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Women in Tech

MYOB Special Report





Women in Tech

In 2016, New Zealand's tech sector generated 8 per cent of GDP, produced 9 per cent of exports and employed more than 100,000 people.





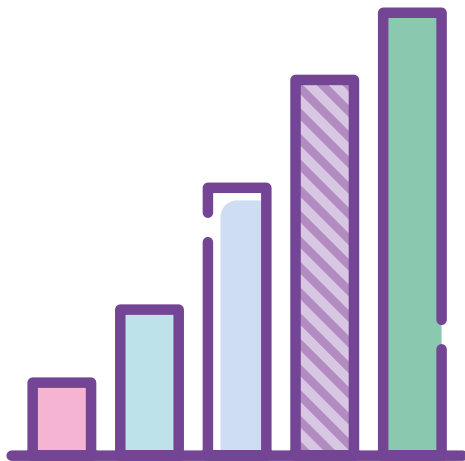
Today, it's New Zealand's fastest growing sector – and with continued investment it is set to become one of the largest and most profitable industries in the country.

New tech firms emerge every year, the no. 8 wire ingenuity of our start-ups is world-class, and the government is finding new ways to ensure more New Zealanders benefit from tech's rapid growth and development.

In short, the sector – made up of ICT professionals, web developers, coders, designers and high-tech manufacturers – is succeeding in more ways than one, and the wider Kiwi community is benefiting from the industry's achievements.

However, not everything about New Zealand's tech sector stands out for the right reasons, nor can every aspect be celebrated with as much enthusiasm.

In fact, the declining number of women in tech – and the absence of diversity at a senior level as a result – is the community's greatest challenge to-date, and will need significant, industry-wide action to ensure a sustainable, profitable and more inclusive workplace for all New Zealanders.



Increasing the number of women in tech

Today, just one quarter of the global tech workforce are female, and in New Zealand it's slightly less – just 23 per cent of the sector.

According to The US National Centre for Women and Information Technology, the percentage of women working in tech has steadily declined since 1991 – and figures suggest this trend will continue over the next several years.

While New Zealand fares better than other countries, the tech sector still has a long way to go to match other industries in the country. Across New Zealand, most sectors have increased gender diversity in the workplace, and female leadership stands at 42 per cent.

According to Mastercard's Index of Women Entrepreneurialism (2017) there are 85 working women for every 100 working men in New Zealand.

And the WEF Global Gender Gap report notes New Zealand is one of the most gender-neutral countries in the world – having made significant strides in closing the gender gap in regards to health, education, the economy and politics.

In addition, for the first time in 11 years, all three branches of New Zealand government are being led by female leaders.

If New Zealand is closing the gender gap, why has the tech sector been left behind? What makes information and communication technology (ICT) so different to other industries and business communities? And what can we do to catch up?

To create a fairer, better and more rewarding industry we need to consider the importance of gender diversity in the workplace, and ask the tough, but necessary, questions about tech culture and a women's place in it.

If we balance the gender scales today, we can set the next generation of tech leaders – male and female – up for unprecedented success.



Carolyn Luey
MYOB General Manager

Snapshot

New Zealand's tech sector at a glance



Generates **8%** of GDP



Comprises **28,000** companies



Produces **9%** of exports



Includes more than **11,000** ICT firms



Employs **5%** of New Zealand's workforce

Working women in New Zealand

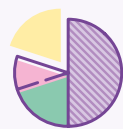


42% of Kiwi business leaders are female



There are **85** working women to every **100** working men

Women in New Zealand tech



Women make up just **23%** of New Zealand's tech sector



Men are **2x** more likely to study ICT and **5x** more likely to study engineering



Just **3%** of 15-year-old Kiwi girls are looking to pursue a career in ICT



The big picture

Since the early '90s, international initiatives, business strategies and government policies have sought to reduce gender inequality in the workplace. And by-in-large, such efforts have been supported by corporate entities and progressive Western populations who wish to see a society free from large-scale discrimination.

To date, some small – and certainly significant – inroads have been made, particularly in New Zealand where our differences are, in general, embraced and celebrated.

Globally, the pay gap is steadily closing, education enrolments are distributed fairly, and women now hold more than 30 per cent of national-level parliament seats in up to 46 countries (United Nations Sustainable Development, Gender Equality).

However, despite these achievements, international and domestic data suggests the current pace of change is too slow, and the chance of achieving universal gender parity in the near-to-immediate future is extremely low.

In fact, the World Economic Forum's (WEF) 2017 Global Gender Gap report, says current gender parity stands at 68 per cent – but is likely to take another 217 years before the remaining 32 per cent is closed entirely. The European Commission's 2017 report on gender equality in the EU is more positive but still says it's likely to take another century to close the overall gender pay gap.



Data suggests the current pace of change is too slow, and the chance of achieving universal gender parity in the near-to-immediate future is extremely low.

