

# 10TH ANNIVERSARY

BRIDGING THE GENDER GAP IN STEM  
2014 - 2024



# IMPACT REPORT



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# A WORD FROM FOUNDER

## Kia ora koutou,

As we commemorate the tenth anniversary of She Sharp, we reflect on a decade of dedicated efforts to bridge the gender gap and promote diversity in STEM fields. Founded with a vision to empower the next generation of girls, She Sharp has grown from a small group of 20 members meeting over coffee, to a vibrant community of over 3,000 individuals. Our mission is to dismantle stereotypes, offer insights into tech careers, and provide young women with the tools they need to make informed career decisions.



### Key Achievements

- **Community Growth:** Our member base has expanded exponentially, enabling us to host monthly events that foster networking, mentorship, and professional development.
- **Career Exposure:** We have successfully connected young women with role models and mentors, and provided unique opportunities to explore real tech environments.
- **Mindset Shifts:** Early indicators show a positive change in how young women view technology careers, underscoring the effectiveness of our initiatives.

Our journey has been powered entirely by the passion and voluntary efforts of our team. Despite the challenges of maintaining motivation without immediate results, our dedication remains steadfast. Addressing equity and diversity is a long-term endeavour, and we are seeing promising shifts thanks to the generous support of our sponsors and partners. Your contributions have been invaluable to our mission, and for that, we extend our heartfelt gratitude.

As we enter the next decade, we are excited to continue our work and explore new ways to inspire and support women in STEM. We look forward to seeing what the future holds and the continued impact of She Sharp on the lives of young women and the tech industry as a whole.

Thank you for being part of our journey. Together, we are shaping a more inclusive future in STEM.

Ngā mihi nui,

**MAHSA MCCAULEY**

Founder / Chair

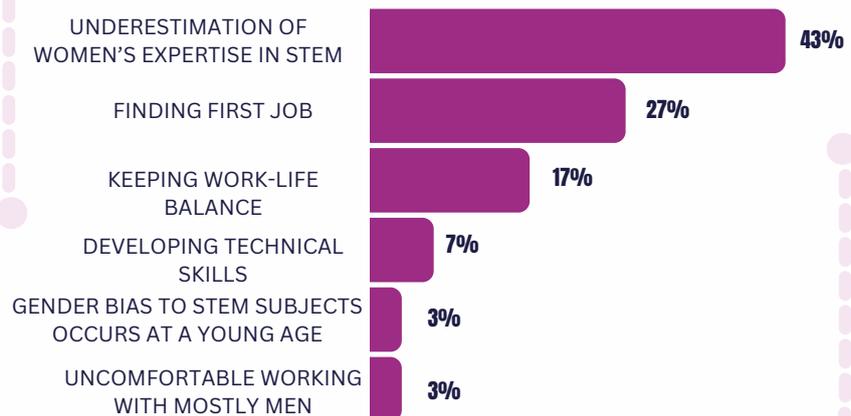
# SHE# MISSION

She Sharp is a nonprofit founded in 2014 with the mission to bridge the gender gap in the STEM industry, one woman at a time.

The worldwide lack of representation of women in STEM (Science, Technology, Engineering, and Mathematics) is a troubling concern. The Global Gender Gap Report (2023) indicates that women make up just 29.2% of the STEM workforce across 146 assessed countries, while their representation in non-STEM fields approaches nearly 50%.

While the issue is complex and has many underlying causes, She Sharp surveyed its community to identify the main barriers women face in STEM. This research aimed to understand the specific challenges that community members experience and highlight the most significant obstacles preventing women from succeeding in these fields.

## WHAT ARE THE MAIN BARRIERS WOMEN FACE IN THE TECH INDUSTRY?



The results of the survey conducted by She Sharp reveal several major challenges faced by women in STEM. First, many women feel that their expertise is often underestimated, which can affect their confidence and career growth. Second, finding a first job in the field is a common struggle, with various barriers discouraging them from applying. Additionally, maintaining a work-life balance can be difficult due to the demanding nature of STEM careers. Women also face challenges in developing technical skills, often due to a lack of mentorship and resources. The survey revealed that gender bias starts at a young age, leading girls to shy away from STEM subjects in school. Finally, many women feel uncomfortable working in mostly male environments, which can impact their success. Understanding and addressing these challenges is essential for creating a more supportive and inclusive environment for women in STEM.

