



W

2025

event
summary

techweek2025



whanganuitech
te tarahiti whatunga hangarau o Whanganui



Techweek 2025

celebrating all things tech

40+ events

500+ attendees

On behalf of the Whanganui Tech Network Trustees, I am delighted to share this wrap-up of Techweek '25 in Whanganui.

Over the course of seven days our community delivered 40+ events across six venues, bringing together innovators, educators, rangatahi, businesses, and community members to celebrate technology and its role in Whanganui's future. With 500+ attendees, including more than 150 rangatahi engaged through the Rangatahi Tech Expo, Techweek once again demonstrated the appetite and energy for technology in our region.

This programme would not have been possible without the support of our principal partners — **Craigs Investment Partners, Whanganui & Partners**, and the **Whanganui Community Foundation**. Their commitment, along with the contributions of our wider partner network, enabled us to showcase local talent, connect our community, and inspire the next generation.

We are proud to note that promotional activity across digital, outdoor, and print channels achieved over half a million impressions, ensuring strong visibility for our sponsors and partners while amplifying the reach of Techweek to households, schools, and businesses across the region.

Alan Nixon – Trust Board Chair





Whanganui Techweek at a glance

7 days

Local events across
19–25 May 2025

40+ events

Workshops, talks, demos,
and community activations

6 venues

Across Whanganui

500+ attendees

Total event participation

150+ rangatahi

Engaged through the
Rangatahi Tech Expo

500k+

total promotional impressions

Combined outdoor, social, and print reach

300k+ social impressions

Facebook / Instagram campaign

19.5k households reached

River City Press distribution

100k+ billboard impressions

Combined Go Media + Mad Media (normalised)



Over seven days, Whanganui delivered an ambitious and diverse programme of 40+ Techweek events across six venues, attracting more than 500 attendees from across the community.

From lunchtime conversations to evening panels and hands-on experiences, the programme showcased the creativity, expertise, and collaborative spirit that defines our region.

Techweek '25 brought together local innovators, educators, iwi partners, entrepreneurs, and national organisations, creating a week where ideas and opportunities were shared openly. The diversity of events reflected the unique fabric of Whanganui's tech community — from AI, data, and digital inclusion to aviation, finance, and rangatahi pathways.

One of the standout achievements was the strong balance between professional development and community engagement. Business leaders and tech professionals connected around growth and innovation, while rangatahi explored future careers through culturally grounded and interactive experiences.

This collective effort highlights the growing strength of Whanganui's tech ecosystem and reinforces the importance of technology as both an enabler and connector for our region.

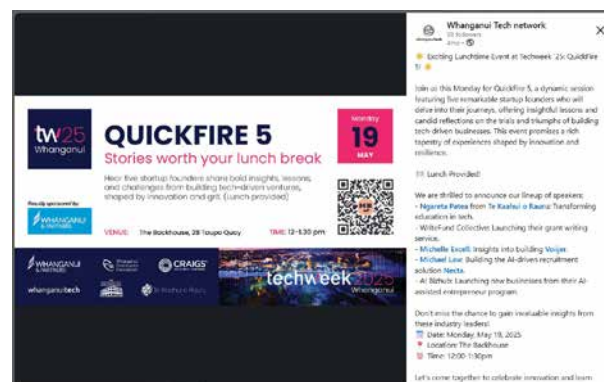
Here's what Din Bandara, Foundation Manager, had to say: Community is at the heart of the Whanganui Community Foundation's work. By supporting Techweek we're championing more than technology; we're nurturing the curiosity, creativity, and collaboration that power Whanganui's future."

Featured EVENT

QUICKFIRE 5

Stories Worth Your Lunch Break

"Five bold stories, one shared message: innovation thrives in Whanganui."



5 startup founders
60+ attendees
Full house
at The Backhouse



To ensure strong visibility and community engagement, Techweek '25 was supported by a coordinated promotional campaign across digital, outdoor, and print media.

Two of Whanganui's busiest digital billboards carried Techweek messaging leading up to and throughout the week, achieving 100,000+ impressions across the city centre. These displays prominently featured our principal partners, Craigs Investment Partners, Whanganui & Partners, and the Whanganui Community Foundation ensuring their support for Techweek was visible in a highly public and impactful way.

On social media, a dedicated campaign across Facebook and LinkedIn generated more than 300,000 impressions, reaching targeted audiences across Whanganui and the wider region. Our promotional posts consistently highlighted the contribution of partners, linking their brands directly with this high-profile event.

