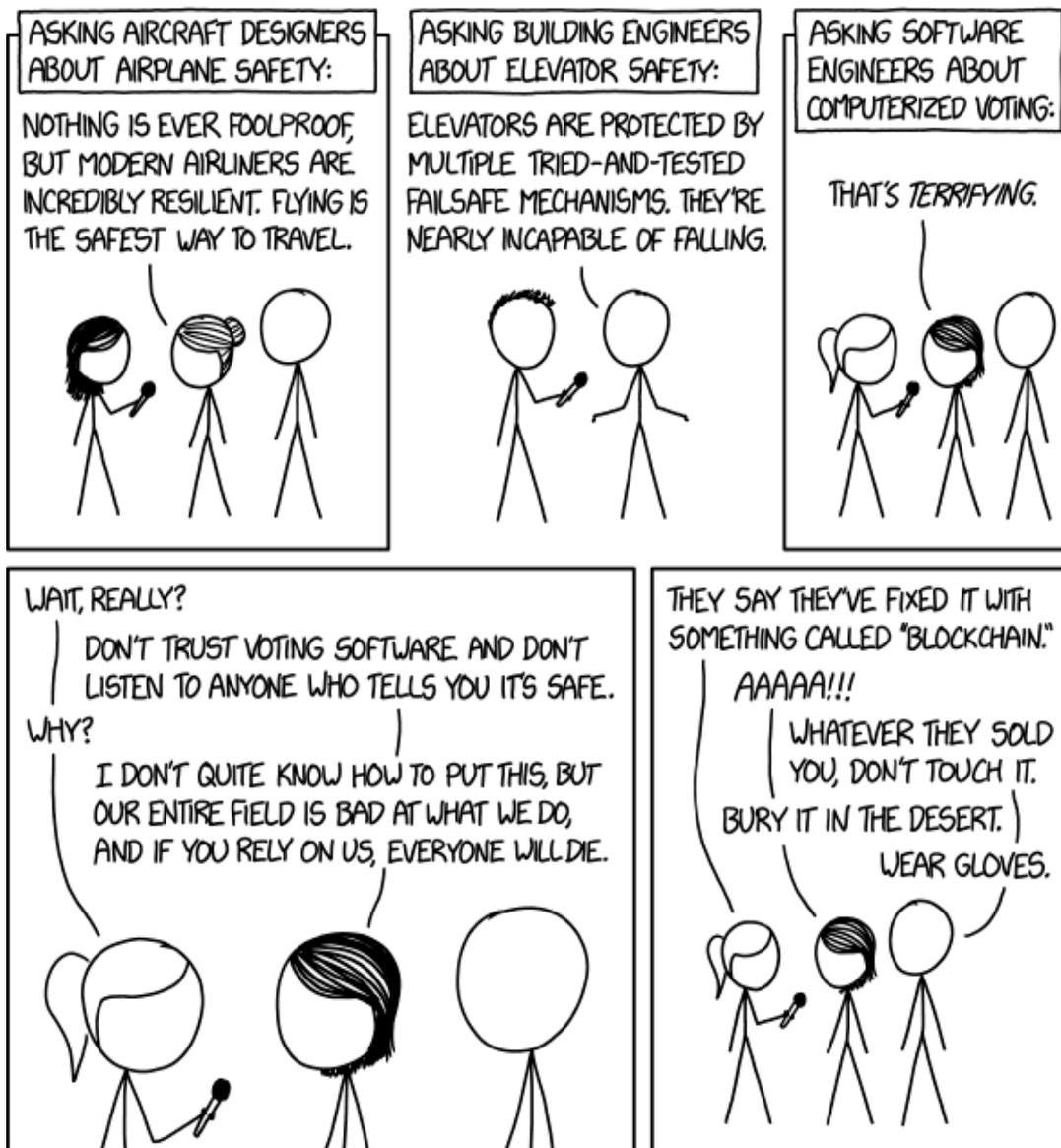
Transparency

Every vote cast can be scrutinised by participants to ensure that it is cast correctly. When this is buried under code,

compilers, networks and hardware, there is no vantage point from which scrutineers can observe.

Privacy

The paper-based voting system have a unique number for each vote, which is recorded against the voter's name on the register to ensure the integrity of the voting system. This video explains how paper based voting systems were designed for private voting with public scrutiny. Compare this to all individual voting records being stored digitally, creating a an incredibly valuable database for campaign managers.



