

# InsurTech NZ's strategy

*Our Mission - to establish a vibrant ecosystem for insurance innovation and transformation in New Zealand.*

ASPIRATION	Foster an <b>environment conducive to cross sector collaboration and technology enabled innovation</b> within the New Zealand insurance sector			Support and champion members as they lead the <b>digital transformation of insurance</b> in New Zealand			Attract more <b>talent, innovation, start-ups and funding</b> to New Zealand's insurtech sector			
WHERE TO PLAY	Where will InsurTech NZ focus to ensure it can achieve this aspiration?									
	<b>Members</b> <ul style="list-style-type: none"><li>Life, health and general insurers</li><li>Actuaries, brokers, and reinsurers</li><li>InsurTech companies and start-ups</li><li>Professional services firms &amp; tech vendors</li><li>People and talent in the Insurance industry</li></ul>			<b>SERVICES</b> <ul style="list-style-type: none"><li>Creating engaging member events that advance industry issues</li><li>Creating forums for insurtech leaders to meet and share knowledge</li><li>Domain relevant digital communications</li><li>Partnering with related organisations</li><li>Promoting insurtech careers</li><li>Building a knowledge base</li></ul>			<b>GEOGRAPHIES</b> <div><div>New Zealand</div><div>Australia</div><div>Other</div></div>			
HOW TO SUCCEED	What will InsurTech NZ do to ensure that it succeeds?									
	<b>KEY ACTIVITIES</b> <ul style="list-style-type: none"><li>6-8 panel events &amp; group briefings in Auckland/North Shore and WGN.</li><li>Enable members to access 2-4 additional conferences/events by partnering.</li><li>Seek 4 x media / podcast opps for members.</li><li>Encourage online engagement esp via LinkedIn.</li><li>Actively represent NZ to InsurTech Australia and the Global InsurTech Alliance.</li><li>Maintain a knowledge bank of video content and industry data.</li><li>Leverage the 2024 research to make an impact (Open Data)</li></ul>			<b>KEY METRICS</b> <ul style="list-style-type: none"><li>Member retention and growth</li><li>Number of members in different segments (incl. AU)</li><li>Number of attendees at industry events</li><li>Engagement in digital channels</li><li>Introductions that lead to new partnerships between start ups and insurers</li></ul>			<b>STAKEHOLDERS</b> <ul style="list-style-type: none"><li>Members</li><li>Other InsurTech communities and insurance industry organisations</li><li>NZ Tech and Tech Alliance communities incl FinTechNZ, AI Forum and DINZ.</li></ul>		<b>BUSINESS MODEL</b> <ul style="list-style-type: none"><li>Annual membership fees</li><li>Event sponsorships &amp; ticket fees</li><li>Branded research and content partnerships</li></ul>	
CAPABILITIES	What capabilities will InsurTech NZ need to succeed?									
	<b>ASSETS</b> <ul style="list-style-type: none"><li>Articles, videos, and knowledge base</li><li>Event and marketing materials</li><li>Proprietary industry statistics</li></ul>	<b>PEOPLE</b> <ul style="list-style-type: none"><li>SMEs and industry leaders within New Zealand insurance and InsurTech spaces</li><li>A diverse and actively engaged membership base in AKL and WGN</li></ul>	<b>PROCESSES</b> <ul style="list-style-type: none"><li>Member identification, induction, management, and engagement</li><li>Event planning and hosting</li><li>Communications</li><li>Governance</li></ul>	<b>SYSTEMS</b> <ul style="list-style-type: none"><li>CRM</li><li>Event management system</li><li>Back-office systems</li><li>Billing system</li><li>Marketing Systems</li></ul>	<b>EXPERIENCE</b> <ul style="list-style-type: none"><li>Stakeholder management</li><li>Familiarity within the New Zealand insurance market</li><li>Expertise in InsurTech start-ups</li></ul>	<b>RELATIONSHIPS</b> <ul style="list-style-type: none"><li>New Zealand insurers, participants, InsurTech &amp; start-ups, VCs, NZTech, NZTE &amp; professional service firms</li><li>University tech graduate programmes</li><li>Other industry bodies</li></ul>				