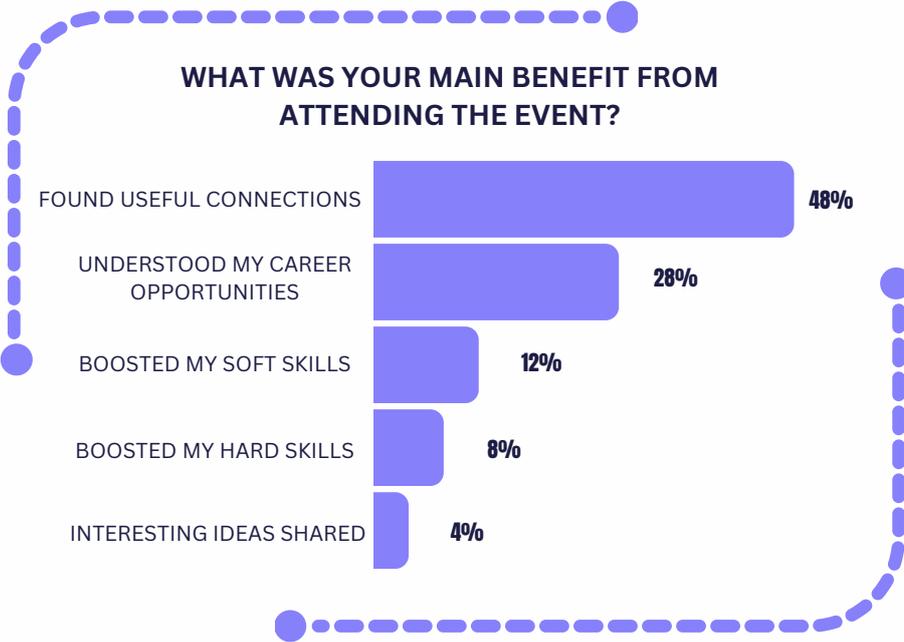
# SHE# IMPACT

We host events featuring leaders from the IT industry in New Zealand, with each event dedicated to enhancing attendees' skills. Whether focusing on hard skills, such as creating an AI bot, or soft skills like communication, networking, and building confidence, our aim is to empower participants in every aspect of technology. Each year, we organise several events that cover a wide range of topics in the tech field. We invite speakers to share their experiences, motivations, and daily activities, providing valuable insights into their careers. Following the talks, we conduct hands-on workshops that allow participants to gain practical skills and witness firsthand demonstrations of various tech-based competencies.

## WHAT IS THE MAIN GOAL OF ATTENDING SHE SHARP EVENTS?



Based on post-event surveys, we have identified the following main goals of attendees, which guide our efforts to ensure our events effectively meet their needs and interests. We found that networking, learning more about career development, and enhancing both hard and soft skills are the dominant motivations that drive our community to attend events.



The table presents information from a survey outlining the primary benefits of attending She Sharp events. Attendees highlighted that these events helped them understand their career opportunities and explore various pathways in the tech industry. Networking also played a crucial role, as many participants made valuable connections to support their career development.