But technology will fix all the problems: [xkcd nails it.](#)

And for a final red flag, the Digital Inclusion challenge, reported elsewhere in this newsletter. Voting is a universal right and making it harder for some is disenfranchisement. This would be deeply ironic and a backward step in the first country to implement universal suffrage.

But online voting will increase turnout. The concern about democratic deficit and non-participation of the public in elections has been around for decades. Many approaches have been tried, with some spillover side effects. The ability to vote up to 2 weeks ahead of the last election made a mockery of the legal requirement for no campaigning on election date. Postal votes were seen as a saviour in local body elections, but there have been, possibly apocryphal, stories of young voters not knowing how to post a letter. The root cause of low turnout is not ease of voting, it is lack of interest, lack of engagement and lack of trust.

But online voting is inevitable: No, it's a solution looking for a problem.



Want to know more? Check these out:

Read some articles that are NZ specific content:

<https://thepolicyobservatory.aut.ac.nz/publications/online-voting-project-page>

[Politics – the myths of online voting](#)

[Security concerns with Online Voting, outside the system](#)

Or, if it's the trust behind online voting you're interested in, these articles might be of interest to you:

[I'm a Computer Scientist. Here's Why You Should Never Trust a Computer.](#)

[Blockchain-based elections would be a disaster for democracy](#)

[Online voting is a cybersecurity nightmare](#)

And we all like real world examples of what is happening and things to consider to form our own opinion, these articles will help with that:

[A critical flaw in Switzerland's e-voting system](#)

[Hackers were told to break into U.S. voting machines. They didn't have much trouble](#)

[Could the 2016 Election Be Stolen with Help from Electronic Voting Machines?](#)

[Alaska election nightmare](#)

[Online voting is impossible to secure. So why are some governments using it?](#)

[Election explainer: why can't Australians vote online](#)

[Vanessa Teague at linux.conf.au in 2017 \(video\)](#)

Digitising Democracy

Breccan McLeod-Lundy



Popular discourse around electronic voting is being quickly reduced down to the debate between citizens who want voting to be as easy as online shopping versus the stereotypical IT professional who keeps freaking about security.

Some of the onus is on technologists to describe how we can help improve the structures in which we live.

The Challenges

STV is a great electoral system that unfortunately also requires a fairly deep understanding of an election for the public to engage with.

Solutions need to make it easier to engage with this complexity and easier for voters feel confident that their vote will not lead to an unwanted result.

Local news has steadily become less well funded and less well read. While in the past there could be an assumption about how engaged people were with their local news and community this has steadily decreased as digital systems lead to people having connections and relationships that are less tightly tied to the physical location. Any

approach to voter engagement must acknowledge these changes as reality.

These challenges also play deeply into inequalities already present in society. Research has demonstrated that the goals for improving equitable access to democracy have to include lowering the cognitive load of engaging with the electoral system and working out who has policies that will benefit you.

There are also some findings that just improving access, such as through online voting, doesn't help with improving the diversity of those engaging,

Seven Potential Changes

1. Move candidate information online as a primary source
2. Capture answers from candidates in a consistent way on issues that are key to voters
3. Keep Voting Records Alongside Candidate Profiles
4. Allow voters to select the candidates they'd prefer within the system as they're searching
5. Create links for voters and organisations to share their preferred votes
6. Add a no election option for votes on positions where Crown appointment is possible
7. Handling the move away from postal services

Some people will insist that that verification happens on a paper receipt while others may be comfortable with digital voting so long as it's a closed system. Either way it's still a long way from opening voting up to the wider internet and the multitudes of bots, viruses, and creepy uncles that might have access to your home computer.

[Read my full blog post here](#) on the Ackama website.

Is the NZ Government a good customer for your business?



The New Zealand Government is a super user of many products and services. Businesses often want to sell to government organisations, but we want to know what they're like to have as a customer. What impact do they have on our economy?

Poor behaviour of big business in Aotearoa has been highlighted recently in a report by Xero and described in this article "It's time big business stopped using small enterprises for working capital".

Question is: Does the NZ Government do the same?

Our members tell us that payment terms with Government are standard – it's the actual payment date that varies wildly. We would like to understand which agencies are great payers, which are pretty good and which ones are consistently late payers across the board. If it emerges that the anecdotes support further investigation, we will take this further.

