

Google New Zealand Community Engagement Report 2020

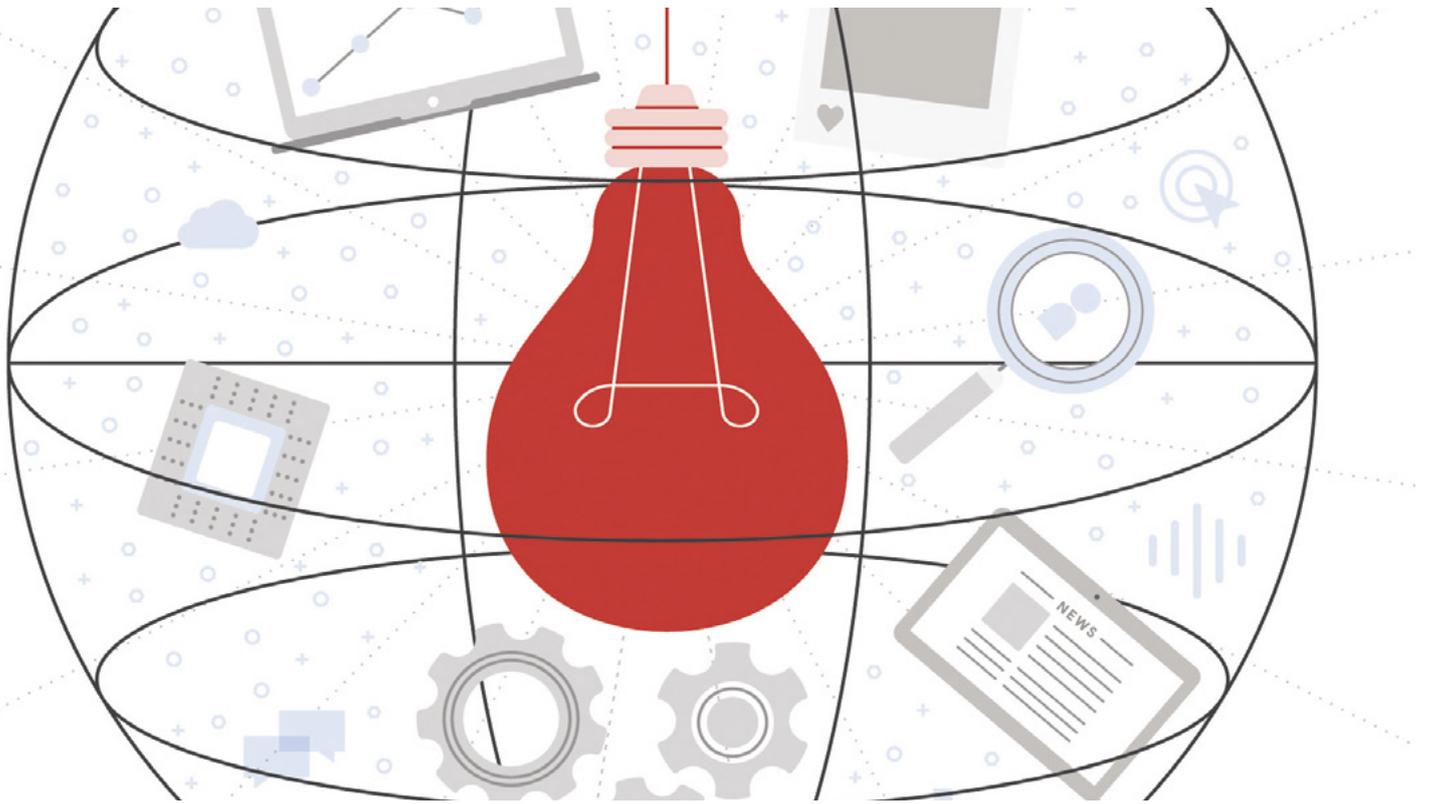
Helping all Kiwis thrive in digital world

Prepared by SVA Consulting

May 2021



SVA Consulting



This report has been prepared by SVA Consulting

Social Ventures Australia (SVA) is a not-for-profit organisation that works with partners to alleviate disadvantage. SVA Consulting works exclusively on projects that enable people and communities to thrive. We support our clients to increase their capacity to create positive change. Thanks to almost 20 years of working with not-for-profits, corporations, government and funders, we have developed a deep understanding of the social sector and what drives positive change.

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Volunteering NZ have peer reviewed this report

Michelle Kitney, CEO of Volunteering NZ, reviewed the final draft of the report on the request of Google New Zealand Limited.

Professional Disclosure

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This report was commissioned by Google New Zealand Limited and prepared by SVA Consulting. The information for this report was sourced from Google, Google's partners and derived from SVA's analysis using both proprietary and publicly available data. Where information has been obtained from third-party sources, this is referenced in the endnotes.

Contents

Foreword – Google New Zealand	4
Foreword – SVA Consulting.....	5
Executive Summary	6
Assisting all Kiwis into a digital future.....	6
Community Impact #1 – Key achievements	7
Community Impact #2 – Key achievements	10
Community Impact #3 – Key achievements	14
Google’s Community Support Initiatives.....	16
Google New Zealand	16
Equip more New Zealanders with digital skills	19
Invest into the digital skills pipeline	19
Case Study – Manaiakalani.....	21
Support digital upskilling	24
Case Study – SeniorNet	29
Enable more resilient home-grown businesses and organisations	30
Help harness the benefits of digital technologies	30
Case Study – The Icehouse.....	34
Foster a culture of innovation	36
Support high quality research	39
Elevate authoritative information	40
Surface authoritative information	41
Target the spread of misinformation	45
Endnotes.....	46

Foreword – Google New Zealand

I've been reflecting on the past year and how communities used technology to respond to the pandemic. Many people used video conferencing to stay in touch with friends and family, and schools and teachers shifted to distance learning to keep students engaged. In some cases this meant learning new digital skills and I'm humbled that many communities found Google New Zealand's support for their initiatives to be helpful.

Our community initiatives aimed to reach groups traditionally excluded from digital skilling and opportunities, such as Māori and Pasifika, women and older New Zealanders. For example, we worked with SeniorNet to help them transition their digital skills workshops online so that their members, who were suddenly isolated due to national lockdowns, could stay connected with their peers and access essential services online. We also supported Manaiakalani Education's Digital Fluency Intensive (DFI), a nine-week course which helps teachers to acquire skills to effectively use digital tools for teaching, planning, assessment and professional learning.

We worked closely with the New Zealand Government to mobilise resources across our internal teams to drive fast and united action to support the nation's response to COVID-19. Google Search, Maps and YouTube were utilised to distribute SOS Alerts, provide authoritative information about the latest updates, and direct people to trustworthy resources such as **www.covid19.govt.nz**. We also donated NZD\$8.5 million worth of free Google Ads to the New Zealand Government, small businesses and the voluntary sector, to help communities find the latest health information about COVID-19 and to best respond to the challenges of the pandemic.

To get ahead on future challenges, we're continuing our focus on helping Kiwi students develop digital skills through our computer science plus programmes and supporting STEM (science, technology, engineering and maths) initiatives.

It is inspiring how communities responded to the pandemic and learnt new digital skills at speed. Google will continue to do its part to work with communities across Aotearoa to help Kiwi's prepare for the digital future.



Ross Young
Head of Government Affairs and
Public Policy, Google New Zealand

Foreword – SVA Consulting

2020 was a year like no other, forcing us to come to terms with the fragility of the systems and structures we have come to rely on. Our kids could not go to school, stores and offices closed, and almost everyone was confined within the four walls of their homes. But our lives did not stop. Powered by digital technologies, Kiwis continued to work, learn and play.

2020 will not only be remembered as the year of the COVID-19 pandemic, but also the year when we have seen the faster shift to digitisation.

The Community Engagement Report was commissioned by Google New Zealand to understand how the diverse and innovative initiatives supported by Google are making a real difference for Kiwi small businesses, not-for-profits and communities. For this report we reviewed and analysed dozens of investments and initiatives, and engaged with many organisations that have worked with Google in 2020. Overall, it is a story of being responsive, committed for the long-term and focusing on areas of strengths to drive maximum impact.

It was impressive to see the speed at which Google was able to adjust and rollout initiatives as the adverse impact of the pandemic were being felt by all parts of the community. This quick action meant that Kiwis had the resources, information and supports to help them get through the period of crisis.

The report also details the value of building longer-term relationships to ensure impact is sustained and can be scaled over time. These partnerships allowed the parties to learn from each other, bringing to life and growing the impact of the different initiatives, often over many years.

Google-supported initiatives were able to leverage Google's deep expertise in digital technologies. For small businesses and not-for-profits, access to Google's technology and expertise means that they can be more effective and resilient in a digital world. For students and researchers, it develops awareness of career opportunities in digital technologies. For other organisations, it can help reinvent traditional business models, or solve important business or industry-wide challenges.

This report provides an insight into Google's community impact across three key areas and lays the foundations for how Google's contribution to each could be measured over time. With increasing focus in 2021 on supporting underserved cohorts and communities, such as women, Māori and Pasifika, we are excited to see Google continuing to play a valuable role in shaping New Zealand's digital future in a post-COVID world.



Kateryna Andreyeva
Principal, SVA Consulting



Simon Faivel
Director, SVA Consulting

Executive Summary

Digital technologies are shaping and transforming every aspect of our lives. With the pace of digitisation accelerated by the COVID-19 pandemic, our reliance on technology has never been as great. The events of 2020 have shown that digital technologies can enhance many aspects of our lives and help maintain New Zealand's social and economic prosperity. The pandemic also put a spotlight on the areas where more investment is required to ensure Kiwis are resilient and prepared for the digital future.

Assisting all Kiwis into a digital future

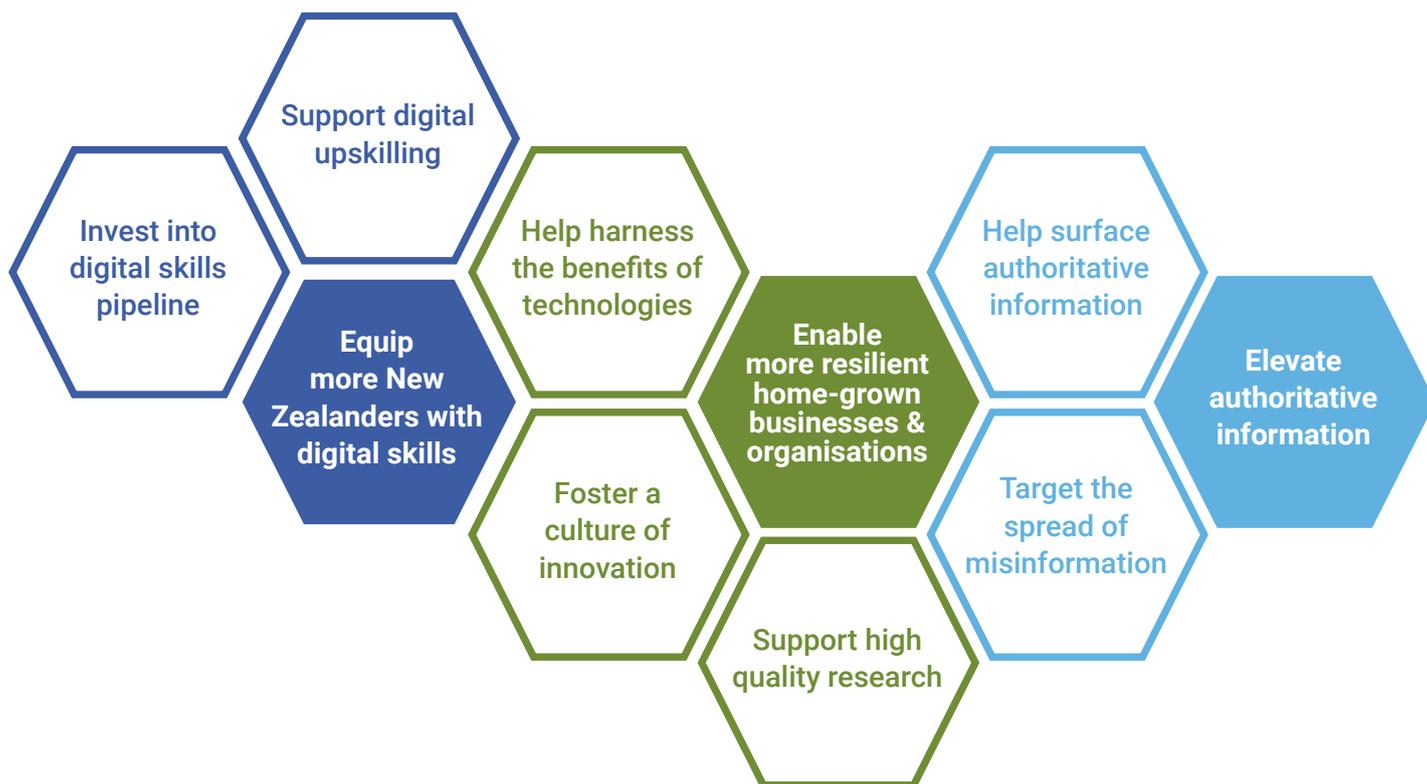
People around New Zealand – whether they are students, businesses, not-for-profits, educators, researchers or creators – turn to Google tools for everyday tasks. Google Search and Maps, advertising and productivity platforms help many organisations achieve their goals.

Along with developing new technology, Google also invests in a range of community support initiatives that help benefit local communities more broadly. This report documents how Google New Zealand works with the Aotearoa community and for-purpose sector, and the impact of these initiatives during 2020.¹

Through its philanthropic arm, Google.org, and numerous for-purpose and local community initiatives, Google provides **funding, expertise, and access to its products and technology** to community and charitable causes. The initiatives assessed are diverse and engage with many sectors and issue areas.

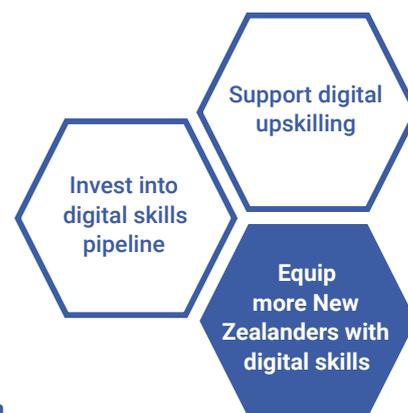
With a focus on inclusivity and accessibility, these community support initiatives aim to enable better use of technology to create opportunities and alleviate barriers to improve the lives of Kiwis.

The findings from this research are organised around the three community impacts: 1) Equip New Zealanders with digital skills; 2) Enable more resilient home-grown businesses and organisations; and 3) Elevate authoritative information. These have been identified as areas where Google's community support initiatives have made the most significant contribution towards Google New Zealand's mission of **'Assisting all Kiwis into a digital future'**.



Community Impact #1 – Key achievements

Equip more New Zealanders with digital skills



By 2025, as many as 149 million new digital technology jobs are expected to be created worldwide.² To help meet this demand, Google has been supporting initiatives that introduce and excite students to pursue careers in technology. These initiatives help people acquire new skills to succeed in an increasingly digitised world. Many of the initiatives target marginalised or traditionally excluded groups such as Māori and Pasifika communities, women and older New Zealanders.