# DECADE RECAP

The first event in 2014



The first hackathon in 2022



The last event in August in 2024

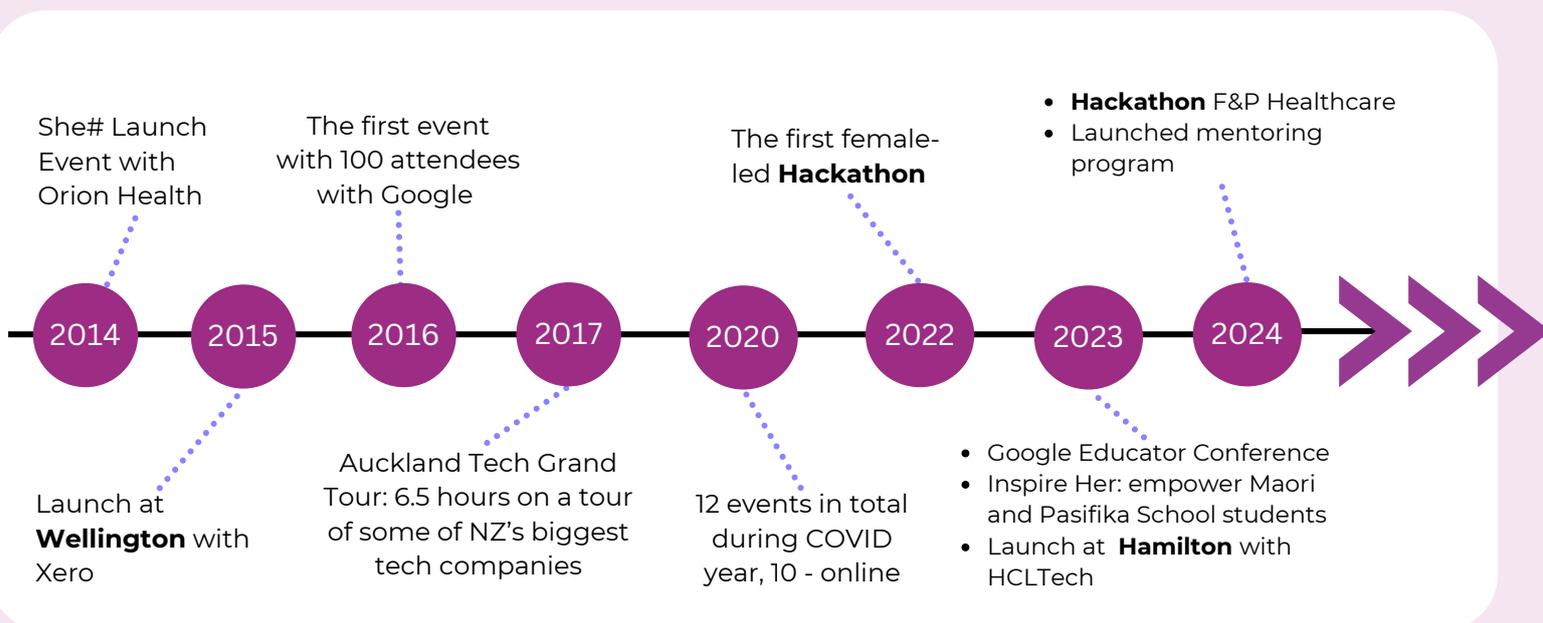


NUMBER OF  
EVENTS  
**70+**

NUMBER OF  
ATTENDEES  
**5000 +**

NUMBER OF  
SPONSORS  
**33**

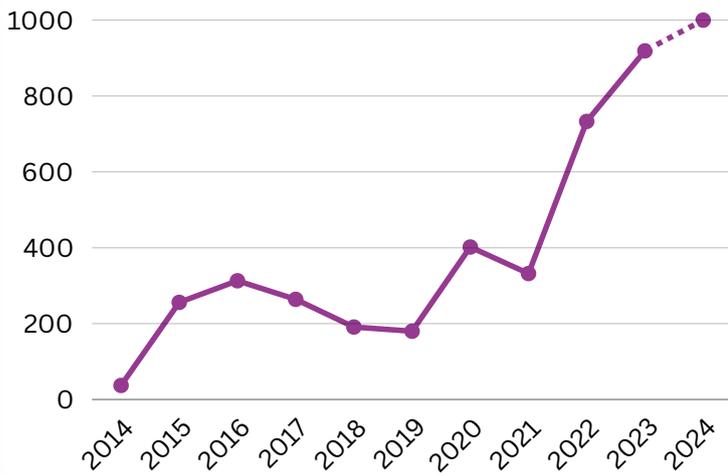
## TIMELINE HIGHLIGHTS



# BUILDING LIKE-MINDED COMMUNITY

We've grown our attendees from just 37 in 2014 to nearly 1,000 in 2024, marking an incredible journey of growth. Our retention rate has also increased, reaching 41% this year compared to 36% last year, reflecting the strong engagement within our community.

## Number of attendees



## Number of sponsors



Industry-leading sponsors have supported us throughout our journey, helping us achieve our milestones and grow our community.



# SHE# TEAM

She Sharp is run entirely by volunteers. Over the past 10 years more than 50 ambassadors have participated in the organisation's development. Currently, the She Sharp team consists of 20 active ambassadors.