We need your help. Every business, contractor, supplier to the Government of New Zealand – Please complete our anonymous survey on "Is the Government a good customer".

[Complete the anonymous survey here.](#)

Disinformation and democracy

Rahul Watson Govindan



“Falsehood flies, and truth comes limping after it, so that when men come to be undeceived, it is too late; the jest is over, and the tale hath had its effect...” Jonathan Swift

Truth is what you [can't] choose to believe

There is much good to be said about democracy. As a graduate of political science, it does amuse me then that the most commonly quoted statement about it remains one famously attributed to Winston Churchill

“Democracy is the worst form of government, except for all the others”

Central to our concept of democracy is the capability for those of voting age to make judgements on what and who they wish represent them for the greater good: the ability for the everyday NZer to walk into a booth, with a common marker pen, make a little cross on a little bit of paper showing the candidate or idea she wishes to be elected to parliament or law. This is one of the foundations of democracy. No amount of rhetoric or hyperbole can diminish the importance of this point – the path

humanity has taken to this point is (and continues to be in many parts of the world) paved in blood. However, this capability rests on fundamental attributes which arguably are *more* important than the act of voting itself. Front of these is access to information – truthful and reliable information. The ability to access it, assess it, understand it, debate it, contribute towards the formulation of it, the time and capability to use it for your benefit. We have come to realise that our systems of power and its manifestation are not as inclusive nor democratic as we exalt them in text to be.

It is 2019 and I put it to you that ‘Informed consent’ is manufactured: It is not informed, and consent is not asked.

Technology and software (and by extension: we in the industry) are not blameless.

There’s a tsunami on the way, are we ready?

Disinformation is a new word in our vernacular. It has become one of the defining issues of our time thanks largely to the spread of social media, widespread unhappiness with ‘status quo’ amongst the global middle classes, local and global politics that creates and sustains the demand for self-validating ‘alternative narratives’, and the massive spread and presence of digital technology.

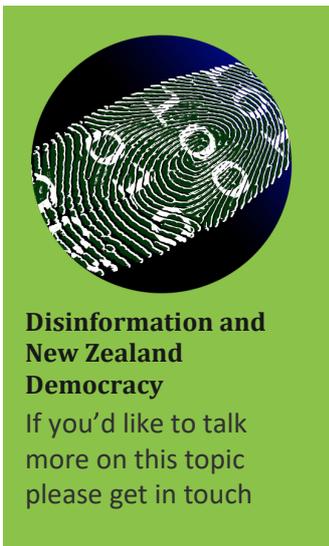
“One person's misinformation is another person's facts”
Simon Bridges ([link](#))

Thus the disinformation ‘problem’ is fed by wider socio-economic structural failings in our political system, so it makes sense that the solution, too, must be partly structural.

Trump has lied 13,435 times since taking office, per the [Washington Post Fact Checker](#). That’s an average of 13.5 lies every 24 hours. And yet

four in 10 voters in one of the richest, most educated countries in human history still *approve* of him. That is not just a function of blind party loyalty: it is a manifestation of the echo chamber his supporters find themselves in. In crude simple terms, where their browsing history, combined with keywords from their posting history conspire with well intentioned (and not-so-well-intentioned) algorithms to proffer up content to those users that generate clicks ('engagement'). Content that most aligns with their world view is most likely to generate such engagement – and thus the cycle continues. Let alone the massive disruption caused by tens of thousands of 'bot' accounts spread, retweeting, falsehoods.

The European Commission has been working since 2015 on an action plan to meet what it perceived as an urgent need to preserve the integrity of member states' electoral systems and infrastructure ahead of the elections. The Commission put forward a European approach for tackling online disinformation in its [Communication of April 2018](#), seeking to promote a more transparent, trustworthy and accountable online environment. The Communication proposed measures to tackle disinformation online, including a self-



regulatory EU-wide Code of Practice on Disinformation, signed by large online platforms and the advertising industry, as well as support for an independent network of fact-checkers.

New Zealand, perhaps in

cooperation with Australia, would do well to prepare something similar. **Much of our current protective infrastructure (as much as one can describe it as such) was not setup for the massive spike in disruptive digital disinformation about to flow to us.**

Regulation aside, there must be a shift in commercial practices to disrupt the business models driving disinformation and reduce the pressure on revenue starved media outlets to compete for clicks. That means that we tech stakeholders carry a certain degree of responsibility in the fight against disinformation

As a tech industry we need to own the world we are creating: the unmet need is not just limited to 'the customer'.