Community coverage was further extended through the River City Press, Whanganui's largest circulating newspaper, which reaches 19,500 households weekly.

Together, these promotional channels delivered **a combined 500,000+ impressions**, providing exceptional exposure for partners and reinforcing their role in making Techweek '25 possible.

Here's what Tim Easton, Team Leader Economic Development at Whanganui & Partners, had to say:
"Whanganui is a city full of opportunity, and Techweek is a fantastic platform to showcase its potential. Technology plays a crucial role in driving our economy, and by sponsoring this event, we are demonstrating our commitment to innovation and supporting the community with the tools they need to succeed."

Featured EVENT

ALL ABOUT AI

Expert Panel Discussion

"AI is reshaping how we live, work, and create — and Whanganui is part of the conversation."



70+ attendees
Standing room only
at The Backhouse



Connecting Business and Technology

Techweek '25 was not only a celebration of innovation, but also a chance to connect technology directly with business growth and economic development in Whanganui.

A highlight of the week was the Wired for Growth session, which brought together local entrepreneurs, SMEs, and technology leaders to explore the intersection of finance, investment readiness, and future-focused growth strategies.

This event was made possible through the support of Craigs Investment Partners, whose financial expertise and leadership provided practical insight into how businesses can position themselves for sustainable growth in an evolving technology landscape. Their contribution ensured the conversation went beyond ideas, equipping innovators with tools and perspectives to turn ambition into long-term value.

Backing from Whanganui & Partners reinforced the broader vision: that technology is a critical driver of regional economic development. By aligning Techweek programming with business capability-building, their support helped strengthen the foundations for innovation-led growth in Whanganui.

Together, these partnerships underscored the value of Techweek as a platform where technology, finance, and business meet, building confidence, capability, and momentum for our local economy.

Here's what Zac O'Brien, Investment Adviser at Craigs Investment Partners, had to say:
"Whanganui has always punched above its weight when it comes to individuals with bold ideas and creative talent."

Featured EVENT

WIRED FOR GROWTH Finance for the Future-Focused Techie



"Innovation needs investment — Techweek helped make that connection in Whanganui."

**30+ attendees
strong SME turnout**





Strategic Pillars for Tech & Innovation

Business

Driving innovation and growth

Our business pillar is focused on ensuring Whanganui enterprises can thrive in a rapidly changing digital economy. We connect local businesses with tools, networks, and expertise to innovate, adapt, and compete. By fostering collaboration between entrepreneurs, investors, and technology providers, we create opportunities for businesses to scale and strengthen their resilience. This approach positions Whanganui as a hub where business and technology intersect to generate sustainable economic growth.

Community

Building an inclusive tech culture

Technology should serve the whole community. Our community pillar works to ensure that digital innovation is visible, accessible, and relevant across Whanganui. From grassroots initiatives to citywide events like Techweek, we highlight real-world applications of technology and support digital inclusion. By bringing people together, we cultivate confidence in using technology, strengthen social connections, and build a culture where everyone can benefit from and contribute to our region's digital future.

Rangatahi Youth

Inspiring the next generation

Our rangatahi pillar is about sparking curiosity and creating clear pathways into technology for young people. Through hands-on experiences like the Rangatahi Tech Expo, we show rangatahi that they can be creators, innovators, and leaders in the digital space. Grounded in kaupapa Māori values, our youth initiatives empower students to see technology as a tool for storytelling, cultural preservation, and future opportunity. By partnering with kura, whānau, iwi, and industry, we build confidence and ambition in the next generation.

Capability Building

Strengthening skills and knowledge

Whanganui's technology sector will grow only as far as our skills and knowledge allow. Our capability pillar focuses on upskilling individuals, organisations, and networks to meet the demands of a digital future. We provide platforms for shared learning, training, and collaboration, connecting people with experts and national networks. By investing in capability, we create the conditions for sustainable innovation, ensuring that our community is not only adopting technology but shaping how it is used to deliver long-term value.



Inspiring Rangatahi Through Technology

The Rangatahi Tech Expo, delivered as part of Techweek 25, was a vibrant celebration of innovation, digital skills, and future-focused thinking.

Held at the UCOL atrium and three off-site locations, the expo brought together over **170 participants, including 150 rangatahi and 20 kaiako**, representing seven kura from both Māori-medium and mainstream schools. Grounded in **Te Ao Māori values**, the expo connected rangatahi with leading tech professionals, businesses, and storytellers.

