

22 August 2025

Tēnā koe

Official Information Act request

Thank you for your emails dated 23 July 2025 in which you requested information about phone and web-based apps the Ministry of Social Development (the Ministry) has developed or is in the process of developing. You refined your request by email on 28 July 2025 to clarify that you are seeking information about all phone and web-based apps the Ministry has developed or is developing.

I have considered your request under the Official Information Act 1982 (the Act).

I am refusing your request under section 18(e) of the Act as the information you have requested does not exist. The Ministry has never developed, and is not in the process of developing, any phone or web-based apps inhouse.

Although that is the case, I have provided information about two apps below, as the information may be helpful to you. The SuperGold app and its associated website were developed by BOOST, an external contractor. The Kimihia app was produced by Kiwa Digital Ltd, an external contractor who adapted an existing app by incorporating Ministry-specific branding and content.

SuperGold app

The SuperGold app was developed on behalf of the Ministry by BOOST.

BOOST also maintains the www.SuperGold.govt.nz website for the Ministry. This app enables SuperGold Card holders (people aged 65 or older) to find and obtain discounts from retailers and other service providers. Users can download and install this app on their Android or Apple smartphones. Further information about the app is available here: www.boost.co.nz/pages/supergold.

The SuperGold app and website were developed concurrently on a shared platform, ensuring seamless integration. For example, any offer updated on the SuperGold website is automatically reflected on the mobile app in real time. Please see Table 1 and Appendix 1 for information about this app which aligns with your request.

Table 1 – SuperGold app

1. When did planning for the app begin	Planning for the digital upgrade commenced in March 2019 and was publicly announced in May 2019.						
2. How many downloads does it have? How much use does it get? How does MSD measure this?	<u>App and website activity for the last 2 years:</u> SuperGold app* (01/07/2023 – 30/06/2025) Users: 265,343 Views: 2.1M Average Monthly Users: 55,889 (1/01/2025 – 30/06/2025) Average Monthly Views: 75,751 (1/01/2025 – 30/06/2025) SuperGold Website* (01/07/2023 – 30/06/2025) Users: 1,387,992 Views: 6.1M *(Source: Google Analytics 4) <u>Number of cumulative app downloads since launch:</u> SuperGold app downloads** (1/10/2019 – 30/06/2025) <table data-bbox="772 1066 1251 1178"> <tr> <td>Android:</td> <td>523,401</td> </tr> <tr> <td>Apple:</td> <td>138,244</td> </tr> <tr> <td>Total:</td> <td>661,645</td> </tr> </table> ** (Source: Google Play and Apple Store)	Android:	523,401	Apple:	138,244	Total:	661,645
Android:	523,401						
Apple:	138,244						
Total:	661,645						
3. How much was budgeted for its delivery? 4. How much was spent on delivering it?	There is no separate budget allocated specifically for the app; its development, maintenance, and hosting costs are included within the overall website development budget. • 2018-2023: \$3.6 million spend • 2023-2026: \$2.5 million spend (both used and forecast/budget for)						
5. How much ongoing spending is required on it today, and how much is budgeted for this ongoing work?	Ongoing maintenance is currently \$61,050+GST yearly, which includes both the website and app.						
6. What was the expected business case or benefit to MSD/the public of the tool? Did the delivery meet the expected business case or benefit?	• With an increasing number of seniors accessing information online and using smartphones, the opportunity arose to expand the reach of SuperGold savings by taking the platform digital.						

	• The SuperGold digital experience is an integrated platform of mobile and web applications. Unlike the old website, it is accessible regardless of device or disability and designed with mobile in mind. Recent analysis shows that around 60% of cardholders who access the SGC website do so via mobile (Source: Google Analytics 4). • The SuperGold app and website has achieved strong uptake and consistent usage across their target audience, demonstrating successful digital inclusion for older New Zealanders. The integrated, real-time system has streamlined updates across both channels, delivering improved user experience and operational efficiency.
7. In addition may I request any written records of research, preparation or business cases made for the app's developments please, for both kinds?	I refer you to Appendix 1 for this information. You will note that I have redacted the names of some Ministry staff as 'Out of Scope' in this appendix.

Kimihia

Kimihia is a Ministry-badged app, which was developed by Kiwa Digital Limited. It is an educational resource for Ministry staff, and the public, to learn basic te reo Māori and tikanga to use in their daily lives. Please see Table 2 and Appendix 2 for information about this app which aligns with your request.