In addition, initiatives such as the **Google Science Fair** and **Careers with STEM magazine** are helping to demystify and educate students and their parents on the diverse pathways and opportunities available in technology.

Over time these types of initiatives will help increase participation rates in technology fields, especially for women, and in Māori and Pasifika communities, through the development of a digital skills pipeline.

Invest into digital skills pipeline

A recent survey of Kiwi teachers revealed that only 7% had the knowledge and skills to introduce computer science (CS) curriculum in the classroom.³ Lifting educators' capacity to teach CS is therefore critical to ensuring students are exposed to and engaged with these subjects.

In 2020, Google supported the professional development of teachers through the annual **Educator PD Grants** and the **Digital Fluency Intensive (DFI)** program run by the Manaiakalani Education Trust. Both initiatives target teachers from underserved communities. Google also supports the development of a range of CS teaching resources – **CS Unplugged** and **CS First** – which make it easier for educators to implement the Digital Technologies curriculum. Reaching hundreds of teachers annually, these programs and tools have helped enhance teaching and learning experiences in schools across New Zealand.



1,600
days of training delivered
through the **DFI** to
teachers across
91
schools since 2018



4
organisations awarded
Educator PD Grants in 2020

Manaiakalani

In 2020, Google supported the scaling of the Digital Fluency Intensive (DFI), a nine-week intensive course which supports teachers to acquire skills to effectively use digital tools for teaching, planning, assessment and professional learning. In five years, over 500 teachers have completed the DFI course.

"The Digital Fluency Intensive program is a direct result of Google's ground-breaking support of the Manaiakalani Digital Teacher Academy. It maximises the impact of digital learning for young people by accelerating teacher skill development. This is proving to be an enormous professional learning experience for these teachers and the flow-on impact on student achievement is now undeniable."

Jenny Oxley, CEO of Manaiakalani Education



Participant at the Manaikalani's DFI course

Support digital upskilling

Our lives are being increasingly digitised – over 96% of New Zealand internet users access the internet on a daily basis, and seven out of ten internet users access it daily at work. In 2020, we have seen a dramatic shift towards digital activities to do business, learn or stay connected with family, friends and community.⁴ Although digital tools are readily available for people to use, many do not have the digital literacy or skills to use them.

To support small business owners and other professionals relying on digital technology to connect with their customers and audience, Google worked with a range of partners to provide relevant and timely digital skills training. This included the **Digital Skills Series for SMEs** delivered in partnership with Spark, the **YouTube Creators Workshops** delivered by Changer Studios, and the **digital skills workshops for journalists** delivered by the Walkley Foundation. The knowledge and skills acquired at these workshops had a direct impact on the everyday operations of the businesses or daily tasks performed at work, ultimately helping people succeed or achieve their goals.

Google also worked with **SeniorNet** to help them transition their digital skills workshops online. This meant that for the first time ever SeniorNet courses were available remotely. This digital transformation ensured that SeniorNet members, who were isolated or frail, could stay connected with their peers during 2020 (and beyond).



1,270

Kiwis over 60 supported through the **SeniorNet Online Learning Centre**



600

journalists trained through the **Walkley Foundation** free digital skills workshops



350

creators attended the **YouTube Creator** workshops

"The tools I learnt through the Google digital skills workshop were invaluable to my business both pre and post COVID-19. I was amazed to learn that these tools and insights were available to me, and so many of them at no cost too. I wondered how I'd fumbled my way through business up until then and thought of how different things may have been for me had I utilised these tools much earlier in my business journey."

Kate Jarrett, owner of Loxy's Salons in Auckland

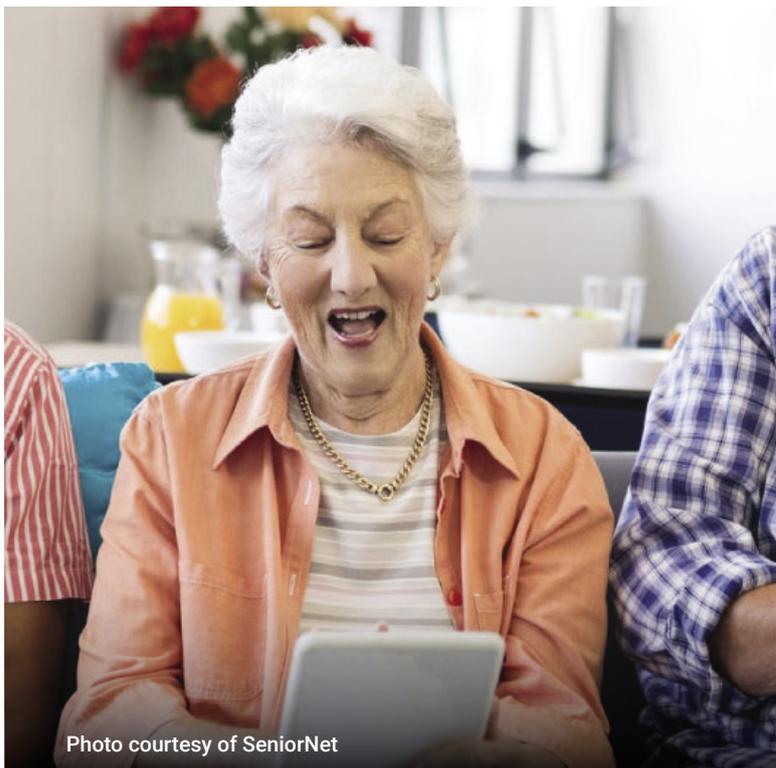


Photo courtesy of SeniorNet

SeniorNet

Google supported SeniorNet to develop an Online Learning Centre, a concept that replicated in-class learning in a virtual environment and was accessible to people with low levels of digital literacy. SeniorNet helps seniors and older adults to acquire essential technology and computer skills to help them be socially connected, remain independent and fully able to participate in society. During the two-month pilot of the Online Learning Centre, SeniorNet delivered a total of 210 sessions with 25 buddies, reaching 1,270 participants and covering 154 different topics.

"The online learning centre is about more than just learning about technology. It has turned out to be about social cohesion. A community has developed out of this."

Heather Newell, CEO of SeniorNet

Community Impact #2 – Key achievements

Enable more resilient home-grown businesses and organisations



COVID-19 had a significant impact on New Zealand's economy, resulting in a 12.2% contraction in the country's GDP within the first quarter of the outbreak. Economic downturn was immediate, and recovery is expected to take a long time, as the world works towards a new normal.⁵ In recognition of the sustained effort required to rebuild, Google responded by extending free access to many of its products, and offering emergency funds and other support to sectors most impacted by the crisis. Google also continued to invest into home-grown research, talent and ideas to foster a vibrant and innovative local tech sector.

Help harness the benefits of digital technologies

COVID-19 put enormous pressure on many organisations as they tried to survive and adjust to the new way of working. To lessen the immediate impacts of the crisis, Google set up a range of emergency relief supports. The **COVID-19 Rapid Response and Recovery Program** was designed to provide urgent support to small business owners. Through the program over 60 Kiwi entrepreneurs received funds and business coaching, helping them make the necessary changes to their strategy and operating model to set their business up for success. A global **Journalism Emergency Relief Fund** was also established to support small and medium-sized news organisations producing original news for local communities. The funding was provided to 76 publications across New Zealand, Fiji, Samoa and the Pacific. Google also launched other bespoke online business tools, such as the **Google for Small Business** website which provides New Zealand SMEs with resources and tools on how to respond to the challenges faced due to COVID-19.

Google's productivity tools, available at no cost through the **Google for Nonprofits** initiative, had a particularly significant impact on not-for-profits who had to pivot both their services and operations to be provided remotely. With many people in the community looking for extra support, **Google Ad Grants** helped not-for-profits to raise awareness of their services, and to connect with new supporters. Google's tools and teaching at home resources also helped to lessen the pressure of remote learning for educators and parents.

"Our biggest benefit was Google Meets, allowing the brigade to continue training evenings while in national lockdowns with distancing requirements."

"The streaming service and communication tools have been essential over the past year to stay connected."

Nonprofit organisations (survey response from Google Workspace for Nonprofits users)



280

jobs maintained in SMEs through COVID-19 support



76

publications across New Zealand, Fiji Samoa & the Pacific received emergency COVID-19 funding



78%

of for-purpose orgs rated Google's products as critical or important to their organisation during 2020



NZ\$70m

est. economic value generated for for-purpose orgs through Ad Grants & Search



Foster a culture of innovation

Technology is disrupting traditional industries. To adapt, organisations need to embrace change and seek continuous improvements to ensure their sustainability. Google seeks to empower and support organisations to explore possibilities that technology represents by helping fund and recognise innovative thinking and approaches.

During 2020 this included a range of initiatives that supported innovation within newsrooms. As publishers seek to address changing consumer habits and the impact of COVID-19, the Google News Initiative set up the **GNI Data Labs** to help newsrooms improve the use of their data, and launched the **Subscribe with Google** product into New Zealand to make it easier for readers to subscribe to premium content online. They also provided funding to **Press Patron** through the APAC Innovation Challenge, helping to take its services to scale. Google awarded the **GNI Newsroom Leadership Program** to a Kiwi editor to research new methodologies and technologies in political polling ahead of New Zealand's 2020 elections.

Google's technology has also been helping to open up new opportunities for traditional industries such as tourism and cultural industries, especially as travel restrictions were hurting the sector, and engagement with local and international audiences was falling. **Google Earth** and **Maps** were used by the Department of Conservation and other local partners to bring New Zealand's nature to global audiences through virtual tours, such as the tour of Old Ghost Road. Google Arts and Culture technologies made collections from the **Auckland Art Gallery**, **Te Papa Museum** and the **Auckland War Memorial Museum** available for anyone in the world to view, and discover the history and stories of New Zealand. Tools like **Google Translate**, **Search** and the **Kupu App** continue to help people connect with New Zealand heritage and culture, increase the presence of Te Reo in the daily life of New Zealanders, and increase people's confidence to use it.

Support high quality research

Research can be a critical first step to develop new products or businesses. Google supports and participates in the academic research community through meaningful engagement with university faculties. Google provides funding for academic research and supports the next generation of researchers through fellowships, scholarships, internships and other student opportunities. Three main research grants were available to Kiwi researchers in 2020: the **Award for Inclusion Research Program**, the **Research Scholar Program** and the **PhD Fellowship Program**. These research programs support individuals – those early and later in their careers over 96% of New Zealand internet users use the internet on a daily basis, and seven out of ten internet users use it daily at work doing innovative research in computer science and related fields.



400%

performance improvement in content recommendations for NZ Herald through **GNI Data Labs**



> 4 mil

Te Reo words played in the **Kupu App** (supported by Google)



x10,000

tens of thousands people use **Google Search in Te Reo**

The Icehouse

The Icehouse received funds to provide support and emergency relief to Kiwi entrepreneurs impacted by COVID-19. With a focus on supporting small businesses run by women, young people and migrants, The Icehouse worked with over 60 small business owners. The support helped these business owners to review their strategy, reallocate resources and make the necessary business decisions to respond to the changing market environment. All businesses continue to operate, resulting in 280 jobs being maintained.

Georgia Meek, founder of Babysitters Club, worked with The Icehouse to develop a new strategy and launch the new "Nanny as a Service" offering. The Nanny as a Service model uses technology to match the right carers/nannies with the right families.

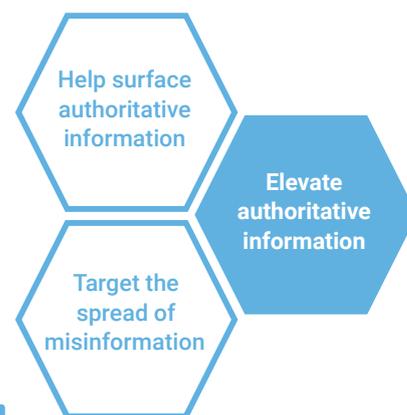
"The support that I have been receiving from Jamie [from The Icehouse] has been so beneficial for clarity, focus and direction – helping me to make those great business decisions to allow me to make those small changes that are going to make a difference, long term."

Georgia Meek, Founder of Babysitters Club



Community Impact #3 – Key achievements

Elevate authoritative information



Rapid global digitisation, and the increasingly important role that the internet plays in our everyday lives, has provided an avenue for New Zealanders to access information about critical issues on a scale never seen before.⁶ However, it has also increased the risk of accessing false information.

Fake news and misleading information is one of the top three concerns of New Zealand’s internet users, and this concern is on the rise.⁷ The spread of misinformation erodes public trust in news, government, and civic processes, such as elections, which can have significant consequences for democracy. Google helps elevate authoritative information to ensure that people have confidence in and access to reliable information.

Surface authoritative information

It is critical that people have access to quality and authoritative information in times of need. In 2020, Google collaborated with the New Zealand Government, not-for-profits and media publishers to ensure that people have confidence in and access to timely and reliable information related to COVID-19 and the New Zealand general election.

Working closely with the New Zealand Government, Google mobilised resources across multiple internal teams to drive fast and united action which supported the Government’s COVID-19 response. **Google Search, Maps** and **YouTube** were utilised to distribute **SOS Alerts**, provide authoritative information from the Ministry of Health about the latest COVID-19 restrictions, and direct people to trustworthy resources. To support public health officials to better understand the impact of stay at home orders and other policies aimed at combating COVID-19, Google released **COVID-19 Community Mobility Reports**. These reports use aggregated, anonymised data from Google Maps to chart movement trends over time by geography and across different categories of places. The donation of NZ\$8.5 million of **Google Ads** – to the New Zealand Government, not-for-profits and small businesses – helped authorities to elevate critical information to ensure New Zealanders could easily find information they needed to follow the latest health directives about COVID-19.

In the lead up to the September 2020 General Election in New Zealand, Google rolled out several products and programs to help New Zealanders get the information they needed to confidently cast their vote, to better understand the political advertising they see, and to protect election information online. This included publishing the **Political Ads Transparency Report**, introducing the **Political Ad Library**, and funding **Policy.nz** and **AAP FactCheck**. These measures were made to ensure that the information New Zealanders were accessing about the election was accurate.



1 in 6

voters engaged with election information materials developed by Policy.nz



NZ\$8.5m

in Google Ads donated to NZ Government, not-for-profits and small businesses



us\$1m

invested into the **COVID-19 Vaccine Media Hub** to combat misinformation about COVID-19 vaccines

Target the spread of misinformation

With the rise of digitisation and the expansion of the internet, misinformation is becoming an increasingly difficult issue for society to address. The internet and social media have made it easy for anyone to share content online, regardless of the accuracy or truthfulness of that information. In response to this growing issue, Google has undertaken initiatives to help ensure New Zealanders can access accurate and correct information.

Google's major initiatives in 2020 focused on combating misinformation around COVID-19 and the COVID-19 vaccines. Google also worked on taking down YouTube videos containing misinformation and have funded a global **COVID-19 Vaccine Media Hub**.