Interactive experiences included **Aotearoa Minecraft with Microsoft NZ**, AI-generated digital posters with **Ngā Tai o Te Awa**, 3D printing and design innovation, digital storytelling studios, and explorations into data, broadcasting, and Māori media. Each activity was designed to inspire curiosity, build digital confidence, and highlight pathways into tech careers.

Feedback showed rangatahi were most excited by **gaming, VR, AR, AI, and Māori innovation**, with many expressing a strong interest in future study or career opportunities in technology. The kaupapa created a supportive, culturally grounded environment that encouraged identity, belonging, and aspiration.

The expo demonstrated the power of partnerships with iwi, kura, and industry to inspire the next generation of innovators and leaders.

“Ko te ao matihiko he pae tawhiti, engari mā te mana o te Māori e tae atu ai.”

“The digital world is a distant horizon, but through the strength of Māori, we will reach it.”

Featured EVENT

RANGATAHI TECH EXPO

Te Anga Whakamua

170 participants

7 kura

150 rangatahi engaged





EVENT highlights



Think Global, Solve Local

Turning everyday problems into world-class solutions

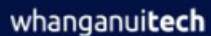
Explore how local innovation can lead to globally relevant solutions. Gain insights from a panel featuring Mayor Andrew Tripe, Frogparking CEO Shareena Sandbrook, and Colleen Ervine of Whanganui & Partners, and connect with entrepreneurs, industry leaders, and changemakers tackling real-world challenges.

VENUE: The Backhouse, 28 Taupo Quay **TIME:** 5.30-8.00 pm

Thursday
22
MAY



Proudly sponsored by:



Whanganui Tech network

88 followers

4mo •



🌐 Think Global, Solve Local: Join Us for an Inspiring Panel Discussion! 🌐

Are you passionate about innovation and finding solutions to real-world problems? Don't miss the opportunity to be part of our Think Global, Solve Local panel discussion at Techweek '25!

This event will delve into how we can leverage Whanganui's unique blend of technology and creativity to turn everyday challenges into globally relevant solutions. Join industry leaders, entrepreneurs, and innovators as we explore insights and strategies for driving change and creating impactful business opportunities.

Spaces are filling up fast, so secure your spot today! Let's work together to create a better future!

📅 Check out all the events and register here:
🔗 <https://whanganui.tech>

#Techweek25 #ThinkGlobalSolveLocal #Innovation
#WhanganuiTech #Community
#BusinessOpportunities #GoodForTheWorld



1 comment • 1 repost



EVENT highlights



Wāhine Māori in Tech Hui

Te Manu Atatū Whanganui Māori Business Network

Are you a Wāhine Māori working in or exploring the world of tech? Whether you're coding, designing, innovating, leading or simply curious about what's possible, this event is for you!

Proudly sponsored by:

**VENUE:** The Backhouse, 28 Taupo Quay **TIME:** 5.30-7.30 pm





**Whanganui Tech network**
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Wahine Māori in Tech Hui
"Waiho i te toipoto, kaua i te toiroa."
Let us keep close together, not far apart.

Are you a Wāhine Māori working in or exploring the world of tech?

Whether you're coding, designing, innovating, leading, or simply curious — this space is for you.

Join us for an empowering Techweek25 hui designed to connect, kōrero, and inspire.

🗣️ In previous years we've discussed Māori data sovereignty, AI, digital creativity, and more. This year's hui continues in that spirit — shaped by the voices in the room, and grounded in wairua, manaakitanga, and whakawhanaungatanga.

 The Backhouse, 28 Taupō Quay
 Tuesday 20 May
 5:30pm – 7:30pm

Proudly hosted by Te Manu Atatū Māori Business Network, with support from Whanganui Tech Network and The Backhouse Whanganui.

📅 RSVP here: <https://wkf.ms/4jCkXgZ>

📅 Explore the full programme + register for free:
<https://whanganui.tech>

#Techweek25 #WāhineInTech #WhanganuiTech



Whanganui is full of opportunity — and no one is more invested in helping us seize it than Whanganui & Partners.

As a Principal Partner of Techweek '25, W&P plays a vital role in supporting local enterprise, innovation, and community capability.