Table 2 – Kimihia

1. When did planning for the app begin	Please see a previous response dated 8 August 2022 - www.msd.govt.nz/documents/about-msd-and-our-work/publications-resources/official-information-responses/2022/august/23082022-request-for-information-regarding-the-kimihia-app.pdf
2. How many downloads does it have? How much use does it get? How does MSD measure this?	The Ministry tracks downloads and reinstalls via the Google Play and Apple app stores. In the last fiscal year (2024/25), the downloads are as follows: • 2,470 on iOS (total downloads) • 561 on Android (device acquisitions) Note that these include reinstalls. If we want to count the first-time downloads (so new users), they are as follows: • 2,243 on iOS (first time downloads)

	• 253 on Android (new user acquisitions)
3. How much was budgeted for its delivery?	Please see a previous response to a request under the Act dated 8 August 2022: www.msd.govt.nz/documents/about-msd-and-our-work/publications-resources/official-information-responses/2022/august/23082022-request-for-information-regarding-the-kimihia-app.pdf Additional information regarding this part of your request is available here: www.msd.govt.nz/about-msd-and-our-work/work-programmes/community/kimihia.html.
4. How much was spent on delivering it?	
5. How much ongoing spending is required on it today, and how much is budgeted for this ongoing work?	
6. What was the expected business case or benefit to MSD/the public of the tool? Did the delivery meet the expected business case or benefit?	
7. In addition may I request any written records of research, preparation or business cases made for the app's developments please, for both kinds?	I refer you to Appendix 2 for this information. You will note that I have redacted the names of some Ministry staff as 'Out of Scope' in this appendix.

I will publish this decision letter, with your personal details deleted, on the Ministry's website in due course. If you wish to discuss this response with us, please feel free to contact OIA_Requests@msd.govt.nz.

If you are not satisfied with my decision, you have the right to seek an investigation and review by the Ombudsman. Information about how to make a complaint is available at www.ombudsman.parliament.nz or 0800 802 602.

Ngā mihi nui

pp.



Anna Graham
General Manager
Ministerial and Executive Services



SuperGold Digital

(Get to the market!)

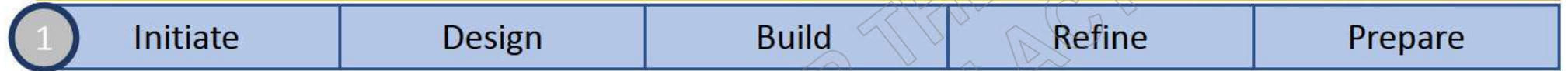
RELEASED UNDER THE
OFFICIAL INFORMATION ACT

Out of scope

Service Delivery
12 November 2019

Initiate

(business case & approvals)



1. Research & getting started
2. Design & UX work
3. Solution components
4. Migration & change management
5. Launch & where we are today



In 2017, an estimated 350,000 SuperGold card holders now have smart phones. In addition, around 500,000 older New Zealanders use the internet.

Conservative, anticipated uptake of the Digital Experience is estimated at 60,000 people in Year 1, a further 70,000 in Year 2, with a further 75,000 in Year 3.



723,000 New Zealanders are over the age of 65 in 2017. This will increase to 1.2 million people by 2036. *



In 2017, 4 out of 5 New Zealanders (over the age of 18) own and regularly use a Smart Phone or Tablet. *



There are 3.8 million mobile phones with active internet connections in NZ as at June 2017. This is an increase of 11% from 2016. *



In 2015, of those in the age group 55+..... 54% regularly used a PC..... 53% a Laptop or Tablet, and..... 45% a Smart Phone. ^

The SuperGold Card is provided to seniors and veterans, recognising the contribution they make to New Zealand society. The card provides access to discounts and offers from a wide range of businesses, government funded free off-peak public transport concessions, and services and discounts from local councils.

An increasing number of Seniors now own, and regularly use devices such as smartphones, tablets and computers, and this number is expected to increase each year. As such, we now have an opportunity to modernise and grow the SuperGold capabilities by further developing our digital channels. These channels will provide an engaging and intuitive experience that empowers Seniors to easily access services and find information applicable to them and their situation. By adding "Digital" to the SuperGold Experience, we increase our ability to deliver enriched outcomes to SuperGold card holders and participating Businesses.