And in terms of leadership, the 2017 Grant Thornton Women in Business report says just one in four businesses have one or more females in senior leadership roles – but 34 per cent of businesses have no women in senior leadership at all.

Although it is considered a progressive and thoroughly modern industry, such inequity appears in the global tech sector too.

The ISACA global survey report, *The Future Tech Workforce: Breaking the Gender Barriers* (2016), says only one in four tech jobs are held by women, and only 21 per cent of tech executives are female.

Their research also highlights that 27 per cent of women in tech say they often or always experience gender bias in the workplace, and only 22 per cent believe their employers are committed to advancing women in tech.

If we look at Silicon Valley in particular – the very heart of tech and the birthplace of modern software and hardware – a 2014 report by law firm Fenwick & West LLP states that women hold just 11 per cent of executive roles, and 38 per cent of SV150 listed companies have no female board members.

It seems that globally, women are underrepresented in political, cultural and corporate sectors, with a significant gender gap existing in the tech sector in particular.



34%
of businesses have
no women in senior
leadership roles

Grant Thornton Women in Business report, 2017

21%
of tech executives
are women

*The Future Tech Workforce:
Breaking the Gender Barriers, ISACA, 2016*



42%

of business leaders
in New Zealand
are women

*Mastercard Index of Women
Entrepreneurialism, 2017*

23%

of ICT employees
are women

New Zealand Census, 2013

28%

of ICT employers
struggle to find
skilled workers

Absolute IT, 2017



Looking at New Zealand

As a developed Western nation with mostly gender-neutral ideals, New Zealand is one of the world's leading countries in regards to gender diversity and equality – both in and out of the workplace.

According to Mastercard's Index of Women Entrepreneurialism (2017), women in New Zealand "have the highest degree of access to benefits, opportunities such as SME training and development programs and outreach initiatives" than any other country in the world.

The index also highlights New Zealand's almost-equally distributed skilled workforce. There are 85 working women for every 100 working men, and out of every 100 business leaders, 42 are women.

The WEF Global Gender Gap report also ranks New Zealand highly. According to their research, New Zealand has closed recognised inequalities in the provision of health, education and in regards to economic factors and political representation by almost 80 per cent (compared to the 68 per cent global average). We are currently the ninth most gender equal country in terms of workforce and pay in the world, outdoing France, the United Kingdom, Germany and Australia.

However, despite the country making significant inroads into improving the gender balance, the same can't be said for New Zealand's tech sector. According to the 2013 New Zealand Census just 23 per cent of ICT employees are women. Data from the Ministry of Education (2015) highlights that men are twice as likely to study ICT at a tertiary level and almost five times more likely to study engineering and related technologies.

This is a major problem for New Zealand's tech sector – particularly while the country faces major skills shortages.

The 2017 MYOB Business Monitor Survey of more than 1,000 New Zealand SMEs shows that 38 per cent of businesses are struggling to find the staff they need. The skills shortage is particularly acute for businesses with 6-19 employees, with 58 per cent identifying it as a significant issue, and mid-sized businesses, for which 60 per cent see it as their key problem. The issue is also being most strongly felt in Auckland, with just under half (46 per cent) of Auckland-based employers reporting they are struggling to find staff.

In the tech sector, a tech employer insight survey conducted by Absolute IT found that 28 per cent of ICT employers are struggling to find skilled workers. The New Zealand Technology Industry Association and Canterbury Software Cluster found the country had more than 10,000 IT vacancies in 2013.

And tertiary student demographics suggest these vacancies are more likely to be filled by young men than young women, as well as skilled immigrants seeking work from overseas.

To future-proof our tech sector, we need to seriously assess why so few women are working in ICT.

Despite the country making significant inroads into improving the gender balance, the same can't be said for New Zealand's tech sector.



OMG Tech!

Zoe Timbrell, Vaughan Rowsell & Rab Heath

In the second half of 2015, Kiwi entrepreneurs Zoe Timbrell, Vaughan Rowsell and Rab Heath kick-started OMGTech! – a charitable organisation dedicated to educating the next generation of creative technologists.

“It’s all about giving Kiwi kids the opportunity to explore new technologies,” says co-founder and general manager Zoe Timbrell.

OMGTech! offers award-winning workshops, events and holiday programmes across the country with the help of a nation-wide network of industry volunteers.

“We rely on the good-will of many people, in fact our largest events can have up to 100 industry volunteers,” says Zoe.

While their classes are open to anyone aged between 4 and 24, OMGTech! primarily works with New Zealanders who aren’t served by mainstream STEAM-based programmes – Science, Technology, Engineering, Arts and Mathematics.

“This means we often work with children from under-privileged and rural communities – those without regular access to advanced technology.”

Almost two years on, OMGTech! has reached more than 4,500 children. They now also facilitate girls-only programmes – inspiring young women to explore tech skills such as coding, computing, engineering and programming.

“It’s essential that we create safe learning environments for girls and young women – especially as they get older.”

Zoe says they established ‘girls-only’ events to encourage young women to come along and get involved.

