

**Title:** The Perfect Storm; NZ's NREN and strategic positioning.

**Presenter's name:** Nicole Ferguson

**Affiliation:** REANNZ

**Five Keywords:** Strategy, NREN Value Proposition, Member Engagement, Government, Funding

**Presenters Bio:**

Nicole is passionate about technology and REANNZ's role in powering research and education in New Zealand. She is the Chief Executive of REANNZ, New Zealand's research and education network. She is responsible for making sure the REANNZ team remain caffeinated and provide the high-performance services that our research and education community needs to succeed.

Nicole has been involved in the R&E community since 2008, not long after REANNZ was established. Nicole spent five years in the leadership team at REANNZ as the organisation's CFO, and prior to that worked with KPMG as part of their business advisory team. She also held various financial and business roles at media and advertising companies during her time in the UK.

Nicole earned a Bachelor of Laws and a Bachelor of Commerce & Administration from Victoria University of Wellington. She also studied international business law at Bucerius Law School, Germany. Nicole is a member of Chartered Accountants Australia & New Zealand – but don't hold that against her. She maintains that she knows just enough about networking to be dangerous.

**Presentation Description:**

Significant changes in the NZ telecommunications market, increasing pressure on University budgets and a changing landscape for government and science policy created a perfect storm for New Zealand's NREN, REANNZ.

Over the last 18 months REANNZ has been working with Government and our founding University and Research Institutions to secure the next generation of funding and commitment to New Zealand's research and education network.

This session will cover common, strategic value proposition issues for NRENs, how REANNZ has addressed these issues to get funding buy in from Government and what challenges REANNZ faced with its own membership to demonstrate value-for-money. This talk will outline how we proved our value for both NZ as a whole and for the individual institutions who are connected to us.

REANNZ will discuss (and will provide copies of) the strategic rationale, messages and approach we adopted as we went through this process, including

- How we described our dual role as not only an advanced network, but as a national system manager to renew government and member support
- How we describe the characteristics by which we design our network and approach our services that make it research and education specific, and set it apart
- The results of technical testing undertaken to prove the difference between an NREN and an internet provider (which will also be the subject of a lightning talk)
- The future engagement model designed to ensure longer-term member buy in to our strategic roadmap, and higher levels of Government understanding about what we do and why

We will wrap up the session with a look at what's next for REANNZ and where the future for NRENS may (or may not!) lie.

This session will be good for

- leaders and senior management of younger NRENS, or
- anyone who is considering the future strategic positioning of NRENS in general
- anyone who has to secure funding

Participation and discussion with the audience is welcomed.

**Note for programme committee:**

I hope that this talk will fit with any other 'strategic / management / NREN governance' themed talks. I'm also happy for this to become part of a broader 90 minute session if other talks are submitted on similar strategic themes.

**Work to be completed:**

At the time of submission, REANNZ had secured government funding and is in negotiations with its foundation members around their ongoing commitment to REANNZ. This should be completed before TNC and the full outcome will be known.