I put it to you fellow technonauts, that in *this* century perhaps more than ever before, we are the masters of our democracy.

What we create is not limited to our customers: but our fellow citizens.

How many of us stop to think about the ethical component of innovation?

14 years ago I was working at an international NGO where I wrote an internal strategy paper that asked that same question in the context of international aid post the massive Asian Tsunamis and widespread...let's call it "inaccuracies and inefficiencies"...in how aid was spent: "what are the ethics of our humanitarian interventions?" It led to widespread changes in internal processes and decision making – especially around 'go/no go' of intervention.

The tech community need to do the same: much like Volvo installing seatbelts in the off *chance* the car might crash, how might we build software and deploy services knowing that they *could* be misused? What's our seatbelt? What are our safety features? The car industry was eventually regulated and forced to make safety changes. This is starting to happen in the tech world now.

Meanwhile, the 2020 electioneering is well underway in New Zealand. Political parties are trialing call and response tactics online.

Undoubtedly, foreign actors will see NZ as a testing bed for future tactics in bigger global elections.

The time has come to prepare for our tsunami.

Digital Identity

Peter Haar

<http://infocentrik.co.nz/>



How many social media accounts do you have? Facebook, Pinterest, Instagram, Twitter and YouTube are probably the most common platforms that you may use. But what about WhatsApp, TeleGram, Tumblr, TikTok, Reddit, Viber, SnapChat? They may be slightly less popular in terms of business use but they are generally widely used, especially by our children. These social media tools can be very useful for business sales and marketing. However, at the same time there are some issues that have arisen that we are grappling with (both from a business perspective as well as a personal perspective).

From a technical point of view, it is very hard to manage all these social media channels to maintain a consistent message to your audience. Maintaining a consistent brand is also not that easy. From a business perspective this is obviously a problem, from a personal perspective this is generally not an issue at all.

Then there is the issue of privacy. With work related social media channels we seem to “protect” them reasonably well and we seem to be well aware of potential privacy issues that may occur through these channels. From a business perspective we tend to be apprehensive about using them and carefully watch our profile as well as what we post on them. The personally used social media channels are quite different, they change rapidly with trends and the content doesn’t need to be consistent.

A lot of us don’t tend to think about what we post, how we post it and, even worse, about how to set the social media accounts up.

We tend to be honest about the information we provide in the profiles that we create. When creating a profile for a social media channel we have to provide a lot of personal information (or you use your public Facebook or Google account for everything) and in a lot of cases you will probably provide accurate and real information. In my opinion the problem around this will increase over time. If I look at my children, it seems they hardly have any concept about privacy or security. The desire to create a social media account for them is far more important than the possible implications of that account.

Ask yourself the following questions:

Do you share large parts of your personal life on Social Media? If so, you may as well hang your front-door key outside on the doorpost. After all, you have posted that you will be in Australia between 1 February and 14 February and to prove that you will also post photos of yourself on the beach on your public Instagram.

Is Social Media a burglars paradise? Most likely.

Should we stop using Social Media? Absolutely not. Whether we like it or not, life without Social Media has become increasingly more difficult. Some, like myself, may still be apprehensive against it.

What I think is important though is that we start thinking about what we post and how we post it. I think it is OK to “lie” about your personal details in your digital identity (unless it is something like Lexa of course;-) and that we keep teaching our children about the potential risks of Social Media and their digital identity. As a tech community we have a degree of responsibility to protect them.

Update on Digital Skills

Victoria MacLennan



NZRise, ITP, NZTech and InternetNZ are the industry members of the cross government, cross agency initiative the Digital Skills Forum working alongside MBIE, DIA, Ministry of Education, TEC, DPMC, TPK and others. Victoria has been chair of this forum for 2 years now - and 2019 has been the busiest year yet.