TODAY

Current State

Seniors are provided with a plastic SuperGold Card which they can present to obtain free off-peak public transport, and discounts from participating businesses, organisations and local councils.

The SuperGold website provides a searchable directory of businesses and offers. A regular E-Newsletter is sent via email to those who opt-in to receive this information.

Research shows that the primary use of the Gold Card is to access free off-peak public transport.

Service Experience

Card holders need to actively work to identify, access and use the services provided by the Super Gold Card. Card Holders may only be aware of offers available to them by proactively searching for information via the website, or if businesses visibly promote their participation in-store, or through their own advertising.

Many card holders may be uncomfortable or hesitant to ask businesses if a SuperGold discount is available when in-store, and in these instances, can miss out on the value the card can provide.

The SuperSeniors Newsletter is regularly emailed to clients, presenting SuperGold Card special offers. We have evidence that this is highly valued, including an opening-rate that is well above industry average.

Access to free off-peak Public Transport is predominantly used by those within main centres. Some providers also require card holders to purchase and use an additional transport smartcard.

Channel Experience

The SuperGold Card website provides a good source of information. However, it is has not kept up with modern technology, is not intuitive and requires work to meet required Accessibility standards.

The Business Directory lacks logos or imagery which would help visitors to easily identify information and offers of interest to them. The information contained is largely static, and is unable to be easily updated by businesses to present dynamic information such as "limited time" offers or seasonal campaigns.

The SuperGold Card provides no "smart" features at present. It is largely used to identify the holder to participating organisations as being eligible to obtain the services or discounts being provided.

FUTURE

Future Experience

SuperGold Card Holders are able to easily discover and use the services important to them via both a new website and smartphone or tablet App.

This enables them to access up-to-date information from almost anywhere, in a simple, interactive way.

The SuperGold Website and App deliver personalised information online and "on-the-go", while the Business Directory presents a regularly changing menu of offers and discounts.

New services and capabilities are proactively added to ensure that the service remains valuable to seniors in future years.

Design Approach

The SuperGold Digital Experience will be delivered in phases. This will enable us to launch, review and continually refine content in shorter timeframes.

This means that some features of the new Service Experience will not be available from Day One, but instead will be included in later versions.

All design will meet, and strive to exceed Government Accessibility standards.

We have, and will continue to engage with Seniors to understand their needs and wants for the new SuperGold Digital Experience.

A recent seniors focus group were presented with an example prototype to determine the enthusiasm for a new SuperGold App. (Visuals of this prototype are shown on this page).

Everyone had high praise for the App, rating it either a 9 or 10 out of 10. They all said they would use it and asked how they could get it (including the one person who didn't have or use any apps).

They also provided us with ideas for services and content they would like to see included, which will be incorporated into our scope and planning activities.

Service Experience

Card Holders can easily tailor the information and offers they receive to suit their interests & needs, providing a truly personalised experience.

Updates and notifications are delivered to devices based on these preferences. Real-time, location-based alerting ensures people are advised of offers in their area.

These offers are easily redeemed without needing to search or ask at the businesses visited.

Free Off Peak Transport journeys continue to be a key benefit. Card holders only need to present one card, and eventually could access these services via the SuperGold App on their phone. This is dependent on the delivery of a national ticketing system.

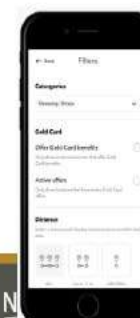
SuperGold delivers on-going value and becomes a regular first "port of call" for seniors in their daily lives. From shopping to transport, to easily identifying and accessing useful information and a range of Senior services available to them.