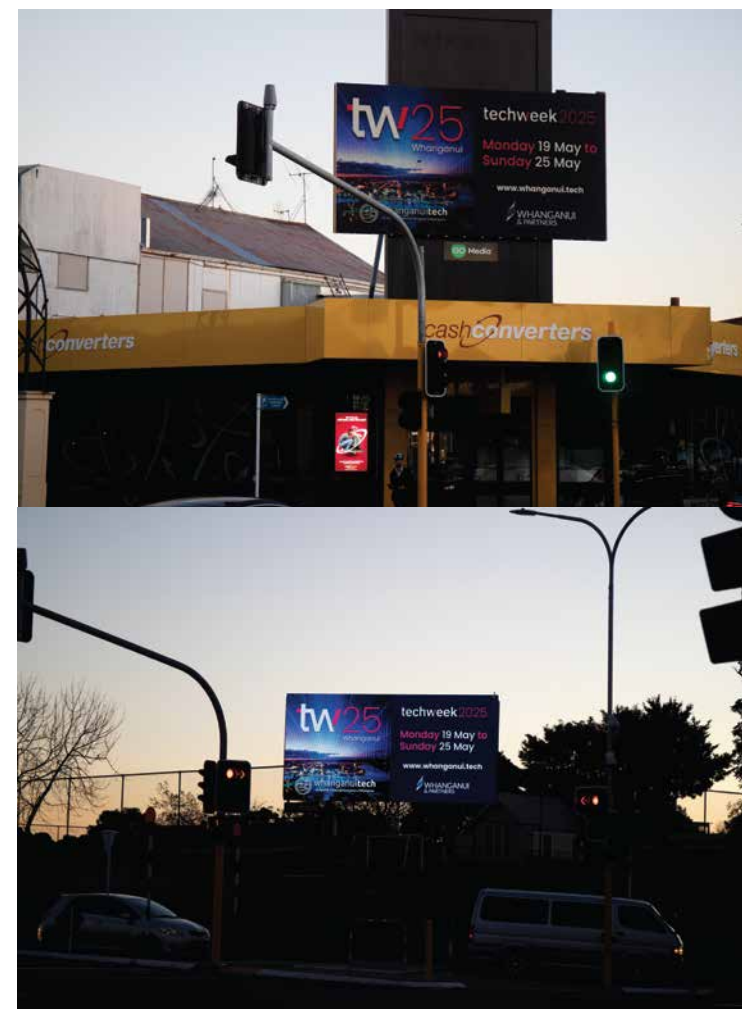
From launching regional strategies to backing creative ventures, W&P is on the ground helping Whanganui grow — and Techweek is a perfect platform to celebrate what's possible when those efforts align.

“...by sponsoring this event, we are demonstrating our commitment.”

Here's what Tim Easton, Team Leader Economic Development at W&P, had to say: **“Whanganui is a city full of opportunity, and Techweek is a fantastic platform to showcase its potential. Technology plays a crucial role in driving our economy, and by sponsoring this event, we are demonstrating our commitment to innovation and supporting the community with the tools they need to succeed.”**

With support from W&P, Techweek '25 is more than a tech festival — it's a chance to see how digital tools, local creativity, and economic development come together to shape the future.

Thank you to Tim and the entire Whanganui & Partners team for being a key part of our Techweek '25 whānau.





Techweek isn't just for developers and founders — it's for everyone who wants to feel engaged, equipped, and empowered in a changing world.

That's why we're incredibly proud to have the Whanganui Community Foundation as a Principal Partner for Techweek '25 in Whanganui.

Their support goes far beyond sponsorship — it's a reflection of their enduring commitment to equity, opportunity, and grassroots impact. WCF invests in initiatives that lift up communities, especially where barriers exist.

“By supporting Techweek we're championing more than technology...”