To reflect changes in agency participation, the addition of InternetNZ and where the Forum is now focused, we have just updated our Charter. You can read the [revised Charter here](#). In short it defines the Forum's areas of focus as Digital Skills for the Digital Technology industry and for Businesses who utilise Digital Technologies extensively. This means while the Forum is incredibly supportive of, and connected to, we are not focusing on Digital Literacy for all of Aotearoa. In the coming weeks the Digital Skills Forum will be releasing an update on the Hui we held earlier in 2019, releasing our insights from the Internships survey many of you participated in earlier in the year, presenting to Ministers at the Future of Work Tripartite Forum and developing advice on pathways into the workforce, retraining the existing workforce and diversity challenges in Digital Technology.

We welcome any support, insights, information and feedback we can find so please do get in touch or follow our updates on the website www.digitalskillsforum.nz



L to R, Victoria MacLennan, Stevie Jepson, Bridget Beale, Kim Connolly-Stone, Anna Groot

Digital Inclusion

Laurence Millar



As government places increasing emphasis on digital services, digital inclusion becomes an essential consideration for officials and their technology partners.

Technology provides the foundation for government to provide and promote the uptake of digital services; this has the potential to reduce operating costs, but only if the services achieve high levels of adoption. Unlike banks and other commercial organisations, government rarely has the option to choose its customers, or make a “digital only” decision, which is available as an option for some G2B services such as land transfer or customs entries.

The risk of adopting “Digital First” for government services that have widespread usage by individuals has been illustrated by Census 2018, where the population response rate fell from 93% to 87%; the fall was even more dramatic for Māori (90% to 74%) and Pasifika (91% to 74%). The independent review found that “the Internet Collection System was secure, stable, and easy to use with over 80% of forms completed online”; however, the overall project did not meet three of its four investment objectives. The first results were published on 23 September 2019, 11 months later than planned.

Digital inclusion means that an individual has Affordable Access, Skills, Confidence, and Motivation to benefit from the digital world.

In the last few months, Government has published many papers on Digital Inclusion including a commitment to make a case for investment in Budget 2020. This is essential to ensure that the digitally excluded are able to fully participate and take advantage of the many benefits of being online.

There is a generally held view that New Zealand is a world leader in digital connectivity – for example the World Internet Project reports that 94% of the population is connected; however, serious concerns have been raised by the methodology underpinning these findings. 30,000 families with school aged children do not have internet access, and it is likely that at least half a million New Zealanders are digitally excluded.

In a double whammy, the groups identified in the Pulse of Our Nation at most risk of digital inclusion also have high levels of interaction with government:

- Families with children in low socio-economic communities
- People living in rural communities
- People with disabilities
- Migrants and refugees with English as a second language
- Māori & Pasifika Youth
- Offenders and ex-offenders
- Seniors

Until digital inclusion is “solved”, and everyone in New Zealand has the access, skills, motivation and confidence to use the internet,

government services will not be able to be fully streamlined.

What is needed to eliminate the Digital Inclusion challenge?

The current situation has the characteristics of a “market failure”. The digitally excluded are hard to reach, costly to support, and in many cases have bad credit records – not attractive for private sector providers. Spark Foundation launched the JUMP product (a free pre-pay 4G modem for families with school-aged children) but take up has not met targets because the product is high-touch/low revenue.