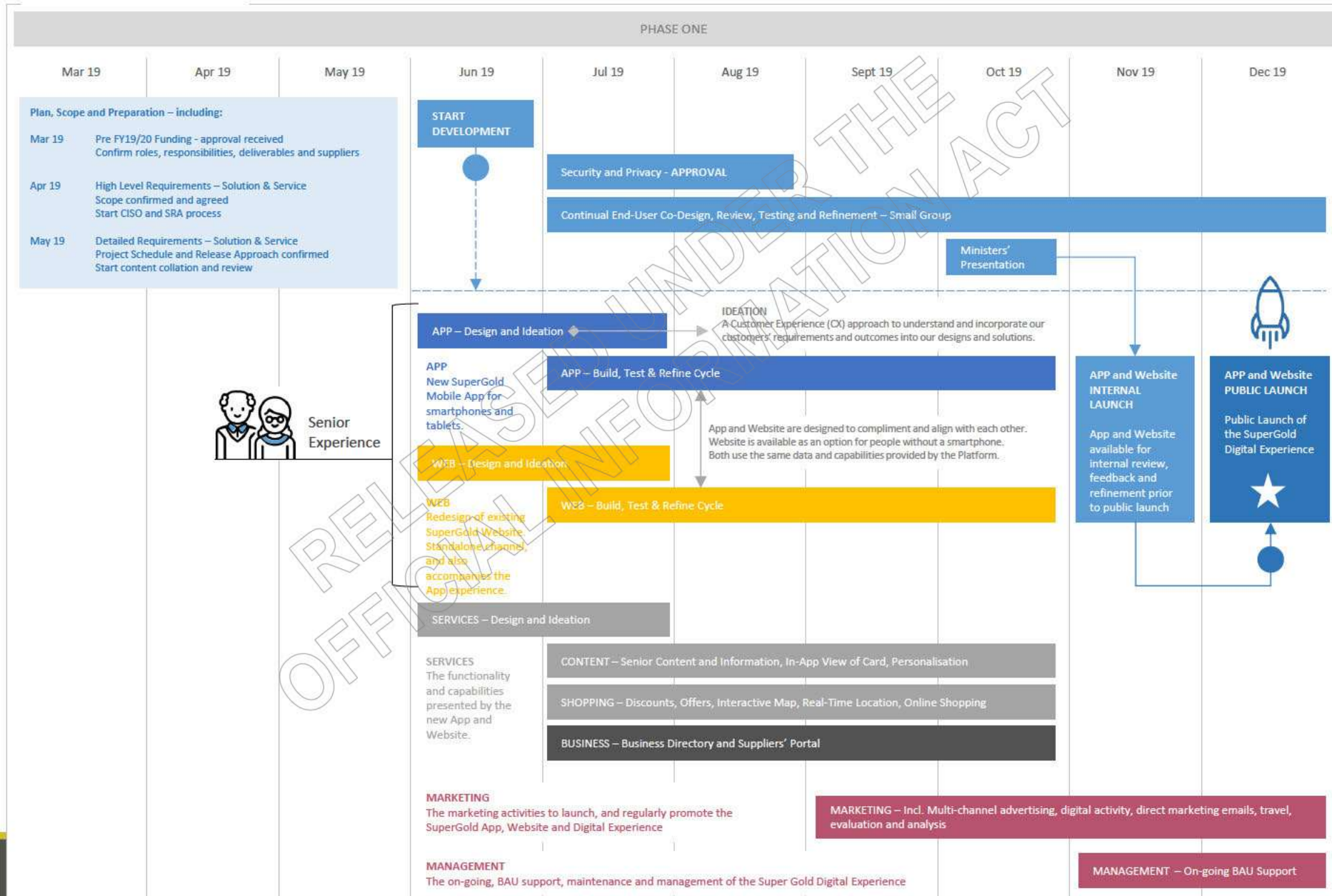
Channel Experience

While Digital is the focus of this initiative, multiple channels are available to deliver content to all card holders, regardless of their digital access & skillset. People can access the channels most relevant to their needs and capabilities, and are able to easily change as required.

Digital Content is device-optimised & regularly updated. The SuperGold App is able to be personalised by each card holder to ensure they are presented with the content most relevant to them, and to meet their Accessibility needs.

Digital Channels are dynamic, with the ability to grow and change as technology and our card holders change.





**APP – Super Gold “App”**

SuperGold “App” provides an integrated view of Website content and functionality that can be easily accessed via mobile devices such as smartphones or tablets.

Includes an interactive real-time directory and map to help Seniors find SuperGold concessions and discounts in their area and when visiting other regions.

**WEB – SuperGold Website**

Integrated website for Seniors combining the current SuperGold and SuperSeniors Websites, along with relevant information from MSD and Work and Income sites.

Core Govt services and subsidies for Seniors are included, along with details of the upcoming free health checks.

SuperGold concessions provided by businesses are shown. Functionality includes a Business portal where companies can upload their concessions and offers for SuperGold card holders.

Also could include a link to DIA's Turning 65 initiative.