“They’re a harder group to reach, so we wanted to create a power-in-numbers model,” she says.

Zoe believes peer-pressure and cultural norms dissuade girls from studying technology – which they often perceive as “boy-ish”, boring and nerdy.

“By the time a child reaches high school, they’ve already made some of the major decisions about who they are, what they’re good at and who they want to be in the future,” she says.

Zoe highlights New Zealand’s deeply ingrained cultural norms, unconscious gender biases and lack of female tech leaders as some of the reasons for a male dominated tech sector.

“It’s really important that we create safe learning environments for girls and young women – especially as they get older.”

“When we think about what women are stereotypically good at, we tend to think cooperation and communication. As a result, girls often expect they won’t like technology because it’s just a bunch of men sitting around on computers with little-to-no interaction.

“But we need to show them that there’s a place for women in tech,” she says.

OMGTech! does this by ensuring their volunteers represent a diverse and gender neutral workforce.

“There’s no point telling young girls they should pursue a career in technology if we can’t show them a diverse industry.”

Zoe believes boys are encouraged to be more curious and adventurous with their learning too, while girls are told to seek stability and mastery over time.

“Girls aren’t taught about failure. But technology needs failure – it’s about trial and error.”

She says the gender imbalance is changing – but only on the surface.

“If you look at the positions women hold in tech firms, you’ll find the majority are in marketing or HR.

“Women are still missing from the engineering and coding divisions – and that’s a problem because these jobs can lead to exciting and rewarding careers, which often pay more too.”

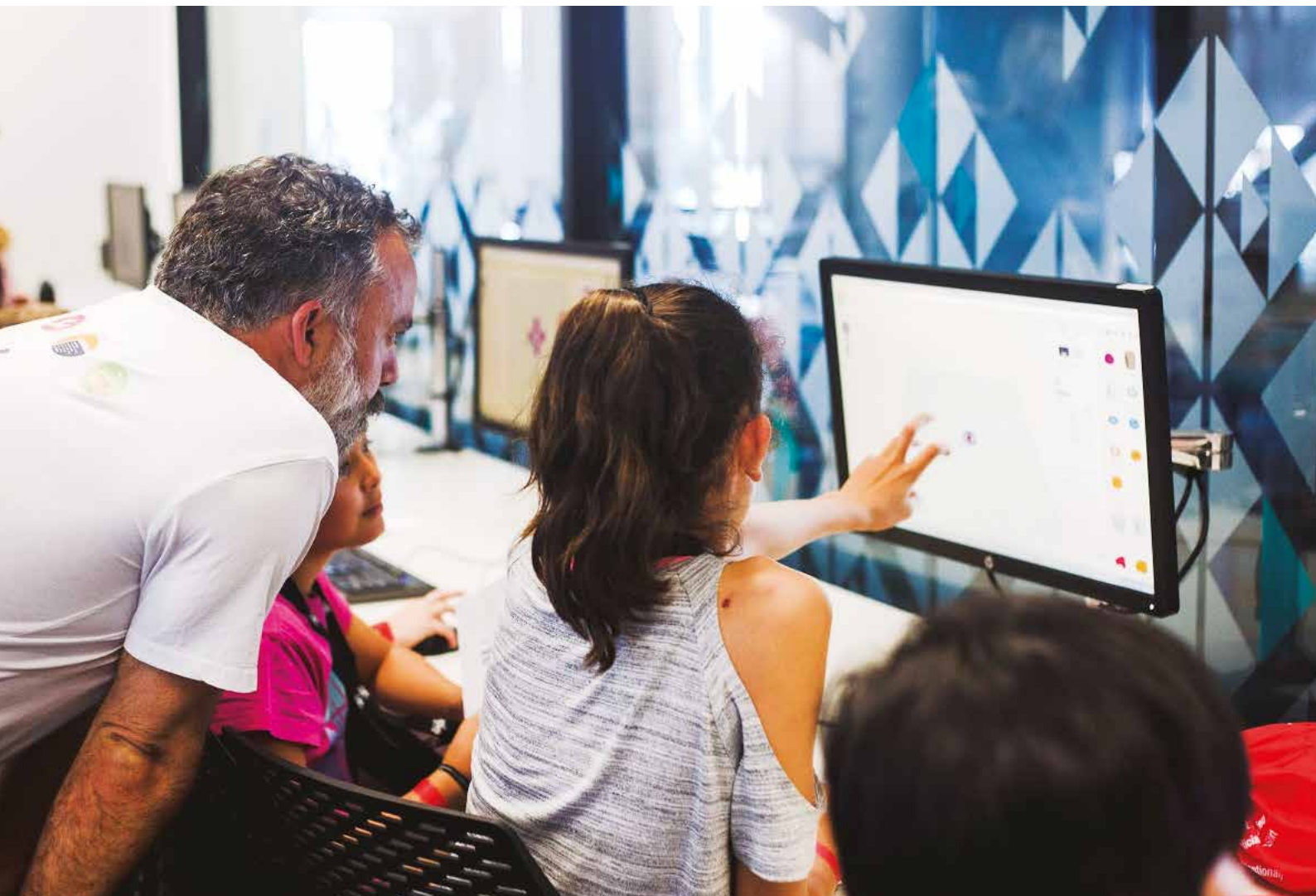
Zoe says shifting the entire industry will be a massive undertaking, but one that’s possible.