**Dr. Mahsa McCauley**  
Founder and Chair



**Mike McCauley**  
Trustee and Assets Manager



**Sabrina Teoh**  
Event Manager



**Shae Parsons**  
Newsletter Lead & Marketing



**Meeta Patel**  
Industry Lead



**Raquel Anne Maderazo**  
Event Manager



**Julia Shmykova**  
Insight Analyst



**Alyssa Pausanos**  
Website Maintenance



**Belcy Espitia**  
Mentorship management



**Ania Migdatek - Jabłońska**  
Marketing & Design



**Tanvee Jamsandekar**  
People Management



**Maria Paule**  
Website Maintenance



**Sara Ghafoor**  
Secretary



**Neda Stefanovic**  
Content Creator



**Gowri Lokesh**  
Digital Designer



**Isha Sangrolkar**  
Website Maintenance



**Richu Kumari**  
Website Maintenance



**Amy Ding**  
Marketing & Design



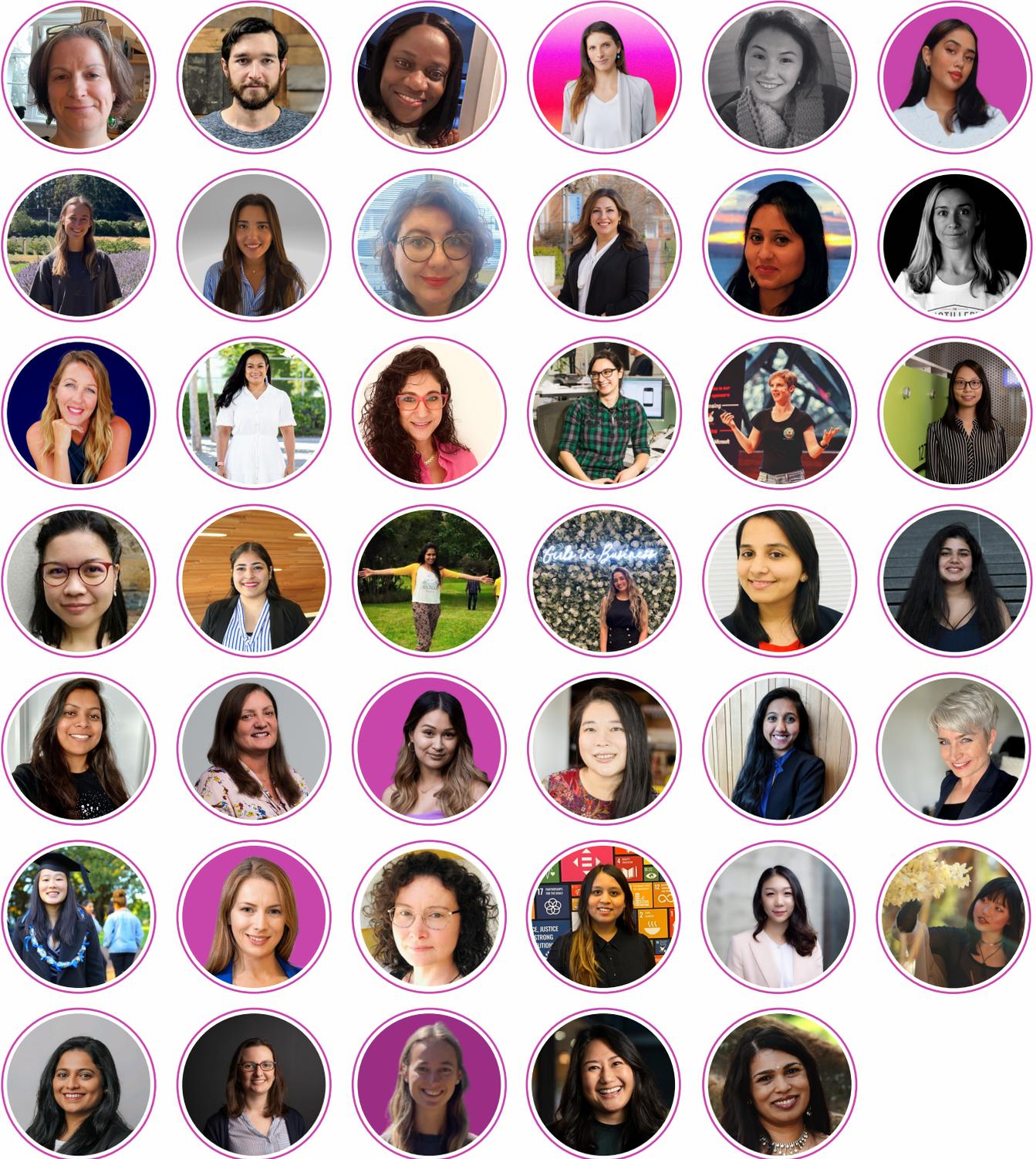
**Susan Philip**  
Marketing & Design



**Emily Caldelari-Hume**  
Event management

# SHE# FORMER AMBASSADORS

None of the accomplishments SheSharp has achieved would have been possible without the dedication of the ambassadors who supported us at various stages. Their contributions over time have been invaluable to our success



# MENTORING PROGRAMME

49

**MENTEES**  
EXPRESSED INTEREST IN  
PARTICIPATING IN THE  
PROGRAM

34

**MENTORS**  
REGISTERED TO BE PART  
OF THE PROGRAM

34

**MENTORS AND MENTEES**  
WERE PAIRED

26

**MENTORS AND MENTEES**  
SIGNED THE AGREEMENT

In 2024, we launched our mentorship program, which lasted for three months and included several meetings with professionals from industry-leading tech companies. These sessions provided mentees with valuable insights and guidance. The celebration of this achievement took place in August as part of our latest event with Fonterra, where mentors and mentees were awarded certificates to mark their commitment and success.