"The enormous impact of this pandemic has meant that scientists and pharmaceutical companies have had to go into overdrive to produce vaccines in record time. With so many vaccines in various stages of development, it can be very confusing for journalists and the public and this is where we hope to help. It's now more critical than ever that we all have access to clear information about these vaccines as they are being developed."

Dr Susannah Elliott, CEO of the Australian Science Media Centre



Google's Community Support Initiatives

Google is committed to expanding the opportunities that technology offers by investing in communities, individuals and local economies. It does so through a range of initiatives that leverage Google's global talent and resources, and are implemented by Google's local teams. Cultural, social and economic circumstances inform priorities that are set for each initiative at a local level.

Google New Zealand

Since Google's first physical presence in New Zealand in 2012, the team has grown to employ approximately 50 people in Auckland and Wellington. Google New Zealand is focused on working with New Zealand businesses and organisations on their digital transformation and assisting them into the digital future.

The following initiatives underpin Google's work with the for-purpose sector and local communities.

Google.org: Contributing time, money and volunteer hours to create a world that works for everyone

Google.org, the philanthropic arm of Google, has been established to help solve some of humanity's biggest challenges. Google.org connects innovative not-for-profits and social enterprises with Google's resources to accelerate their impact. The support is provided through a combination of funding, innovation and technical expertise. Google.org also connects not-for-profits with Googlers to receive donations and volunteering support. Each year, Googlers give their own money and time to causes they care about, Google then matches those monetary contributions.

Google for Nonprofits: Helping nonprofits work more efficiently, engage supporters, and fundraise online

Google for Nonprofits offers eligible organisations access to Google products and tools at no or heavily discounted charge, to help them find new donors and volunteers, work more efficiently, and get supporters to take action. This includes access to Google Workspace for Nonprofits, Ad Grants, the YouTube Nonprofit Program, and Google Earth and Maps.

Google for Education: Closing education equity gaps through technology, tools and training

Google for Education works with schools, educators and community organisations to ensure everyone has access to high quality learning experiences and are equipped with the skills they need to be prepared for the future. This includes providing access to Google's Education tools (Google Workspace for Education, Google Classroom, Chromebooks), teaching resources, and computer science programs and activities for students and educators.

Google Crisis Response: Connecting users with authoritative information and resources in times of crisis

The Google Crisis Response team builds Search and Maps products and features that connect communities with information and resources in times of crisis. Google partners with authorities to quickly surface authoritative and actionable information and resources to help people in impacted areas make life saving decisions. Google's crisis response products include SOS Alerts and Public Alerts on Search and Maps. Google.org extends its supports to not-for-profits working alongside affected communities from the immediate aftermath of a crisis through long-tail recovery.

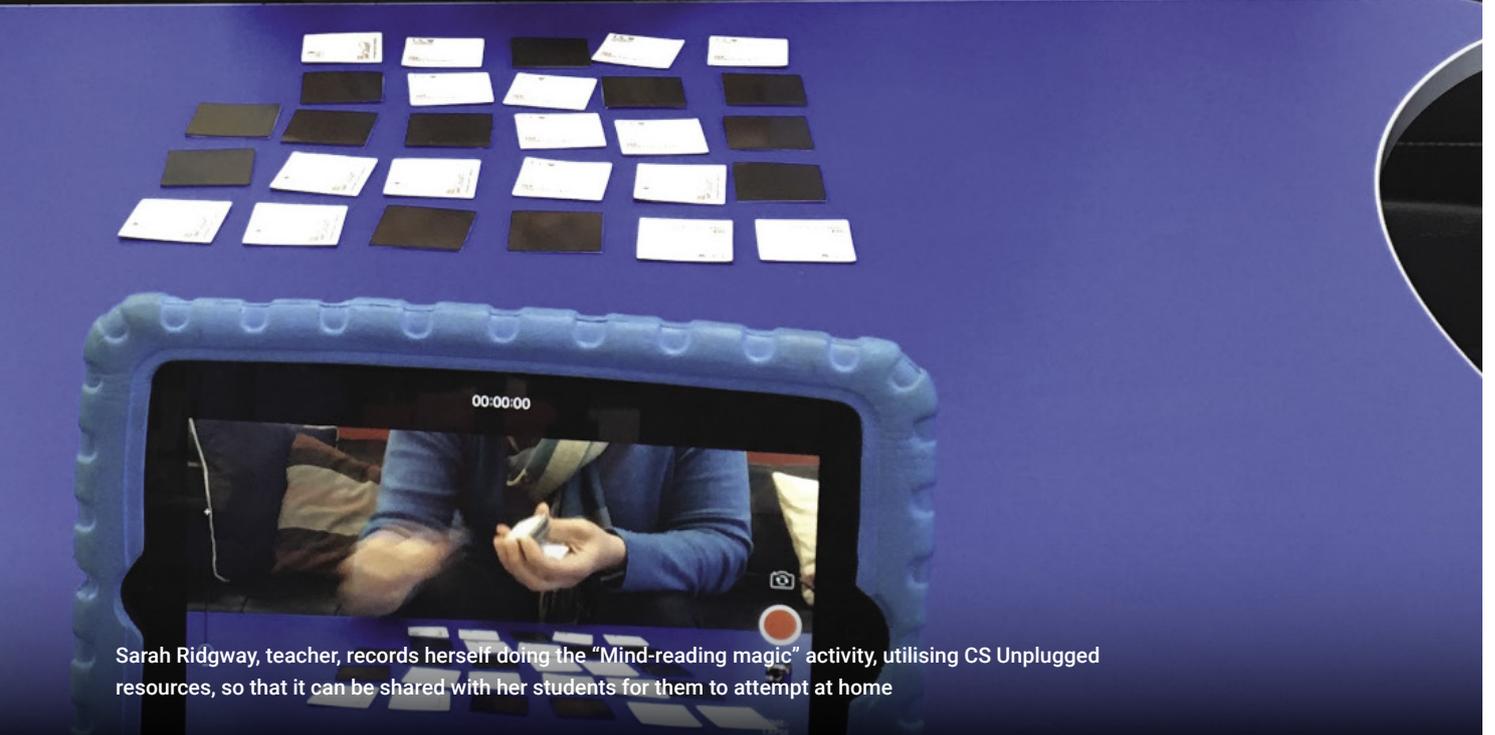
Google Arts & Culture: Bringing the world's art and culture online for everyone

Google Arts & Culture works with cultural institutions and artists around the world to preserve and bring the world's art and culture online so it is accessible to anyone, anywhere. This includes helping institutions to digitise, manage and publish their collections online, at no charge.

Google News Initiative: Building a stronger future for journalism

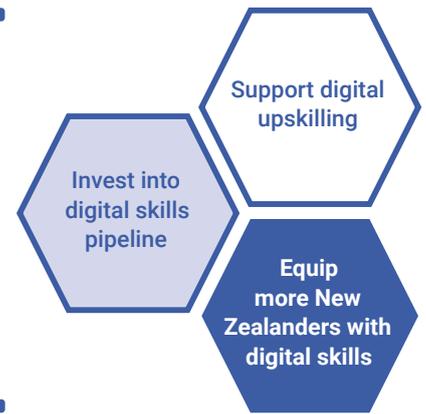
Google News Initiative works with the news industry to help journalism thrive in the digital age. It assists news partners by building products to meet the needs of news publishers and grow their business, collaborating with news organisations to solve important business and industry-wide challenges, and developing and supporting programs to drive innovation across the news industry.





Sarah Ridgway, teacher, records herself doing the “Mind-reading magic” activity, utilising CS Unplugged resources, so that it can be shared with her students for them to attempt at home

Equip more New Zealanders with digital skills



Google collaborates with partners on initiatives that aim to enhance the digital skills of New Zealanders. This includes directly supporting teachers, providing opportunities to students and creators, and educating journalists.

Invest into the digital skills pipeline

Technology is impacting every sector of the economy causing a shift in the skills required to be successful in the workforce. Investment in the digital skills pipeline and ensuring all students have equal access to quality digital skills education has never been more important to ensure a diverse and representative workforce. Google is committed to this goal, building partnerships throughout New Zealand to support building capacity of educators and increase awareness and understanding of opportunities in digital technology.

Highlights



4

organisations awarded
Educator PD Grants in 2020



1,600

days of training delivered
through the **DFI** to teachers
across

91

schools since 2018

Investing in professional development and resources for teachers

Digital Technology content has recently been mandated for all schools and added to the New Zealand education curriculum. Although still early in its rollout, which has been delayed due to COVID-19, teacher capacity to implement the Digital Technologies (DT) curriculum has been consistently identified as a key area for improvement. For example, a study by the Education Review Office in 2019, found that only 7% of teachers reported having the knowledge and skills to implement the curriculum.⁸

Ongoing professional development (PD) is key to ensuring educators have the skills and confidence to introduce computer science (CS) concepts into classrooms.

Google's Educator Professional Development (PD)

Grants are awarded annually to organisations looking to upskill educators to teach CS or CS related curriculum. Funding (up to NZ\$16,000⁹ for each proposal) is awarded to PD programs that demonstrate a sound pedagogical approach to CS and offer a support community that fosters innovation and shared learning. The programs must also be directly mapped to DT curriculum, and address inclusion and access for hard-to-reach groups (e.g. teachers in rural areas).

In 2020, four organisations in New Zealand were awarded Educator PD Grants. The awarded programs focused on bringing PD training to rural regions of New Zealand, as well as targeting Māori teachers.¹⁰

“The content was relevant, it was inspiring and made me confident to share the learning with my students next year. It was timely as I was preparing for next year.”

Participant feedback from the University of Auckland PD training (2020 Educator PD Grant Recipient)

Research based on a survey of over 900 grantees of Google's Educator PD Grants in the USA and Canada indicates that the PD courses funded by Google have led to a material increase in educator confidence and competence to teach CS.¹¹ These grants have also been shown to be effective in addressing the equity gap by helping improve access to quality CS education to underserved communities.¹² Feedback from local recipients of the PD grants in New Zealand has also been positive.¹³

To further its commitment to promote inclusivity and accessibility of digital learning for all students, Google New Zealand has also been working with **Manaiaikalani Education Trust** on initiatives to help digitise education since 2013. For example, Google funded the development of the Manaiaikalani Digital Teacher Academy which has been effective in supporting the upskilling and engagement of teachers in low decile schools.¹⁴ In late 2019, Google supported the scaling of the **Digital Fluency Intensive (DFI)**, a program designed to support teachers to effectively use digital tools to enhance teaching and learning experiences in schools across New Zealand. Since 2018, the DFI has delivered over 1,600 days of training to New Zealand teachers in 91 schools.

Google is also focused on building long-term partnerships to provide high quality Computer Science (CS) teaching resources to primary and secondary school educators that make it easier to implement the Digital Technologies (DT) curriculum in their classrooms.

The **Computer Science Field Guide**, a free online resource for teaching Computer Science (CS) to students and **CS Unplugged**, a program that helps teach CS concepts without a computer, were developed to support educators. Google worked closely with the University of Canterbury (New Zealand) to ensure these resources could reach as many educators as possible with the goal of ultimately enhancing student learning outcomes.

CS Unplugged is globally recognised as a great introduction to coding and revolutionary in teaching CS without access to a computer.¹⁶ The CS Unplugged resources were particularly important when schools in New Zealand moved to distance learning during the COVID-19 lockdown, as not all learners had access to a laptop or smartphone, or a reliable internet connection.

"I wanted the digital technology experiences to be accessible for everyone and thought the CS Unplugged resource gave me some really good lessons to start with.... [During remote learning] I was able to modify activities so only everyday household items were needed. Many activities were things they [students] could learn and then teach others in their bubble. Photos and videos of successful attempts at the tasks were regularly shared with our community with comments from parents about how much they had enjoyed the activity."

Sarah Ridgway, teacher in semi-rural school in Selwyn, Canterbury

To further support the need for remote learning resources, Google funded the expansion of the program to adapt the classroom version of CS Unplugged to be used at home. **The Unplugged At Home** resources allow parents and caregivers to be involved in their children's learning at home.¹⁷

Additionally, Google has introduced its own coding program, **CS First**, a free online computer science and coding curriculum for primary and secondary students. The lessons and activities are designed to be engaging and relevant, incorporating concepts from other disciplines such as art, sports, fashion design, social media and animation. The CS First curriculum successfully passed the International Society for Technology in Education (ISTE) Seal of Alignment review for Readiness. Reviewers determined that this resource helps build foundational technology skills needed to support the ISTE Standards for Students.

"All the lesson plans are designed for flexible and adaptive uses in a variety of contexts. The CS First learning environment encourages sharing, peer support and participation in a wider learning community."

ISTE Reviewer

Both CS Unplugged and CS First have been recognised by the New Zealand's Ministry of Education as the recommended digital resources for teachers implementing the DT curriculum.¹⁸



Manaiakalani students

Case Study – Manaiakalani

Investing in digital fluency of teachers to facilitate 21st century teaching and learning for Māori and Pasifika students

Challenge

Manaiakalani works with disadvantaged communities in New Zealand facing barriers to achieving educational outcomes, to provide resources and support so that students in these communities can achieve their potential. Aligned with the Ministry of Education’s strategies, Manaiakalani are working to ensure that teachers are given the tools and the skills they need to be digitally fluent and transform teaching. This aims to ensure that students can benefit from the advantages of digital technologies for learning. In 2020, Manaiakalani reached 20,000 students, 95% of whom are Māori and Pasifika.

The role Google played

Google has supported Manaiakalani formally since 2013, primarily through funding to run three programs: Manaiakalani Google Class OnAir, Manaiakalani Digital Teacher Academy (not available during 2020) and the Manaiakalani Digital Fluency Intensive (DFI).

Manaiakalani Google Class OnAir is an online platform on which Class OnAir Teachers develop real online examples of teaching and learning sequences, which are then freely available to teachers. Since its commencement in 2016, over 400 teaching and learning sequences have been made available online. Through peer learning, these teaching and learning sequences can help teachers to build competence and confidence in their own teaching abilities. The learning sequences include teachers sharing practices in Te Reo Māori, which provides a unique and valuable resource for teachers.

The **Manaiakalani DFI** is a nine-week intensive course which supports teachers to connect with a range of digital tools and apps that are required for effective teaching, planning, assessment and professional learning, and to develop digital fluency. Over 500 teachers have completed the DFI since it commenced in 2017, which equates to 4,000 teaching days. Another 200 teachers are expected to be reached in 2021. At the end of the DFI, participants

can sit the Google Certified Educator Exam. Undertaking the Google certification process gives teachers confidence and recognises additional skills which can enhance their employment opportunities.

Impact

When students start the Manaiakalani program, they are often two to three years behind their peers in educational outcomes. Through building the capacity of teachers, Manaiakalani empowers them to support their students to achieve better educational outcomes. **After three years in a Manaiakalani school, young people gain up to two times the expected progress in a school year when compared with the national average.**¹⁵ Through improving the educational outcomes of students, the Manaiakalani program also provides the potential for enhanced employment and life outcomes for these students.