“If we don’t focus on closing the gender gap soon, we’re going to become truly divided, even more than we are now,” she says.

Zoe urges young women to find what they love and understand how technology might change it in the future.

“I encourage people – especially girls – to see technology as a necessary tool we should all understand regardless of what we want to do with it.”

“If you love art, discover the software and digital tools that can help you master your craft. If you love music, learn how to make music on your computer. There’s so many opportunities, you just have to get started.”



GIRL CODE

Girl Code

Alice & Matthew Gatland

In 2015, brother-sister tech duo Matthew and Alice Gatland founded a software and computer coding education programme for young women.

“Girl Code is a beginner-level web development course for women aged between fifteen and twenty-five who are wanting to learn tech-based skills,” says co-founder Alice Gatland.

Before establishing the programme, Matthew and Alice had volunteered for a variety of organisations that were promoting technology education.

“We took part in a lot of exciting work – but realised there was a real lack in the number of classes available for beginners.

“There were some great one-off events as well as other full time courses – but nothing in between.”

Girl Code filled the gap – offering beginner-level young women an in-depth experience of what it is like to work for a tech firm without the commitment of full-time study.

Two years’ on, the programme holds four events a year during the school terms, where students meet two hours a week for eight weeks.

“It’s designed to be a course you can do while working or studying,” says Alice.

It was initially designed for high-school-aged girls, but Alice and Matthew soon realised the course attracted a wider demographic.

“We thought it would be a useful tool to help girls decide what to study after leaving school,” says Alice.

“But we received a lot of interest from older students who were either in tertiary education or a few years into their career. Some were looking for a career change, while others wanted to extend their skill set.”



The first three weeks of the course introduces students to basic computer programming such as HTML, CSS and Javascript. After they learn the fundamentals, they learn how to use more complex systems like Git, GitHub, Node.js as well as project management techniques to build a web application.

“The course teaches students the ‘real tools’ they need to work in the industry and is modelled to feel like they’re working in a small software company,” says Alice.

The pair are hoping to encourage girls to join the tech industry, but believe New Zealand’s tech jobs aren’t marketed to women.

“People seem to think software developers work in basements somewhere – on their own and in the dark. But it’s the total opposite,” says Alice.

“It’s collaborative, it’s creative and it’s about people.”

Girl Code is focused on helping young women, but Alice thinks everyone should take the time to learn more about technology.

“We should all be more aware of what goes on behind the scenes – especially because we all interact with technology every day.”

For young women specifically, Alice says it’s about letting them know they can do it.

“We don’t expect every student to come out of the programme saying ‘I’m going to be a software developer!’, but if they really like it – they should consider taking it further.

“It’s not like being a lawyer or a doctor. The tech industry is changing so quickly that your parents or teachers might not even know what a career in technology looks like.”

That’s another obstacle Alice says many young girls face in New Zealand.

“Parents need to let their daughters experiment with technology. I have heard so many parents say, ‘Oh, she wouldn’t be interested in that, but her brother would probably like it!’

“But *she* might really want to try it.”

Alice says there’s lots of online resources available to help young kids get started – like Scratch and Hour of Code.

“For teenagers and adults, try websites like Codecademy or freeCodeCamp. There’s loads of good resources out there, you just need to know what to look for and where to go!”



She Sharp

Mahsa Mohaghegh

As a young girl growing up in Iran, Dr. Mahsa Mohaghegh never imagined a career in computer engineering and ICT.

“As a child, I really enjoyed problem-solving and mathematics – but I never made the connection to computer programming, or envisioned it as a possible career,” she explains.

“In fact, my very first experience with a computer was when I was just seven years old and my father decided to build one from scratch.”

After buying a motherboard from a hardware store, Mahsa helped her father put the entire computer together.

“That’s when my fascination really took off,” she says.

While in the Middle East, Mahsa completed a Bachelor’s Degree in Computer Engineering, and a Master’s Degree in Computer Systems Architecture, but moved to New Zealand to complete her PhD in artificial intelligence and natural-language processing in 2008.

“In Iran, I was the only female in my class. When I moved to New Zealand, I thought the situation would be different.

“But I soon discovered the gender gap was just as big in a Western country, and in fact in many countries around the world. Girls were still missing from computer engineering and ICT classes and I didn’t know why,” she says.

After lecturing in New Zealand for almost eight years, Mahsa says nothing has really changed.

“I thought perhaps it was a generational issue, but last semester out of my 250 students, just 10 were girls.”

“I think one potential reason is our lack of female role-models in this field. You can’t be who you can’t see.”