# 2024 IN A GLANCE

9

NUMBER OF EVENTS

1138

TOTAL NUMBER OF REGISTERED ATTENDEES TO ALL EVENTS

120

AVERAGE NUMBER OF REGISTERED ATTENDEE PER EVENT

100+

NUMBER OF UNIQUE COMPANIES REPRESENTED BY ATTENDEES

## SPONSORS

**Fisher & Paykel**  
HEALTHCARE

myob



fiserv.

**FlexWare**  
MOBILE CONTROL SOLUTIONS

  
Woolworths

HCLTech





# INTERNATIONAL WOMEN'S DAY

SheSharp and Woolworths proudly hosted a special breakfast event to celebrate International Women's Day. The event brought together a vibrant community to honor women's achievements, foster discussions on addressing discrimination, and inspire actionable steps toward achieving gender parity.

**REGISTERED ATTENDEES**

**108**

**CHECKED-IN ATTENDEES**

**70**  
(65%)

**RETURNING ATTENDEES**

**43**  
(40%)

**NUMBER OF COMPANIES**

**45**



**NUMBER OF REGISTERED ATTENDEES BY COMPANY\***

Woolworths NZ	22	Kiwibank	2	Massey University	Vibrant Hearts	Cemplicity
She#	10	Fonterra	2	WSP	Self Employed	Integration Works
FIRN Analytics Ltd	7	Fiserv	2	Recruit IT	ACG	Citizens Advice Bureau
Talent International	6	F&P Healthcare	2	Tickled Pink	M2M	ClearPoint
AUT	5	MYOB	2	Tonui	Callaghan Innovation	Easy Crypto
UoA	6	Beca	2	Quanton	Airnz	EriksensGlobal Limited
Fergus	3	Unemployed	2	Veovo	Areto Labs	FlexWare Ltd
Spark	2	Arinco	2	Not indicated	As You	ASB
MSD	2			NV Interactive	BCF	Healthpoint Ltd
				Milk New Zealand Dairy	CCL	

Other companies represented by 1 person:

\*according to the company name indicated during the ticket checkout



# EMBRACING BIAS

In April, SheSharp and MYOB hosted an engaging evening event exploring the impact of cognitive biases on product design, services, and everyday life. The session highlighted the importance of understanding human behavior in creating meaningful and impactful solutions, emphasizing the value of diverse perspectives in the tech industry.

**REGISTERED ATTENDEES**

**74**

**CHECKED-IN ATTENDEES**

**51**  
(69%)

**RETURNING ATTENDEES**

**34**  
(46%)

**NUMBER OF COMPANIES**

**33**



**NUMBER OF REGISTERED ATTENDEES BY COMPANY\***

Other companies represented by 1 person:

She#	12	Fiserv	2	Self employed	M2M Coaching & Recruitment	Engage Squared
MYOB	10	UoA	2	Te Whatu Ora	Mums The Word Limited	Design for Wellbeing
AUT	4	Kiwibank	2	Not indicated	Ministry Of Education	Caralyst
Salt Recruitment	3	Lagom	2	Sage	Melanie Disse Consulting	Callaghan Innovation
F&P Helathcare	3	Les Mills International	2	Rinnai NZ	Hanze University Groningen (NL)	Blacklock Security
Fonterra	3	AirNZ	2	Open Polytechnic	Freight Plus	Veovo
Sky City	2	Beca	2	OSS Group	Ezyvet	
Talent International	2					

\*according to the company name indicated during the ticket checkout

# OWN THE UNEXPECTED

In May, SheSharp and Les Mills International hosted an inspiring evening that celebrated the unconventional paths many take to thrive in the technology industry. A key focus of the evening was the theme of being underestimated—an experience familiar to many women and minorities in STEM. Rather than seeing it as a setback, the event explored how it can be transformed into a powerful tool for exceeding expectations and breaking barriers.

