



Humanitix the not-for-profit ticketing platform providing education to disadvantaged kiwi kids through tech disruption

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Humanitix is one of New Zealand's most innovative charities, transforming the event ticketing industry and providing education for disadvantaged kiwi kids through tech disruption. Backed by tech-giants Google and Atlassian, Humanitix helps event organisers run events with impact, then directs 100% of profits from booking fees to world-changing education programs. The social enterprise has been operating since early 2016, and has today officially launched its education projects with the support of *NEXT Foundation*.

Humanitix focusses on three education projects and gives event organisers the choice on where their booking fees go. Organisers can choose whether to fund educational equality for Māori and Pasifika students with Manaiaakalani, nutrition for school children or girls' education in the developing world. For charity events, Humanitix donates the platform at sustainable cost price, significantly lowering the cost of administration for the not-for-profit sector.

Says CEO Georgia Robertson: "Booking fees on tickets add up to billions of dollars every year. We want those dollars to go to important work, like ensuring Māori and Pasifika students have equal access to education."

Humanitix is already the fastest growing ticketing platform in Australia and New Zealand, ticketing hundreds of events including Ballantynes Fashion Week, The Attitude Awards, Unfiltered Live, Verb Festival Wellington and the Wanaka Beer Festival, and has funded hundreds of thousands of meals and provided years of scholarships to disadvantaged school children.

"We're a charity for the tech-generation" says Humanitix CEO Georgia Robertson. "Our kaupapa is to solve inequality. We don't ask for donations. We just ask anyone running an awesome event to use our platform – your booking fees can change lives."

Robertson, 27, left a promising career as a lawyer to become the CEO of Humanitix in New Zealand, having initially volunteered with the charity.

"The Humanitix model is unique – it's run as a commercial enterprise with social good at its core. I went into law to make a difference, and left law because I saw that a tech-charity could have an even bigger impact."

Humanitix is now well-resourced for a number of years, made possible thanks to a funding partnership with NEXT Foundation, which Robertson says is "an absolute game changer for us". NEXT Foundation is a strategic philanthropy fund which invests in a small number of multi-year initiatives with both financial and non-financial support in education and the environment. It targets initiatives that are transformational, inspirational and run in a business-like way.

NEXT Foundation Education Director Frank Janssen says "We have supported Humanitix because its operating model has long term sustainable funding built into it – we think that's really interesting. And its kaupapa to reduce inequality in education is fully aligned with our interests in education."

Humanitix was a 2018 recipient of an *Ākina Foundation* Investment Readiness Grant and has also received a seed grant from *Seed The Change / He Kāhano Hāpai*.

The team is available for interviews

Contact Adam Long, Chief Growth Officer on +61 421 498 170 or adam.long@humanitix.com.au



Download photography, logos and the media kit [here](#).

For Journalists: Possible story angles

- Meet the 'escaped lawyer' bringing charitable event ticketing to New Zealand.
- Meet the Chair of Humanitix giving back to education
- Booking fees on tickets might save the world – here's how.

FAQ

What is Humanitix?

Humanitix is the not-for-profit ticketing platform giving events impact. We make event management a delight, and then direct 100% of the profit from booking fees towards education projects, such as educational equality for Māori and Pasifika students.

Who uses Humanitix?

Any organisation running events – whether an independent community event, festival or international conference. By ticketing their event with Humanitix, Singularity University funded 10,000 days of education.

Why is Humanitix different?

Humanitix is an exciting case of scalable social innovation, capable of transforming both the role of business and radically growing the funding pool for education programs. It's a charity for the tech-generation.

Why education?

We believe education is the ticket to opportunity. With access to primary and secondary schooling and the support needed to stay in school, kids live healthier, more fulfilling lives and can escape the traps of poverty. Our work ranges from educational equality for Māori and Pasifika students in low decile schools to meals for disadvantaged Kiwi kids, through to education programs for young girls around the world.

How did it get started?

Humanitix was created by Joshua Ross and Adam McCurdie, who left lucrative jobs in finance and management consulting to make Humanitix happen in Australia. Funding has come from many foundations, including Google and Atlassian's, as well as a range of philanthropists. Ross and McCurdie met Georgia Robertson and launched Humanitix in New Zealand with support from NEXT Foundation, which is the first market outside of Australia to launch Humanitix.

Where can I find out more?

Contact Georgia Robertson, CEO based in Christchurch and Auckland:

- For the period 16 September 2019 and 28 October 2019 on **+61 49 752 6210**
- All other times **+64 27 343 8881**