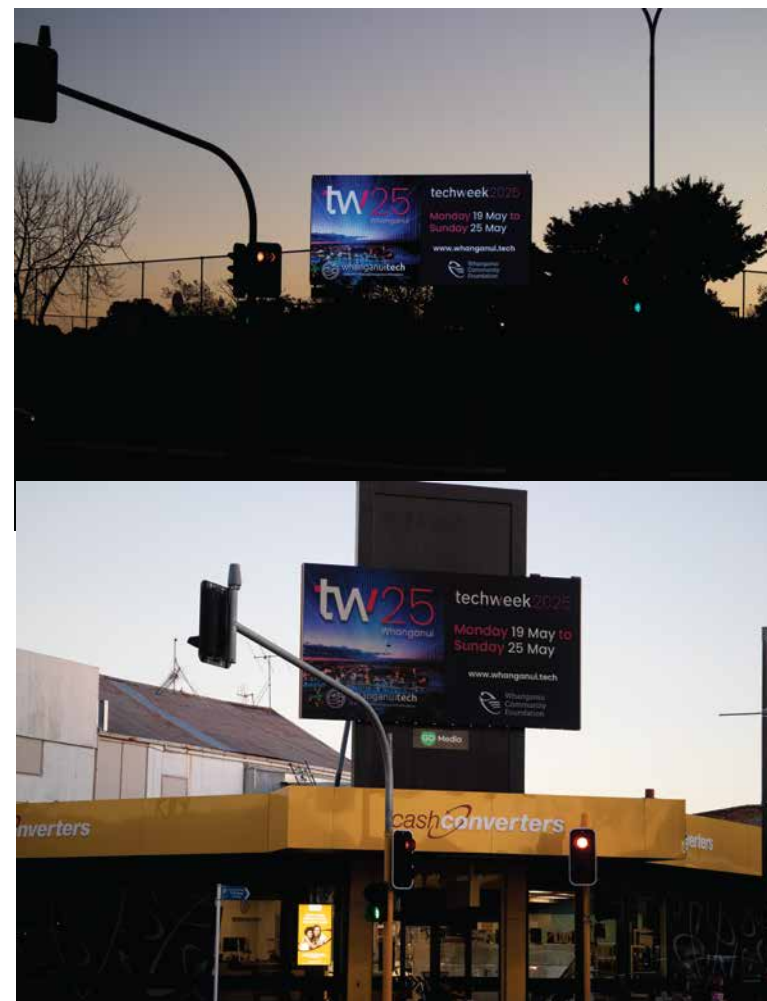
Here's what Din Bandara, Foundation Manager, had to say:

“Community is at the heart of the Whanganui Community Foundation's work. By supporting Techweek we're championing more than technology; we're nurturing the curiosity, creativity, and collaboration that power Whanganui's future.”

Thanks to WCF's backing, Techweek '25 features free events that centre youth, digital inclusion, Māori enterprise, creative expression, and wellbeing — and ensure the doors are open wide.

It's a powerful reminder that progress isn't just about tools or trends — it's about people.

Thank you to Din and the entire WCF team for being a key part of our Techweek '25 whānau.





Whanganui is full of bold ideas — and it means even more when local leaders see and believe in them.

That's why we're so proud to have Craigs Investment Partners on board as a Principal Partner for Techweek '25 in Whanganui. With a long-standing presence in our region, Craigs has supported generations of local investors, entrepreneurs, and changemakers. Their commitment to Techweek shows that they're just as passionate about the future as they are about preserving and growing local wealth.

Here's what Zac O'Brien, Investment Adviser at Craigs, had to say:

"Whanganui has always punched above its weight when it comes to individuals with bold ideas and creative talent. By supporting Tech Week, we're backing a growing innovation ecosystem that not only helps retain our brightest minds but attracts new ones who value lifestyle as much as opportunity. As the global tech

landscape evolves, regions like ours — with vibrant communities and space to think — are perfectly placed to thrive."

We couldn't agree more.

Craigs' support helps ensure that Techweek '25 is open, ambitious, and community-driven — and that's exactly the kind of momentum Whanganui needs.

A big thank you to Zac and the team at Craigs Investment Partners for being part of our Techweek '25 whānau.

"By supporting Techweek we're backing a growing innovation ecosystem..."





THE
BACKHOUSE

Thanks to our
venue partner

The Backhouse is more than just a building — it's a vibrant catalyst for innovation, collaboration and community-led growth.

The Whanganui Tech Network is delighted to have The Backhouse returning as a core supporter of Techweek for another year. Following the success of Techweek '24, we're especially proud to have The Backhouse serve as our central venue for Techweek' 25.

Here's what Alan Nixon, Chair of the Whanganui Tech Network, had to say:

"The Backhouse is more than just a host — it's a launchpad for the kind of thinking and doing that Techweek is all about. We're thrilled to have them back again in 2025 as our anchor venue and foundation partner."