**REGISTERED ATTENDEES**

**109**

**CHECKED-IN ATTENDEES**

**95**  
(87%)

**RETURNING ATTENDEES**

**36**  
(33%)

**NUMBER OF COMPANIES**

**41**



**NUMBER OF REGISTERED ATTENDEES BY COMPANY\***

Other companies represented by 1 person:

Les Mills	<b>28</b>	Kinetics Group	<b>2</b>	Quanton	Vista	Lancom Technology
She#	<b>14</b>	Fiserv	<b>2</b>	Planit Testing	Servicedynamics	Integration Works
Not indicated	<b>8</b>	Spectrum Consulting	<b>2</b>	Pam Fergusson	MEGA	Freight Plus
AUT	<b>8</b>	Te Whatu Ora	<b>2</b>	Proxima Consulting	Microsoft	DELOITTE
Fonterra	<b>3</b>	UoA	<b>2</b>	ASB	Manukau Institute of Technology	Brandwell
Mission Ready	<b>2</b>	Beca	<b>2</b>	Sage	Mantel Group	Blacklock Security
Kiwibank	<b>2</b>	AirNZ	<b>2</b>	Self Employed	M2M Coaching & Recruitment	Big Tin Can
				NBC Investments	Love Muscle	Auckland Business Chamber
				Veovo	LottoNZ	Superhuman AI

\*according to the company name indicated during the ticket checkout



# BANK ON YOURSELF

In June, SheSharp and Fiserv hosted the workshop “Banking on Yourself,” focused on helping attendees overcome self-doubt and unlock their full potential. The event highlighted the importance of self-belief and shared practical tools, including techniques for crafting compelling elevator pitches and promoting oneself effectively. Participants were encouraged to shatter limitations, own their value, and take control of their personal and professional journeys.

**REGISTERED ATTENDEES**

**96**

**CHECKED-IN ATTENDEES**

**77**  
(80%)

**RETURNING ATTENDEES**

**45**  
(45%)

**NUMBER OF COMPANIES**

**40**



**NUMBER OF REGISTERED ATTENDEES BY COMPANY\***

Fiserv	23
She#	10
AUT	10
Not indicated	4
Health NZ	4
Kiwibank	3
Woolworths NZ	3
Fonterra	2
Les Mills	2
Open Polytechnic	2
Epsom Girls Grammar School	2

ASB
AcademyEX
One NZ
Rentokil-Initial
Salt Recruitment
BE-U Cosmetic Injectables
Mission Ready
Talent International
University of Canterbury
UoA

**Other companies represented by 1 person:**

Using Technology Better	Hospice
Volunteer	Auckland Business Chamber
Wisely	Auckland institute of studies
Māori Lab	F&P Helathcare
M2M Coaching & Recruitment	EZYVET
MIT	Deloitte
BLACKLOCK	Datacom
Lyra Consulting Ltd	BlueSkyMinds
AKQA	ACC
IntegrationWorks	

\*according to the company name indicated during the ticket checkout

# F&P HEALTHCARE HACKATHON

In July, Fisher & Paykel Healthcare hosted an AI Hackathon, bringing together innovators to tackle real-world challenges through creativity and collaboration. The event kicked off with a keynote from Nicholas Fourie, VP of ICT, inspiring participants to leverage AI for smarter, more efficient solutions. Attendees honed new skills, connected with mentors and sponsors, and showcased their projects to a panel of judges. The hackathon celebrated diverse talents coming together to build a brighter future.