"At the heart of Manaiakalani are the values of connecting and caring. This pandemic has amplified how embedded these values are in the practice of Manaiakalani. Our Ōtaki community of schools are exponentially more greatly positioned to support our school community due to our connection with, and the caring of, Manaiakalani."

Maine Curtis, Principal, Waitohu School

COVID-19 and the resulting lockdowns had a significant impact on teachers, schools and students in New Zealand in 2020. For disadvantaged students, there was a risk that the impacts of COVID-19 lockdowns on teaching and learning would be compounded. For those schools participating in the Manaiakalani program, they were well-placed to adapt to the challenges that COVID-19 lockdowns caused. This meant that when schools closed during the lockdowns, teachers and students were able to migrate seamlessly to continue their teaching and learning online, from home.

"The stress and anxiety levels for staff are far lower than they might otherwise have been, because much of what we needed to do is what Manaiakalani have been evolving for the past five years."

New Zealand School Principal

Promoting career opportunities in digital technology

There has been a steady decline in participation in technology study amongst local students both at secondary and tertiary levels. This is partly driven by a lack of understanding of the diverse career opportunities and pathways available in technology.¹⁹

Committed to building world class CS and technology skills in New Zealand, Google has sponsored the **New Zealand Digital Skills Forum** and contributed to the latest NZ Tech research report **Digital Skills Aotearoa – Digital Skills for Our Digital Future**. By putting a spotlight on these issues, the Forum participants aim to find solutions for nurturing local talent and promoting greater inclusiveness in digital skills training opportunities.

In line with recommendations from the Digital Skills Forum, Google has partnered to provide a range of resources and support for students to promote digital technology to students, parents and whānau. An annual **Technology edition** of the **Careers with STEM magazine**, produced by Refraction Media, helps to demystify career pathways in technology fields. Last year also included a special **Indigenous edition** of the magazine to help increase awareness of career opportunities within STEM (science, technology, engineering and math) fields amongst Indigenous peoples – Aboriginal, Torres Strait Islander and Māori – by sharing stories and journeys of those who have carved their own unique paths. Each secondary school in New Zealand (over 550 schools) is sent four hard-copies of the magazines.

Google supports a range of activities that aim to introduce, excite and connect young people to opportunities in technology fields. In late 2019, Google sponsored tickets for approximately 70 secondary school students to the **Sunrise North Island** conference, run by Blackbird Ventures, to expose them to diverse digital entrepreneurs. The **Google Science Fair**, an annual world-wide online science competition, celebrates the next generation of scientists by encouraging them to solve real-world problems with science, technology, engineering and math.

At the 2018-2019 Google Science Fair, a budding scientist from New Zealand, Jonathan Chan, was selected as one of 24 global finalists. Jonathan's idea, a technique of biomimetic fog collection for gathering atmospheric water in high altitude and arid environments, gained him an opportunity to travel to Google's head office in Mountain View (USA) to participate in the final round of judging with the Google Science Fair team.²⁰

In addition, Google's annual **exploreCSR** awards aid university efforts to support students from under-represented groups to pursue graduate studies and research careers in computing. The funding supports universities to design and host research-focused workshops during the academic year that expose students to computing research methodologies, career pathways and exploratory problems.



Careers with STEM magazine covers: Technology and Indigenous Editions in 2020



Johnathan Chan at the Google Science Fair, 2019



Google Science Fair finalists, 2019

Support digital upskilling

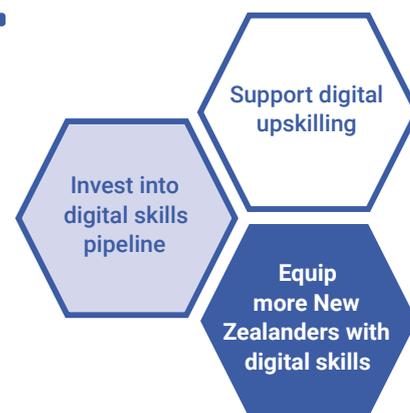
COVID-19 has accelerated digitisation globally, impacting all aspects of our lives. People need to be digitally literate and have the digital skills to effectively participate in society.

Through partnerships, Google provided opportunities for New Zealanders to gain new skills to help navigate their business or career through the COVID-19 uncertainty and beyond, and supported older New Zealanders to maintain their independence and connection to others.

Digital skills workshops for small business owners, creators and journalists

Economic activity is being increasingly digitised. 2020 has seen the most dramatic shift towards digital economic activity. This shift towards digital channels offers both challenges and opportunities. Digital channels are often cheaper and more effective in helping small and medium enterprises (SMEs), creators and journalists reach new customers or audiences. However, successfully operating in this environment requires a deliberate rethink of both the strategies and tools required to succeed.

Although digital tools are readily available for people to use, many struggle to navigate this transition effectively and efficiently.



For example, a survey conducted by Spark in 2020 found that small businesses do not know where to start or how to make the most of online tools.²¹

Google worked with a range of partners in 2020 to provide opportunities to New Zealand's SMEs, creators, and journalists to learn how they can use Google's tools to grow their digital presence.

SME owners need the skills to take their business online, reach new customers and protect their online presence. To meet this need, Google together with **Spark**, developed a tailored program of digital skills training (**Digital Skills Series**) designed for New Zealand's SMEs and offered at no cost. The program provides fundamental skills business owners need to make the most of Google's tools for businesses.²²

Google is now collaborating with the Ministry of Business, Innovation and Employment (MBIE) to leverage the learning from the Spark Digital Skills Series to inform design of the **Small Business Digital Boost™ initiative** which aims to reach 50,000 SMEs across New Zealand.

For SMEs looking to be more effective in reaching their customers and maximising their advertising budgets, Google also launched a free **Google Ads Certification program** in partnership with the **Comms Council**.²³ It is estimated that on average for every dollar invested into advertising using Google Ads, businesses can get a return of \$8 through increased sales.²⁴ The knowledge and skills to effectively utilise Google Ads is therefore a critical component of online business success.

"The tools I learnt through the Google digital skills workshop were invaluable to my business both pre and post COVID-19. I was amazed to learn that these tools and insights were available to me, and so many of them at no cost too. I wondered how I'd fumbled my way through business up until then and thought of how different things may have been for me had I utilised these tools much earlier in my business journey."

Kate Jarrett, owner of Loxy's Salons in Auckland

Highlights



350

creators attended the **YouTube Creator** workshops



1,270

Kiwis over 60 supported through the **SeniorNet Online Learning Centre**



600

journalists trained through the **Walkley Foundation** free digital skills workshops





YouTube is another digital channel that is increasingly being leveraged by businesses and creators to grow their brand and monetise their content. In New Zealand, the number of YouTube channels making six figures in revenue or more is up more than 60% year-on-year, as of December 2020. YouTube also helps Kiwi content producers and artists connect with fans globally, and export New Zealand culture to the world – with more than 90% of local content watched from overseas in 2020.

Google partnered with video content agency **Changer Studios** to design and deliver a program for YouTube creators who were looking to learn how to set their channel up for success and build positive communities online. In total, seven **YouTube Creator Workshops** have been delivered by Changer Studios (three workshops in 2019 and four workshops in 2020), attracting almost 350 aspiring creators who got a chance to meet other successful local YouTube creators and learn how to build a sustainable business on the YouTube platform.

Workshops were delivered in person across New Zealand, including Porirua, Tauranga, Christchurch, Auckland and Wellington, as well as virtually. The participants at the workshops felt more equipped and confident to succeed on YouTube.

"The speakers were very informative and gave really practical skills that could be implemented easily. It was an insightful and enjoyable event! I learnt so much!"

YouTube Creators Workshop Participant

"[As a result of the Workshop, I feel] more confident than I have ever felt in six years on YouTube!"

YouTube Creators Workshop Participant

Journalists also increasingly rely on digital tools to produce high quality reporting. From researching subjects, to conducting investigations, to communicating with sources, to verifying information, journalists must consistently adapt their skills to succeed in their craft.

To help upskill journalists, the Google News Initiative funded the **Walkley Foundation** to facilitate the rollout of free **digital skills training to journalists and journalism students**. The aim of the training was to equip all participants with the knowledge and skills to effectively use digital tools and technology to produce good quality reporting and tackle misinformation.

Since 2019, approximately 600 people from newsrooms across New Zealand have taken part in this training. Google's support allowed this training to be delivered at scale and reach those who are working outside newsrooms, such as freelance, regional and remote based journalists.²⁵

"I'm delighted to work on a project that will teach journalists a wide range of digital skills so they may continue to tell great stories in new and exciting ways."

John Bergin, The Walkley Foundation



Changer Studios YouTube Creators Workshop

Digital upskilling of older New Zealanders

Nearly a quarter of New Zealand's population is over the age of 60 and they are the most digitally disadvantaged.²⁶

Many older New Zealanders have not had the same opportunities to learn and use technology compared to other generations. As a result, they are more likely to avoid using it. With many services, communications and entertainment increasingly being accessed online, helping older New Zealanders to increase their digital literacy is essential.²⁷

In recognition of the further risks this group could face, such as becoming more isolated during the COVID-19 imposed lockdowns, Google reached out to SeniorNet to offer to help them transition their existing programs to an online learning environment.

Through the partnership, SeniorNet tapped into Google's expertise on how to effectively use digital tools to facilitate online learning. The funds from Google also meant that SeniorNet could pursue this opportunity immediately and at scale.

The SeniorNet Online Learning Centre pilot program has proven to be a success. The online sessions were well attended, received positive feedback from the participants and helped reach new members. This partnership also opened up new strategic opportunities for SeniorNet who reported feeling more confident and committed to further embedding digital technologies into their core business to better meet the needs of their members.



Photo courtesy of SeniorNet



Photo courtesy of SeniorNet

Case Study – SeniorNet

Enabling the digital transformation of SeniorNet

Challenge

Established in New Zealand in 1992, SeniorNet provides support and motivation to seniors (aged 50+) to enjoy and use technology in their everyday lives.

At the start of 2020, when COVID-19 hit and New Zealand went into lockdown, SeniorNet was faced with the challenge of how to continue to provide services to seniors when its physical learning centres were closed.

The role Google played

SeniorNet had a vision of developing an **Online Learning Centre** that replicated the key elements of their physical learning centres. This included being informative, accessible and offering opportunities for participants to socialise.

Google started working with SeniorNet in May 2020. In addition to providing funding, Google's product experts helped SeniorNet to set up an operating structure and design an online learning environment to engage with course participants. It was easy and simple to use, even for those new to the digital world.

The SeniorNet Online Learning Centre courses were launched in November 2020 with an initial test of six sessions a day, seven days a week, on a range of bite-sized topics. This was later reduced to three sessions a day, seven days a week.

Session participants learned a variety of digital skills, such as how to create secure passwords, run an online meeting, organise photos and use Google Workspace. The sessions were run by 'buddies', volunteer facilitators, who relished this as an opportunity to develop their own confidence and teaching skills in a friendly environment.

Through the pilot, SeniorNet delivered a total of 210 sessions with 25 buddies, reaching 1,270 participants and covering 154 different topics.

Impact

Digital inclusion for seniors means that they can remain independent, be socially connected with friends and family, and access the services they need to participate in today's technology driven society. SeniorNet's Online Learning Centre pilot offered seniors an important opportunity to stay connected and get the skills they needed to become more digitally literate and more confident in using online tools. Access to an online community was also important as it offered people support and social connections at the time when physical interactions were not possible.

"The online learning centre is about more than just learning about technology. It has turned out to be about social cohesion. A community has developed out of this."

Heather Newell, CEO of SeniorNet

The opportunity to work with Google gave SeniorNet confidence to take more of its services online and think differently about its future membership strategy. Initially the organisation was reluctant to move away from having physical locations, but the success of this pilot convinced the team that its future operating model must include virtual offerings. This will allow SeniorNet to engage with a wider audience, collaborate more with other senior organisations and allow its own membership greater access to specialised learning, special interest groups and learning at any time that suits them.

"This project really has been a game changer for our organisation. It's still early days but trying something new has invigorated the organisation. We have been surprised by the enthusiasm of our members to participate and share with each other."

Heather Newell, CEO of SeniorNet

Enable more resilient home-grown businesses and organisations



Digital technologies can help organisations to be more efficient, competitive and resilient during crises. Google enables adoption of technological solutions and fosters continuous innovation of home-grown businesses and organisations, through its products and investment into research, talent and new ideas.

Help harness the benefits of digital technologies

COVID-19 had a significant impact on the New Zealand economy, resulting in a 12.2% contraction in the country's GDP within the first quarter of the outbreak. Economic downturn was immediate, and recovery is expected to take a long time, as the world works towards a new normal.²⁸ In recognition of the sustained effort required to rebuild, Google responded by extending free access to many of its products, and offering emergency funds and other supports to sectors most impacted by the crisis.

Helping for-purpose organisations to be more effective in delivering on their mission

The adoption of technology can help organisations to be more productive and operate more effectively. For some, getting access to the right tools can be prohibitively expensive.

The **Google for Nonprofits** program helps reduce barriers to access technology by providing free tools to not-for-profits to help promote their mission, engage new supporters and fundraise online. The implementation of the program is supported by Tech Soup New Zealand, who help promote, sign-up and provide additional capacity building support to not-for-profits.

More than 1,200 of New Zealand's not-for-profits, most of whom are small organisations that could not afford to pay for these tools, have been signed up to use **Google Workspace for Nonprofits** (previously G Suite for Nonprofits).

Highlights



1,200+

Google Workspace for Nonprofits users



78%

of not-for-profits rate Google products as critical or important to their organisation during 2020



50%

of not-for-profits are able to reach more people that need their help using Google products



NZ\$70m

minimum economic value generated for not-for-profits through Ad Grants & Search



280

jobs maintained across businesses supported by The Icehouse through YBI business support initiative funded by Google.org



76

publications across New Zealand, Fiji Samoa & the Pacific received emergency COVID-19 funding



"Bringing everything together into G Suite has transformed our Centre and helped to fix communication challenges and sharing of information."

"Very helpful tools and having the support of Tech Soup has made this accessible for us that would have otherwise been outside our budget! We have also had a notable positive difference in the way our staff share information and meet deadlines."

Nonprofit organisations (survey response from Google Workspace for Nonprofits users)

"Our biggest benefit was Google Meets, allowing the brigade to continue training evenings while in national lockdowns with distancing requirements."

"The streaming service and communication tools have been essential over the past year to stay connected."