“If you can’t see yourself in your role-model, you’re never going to try to be like them. This is particularly true for high-school girls who see the industry as daunting and isolated,” she says.

According to Mahsa, it’s also a perception issue – a deeply engrained cultural view of what the industry is, who works for it and who should study to be a part of it. Unconscious bias is significant in this area, and something all girls have to contend with.

“Students think it’s about sitting behind a computer by yourself, or that it’s not creative at all – but I’ve been in the industry for more than 15 years and I can say without a doubt that it’s anything but boring, and with technology changing every day, it’s a really exciting field to be a part of.”

Mahsa believes this is something we struggle with in New Zealand.

“The fact that just three per cent of fifteen year-old girls want to pursue a career in technology shows us that we need to be targeting girls at a younger age. We have to be teaching computer science, engineering, problem-solving and computational thinking from primary school.”

In 2012, Mahsa received the Google Anita Borg Memorial Scholarship – an award designed to encourage women to excel in computing and technology.

“I soon found out that – before her death in 2003 – Anita Borg had dreamt of a gender-equal tech workforce by 2020.



“We have to be teaching computer science, engineering, problem-solving and computational thinking from primary school.”

“That’s when I knew I wanted to do my part,” says Mahsa.

Two years later, Mahsa founded She Sharp – a networking, events and educational platform designed to bridge the gender gap in New Zealand tech.

“We inspire young girls to pursue careers in tech by connecting them with female role-models, engaging them in practical workshops and challenging the misconceptions about the industry.”

Since 2014, She Sharp has grown from 25 members to more than 700. They’re also sponsored by major enterprises like Google, Orion Health and AUT.

“We host about six events a year – each one involving at least an hour of practical, hands-on activities, which is really important because girls need to try things out to see what it’s really like.”

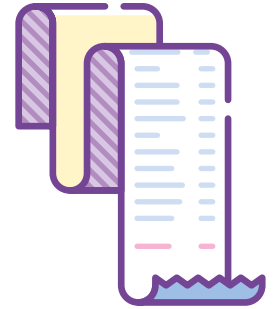
While New Zealand might be a long way off Anita Borg’s goal, Mahsa says the country is heading in the right direction.

“There are some great initiatives in New Zealand which puts us in a better position than many other countries around the world.”

“We just need to encourage more girls to consider tech, and not let others’ expectations hold them back from doing something they love.”

Mahsa says girls interested in computer engineering, coding and ICT should find a mentor, experiment with their talents, learn from their mistakes – and always be proud of who they are and what they know.

“Keep trying new things – you never know what you’re good at until you give it a go.”



Tech: a man's world?

There are some key reasons why men dominate this sector – some of which stem from unconscious gender bias and popular perceptions about gender.

There aren't as many tech heroines as there are tech heroes

Since the early days of tech, the most well-known leaders have been male figures. Think Bill Gates, Steve Jobs, Larry Page and Sergey Brin.

Unfortunately, this appears to still hold true today. An Entrepreneur Magazine article from 2015 titled 'The 10 Most Influential Leaders in Tech Right Now' listed all male figures – Satya Nadella, Jony Ive, Reed Hastings, Jack Ma, Jeff Bezos and others.

This may have a big impact on how young females perceive the tech industry and their place in it. Young women are less likely to consider a tech-related job if they're not exposed to strong and authoritative female role models from a young age, like young men are.

We need to make room for the tech heroines – and support the up-and-coming women in tech to show young girls they have a place in the tech industry now, and in the future.

Tech is perceived as boring, difficult, and a boys' club

In the past, gender bias, cultural 'norms' and negative stereotypes have led women on different career paths to men – and jobs in Science, Technology, Engineering and Mathematics (STEM) were rarely promoted or seen as desirable for women.

While we're all encouraged to pursue our talents in New Zealand today, traditional stigmas have the tendency to encourage women to pursue non-tech-related careers. This often leads to the perception that the industry is boring, difficult and slow-moving.

In fact, research by California's Harvey Mudd College President, Maria Klawe found that some of the reasons women don't want to work in tech are because they find it boring and believe they wouldn't be good at it.

And this is playing out in New Zealand. In 2013, NZTech found that just three per cent of 15-year-old Kiwi girls were looking to pursue a career in ICT.

But today's tech scene is a lot different to 30 years ago. ICT isn't limited to traditional coding, software development and programming (even though these are important and rewarding areas to work in). It also features web design, hardware design, as well as business services like accounting and digital marketing, social media and data analytics. All these areas are fast-moving, exciting and empowering environments to work in.

They also tend to pay more than the average Kiwi's salary. According to NZTech, the average annual salary for a tech employee in 2016 was \$95,000. While data from Statistics NZ states the average annual income in New Zealand was just over \$56,000 in 2017.

To produce more home-grown talent – women included – it's important we promote a changed industry in Kiwi schools and other educational institutions.