## REGISTERED ATTENDEES

141

## CHECKED-IN ATTENDEES

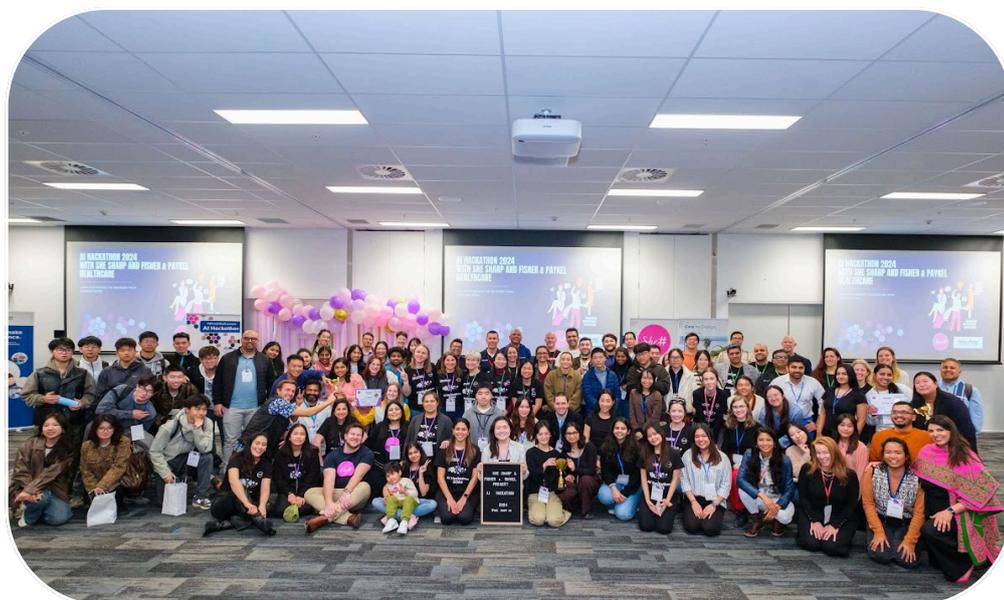
99

## PARTICIPANTS

63

## NUMBER OF COMPANIES

23



## WINNERS

- 🏆 Best Pitch Award:** Team Bethells  
**Idea:** AI Tool for Reducing the Marking Time of Training Forms
- 🔧 Best Technical Solution:** Team CX Obsessed  
**Idea:** Supermarket Customer Feedback Analysis: Generating Visually Appealing Reports with Actionable Suggestions to Improve Customer Experience and Reduce Negative Feedback
- 👤 People's Choice Award:** The Mini - Maxers  
**Idea:** Streamlined Feedback Intelligence: Sentiment Analysis + Categorization with Automated Response and Summary
- 🏆 Overall Winner:** Team Kaiterteri  
**Idea:** Automatic Update of User Guidelines and Other Administrative Documents with the Ability to Provide Summarized Information

## WORKSHOPS

1. Build your own AI Powered Web App **by Microsoft**
2. Iterative process and strategies for prompt development **by Promptech**
3. Supercharge Your Solutions with Generative AI **by Geri Harris**
4. Q&A Session with Mentors facilitated **by Amir Mohammadi**

## EVENT HOST & SPONSOR



## SPONSORS





# HARNESS THE POWER OF DATA AND AI

In August, Fonterra shared their AI journey, showcasing how they've revolutionized their value chain and safeguarded 34 production lines, saving the equivalent of 150 years of manual effort. Attendees participated in a hands-on masterclass in Prompt Engineering and networked with professionals from diverse industries, exploring the transformative potential of AI in action.

**REGISTERED ATTENDEES**

**165**

**CHECKED-IN ATTENDEES**

**112** (68%)

**RETURNING ATTENDEES**

**70** (42%)

**NUMBER OF COMPANIES**

**59**



**NUMBER OF REGISTERED ATTENDEES BY COMPANY\***

Other companies represented by 1 person:

Fonterra	<b>28</b>	UoA	<b>3</b>	Min. of Social Dev.	SoftLabs	Auckland Business Chamber	DHB
Not indicated	<b>14</b>	ACC	<b>3</b>	Maslow	Synergy Solutions	Auckland Transport	Datacom
She#	<b>13</b>	Salesforce	<b>3</b>	Milford Asset Mgmt	Tech with Heart	AutoPlay	Deloitte NZ
Kiwibank	<b>9</b>	Fiserv	<b>3</b>	OSS Group	Westlake girls	BLACKLOCK	EZYVET
F&P Healthcare	<b>8</b>	Kinetics	<b>2</b>	Mosaic FSI	Xero	BNZ	Easy Crypto
2degrees	<b>6</b>	Beca	<b>2</b>	MACSO	MYOB	Brandwell	Flex Consulting
HCL	<b>6</b>	Woolworths NZ	<b>2</b>	One NZ	Goodman Fielder	CCL	Flight Centre Travel
AUT	<b>6</b>	Genesis	<b>2</b>	Open Polytechnic	Lyra Consulting Ltd	COMET STEM Alliance	FosterMoore Int
Health NZ	<b>4</b>	AcademyEX	<b>2</b>	Promptech	Global From Day One	Callaghan Innovation	Eroad
Microsoft	<b>4</b>	Les Mills	<b>2</b>	Salt Recruitment	AT	Consult Recruitment	

\*according to the company name indicated during the ticket checkout



# SHE SHARP 10-YEAR ANNIVERSARY

In September, SheSharp celebrated a decade of empowering women in STEM and challenging misconceptions about the tech industry. The milestone event featured inspiring talks from industry leaders and honored long-time ambassadors who shared their remarkable journeys in tech. The evening concluded with a vibrant networking session, bringing together industry professionals to celebrate progress and shape the future of STEM.