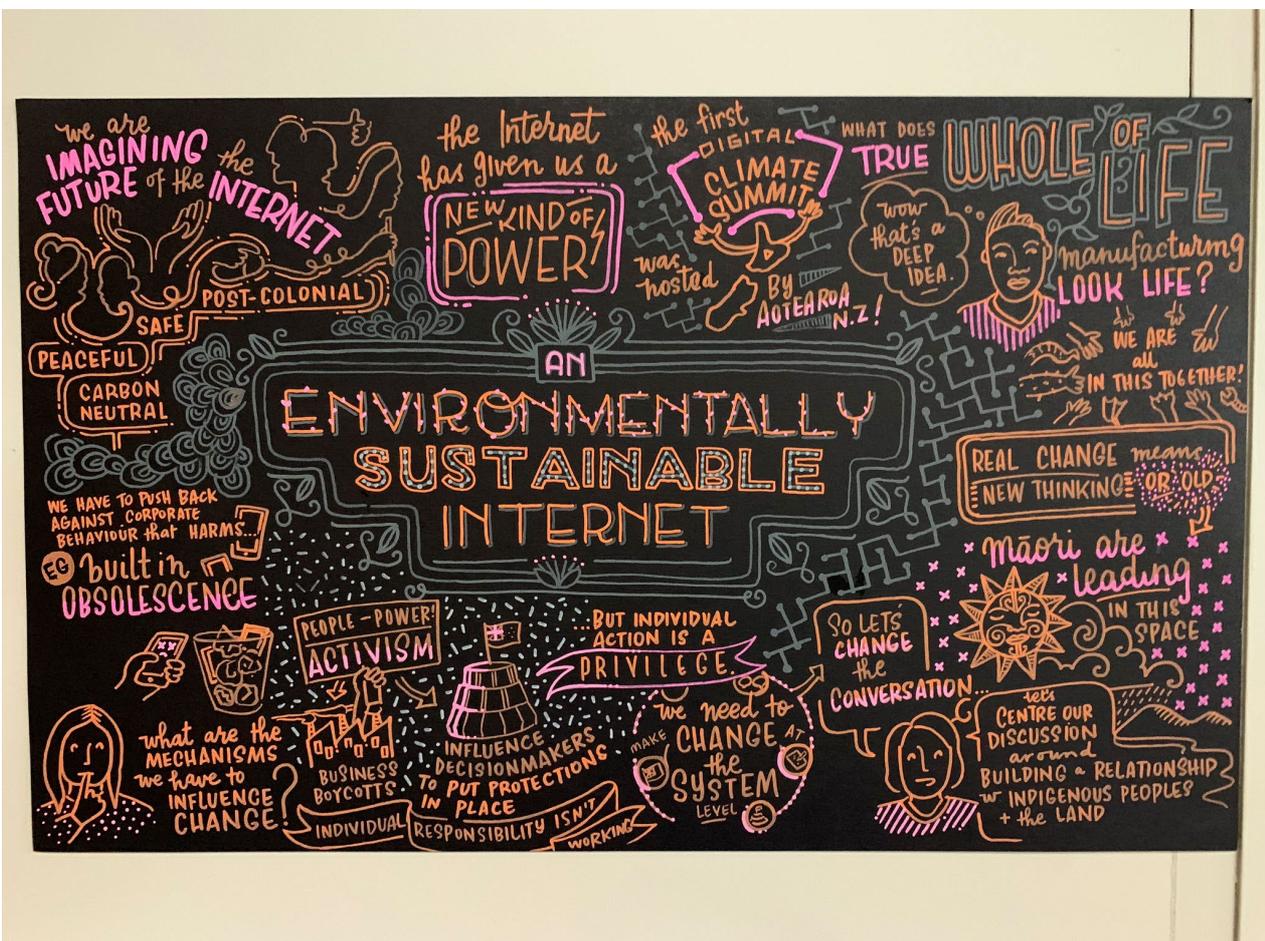
The business case for government investment is compelling. Digital Inclusion ticks many the whole of life benefits targeted by the wellbeing budget methodology. Research data shows that improvements in employment, education and community provide a substantial return on government investment. In addition, when digitally connected, people get a “digital dividend” that UK research estimates as £744,

significantly more than the cost of being connected. Getting the last 15% of the population connected needs government intervention in Budget 2020.

... and if numbers do not convince you that this is important, there is a trove of stories from people whose lives have been changed by digital inclusion, including this powerful video from Nethui2012.

What does this mean for New Zealand GovTech projects?

Make sure that you include consideration of vulnerable groups when you are building software and platforms. This will involve co-design with groups that may not have a natural seat at the table, so you will need to identify new ways to connect with communities. This responsibility is shared between the government customer and the tech sector provider – when your project is sunk because users are excluded, there is little to be gained from arguing which end of the boat has the hole.



Themes that emerged from Nethui 2019 [Source: Internet NZ]

3 things you should know about the Government Procurement Rules

Victoria MacLennan



As business owners we all experience the varied understanding of procurement rules across government agencies - so sometimes it really helps both parties if we can assist the buyer understand and navigate the procurement rules.

The NZ Government have updated the rules of sourcing recently, we've written quite a bit about this before but thought it would be handy to pick out 3 of the more useful changes for you to consider leveraging - 1 and 2 in pitching your value proposition and 3 if you find your Government customers aren't paying on time:

Rule 6. If it's under \$100k the agencies should buy from a NZ owned company

"New wording has been added throughout the Rules to encourage government agencies to engage more directly with New Zealand businesses when procuring goods or services below threshold. Engagement with social enterprises and Māori, Pasifika and regional businesses are particularly encouraged."