\$95,000
the average salary in
New Zealand's tech sector

NZTech, 2016

\$56,472
the average salary in
New Zealand

StatsNZ, 2017

Women are less likely to study ICT

Males clearly outnumber females in our ICT tertiary institutions. In 2015, there were twice as many males studying ICT as female ICT students in New Zealand (see table below), while female teaching students outnumbered male teaching students four to one.

ICT and engineering classes also had the lowest number of female students. Data from the Ministry of Education shows that there were only 1,445 females studying ICT in 2015, compared to 3,160 males. In addition, there were only 1,675 female engineering students compared to 7,580 male students. It's important to note that these

students represent our future workforce. If women continue to be outnumbered by men in these fields of study, it's likely nothing will change.

The NZTech Association's report on Advancing Women to Provide Needed Tech Sector Skills (2015) also says, of those women who do study STEM in New Zealand, only a third of them go into STEM-related work.

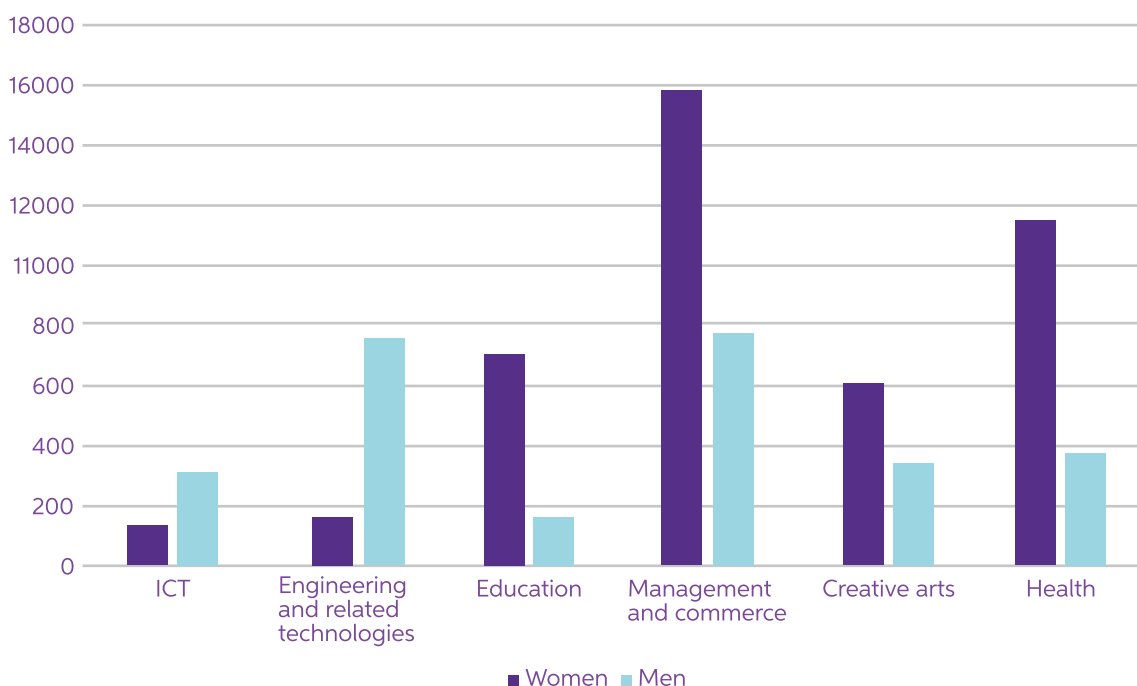
In part, this is because bias and negative stereotypes play a role in how women – and men – perceive themselves, their career paths and their potential to work in a given field.

69%
of ICT students
were male in 2015

New Zealand Ministry of Education, 2015

82%
of Engineering students
were male in 2015

Number of domestic students by field of study and gender





Why gender diversity matters

1. It enhances business performance

There's no denying that companies with a more diverse board of directors achieve better results financially and develop greater workplace cultures for their teams.

Credit Suisse Research Institution's report, Gender Diversity and Corporate Performance (2012) surveyed more than 2,400 companies worldwide and found that over a six-year period, companies with at least one woman on their board outperformed those with no female representation.

Research by the National Centre for Women and Information Technology (2014) highlighted that gender-diverse tech organisations produce teams that stay on schedule and under budget, and demonstrate improved employee performance.

And global financial services firm Morgan Stanley found that female employees boosted the bottom lines for tech firms – returning 5.4 per cent more (on average) on annual returns than less gender-diverse tech companies.

This is because when a company's leaders represent their stakeholders and customers, their financial and cultural performance benefits. A mixture of genders, cultures and backgrounds allow for a variety of different perspectives, opinions and skills from a larger pool.

Those that embrace diversity are also more likely to attract a wider range of applicants and can be perceived as a more progressive employer.

Today, gender diversity in the workplace is not only ethical – it's downright strategic.