SERVICES – Functionality and Capabilities

Provides the functionality and capabilities presented by the new SuperGold App and Website.

NOTE:

Not all of these services will be delivered during Phase One

CONTENTPhase One

In-app View of SuperGold Card (removes need for carrying a physical card)

Seniors News and Information

User Account and Personalisation – including accessibility options

Future Capability

Link to MyMSD to update Personal Details

Health and Eye Check Links and Info (support Ministry of Health Initiative)

SHOPPING

SuperGold Concessions and Special Offers for Card Holders

Interactive Map and Real-Time Locations (shows SG Card deals in area)

Online Shopping (provides a wider range of options to redeem offers)

BUSINESS

Business Directory

Suppliers' Portal (enables businesses to update their own offers and info)



Senior Experience

MARKETING AND MANAGEMENT – On-going BAU Support, Continual Service Improvement, Comms and Marketing

On-going BAU support, maintenance and management of the SuperGold Digital Experience.

Marketing activities to launch and regularly promote the SuperGold App, Website and Digital Experience. Includes - Multi-channel advertising, digital activity, direct marketing emails, travel, evaluation and analysis.

Continual Service Improvement programme to regularly review, refine and update the Digital Experience for NZ Seniors based on feedback and new functionality.

Initiate

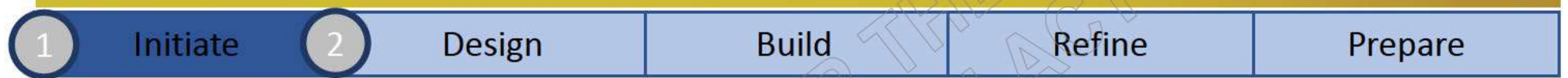
(business case & approvals)

1	Initiate	Design	Build	Refine	Prepare
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1. Strategic option presentation with sample look and feel of a mobile app was put to Ministers office
2. In March 19, funding of \$7.7m over 4 years approved covering development, resourcing and promotion
3. Launch date set to 1st October, International Day of the Senior
4. Resource recruitment began mid March, with initial design concept work beginning at Boost at the same time

Design & UX work

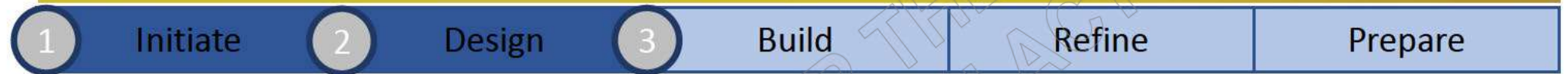
(Project initiation and first designs)



1. From 2nd May, a highly agile project was started, with development closely tied to design development, to deliver:
 - i. A new platform for administering business partners and their offers, as well as connecting to service API's
 - ii. A new responsive web front-end, hosting information and offers
 - iii. Mobile Apps available for download in the Apple and Google app stores
 - iv. Connection to google analytics and maps to better understand the client base
 - v. Facebook presence to drive social media engagement beyond other MSD channels
 - vi. Boosted marketing campaigns via Neighbourly, Facebook, YouTube and other physical channels (Adshels, Posters)
2. Initial digital experience approvals in conjunction with Design, Business Owner and Product Owner
3. Governance committee requested client testing be overlaid, happening once a month in different parts of NZ, alongside user testing
4. Target was to have an MVP experience that could be tested, from 1st July

Build

(Admin, front end and mobile frameworks)



- Project ran using a combination of many tools;
 - PivotalTracker, Basecamp, Slack, Standups, Reviews & retros, twice per sprint story refining, email and meetings
- On 2nd May, project began in earnest with Boost devs & design, using a number of technologies:
 - IONIC framework (Angular, Cordova) for Apple (iPhone, iPod, iPad) and Android (Phone & Tablet) and responsive web
 - AWS Lambda with Ruby on Rails (v6) for web front-end and admin middleware
 - Google Maps API (dynamic & static), Google Analytics
 - MSD SG Verify API

The structure

(Admin, front end and mobile frameworks)

Bulk advertising campaign across all channels. Social to target adult children and those 55-65.



Strong campaign to remind NZ of SuperGold, what it offers and why people and business should care.

