

# PUBLIK AGENCY

## SME + GOVERNANCE



**83% of Kiwi SMEs are  
experimenting with  
or actively using AI  
tools**

**Global average 75%**

**APAC average 63%**

*Salesforce, Small & Medium Business  
Trend Report, 2025*



**10% have mature AI  
governance  
frameworks**

**Reliability and errors  
Security vulnerabilities  
Privacy issues**

*Deloitte – AI at a Crossroads: Building  
Trust as the Path to Scale*





**10% have mature AI  
governance  
frameworks**

**Responsible Use  
Transparency  
IP/copyright  
Compliance  
Te Titiri o Waitangi  
Bias and fairness  
Environmental impact**



**BE SAFE  
BE TRUSTED  
BE EMPOWERED**