Rule 17. A 2nd lever for NZ owned companies – increase access for NZ businesses

"Priority one aims to increase access for New Zealand businesses to government procurement opportunities. The new rule requires agencies to consider how they can create opportunities for New Zealand businesses through their procurement opportunities."

"Agencies must have regard to guidance published by MBIE on how to effectively involve New Zealand businesses in contract opportunities including Māori, Pasifika, and regional businesses, as well as social enterprises."

Rule 51. Prompt payment – strengthened wording

"Each agency must pay suppliers' invoices promptly. At a minimum, invoices must be paid at the time/s set out in the contract, or earlier if possible."

NZRise Government Procurement Update

Shane Ross



Since my last article on Government Procurement for NZRise, the activity has only continued to increase – due in part to the high levels of openness on behalf of MBIE and the willingness of the MBIE team to engage with industry.

Procurement Rules

On 28th August 2019, NZRise jointly hosted with ITP a members event on the 4th Edition of the Government Procurement Rules. Presented by the MBIE team of Karen English - Manager Government Procurement Policy and Peta Bailey-Gibson – Senior Policy Advisor, the session walked through the 4th Edition of the Government Procurement Rules, with a focus on the changes relevant to New Zealand businesses, particularly ICT and those with a Maori or Pasifika focus. NZRise has been engaging heavily with MBIE on the new edition of the rules. While NZRise feels that more could be done, it welcomes the changes that have been made. With the 4th Edition of the rules are set to be implemented on 1st October 2019; many agencies are actively including the 4th Edition of the Rules in their procurement processes now.

Agile Contracts

NZRise are members of a working group set up to look at how Agile Contracts could be better constructed for Agency / Supplier relationships.

While some collateral currently exists in this area – both private sector and Government, there are no guidelines yet on how to manage the process leading up to contract negotiation that helps make this process easier for both agencies and the supplier. Working group representation is across procuring agencies, industry, legal, DIA's GCDO function and MBIE as the lead on Government Procurement.

GETS Open Data

As part of the commitment to Government Open Data, MBIE is looking at releasing GETS Contract Award notices to the market as an open data source. A working group has been established to look at the how and what. While the MBIE opening position was at odds with industry's view, it is good to report that MBIE is listening with key changes being made by MBIE to both the initial delivery date of the open data (October 2019 as opposed to July 2010) and the level of information included (all of GETS as opposed to three-monthly data snapshots). NZRise still has some concern about the completeness of the data – largely impacted by Governments use of secondary procurement processes – and we will make these public as the GETS open data is made available.

For any further detailed updates on the above areas please contact me and I'll be happy to talk further.

Outside of the Government Procurement focus, NZRise is representing industry on the ICT Qualifications Review Steering Group. An overview of the review process is available as is the ability to subscribe for notifications. Equally contact me and I can give you a quick update.

Event: Nethui 2019

Rahul Watson Govindan

If you happen to be one of the hundreds who spent some time at Te Papa at the Nethui conference this year, I'd forgive you for walking out of there more worried than inspired.

The annual conference gathers together a very wide cross section of people from across Aotearoa interested in all things 'Internet' - from IT people to users to developers to policymakers - to think about its future. Hosted by Internet NZ, it was this year focused on "[Safety, inclusion and wellbeing on the open Internet](#)". CEO Jordan Carter kicked things off with what I thought was an excellent and important speech. It is worth reading in its entirety here: [Jordan's Speech](#). The central theme of his speech was that the "the time has come to make a change". This relates to everything we do, create and grow and champion on the internet. He posed two questions to the audience to take away:

1) How can we deal with the harms that we create, in ways that protect the benefits we bring?

2) How can we influence the big players far beyond our shores to keep serving our needs without the downsides we see today?

These are of course important and difficult questions. A great challenging way to kickstart the two days. The Prime Minister Jacinda Ardern also gave a keynote address where she spoke about the Christchurch Call and the collaborative and pioneering work underway there in response to the events of March 15th. Lastly, we heard from Jillian York from the Electronic Frontier Foundation, a champion of freedom of speech and expression, on how these ideals need not come at the cost of diversity, inclusion, safety and wellbeing or vice versa. Among the very though provoking insights she made was how we might be comfortable to delete violent extremist content: but these bits of content are in fact evidence of crimes and violations of human rights, and many of the groups posting them are doing so in order to bring about democratic change in often brutal oppressive regimes.