**REGISTERED ATTENDEES**

**127**

**CHECKED-IN ATTENDEES**

**95**  
(75%)

**RETURNING ATTENDEES**

**60**  
(47%)

**NUMBER OF COMPANIES**

**68**



**NUMBER OF REGISTERED ATTENDEES BY COMPANY\***

Other companies represented by 1 person:

She#	14	Not indicated	3	TechWomen	Veovo	AirNZ	Delacourt Consulting
AUT	9	HCLTECH	2	Rocket Lab	Sharehub Limited	Auckland Geeks	EROAD
2degrees	8	Fiserv	2	Maslow	UoA	Auto Play	EstimateOne
Spectrum Cons	8	F&P Healthcare	2	Massey University	Unemployed	BNZ	Fidelity life
Deloitte	6	Sky City	2	academyEX	UNITEC/Green Harmony	Beca	Findex
Fonterra	4	MYOB	2	Xero	Tickled Pink	CCGroup	Genesis
ASB	3	Les Mills	2	Momentum	The Pure Food Co.	Callaghan Innovation	Gentrak
Talent Intern.	2	Woolworths NZ	2	OSS Group	Tewhatu ora nz	Cemplicity	GirlBoss
Kiwibank	2	BCAL	2	Westlake girls	Kin + Stellar Salon	Clark & Co	Halter
				OneNZ	Lyra Consulting	Coactive Education	Hirepool
				Serko	Kraft Collective	Content with Intent	IBM
				Te Aratika	AcademyEX	Datacom	Konec Solutions Ltd
							zyVet   IDEXX

\*according to the company name indicated during the ticket checkout



# THE ROLE OF TECHNOLOGY IN SUSTAINABLE DEVELOPMENT

In November, SheSharp and HCLTech hosted a thought-provoking event in Hamilton, marking our second year of bringing this initiative to the city. The discussion explored how technology can tackle environmental challenges and drive sustainability, with a focus on innovative green tech solutions to shape a more sustainable future.

**REGISTERED ATTENDEES**

**78**

**CHECKED-IN ATTENDEES**

**49**  
(63%)

**RETURNING ATTENDEES**

**14**  
(18%)

**NUMBER OF COMPANIES**

**24**



**NUMBER OF REGISTERED ATTENDEES BY COMPANY\***

HCLTech	18	Hamilton City Council	2	Vision College	1	Microsoft	1
Fonterra	14	Waikato Tainui	2	Ultimate	1	MYOB	1
Wintec	8	Kaute Pasifika	2	Toitū Envirocare	1	MSD	1
She#	6	University of Waikato	2	Ministry of Education	1	KPPA Services	1
Rototuna Senior High School	6	AUT	1	NZTech	1	Gallagher	1
Hillcrest High School	4	Waikato DHB	1	Becca	1	Wintec- Te Pukenga	1

\*according to the company name indicated during the ticket checkout

She#

kami

Google

AUT


**TENZ** TECHNOLOGY  
EDUCATION  
NEW ZEALAND

# GOOGLE EDUCATOR CONFERENCE

In November, the Google Educator Conference focused on equipping New Zealand's primary, intermediate, and high school teachers with innovative tools and techniques to teach STEM subjects. The event showcased creative ways to engage students with emerging technologies, fostering enthusiasm and preparing them for 21st-century learning. Educators gained practical skills to inspire the next generation and shape the future of computer science in their classrooms.

## REGISTERED ATTENDEES

**122**

## CHECKED-IN ATTENDEES

**75**

## WORKSHOPS

**8**

## PARTICIPATED SCHOOLS

**54**


## ATTENDED SCHOOLS

ACG Parnell	Glendowie College	Otahuhu College	St Cuthbert'S College
AGS	Green Bay High School	Papatoetoe High School	St John'S College
Auckland Girls Grammar School	Howick College	Rangi Ruru Girls' School	Tamaki College
Baradene College	Hukarere Girls College	Rangitoto College	Te Papa Museum Learning Team
Central Normal School	Kōwhai Intermediate School	Rototuna Junior High School	Trident High School
Crimson Global Academy	Kingsway School	Rototuna Senior High School	TTS
Cruzeiro Do Sul Virtual	Maclean'S College	Rtlb Cluster 12	Waitakere College
Dahua.Ai	Manurewa East School	Sacred Heart Girls' College Hamilton	Western Springs College
De La Salle College	Massey High School	School Of Ict	Westlake Girls High School
Diocesan School	Mission Heights Junior College	Selwyn College	Whangarei Boys High School
Edgewater College	Ngaruawahia High	Silverdale School	Whangarei Girls High School
Epsom Girls Grammar School	Northcote College	Southern Cross Campus	Whitby Collegiate
Fairfield College	NZOI	Southwell School	
Fraser High School	Ormiston Senior College	Hillcrest High School	

# LET'S STAY IN TOUCH



LinkedIn



Website



Facebook





*She#*

**2024**