2. It eases the IT skills shortage

New Zealand's tech sector employs six per cent of the workforce and is the fastest-growing contributor to the local economy – contributing eight per cent of GDP. And the new Government aims for ICT to be New Zealand's second-largest contributor to GDP by 2025. However, the sector is also facing a skills shortage.

According to the 2017 MBIE IT report, in 2016 more computer system design firms reported job vacancies than any other sector in the economy – 89 per cent of vacancies were for managers or professionals and technicians.

However, information technology students accounted for just eight per cent of all bachelors' degree students – and based on recent student demographics, a majority of these students are male.

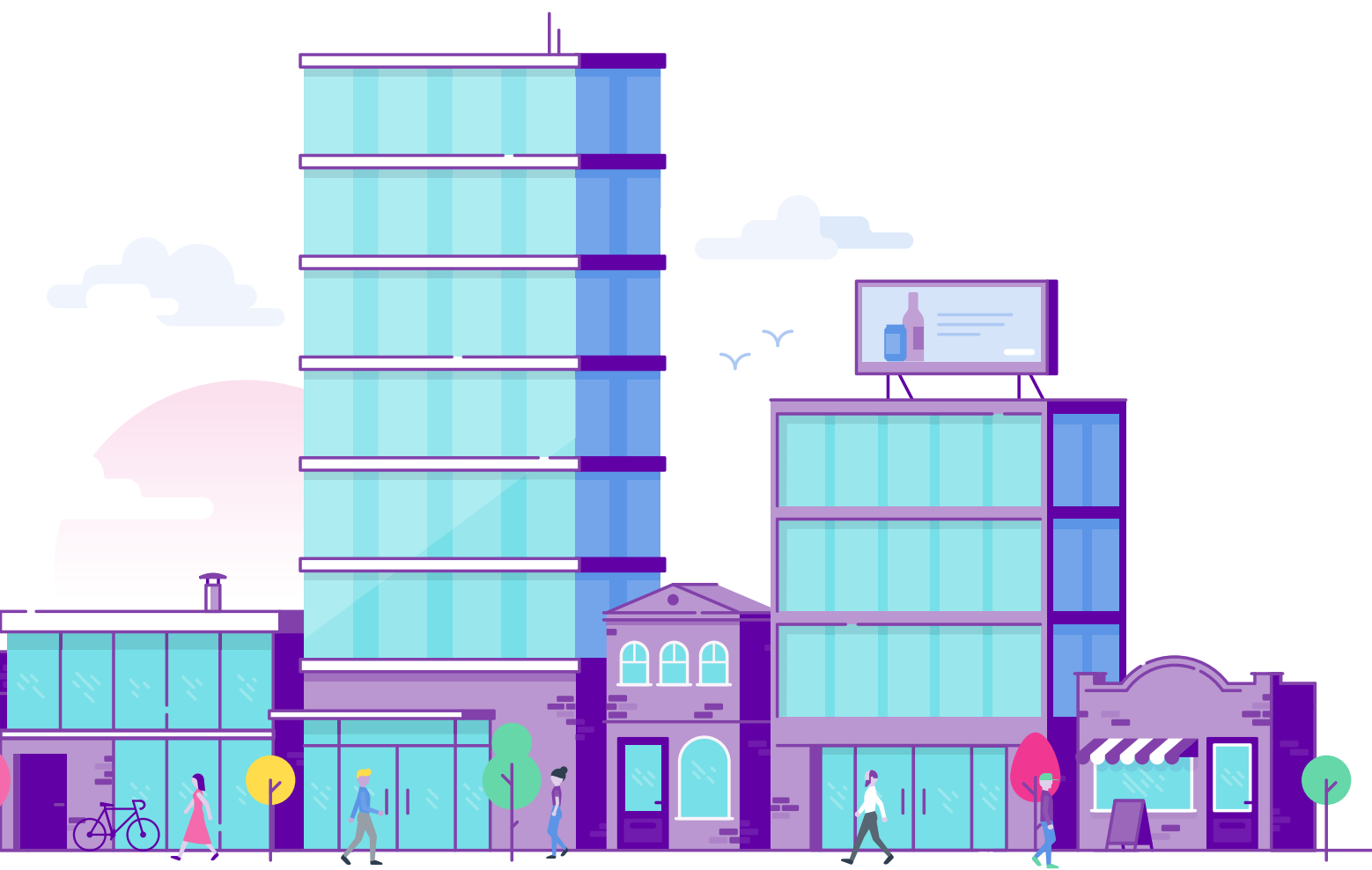
To set ourselves up for the future, we need to ensure we have the people and the resources to build a progressive ICT sector that contributes to the wider New Zealand economy. We need to be pushing young people to pursue ICT and computer science studies – particularly young women who make up 50 per cent of our country's workforce. If we utilise all of our resources – our people – we can relieve the skills shortage a lot sooner.



3. It ensures a fairer future

To ensure a fairer future for all, it's important women – and other minorities – are represented at a senior level. If a diverse group of people are included in the decision-making process, every New Zealander will benefit and our economy will reap the rewards.