Target metrics:

50k app downloads over first 6 months, settling at 2k/month
50k unique visitors to website over first 6 months

Results to 11.11.19:

APP: 55k *active* downloads, average 400/day

WEB: 160k visitors, average 2000/day

Features:

- Full Business information & contacts, >5k businesses
- Offer information by category and detail >10.5k items
- Search/Find
- Map & location – offers near me, guide me to offers, across 11k locations
- Validate SGC card
- Presentation format for web and app
- Administration portal for capturing information

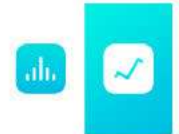
Management Framework



Migrated business information and client offers, cleansed and improved



Play Store Analytics
(Android)



App Store Analysis
(iOS)

For mobile and web app analysis



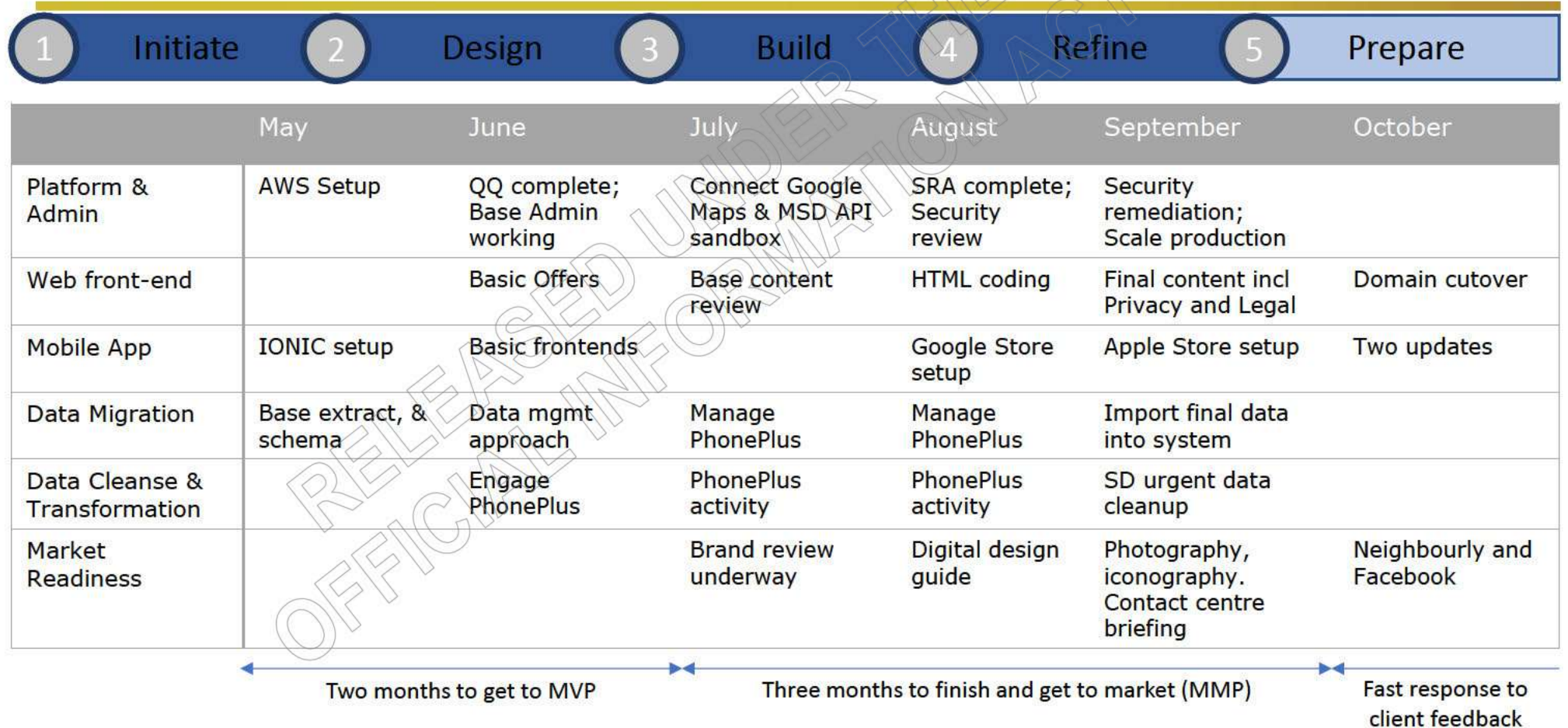
Refine

(Learn from clients)