Nonprofit organisations (survey response from Google Workspace for Nonprofits users)

In a recent survey, Google Workspace for Nonprofits users reported that access to these tools helped them to work more effectively as a team and collaborate (94% of respondents), increased security and privacy of their communications (81%), increased productivity and streamlined operations (75%) and improved the digital skills of their team (65%).²⁹

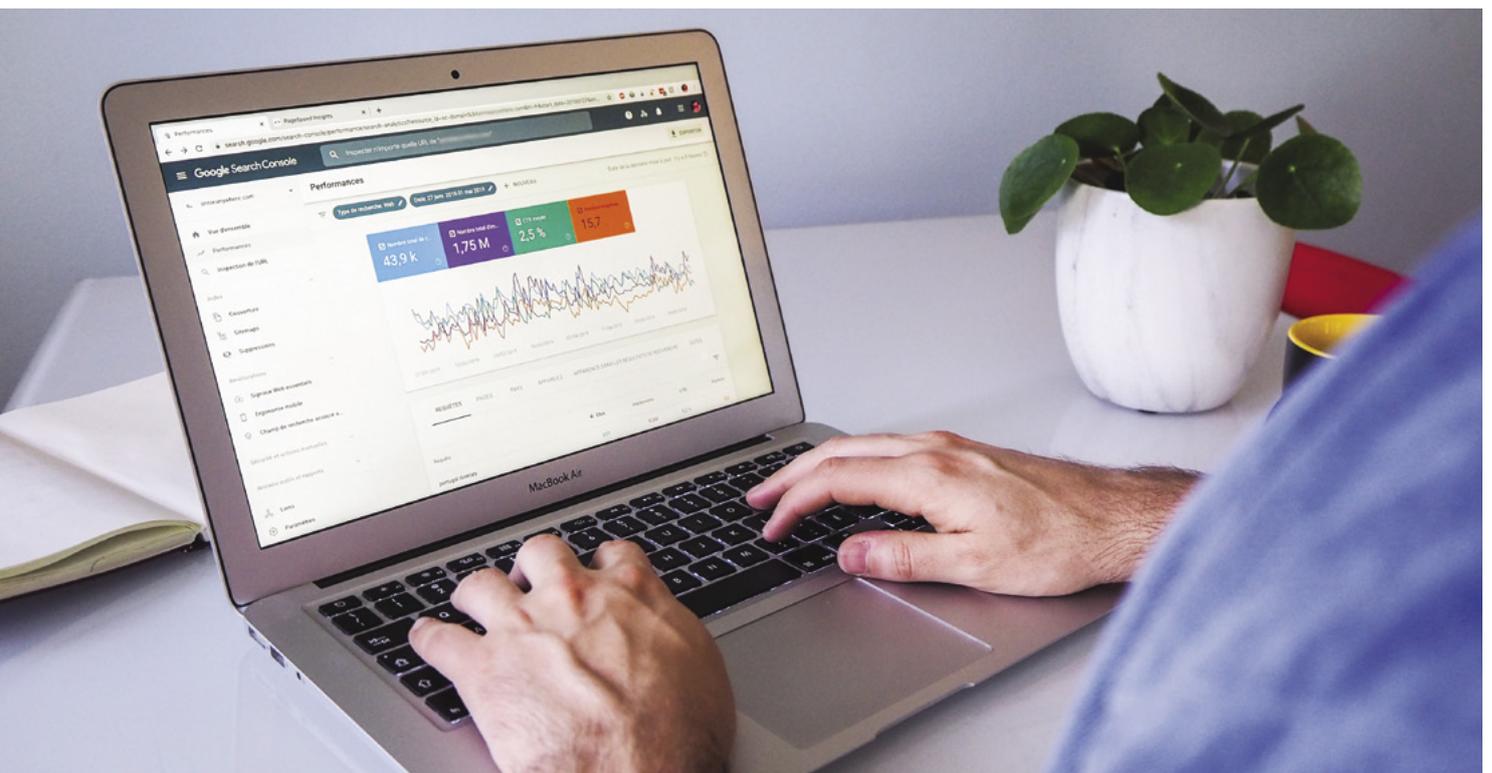
The impact of these tools was particularly significant during 2020, as New Zealand introduced lockdowns and restricted movement to curb COVID-19. When asked how valuable they had been to them over the last 12 months, 78% of organisations reported that these tools were either critical or important to their organisation.³⁰

In addition, not-for-profits are also eligible to receive up to US\$10,000 (approx. NZ\$15,40031) per month in advertising credits through the **Google Ad Grants program**. Organisations can use these ad credits to fundraise, raise awareness of their organisation, educate, distribute important resources and attract volunteers.

In 2020, more than NZ\$8.5 million in free advertising was provided to New Zealand's not-for-profits, SMEs, and the New Zealand Government to aid in the response and recovery efforts from the effects of the pandemic. These grants resulted in a year-on-year increase of 187% in Ad Grants usage, with over 45 million impressions served to Kiwis. Together with Search, the Ad Grants generated a minimum of NZ\$70 million in economic value for not-for-profit organisations.³² For-purpose organisations have also reported that Ad Grants have helped them to reach more people that needed their help (50%), raised more money (27%) and increased awareness of their cause (40%).

Google for Nonprofits User Impact

(Findings from the survey of Google for Nonprofits users administered by SVA Consulting, NZ users)³³



Contributing to business continuity and economic recovery

New Zealand SMEs, which represent 97% of all businesses in the country, have been hit hard by COVID-19. In recognition of the sustained effort that will be required to help overcome this crisis, Google has created a range of initiatives to support business continuity and aid economic recovery.

As part of its global commitment to support SMEs, Google has pledged to provide \$800+ million to support organisations around the world impacted by the crisis. This included provision of free Google Ads to small businesses (up to US\$1,000 or approximately NZ\$1,600 per organisation³⁴), targeted grants and access to finance.³⁵

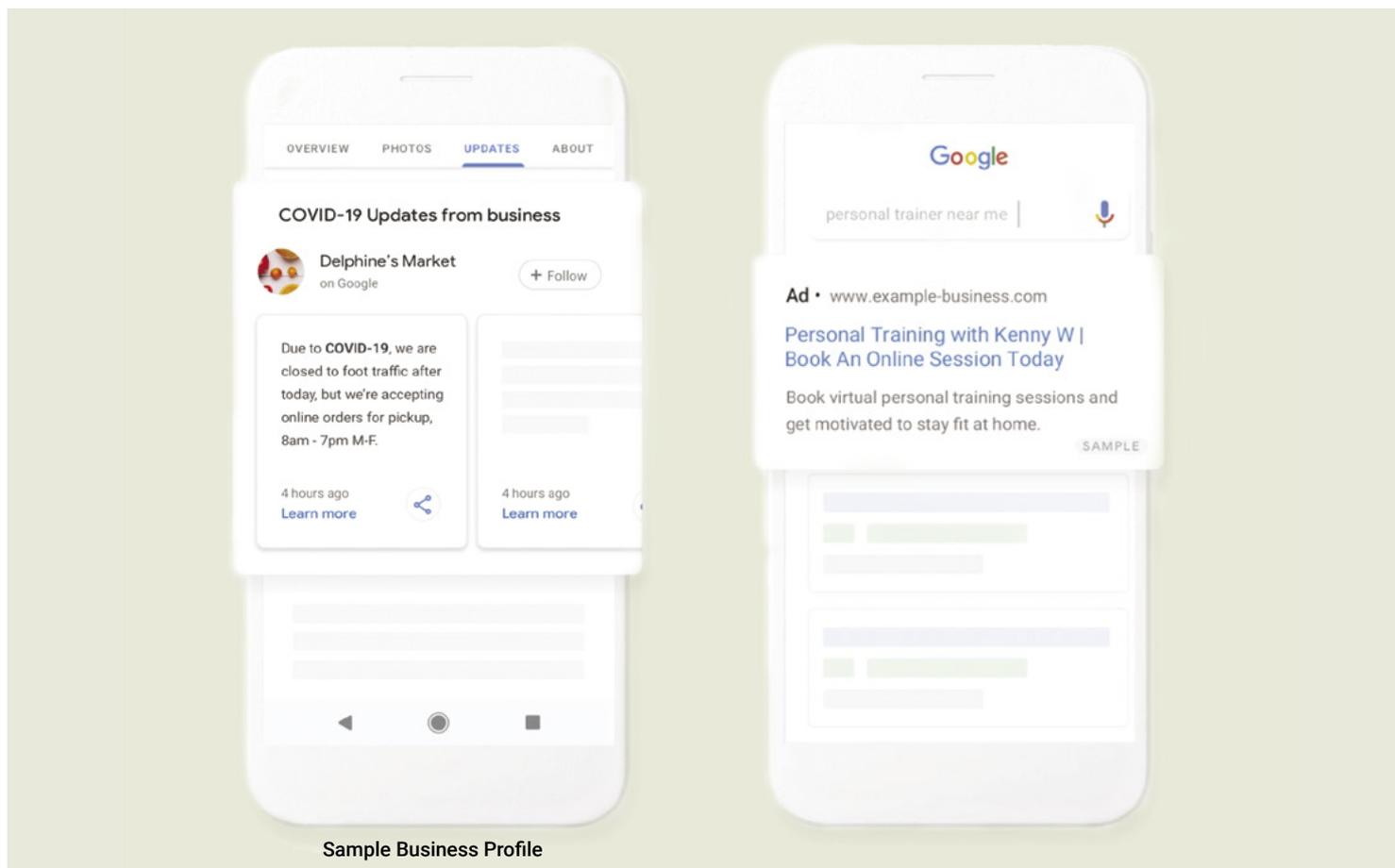
One of the Google.org grants was awarded to Youth Business International's (YBI) **COVID-19 Rapid Response and Recovery Program**. A US\$5 million grant helped YBI support SMEs in 32 different countries, including New Zealand. The funding aimed to provide a rapid response to meet the needs of entrepreneurs with a focus on young people, women, refugees and migrants. The initiatives funded through this grant focused on supporting entrepreneurs to make rapid business decisions to respond to the changing market conditions, digitise their operations and build emotional resilience. YBI collaborated with **The Icehouse NZ** to provide on the ground support to local SMEs. Over 60 Kiwi small business owners took part in the online learning program and received 1:1 coaching focused on how to steer their business through COVID-19.

A global **Journalism Emergency Relief Fund** was also established to support small and medium-sized news organisations producing original news for local communities. The funding was provided to 76 publications across New Zealand, Fiji, Samoa and the Pacific.

Google also launched other bespoke online business tools, such as the **Google for Small Business** website which provides New Zealand SMEs with resources and tools on how to respond to the challenges faced due to COVID-19.

This includes guidance on keeping customers informed of changes in business operations, using digital tools like Google Search to explore online retail, and leveraging online collaboration tools, such as Google Drive, for remote work.

Google also introduced new features to Google Search and Google Maps such as ability for food delivery and takeout businesses to add dining attributes such as 'curbside pickup', 'no-contact delivery' and 'dine-in' on their profile. This made ordering food much easier for customers, while minimising physical contact so that businesses could continue operating and abide by social distancing measures.³⁶





Georgia Meek, Founder of Babysitters Club

Case Study – The Icehouse

Helping New Zealand’s SMEs survive COVID-19 and become more resilient

Challenge

For over 20 years, The Icehouse, a purpose driven organisation, has helped New Zealand businesses grow, thrive and succeed. In 2020, The Icehouse’s primary customers, small-medium enterprises (SMEs), were particularly vulnerable to the economic impacts of COVID-19 given their size and cashflow.

The role Google played

Google.org provided Youth Business International (YBI) with a US\$5 million grant to fund YBI’s program supporting 200,000 SMEs across 32 countries through its Rapid Response and Recovery Program.

In New Zealand, YBI partnered with The Icehouse. The Icehouse used the funding to provide support and training to business owners affected by COVID-19, through its Taking Your Business Forward program, and through one-on-one coaching provided to individual business owners. **Taking Your Business Forward** was an interactive three-month facilitated online program which covered a range of topics, including, understanding your customers and offering, building resilience and creating and delivering value.

Impact

Funding from YBI’s Rapid Response and Recovery Program allowed The Icehouse to reach 63 organisations across the two different programs. The main shifts that The Icehouse saw in the businesses they worked with were changes to their marketing strategy, reallocating resources from some products or services into others, moving to selling more products or services online, and digitising products or services and developing new partnerships or alliances.

The support allowed all participating organisations to remain in operation, despite the economic impact of

COVID-19, maintaining 280 jobs and increasing business resiliency. Organisations were able to develop important skills and insights into their business which helped them pivot and adapt to the new economic climate. Business owners were also able to develop emotional resilience within themselves.

Kiwi business spotlight: Babysitters Club

Babysitters Club is one SME that The Icehouse was able to support during COVID-19. Founded by Georgia Meek in 2013, Babysitters Club connected parents across New Zealand with highly experienced babysitters and nannies. It was successful as a full-time service until COVID-19 hit and the demand for babysitters dropped to zero overnight.

The Icehouse has been working with Georgia since April 2020, and through individual coaching helped Georgia to review Babysitters Club’s current business model, develop a new strategy and launch the new “Nanny as a Service” offering. The Nanny as a Service model uses technology to match the right carers/nannies with the right families. Babysitters Club then takes care of the administrative and compliance aspect of employing a nanny for the families. Using the online service, people can set up a profile and find a carer or nanny near them who has been vetted by police, and has recommendations and ratings.

“I received Google-YBI funding in July through The Icehouse. The process was very simple, and the extra funding has been a huge help. I had already been working with Jamie Brock at The Icehouse. We meet up every two weeks and we examine everything from sales processes to value proposition. He’s been incredible. The support that I have been receiving from Jamie has been so beneficial for clarity, focus and direction – helping me to make those great business decisions to allow me to make those small changes that are going to make a difference, long term.”