We can also reduce economic inequality – and eliminate the larger issues that come with it – if minority groups are given the same opportunities to earn New Zealand's higher-earning incomes, which the tech sector can provide.





Balancing the gender scales

To increase the number of women working in New Zealand's tech sector and build a balanced industry, we need to: re-think how we educate our young people; expose more women to the industry early on; recognise and promote female leaders; and support the game-changers who are already enforcing positive change.



Educate

To build a gender-diverse ICT sector in New Zealand, we need to assess how we're educating the next generation of tech employers and employees. We need to urge more young girls to study STEM-related fields and show them a sector that is inclusive, empowering and has exciting job opportunities for all.

According to MBIE's 2017 ICT report, 65 per cent of the jobs those aged between 5 and 12 will have as adults don't exist yet. This presents the opportunity to break-down the current gender barrier many women (and men) face today, to ensure the future workplace is fairer and more diverse.

Fortunately, we're seeing some of these changes play out in New Zealand already with more 'women in tech' networks and girls-only educational platforms surfacing every year.

Younger people are also more aware of the importance of gender diversity in the workplace. In fact, the 2017 MYOB Business Monitor survey shows Gen Y employers – those born between 1980 and 2000 – are more likely to ensure gender diversity in the workplace than any other generation. The survey highlights that 21 per cent of small business owners aged between 18 and 34 actively strive to ensure gender diversity when recruiting staff, while only 10 per cent of those aged 35 to 49 years and seven per cent of those aged 50-69 years said the same.



Expose

We need to expose more young girls to the tech industry early on in their education. This means shining a light on our female tech leaders – highlighting their achievements in the media, presenting them with greater public speaking opportunities, creating support networks and online forums, and giving young women and students personal mentors to look up to and work with.



Recognise and Promote

Research by Hays Recruiting (Gender Diversity report 2014 – Why Aren't We Getting It Right?) found that both male and female leaders in Australia were more likely to hire a man for a managerial position despite the female candidate's greater technical ability.

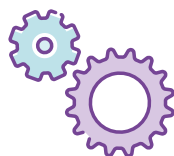
To eliminate unconscious gender bias, we need to promote how gender-diverse leadership teams can financially and culturally benefit tech firms, and provide a pathway for the up-and-coming female leaders who have the ideas, knowledge and abilities to increase profitability and productivity.



Support

Let's support the game-changers who are already striving to achieve gender equality in New Zealand's tech sector. Current support groups and networks like, Women in Tech Meetup events and NZTech Women, are already doing this by connecting like-minded people, influencing policy, and working with MBIE to create programmes like Return to IT – a way of helping women return to work after taking a career break for children, family or other reasons.

Investors can also show their support by investing in the young female entrepreneurs with the bright ideas – judging them on their abilities and creativity.



Recognising the opportunity

At MYOB, we've committed ourselves to challenging traditional gender roles, and want to raise awareness of gender equality by starting conversations, addressing unconscious bias, hosting events and building partnerships.

Our DevelopHer programme aims to promote diversity in the software industry by offering a 360-hour paid internship to a select group of women-only candidates. And our annual IT Challenge helps to encourage the next generation of tech students – both male and female – to turn theory into practice.

We also team up with young Kiwis, running student-focused hackathons, code retreats and interactive workshops and sponsor several tech awards throughout New Zealand.

Internally, we've accelerated the representation of women in junior and management roles – and today, over 40 per cent of our entry level engineering roles are held by women.

At MYOB, this is just the beginning of our journey. In fact, we will continue to report on the key issues facing our industry today, to ensure a more diverse, inclusive and rewarding tech sector for tomorrow. We're firm believers in working together to achieve the impossible –

so New Zealand, let's get started!





About MYOB

MYOB (ASX: MYO) is a leading cloud based business management solutions provider. It makes business life easier for approximately 1.2 million businesses across Australia and New Zealand by simplifying accounting, payroll, tax, practice management, CRM, websites, job costing, inventory and more. MYOB provides ongoing support via many client service channels including a network of over 40,000 accountants, bookkeepers and other consultants. It is committed to ongoing innovation, particularly in cloud computing solutions, and in 2015 was awarded the BRW award for the most innovative large company for 500+ employees and placed 2nd in BRW's Most Innovative Companies Award list across all categories nationally.

For more information, visit myob.co.nz or follow @MYOB on Twitter.

About the MYOB Business Monitor

The MYOB Business Monitor is a national survey of 1,000+ New Zealand small and medium business owners and managers, from sole traders to mid-sized companies, representing the major industry sectors. It has run since 2009, commissioned to independent market research firm Colmar Brunton. This most recent survey ran in February/March 2017. The Monitor researches business performance and attitudes in areas such as profitability, cash flow, pipeline, technology usage and the government. The weighting of respondents by both geographical location and sector is based on overall market proportions as established by Statistics New Zealand and is drawn from an independent survey group, which includes both MYOB clients and non-clients.

Further Information

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