

## Industry Associations join hands to form “Software NZ” Alliance

*Media Release, Software NZ, New Zealand, 9 June, 2008:* NZ’s primary software associations, New Zealand Software Association (NZSA), Canterbury Software Inc (CSI), Website Developers Association NZ (WDANZ) and Wireless and Broadband Forum (WBF) have signed collaborative agreements to form the “**Software NZ**” Alliance.

The aim is to provide members with a central access to networking events and registrations, industry news, reciprocal links to member services, and the opportunity to present a collective voice on ICT industry issues.

Wayne Hudson, NZSA President, says the primary focus of the Alliance is to encourage growth through industry collaboration, and business and entrepreneurial success. The Alliance also welcomes the establishment of the recently launched Digital Development Group, and looks forward to being contacted by and working with the Forum once it is established.

He says, “NZSA, CSI, WDANZ and WBF are business focussed associations that are actively serving and representing members on a regional and vertical basis. We are committed to helping software companies succeed on the local and international markets. Joining forces under the Software NZ banner not only creates a stronger and collective voice, it also enables us to pool resources and costs so we can provide even greater value to our members. It’s a win win for the software industry.”

Terry Paddy, Chairman of the Canterbury Software Cluster agrees, “With a committee of industry volunteers largely dependent on modest membership fees, we are limited to how much we can provide for our members. Under the Alliance we can now extend member benefits to include reciprocal membership rate access to higher value national events with keynote speakers, and increased opportunities for business networking and project collaboration.”

The collective aim of Software NZ is to provide more value for members, and to collaborate with other industry groups possible. For instance, Software NZ was recently asked to endorse the NZ Computer Society (NZCS) with their application to investigate the development of a professional ICT certification programme.

While Software NZ works best at the business and entrepreneur level, NZCS focuses on increasing the professionalism and expertise of those working in the New Zealand ICT sector. “We agreed that NZCS should be responsible for developing the certification programme and for setting qualification standards for ICT professionals and we’re pleased their application was successful,” says Wayne.

“NZCS claims that the NCEA achievement standards for computer science are not up to the mark supports research studies and industry consensus that our future employees are leaving school with little or no skills or interest in computer science. Software NZ agrees it is a major concern that year on year fewer young people are entering into a career in ICT, and we fully support the Society’s claim that the NCEA issue must be addressed if New Zealand is to have a successful ICT industry in the future.”

Software NZ is keen to collaborate with other like minded ICT Associations, to find out how to join email [helen@nzsa.org.nz](mailto:helen@nzsa.org.nz). Also visit [www.nzsa.org.nz](http://www.nzsa.org.nz), [www.canterburysoftware.org.nz](http://www.canterburysoftware.org.nz), [www.wdanz.co.nz](http://www.wdanz.co.nz) and [www.wirelessdataforum.org.nz](http://www.wirelessdataforum.org.nz).

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