Georgia Meek, Founder of Babysitters Club

Enabling remote working and learning during the pandemic

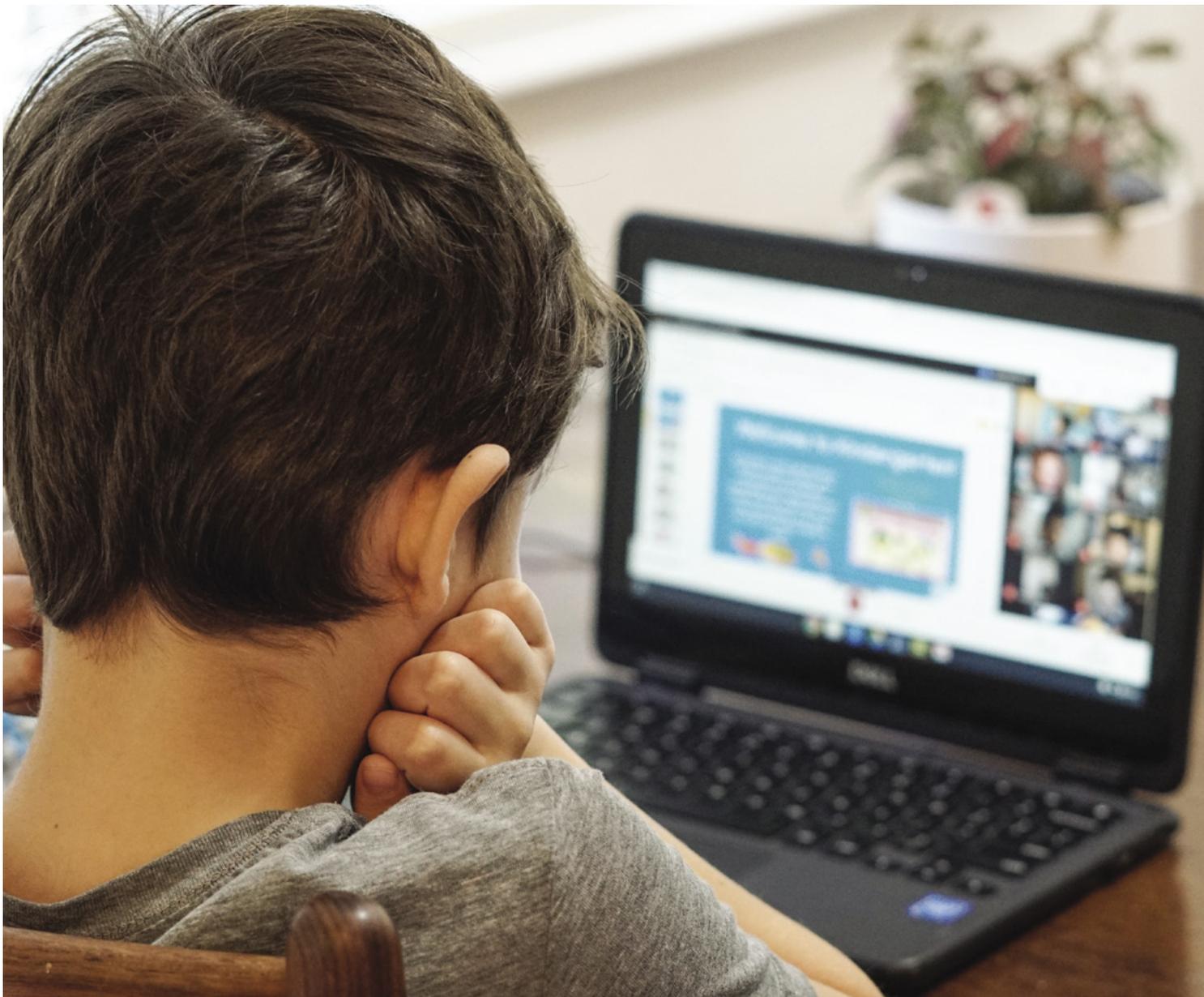
As more employees, educators and students work remotely in response to COVID-19, the **Google Meet** video-conferencing software's advanced capabilities (i.e. allowing larger meetings of up to 250 participants per call) was made available free of charge to all users of Google Workspace (formerly G Suite) and Google Workspace for Education (formerly G Suite for Education). This allowed schools and businesses to stay connected and meet virtually face-to-face, even when everyone is not in the same location.³⁷

Google also provided additional education and learning support to schools and educators throughout 2020.

With 1.5 million students out of school in New Zealand during the COVID-19 lockdown, families, schools and teachers were under immense pressure to ensure that students continued to learn.

Over 1,000 New Zealand schools use **Google Workspace for Education**, online productivity tools that are provided to schools and educators free of charge. For example, **Google Classroom** allows teachers to collaborate with their students, create, distribute, and grade assignments anywhere, anytime.

YouTube Learning Hub and **Google's Distance Learning** resources were expanded to include information on how to utilise Google's digital tools to facilitate effective distance learning. Google also hosted regular webinars for teachers to support their move to distance learning, and launched **Teach from Home**, now relaunched as **Teach from Anywhere** with UNESCO, as a central hub for teachers around the world.³⁸



Foster a culture of innovation

Technology is disrupting traditional industries. To adapt, organisations need to embrace change and continuously improve to ensure their sustainability. Google seeks to empower and support organisations to explore the possibilities that technology represents by helping fund and recognise innovative thinking and approaches.



Highlights



400%

performance improvement in content recommendations for NZ Herald through **GNI Data Labs**



x10,000

tens of thousands people use **Google Search in Te Reo**



> 4 mil

Te Reo words played in the **Kupu App** (supported by Google)

"BusinessDesk is delighted with its experience of being the first news website in NZ to implement Subscribe with Google. The impact on subscription revenue has been immediate and material, and the working relationship with Google a pleasure."

Patrick Smellie, CEO of BusinessDesk

Google recognised New Zealand's **Press Patron (Ripple Media)** as part of its first **APAC Innovation Challenge** for its innovative approach to help monetise media. Press Patron was established to help media organisations build sustainable business models to fund quality journalism. It helps media organisations identify the best business model for their journalism, while also providing the technology that makes it easy to run a successful funding campaign and adopt best practices. The funding provided by Google is helping to add new features to Press Patron's platform, making it easier for traditional publishers to generate revenue directly from readers. This will generate extra income for publishers by letting readers make an additional contribution towards a publication's in-depth analysis and investigative reporting.³⁹

GNI Data Labs was set up to help participating news publishers to grow through the improved use of data. **New Zealand Media and Entertainment (NZME)** was part of the first GNI APAC Data Lab Cohort. The five-month program helped participating news organisations to fully optimise data available to them, but also explore new ways to advance their data capabilities. Participants experienced significant outcomes, such as a 40% increase in frequent readers ('brand lovers'), a 20% lift in yield and up to 50% improvement in ad viewability. The New Zealand Herald alone saw a 400% performance improvement in content recommendations. To ensure the lessons from participating publishers were put to good use, Google published a playbook capturing case studies to drive data culture in newsrooms.

Supporting innovation within newsrooms

Changing consumer habits and the impact of COVID-19 are forcing media organisations to rethink their business models. Google has been working with a range of partners on programs and tools that focus on optimising revenue and increasing the use of audience engagement data and insights to support organisational adaptation.

In 2018, the Google News Initiative (GNI) launched **Subscribe with Google** to help publishing businesses adapt to changing consumer habits and behaviours, and help find new ways to grow advertising and reader revenue. This solution makes it easier for readers to subscribe to premium content online, and retain access through platforms, to ensure seamless experience. In 2020, **BusinessDesk** became the first New Zealand publisher to implement Subscribe with Google.

"The New Zealand Herald is focused on keeping Kiwis in the know, and now delivering the "next best" article recommendations with our purpose-built engine has resulted in a more relevant and engaging experience for our audiences than previous off-the-shelf products."

**Andy Wylie, Head of Data and Analytics,
New Zealand Media and Entertainment**

To embed continuous innovation within newsrooms, GNI, in partnership with the Columbia School of Journalism (USA), has established a GNI Newsroom Leadership Program to develop the business and product expertise of emerging newsroom leaders from the Asia Pacific region. New Zealand Editor of Newsgathering at TVNZ's 1 News, Phillip O'Sullivan was chosen as one of the 12 Fellows to research new methodologies and technologies in political polling ahead of New Zealand's 2020 elections.⁴⁰

Help re-invent traditional tourism offerings whilst promoting New Zealand's culture and diversity

Technology has opened many new opportunities for traditional industries such as tourism. Google Search and Maps are instrumental for travellers for trip planning and navigation. During COVID-19, as travel restrictions were being imposed, these tools ensured tourism operators could sustain engagement with home-bound travellers and international audiences.

In collaboration with the Department of Conservation and other local partners, **Google Earth** and **Maps** have been able to bring New Zealand's nature to global audiences through virtual tours. For example, global audiences can now explore the habitats of a critically endangered parrot, Kākāpō, on New Zealand's remote Whenua Hou and Anchor Islands, all from the comfort of their own homes.⁴¹

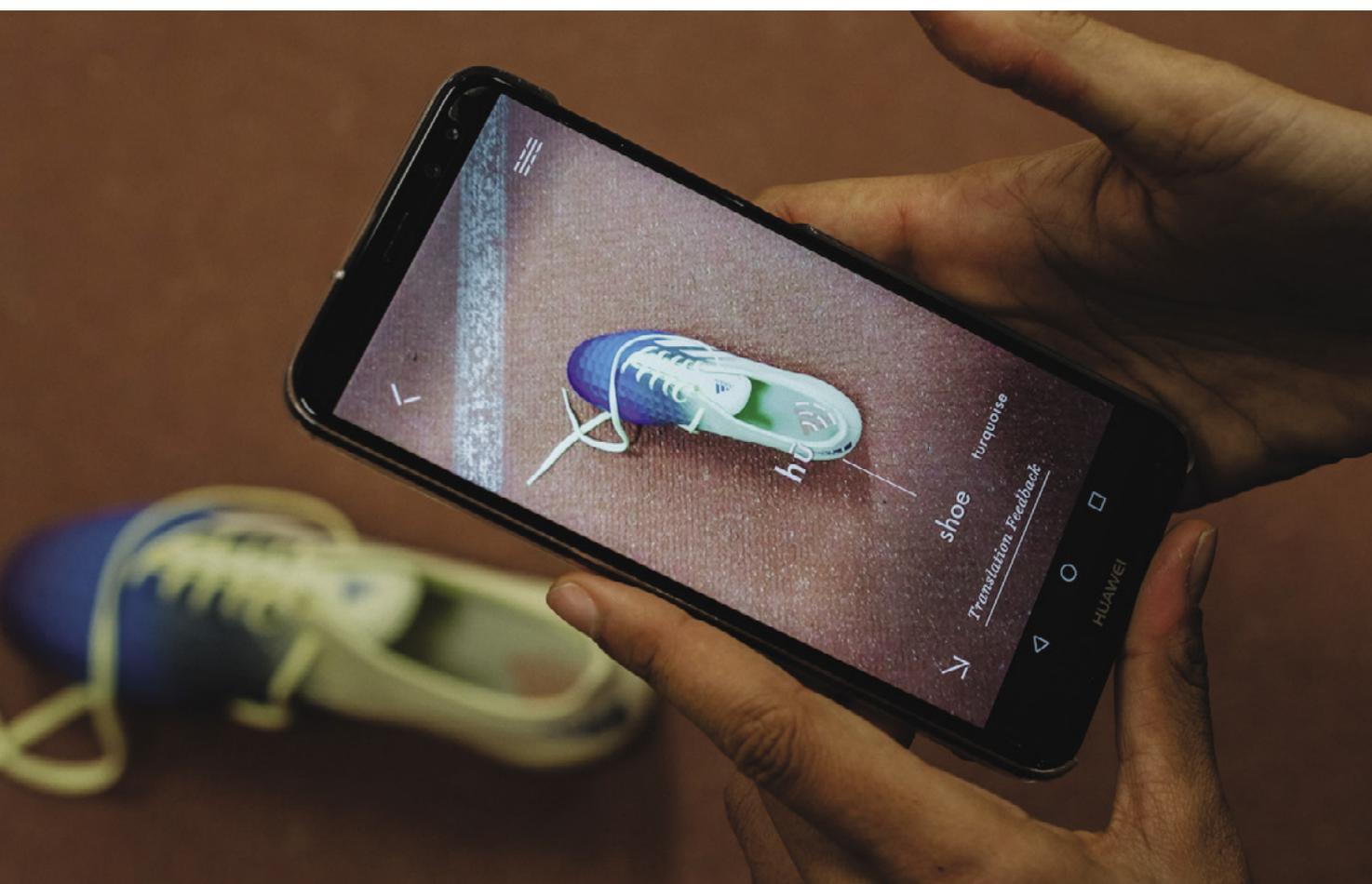
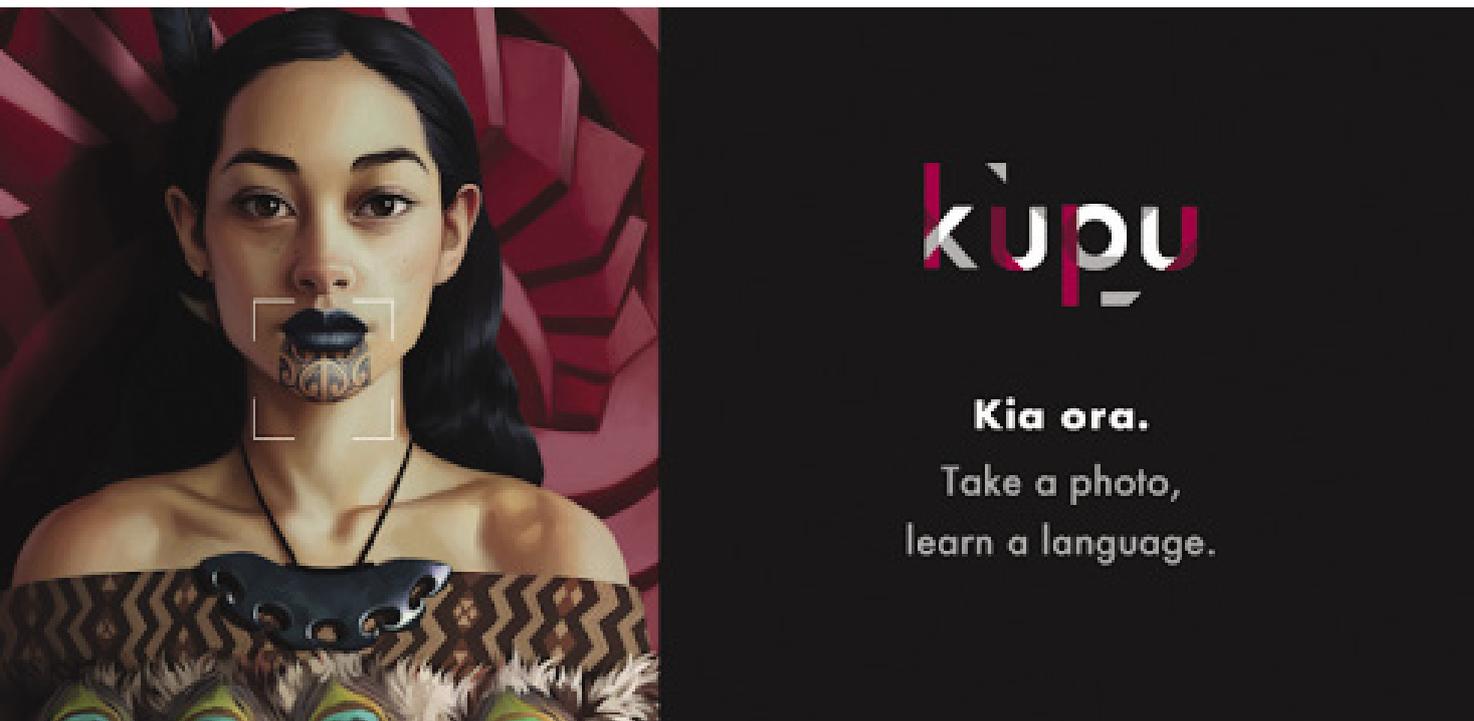
Technology has also provided an opportunity to help local and global audiences to better understand and appreciate New Zealand's culture and history. Working with local cultural institutions and artists, **Google Arts & Culture** helps preserve and bring arts and culture online. Over 2,000 pieces and objects of art from the Auckland Art Gallery, Te Papa Museum and the Auckland War Memorial Museum have now been digitised and made available for anyone in the world to view to discover the history and stories of New Zealand. **Google Street View** on **Google Maps** also help make cultural attractions, such as Māori rock carvings and other sites of significance, accessible for viewing by global audiences. For example, captured in partnership with the Mokihinui-Lyell Backcountry Trust, people can now take a virtual tour of the Old Ghost Road through the "85 Kilometre Museum" which brings the majestic native forest, open tussock tops, riven flats and forgotten valleys of this area to the global audience.⁴²

Technology is also increasingly playing an important role in Māori language revitalisation. Te Reo Māori language is part of New Zealand's cultural heritage and has been spoken for around 1,000 years. Today Māori is spoken fluently by approximately 130,000 people in New Zealand. Despite being recognised as one of the official languages in New Zealand, between 1996 and 2013 the proportion of the Māori population who could hold a conversation in Te Reo dropped from 25% to 21%.⁴³

To help increase the presence of Te Reo in the daily life of New Zealanders and increase people's confidence to use it, **Google Translate** incorporates **Te Reo Māori language**, whilst **Google Search in Te Reo** is used by tens of thousands of people every day.