Over the course of the two days we heard from other leaders of the likes of Anjum Rahman from the Islamic Women's Council, Emmi Bevensee from Mozilla, and David Shanks NZ's Chief Censor.

We also broke out into various interesting workshop sessions with topics ranging from AI and Ethics, Digital Inclusion, and building a sustainable internet. All sessions were 'action oriented' with various commitments made from participants to follow up on discussions with action in the weeks and months ahead.

My main takeaway from the event was that there is much work to be done, and much of it at the pioneering stages. This means that mistakes will inevitably occur – but we should embrace that for the sake of progress. For to not address the very real issues of the digital economy and the internet will ultimately cause much worse instability and pain for our world. We must be courageous.

Hope to see more of you at next year's hui!

Upcoming Events

Fireside chat with Peter Hughes, State Services Commissioner

NZ Rise is hosting another one of our fireside chats. This time with NZs State Services Commissioner Peter Hughes. As you know, the State Sector is undergoing big changes, and this is your opportunity to ask questions and hear directly from our head of the public service.

Thursday October 31st 4:30 pm.

Event page is here:
[NZ Rise Fireside Chat](#)

And to register please do so here:
[Registration for Peter Hughes event](#)



Crossing the Chasm is coming to New Zealand



The NZ Software Association is thrilled to announce that Mark Cavender, co-founder of the Chasm Institute, will be facilitating a Crossing the Chasm workshop in Auckland on the 12th & 13th of November.

For over 25 years members and guests of the NZ Software Association have been sharing their experiences about growing their tech companies. There is one leap of faith they've all had to make: "will customers adopt our new offering?" This is more than just convincing someone to buy what they're selling. Once customers buy it, will they use it and realise the value? Understanding those market adoption dynamics, and incorporating that knowledge into your plans, is how you can tackle this critical success factor for your business.

What does the workshop cover?

The Chasm Institute provides a highly effective workshop that links up the concepts from technology adoption behaviours, to market development models, to digital B2C and B2B2C marketing, all the way to go-to-market planning. In less than two days, attendees get the opportunity to learn and apply all the necessary elements to tackle the big question: how do we get customers to adopt our new offering?

Who is Mark Cavender?

Mark is the Co-Founder and Managing Director of the Chasm Institute. Mark has provided consulting and market strategy workshops for over 350 technology companies, large and small, in the US, Europe, and Asia / Pacific.

How is the Crossing the Chasm workshop different to other marketing workshops?

Crossing the Chasm is focused on the reality of applying concepts. It doesn't just explain "the technology adoption lifecycle", it examines "how the technology adoption lifecycle works in reality". That means understanding the obstacles, as well as where it succeeds. These workshops are learning experiences based on real world application of the concepts. Works produced by the Chasm Group are recommended by the most successful tech company leaders in the world such as Mark Benioff, CEO of Salesforce, Guy Kawasaki, ex-Chief Product Owner from Apple, and Satya Nadella, CEO of Microsoft. Crossing the Chasm has been described as "one of the top 10 marketing books of all time" (Inc. Magazine) with over one million copies published. It is considered as "the Bible for Entrepreneurial Marketing" by Tom Byers, director of the Stanford Technology Ventures Program. For more details, please visit <https://innovise.nz/events/crossing-the-chasm-workshop/> This workshop is eligible for the NZTE Management Capability Vouchers (up to 50%)

Plus:

- Breccan McLeod-Lundy the NZRise co-chair is speaking at the upcoming **Digital & IT Law conference** on 25-26 November. Conferenz is kindly offering a 10% discount code **MVQDIW** to our community <https://www.conferenz.co.nz/events/advancing-digital-it-law>
- **MobileTECHAg2020**, Rotorua 7-8 April <https://mobiletech.events/>

About NZRise

We are a group of business leaders from NZ-owned IT firms which exists to represent the interests of NZ-owned digital technology businesses. This group are passionate about New Zealand technology and believe our IT industry can be a hotbed of innovation and growth.

Become a member of NZRise today!

NZRise membership is open to IT-related businesses and associations that are New Zealand owned and operated. We are responsible for representing the interests of a majority of member companies at all times – no tiers, no favouritism.

[Visit the NZRise website to find out more.](#)