As Whanganui's home of innovation and centre for excellence, The Backhouse supports startups, creatives, enterprises, and rangatahi through:

- Business growth and innovation capability
- Co-design and design thinking workshops
- Incubation and mentorship
- Pathways to further education and tech enablement
- A kaupapa of inclusion, creativity, and possibility

Here's how Gaelle Deighton, Trustee of The Backhouse Trust, describes the kaupapa:

"The Backhouse has a vision and kaupapa of enabling and supporting innovation and technology businesses to thrive, grow and be bold! The Whanganui Tech Network is the driving force and Techweek is the showcase as Whanganui celebrates its talent."

The Backhouse isn't just where Techweek happens — it's where Whanganui's innovation ecosystem grows.



Cnr Taupo Quay & Drews Ave, Whanganui NZ



Thanks to our
Partners

tw/25



whanganuitech

te tarahiti whatunga hangarau o Whanganui





Techweek 25 was delivered through the collective support of principal partners, additional funding partners, and in-kind contributions from the Whanganui Tech Network community.

This collaborative approach ensured that a week-long programme of 40+ events could be delivered with strong promotional reach and community impact, while remaining cost-effective.

The support of Craigs Investment Partners, Whanganui & Partners, and the Whanganui Community Foundation was particularly critical in underwriting core costs and enabling wide community access.

The Numbers

Principal partners funding:	\$19,000
Venue partner contribution:	\$ 3,500
Other partners In-kind support:	\$ 8,500
Total Event Investment:	\$31,000
Hosting & Hospitality	\$11,500
Marketing & promotion:	\$ 8,450
Coordination & administration:	\$10,250
Total Expenditure:	\$30,200

“Looking ahead, Whanganui Tech Network is committed to growing the scale and reach of Techweek...”

Future Support

Looking ahead, Whanganui Tech Network is committed to growing the scale and reach of Techweek, with a particular focus on rangatahi engagement, business capability, and digital inclusion. Continued partner support will be essential to sustain momentum, secure larger venues, and expand promotional reach.

By investing in Techweek, partners not only strengthen Whanganui’s technology ecosystem but also showcase their role in driving positive social and economic outcomes for our community.

Interested in supporting Techweek ‘26?

Drop us an email:
kiaora@whanganui.tech



Looking to the future Techweek'26

Building on the momentum of Techweek '25, Whanganui Tech Network is focused on growing the scale, reach, and impact of Techweek in 2026 and beyond.

Our vision is to strengthen partnerships, participation, and engagement ensuring that Techweek continues to be a platform where community, business, and rangatahi come together to explore technology's potential.

A key focus will be on attracting high-profile events, speakers, and partners from outside Whanganui, bringing fresh perspectives while showcasing our region's own innovation story. By broadening the programme, we can deliver even greater opportunities for capability building and sector connection, ensuring local talent and enterprises are exposed to national and global expertise.

These efforts are closely aligned with the Whanganui Tech Network's strategic pillars: supporting our community to attract & retain tech talent, enabling businesses to grow through innovation, and building the skills and confidence needed to thrive in the digital economy.

Techweek in Whanganui will continue to be a space where technology drives collaboration, creativity, and growth, ensuring our region is not just participating in the digital future, but shaping it.

Techweek '25 showed what's possible when community and innovation come together. Our partners are at the heart of that and The Backhouse was an absolute anchor for this kaupapa, hosting more than 25 events and helping us deliver something truly special."

Julie Sandbrook – Trustee
The Whanganui Tech Network
Charitable Trust





Techweek '25 showcased what can be achieved when collaboration, creativity, and community come together.

Across seven days, more than forty events brought Whanganui's tech ecosystem to life — connecting innovators, educators, rangatahi, and local businesses in a celebration of ideas and opportunity.

The week delivered strong outcomes for both the community and our partners, with more than 500,000 promotional impressions across outdoor, digital, and print channels ensuring exceptional visibility for every organisation involved. Techweek once again positioned Whanganui as a region that embraces innovation and demonstrates leadership in growing technology capability.

To our principal partners — Craigs Investment Partners, Whanganui & Partners, and the Whanganui Community Foundation — and to all supporting partners and

contributors, we extend our sincere thanks. Your investment, enthusiasm, and belief in Whanganui's potential have been instrumental in this success.

Looking ahead to Techweek 2026, we are excited to build on this momentum: deepening partnerships, expanding participation, and continuing to tell the story of a region that is connected, capable, and ready for the future.

// to all supporting partners and contributors, we extend our sincere thanks."





A BIG thanks again to
all our supporters

Thanks to the generosity of
our **sponsors** for your **support**



Interested in supporting Techweek '26? Drop us an email: kiaora@whanganui.tech