Google also helped Spark to use its AI technology to develop and launch the **Kupu App**, designed by Victoria University of Wellington, which uses photo recognition to identify items in pictures and translate them into Māori language in real-time. In 2019, over 4 million Te Reo words were played within the app.





Kupu app uses the camera in your device to instantly translate objects into te reo Māori.

Support high quality research

Research can be a critical first step to develop new products or businesses that are difficult to imagine today. Google continues to cultivate strong relationships with academic and research communities to fuel technological progress.

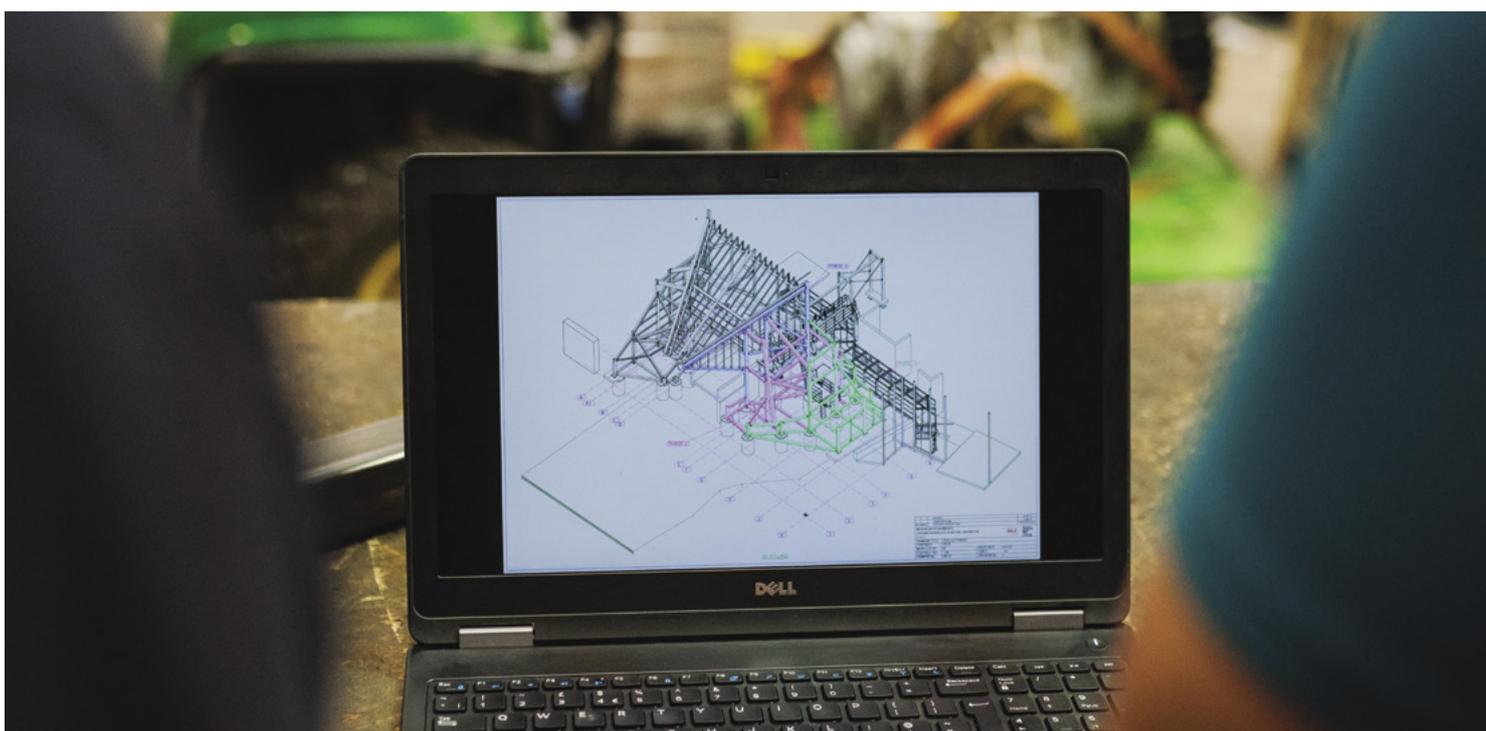
Google supports and participates in the academic research community through meaningful engagement with university faculties. Google provides funding for academic research and supports the next generation of researchers through fellowships, scholarships, internships and other student opportunities.

Google's **Faculty Research Award** is focused on supporting world-class technical research in computer science, engineering and related fields at some of the world's best computer science departments. In 2019, Kelly Blincoe from the University of Auckland, was one of the award recipients. Google received 917 proposals from approximately 50 countries and over 330 universities in that year. All proposals underwent an extensive review process involving 1,100 expert reviewers across Google who assessed the proposals on merit, innovation, and alignment with Google's research philosophy.⁴⁴

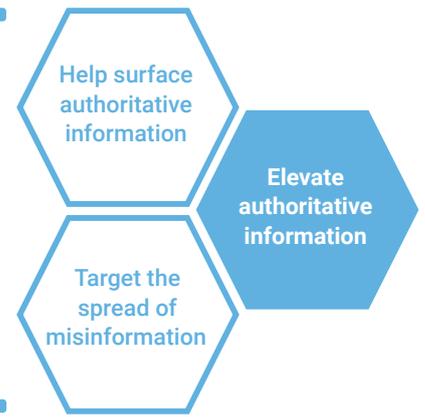
In 2020, the Faculty Research Award was discontinued. In its place Google launched the **Award for Inclusion Research (AIR) Program** and the **Research Scholar Program**, in order to diversify Google's efforts across a larger community, focusing on early career faculty and faculty working on positive societal initiatives. The AIR program recognises and supports academic achievement research in computing and technology that addresses

the needs of underrepresented populations globally. The program funds topics including accessibility, AI for social good, algorithmic fairness, education, gender bias, and many other areas that aim to have a positive impact on underrepresented groups. The Research Scholar Program aims to support early-career professors who are pursuing research in fields relevant to Google. Both programs provide up to NZ\$92,460⁴⁵ to support the research efforts and are open to Kiwi researchers.

To directly support promising young talent, including Kiwi researchers, Google also runs a **PhD Fellowship Program**. The program aims to recognise outstanding graduate students doing exceptional and innovative research in areas relevant to computer science and related fields. Through the Fellowship, PhD candidates receive financial support and are connected to a Google Research Mentor. Some Fellowship students subsequently go on to do an internship with Google.



Elevate authoritative information



Rapid global digitisation, and the increasingly important role that the internet plays in our everyday lives, has provided an avenue for New Zealanders to access information about critical issues on a scale never seen before.

However, it has also increased the risk of accessing false information. The spread of misinformation erodes public trust in news, government, and civic processes, such as elections, which can have significant consequences for democracy. Google helps elevate authoritative information to ensure that people have confidence in and access to timely and reliable information.

Highlights



NZ\$8.5m

in Google Ads donated to NZ Government, not-for-profits and small businesses



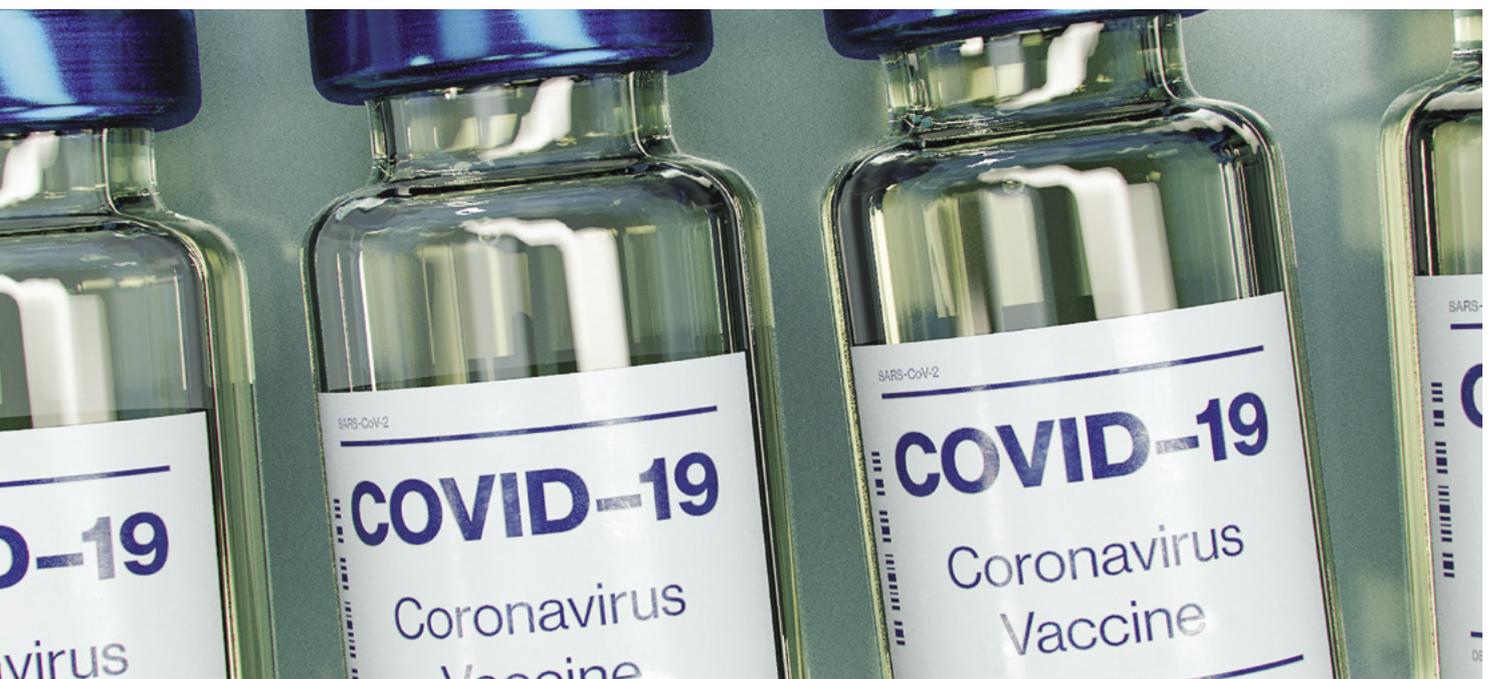
us\$1m

invested into the COVID-19 Vaccine Media Hub to combat misinformation about COVID-19 vaccines



1 in 6

voters engaged with election information materials developed by Policy.nz



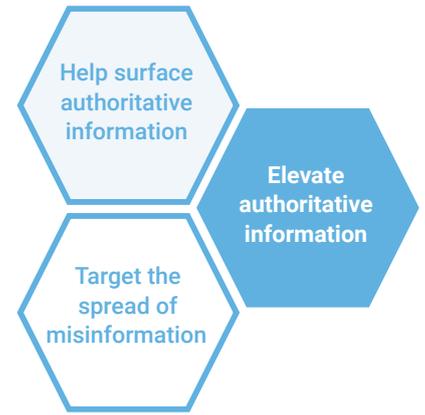
Surface authoritative information

Rapid digitisation has allowed people to access information at levels and speeds never seen before. It is critical that speed does not compromise quality and authoritative information in times of need. Through partnerships and new initiatives, Google has supported New Zealanders to find critical and authoritative information when they need it most.

Authoritative information during COVID-19

As the impact of COVID-19 started to ripple around the globe, Google worked in partnership with the New Zealand Government to ensure that New Zealanders could access authoritative information on the pandemic as the situation continued to evolve throughout 2020. On 31 January 2020, the same day that the World Health Organisation identified COVID-19 as a public health emergency, Google launched **global SOS Alerts** in English directing people to safety tips and resources.

This continued throughout 2020, with Google working to ensure that authoritative information was available on **Google Search, Maps and YouTube**, helping New Zealanders quickly find trustworthy and reliable information when they needed it most. Google donated over NZ\$8.5 million of **Google Ads** to the New Zealand Government, not-for-profits and small businesses. The Government, including the Ministry of Health, used these advertising credits to keep New Zealanders informed with the latest health directives and other policy updates related to COVID-19.



Google Maps was another important tool which helped provide authoritative information to New Zealanders about the COVID-19 lockdowns. Google Maps worked with government authorities to keep users informed about the latest social distancing and mask wearing restrictions in New Zealand. The COVID-19 lockdowns increased the demand for cycling in New Zealand, and more than **1,000 kms of bike lanes were added to Google Maps** for improved cycling navigation. Google Maps also allowed New Zealanders to find the **COVID-19 testing centres** so that they could get tested, and a COVID-19 layer was launched in Google Maps providing the **latest COVID-19 numbers in New Zealand** and around the world. Anonymised data from Google Maps published in Google's **COVID-19 Community Mobility Reports** also allowed the New Zealand Government to better understand community movement patterns and to make decisions on appropriate measures to be taken.⁴⁶ The New Zealand Government also used Google's COVID-19 Community Mobility Report as part of their Weekly Economic Updates.⁴⁷



Washing and drying your hands kills the virus

Wash often. Use soap. 20 seconds. Then dry. This kills the virus by bursting its protective bubble.

Find out more at Covid19.govt.nz

New Zealand Government

Unite against COVID-19



Stay home if you are sick

Call your GP before visiting them. Or call Healthline on 0800 358 5453.

Find out more at Covid19.govt.nz

New Zealand Government

Unite against COVID-19



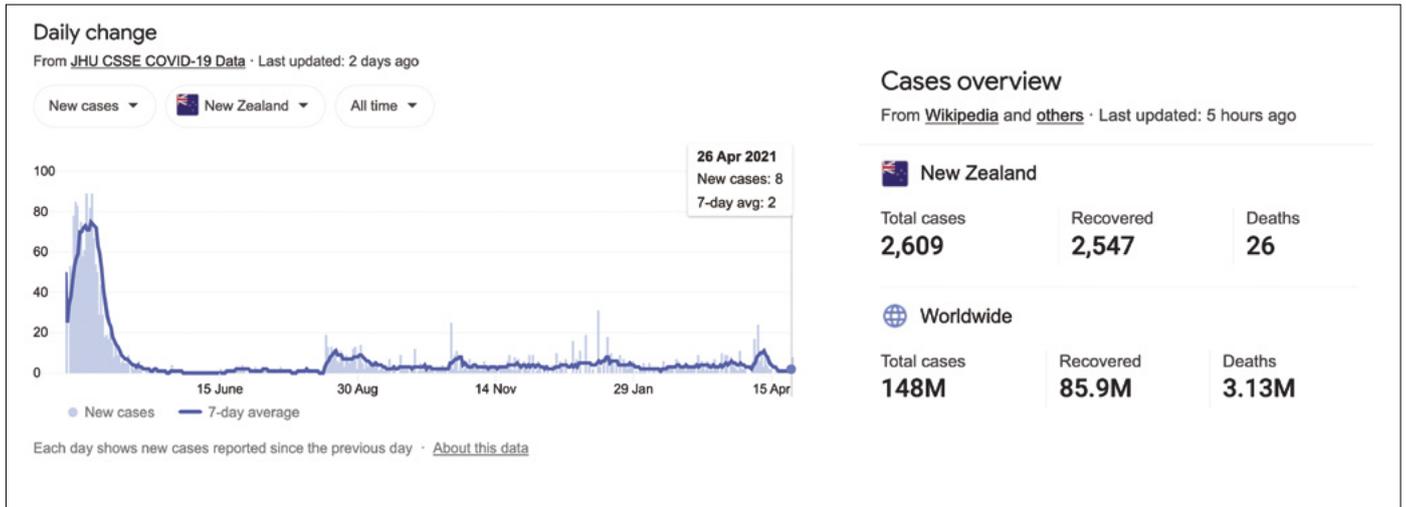
Cough or sneeze into your elbow

It keeps the virus off your hands, so you won't spread it to other people and make them sick too.

Find out more at Covid19.govt.nz

New Zealand Government

Unite against COVID-19



COVID-19 information for New Zealand on Google

Authoritative information during the 2020 General Election

A key enabler of the democratic process in New Zealand is protecting the integrity of the election processes. In the lead up to the September 2020 General Election in New Zealand, Google rolled out several products and programs to help New Zealanders get the information they needed to confidently cast their vote, to better understand the political advertising they see, and to protect election information online.

Google worked with the **New Zealand Electoral Commission** to make authoritative electoral information available, help people find the information they needed to both enrol and vote, and supported **Policy.nz** and **AAP FactCheck** to ensure that the information New Zealanders were accessing about the election was accurate.

Google required election advertisers to verify themselves, and required election ads to clearly state who paid for the advertising to ensure that voters could better understand political advertising. Google published a **Political Ads Transparency Report** showing who bought election ads, how much money they spent, how those ads were targeted, and the election ads themselves. New Zealand was the fourth country globally to have this transparency report. A **Political Ad Library** was introduced, which allowed users to see which election ads had the most impressions and other information about specific advertiser campaigns. Google also worked with political parties to help them understand digital best practices and shared Google’s ad policies with parties and candidates.

Google invested in keeping its platforms secure and worked with campaign staff, election officials, journalists and human rights organisations, to assure the security of the online platforms they use, including providing training. Google launched a **Trends Microsite** as part of Google News Lab, to ensure the quality and accuracy of election information online. This was updated weekly to help New Zealand journalists in their election reporting. Google collaborated with news organisations to support online fact-checking, including offering a series of verification workshops for journalists at no charge through Google News Lab.⁴⁸

Policy.nz, supported by Google, provided an unprecedented breadth and depth of election information, helping Kiwis to better understand the core polling issues. This included a release of a complete guide to the election which contained profiles of every registered party, profiles of all 677 candidates, and summaries of more than 2,000 policies. The project generated huge reach and engagement with voters across the country. In 2020, the Policy.nz tools reached over 500,000 users, more than 1 in 6 voters, with 3.6 million page views.

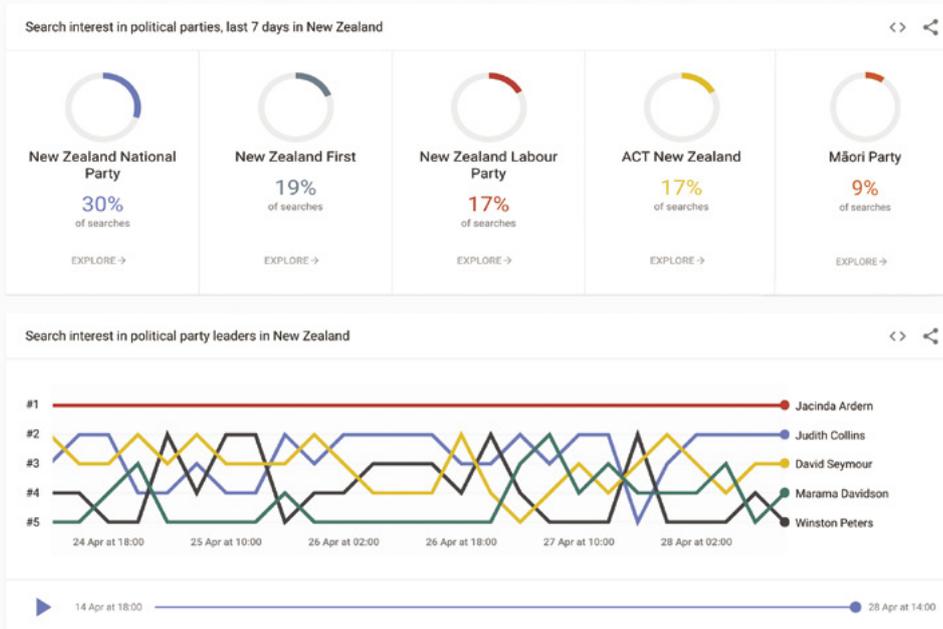
"As a result of Google's support, we created election information tools used by hundreds of thousands of New Zealanders – more than 1 in 6 voters used these tools. We provided a trustworthy source of election information that helped to make key information accessible and helped to combat misinformation ahead of the 2020 election."

Chris McIntyre, Director of Policy

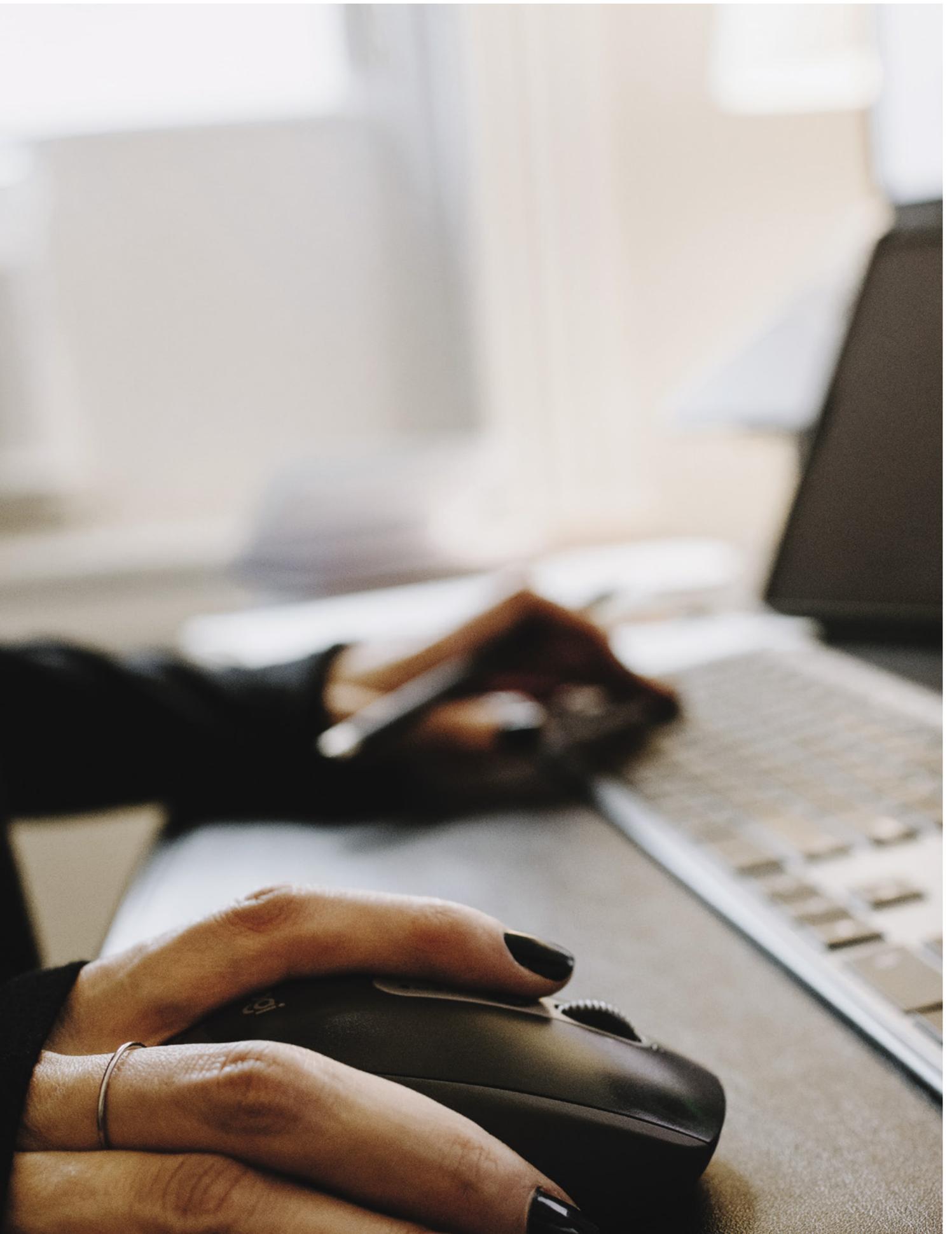
AAP FactCheck, with support from Google, ran a New Zealand election and referendums fact-checking project throughout the New Zealand election. This project provided a reliable and reputable source of truth to both the New Zealand population and to New Zealand media outlets. The aim of the project was to increase accountability and accuracy in public debate through fact checking of political statements made by public figures, as quoted in mainstream media. AAP's news articles were published by every major news outlet in New Zealand and the fact checks featured regularly on TV channel Three's breakfast news show. They were also promoted by a number of political reporters and had significant engagement on social media. The Labour Party, National Party and ACT Party all published press releases based on the findings of AAP FactCheck. In total, AAP FactCheck's articles were republished 32 times across six publishers in New Zealand. The impact the fact checks had on the campaign was also notable. **A National Party candidate was forced to apologise** and admit he was wrong after AAP FactCheck analysed his statement about the impact of the government's oil and gas exploration ban.



Explore how Kiwis are searching for parties, leaders, and major topics.



NZ Election Google Trends Microsite



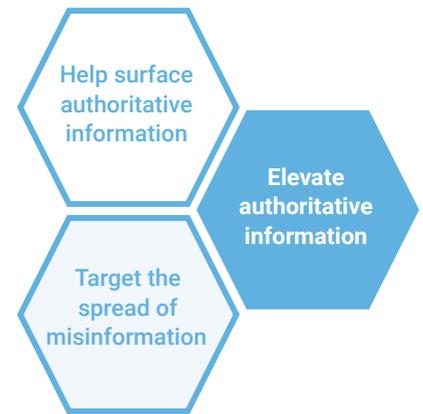
Target the spread of misinformation

With the rise of digitisation and the expansion of the internet, misinformation is becoming an increasingly difficult issue for society to address. The internet and social media have made it easy for anyone to share content online, regardless of the accuracy or truthfulness of that information. In response to this growing issue, Google has undertaken initiatives to help ensure New Zealanders can access accurate and correct information.

The speed and impact of COVID-19 in New Zealand, and its significance as a global issue, has meant there has been ample opportunities for misinformation to spread quickly and to have a significant detrimental impact on the community.

Google has taken steps to help stem the spread of misinformation on COVID-19. This has included **taking down YouTube videos** containing misleading information.⁴⁹

In December 2020, Google announced a new initiative: the **COVID-19 Vaccine Media Hub**, which is a global alliance of Science Media Centres and public health experts. The hub is funded by a US\$1 million investment from the Google News Initiative and led by the Australian Science Media Centre and Meedan. This will contain information about COVID-19 vaccines in seven different languages, helping journalists from around the world to more accurately report on COVID-19 vaccines and the science behind them, combating misinformation about COVID-19 vaccines.⁵⁰

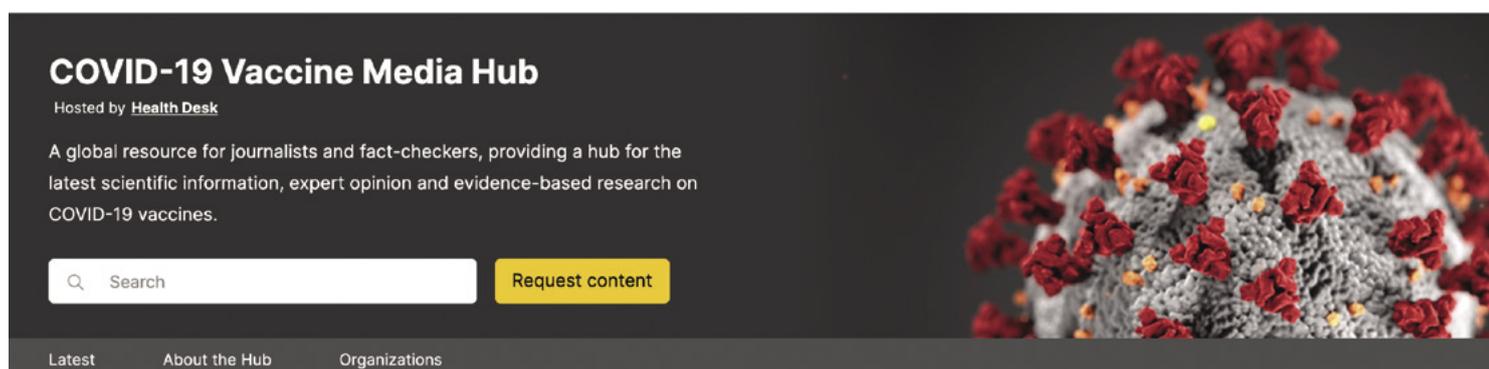


"The enormous impact of this pandemic has meant that scientists and pharmaceutical companies have had to go into overdrive to produce vaccines in record time. With so many vaccines in various stages of development, it can be very confusing for journalists and the public and this is where we hope to help. It's now more critical than ever that we all have access to clear information about these vaccines as they are being developed."

Dr Susannah Elliott, CEO of the Australian Science Media Centre

"Recognising the threat of misinformation has become an additional vector for the spread of infectious diseases, as well as a significant barrier to vaccine adherence, we see a networked approach to addressing information equity challenges as a critical public health need. This involves the global science community collaborating, providing fact-checkers and media partners with reliable, and time-sensitive health information needed to effectively report and respond to the vaccine related information needs of their audiences. We are honoured to work with the Science Media Centre of Australia and their partner Science Media Centres on this critical initiative."

Nat Gyenes, Director Meedan Digital Health Lab



COVID-19 Vaccine Media Hub website

Endnotes

All images without captions are stock photography.

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SVA Consulting
Brisbane | Darwin | Melbourne | Perth | Sydney | ABN 94 100 487 572
consulting@socialventures.com.au | socialventures.com.au | @Social_Ventures

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