1	Initiate	2	Design	3	Build	4	Refine	Prepare
Insight				Consideration				
1. Strong respect and appeal for SuperGold brand/card → strong emotional connection → strong interest in finding out more				Important to reinforce emotional connection with words/visuals used BUT its an information campaign first & foremost (not a brand campaign)				
<i>"When you get into retirement you are so much more conscious about savings"</i> 2. Very few using their card a. Lack of awareness & top of mind presence b. Embarrassment (some poor experiences) c. Uncertainty of benefit to businesses d. Businesses reported to be concerned about asking (and offending) if not Senior				Strong need for an <u>information</u> campaign POS/retailer 'education' crucial				
3. All are shocked at the number of places in their area/region that take the card				It is very easy to get their attention. Show them the card and the numbers, and they'll listen				
4. Very few actively explore where they can use their card for several reasons a. It's not top of mind b. They assume if there is new information they would have been told (e.g. via the newsletter) c. They assume there is not many places that accept it – <i>so what's the point?</i> d. They've visited the site in the past and weren't motivated to return				Vital that the website continues to refresh itself to keep interest alive and communication continues to remind Seniors to keep looking.				
5. SuperGold is appreciated as a discount card BUT it's not the be all and end all (discounts largely small, & other brand/cards give better discounts)				Important not to over promise, nor exaggerate what it can deliver (esp. when advertising)				
6. Discounts and savings appreciate BUT enjoyment comes from the instant gratification, not saving up for things				They save to get momentary pleasure. This is what we need to tap into: How has SuperGold helped this moment?				
7. SuperGold and Superannuation are inextricably linked. This prompts some to consider SuperGold as an entitlement versus an 'added bonus'... 'a gift'. It also roots it firmly with NZ Government versus a gift from NZ Government and NZ businesses				This misconception needs to be altered. Not addressing it may cause some to question the money that is being spent on the campaign and create issues if it is suggested that it is a gift				
8. At least a third of our target audience will not have access to technology (or don't feel comfortable with it)				It's important they are not ignored; they will be highly disappointed if they hear there are channels to go to 'to find out more' but they can't				

Prepare

(for data migration and go to market)



Prepare

(In the two weeks leading up to launch)



- All data migrated into system by 9th September but....
 - There were errors in parts of the importation, and some data was not imported cleanly or safe to use
 - The scale of the 'cleansing' was not what was expected; we thought the quality of the transform would have captured a lot of new data we didn't have originally (eg Facebook, Twitter links, updated and expanded offer copy)
- A number of MSD resources were called in to review as many of the offers as possible, to increase the perceptual quality of what was being viewed
- Cutover was then moved from Monday 30th September, to the MORNING OF launch between 8.30-10am.
- Launch event began at 10.30am. Yeah.

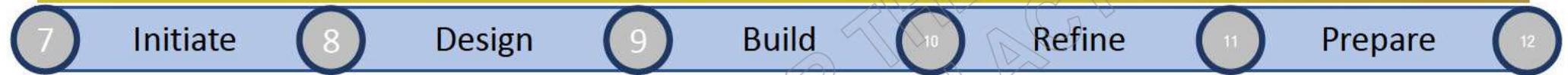
On the day...

(Election day traffic)

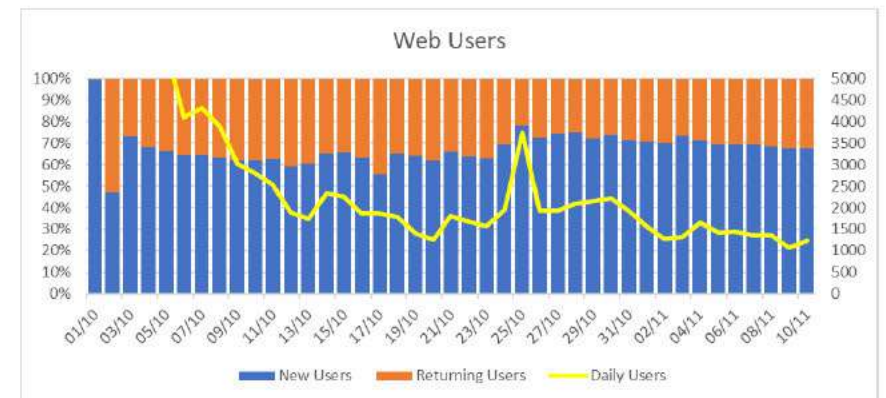
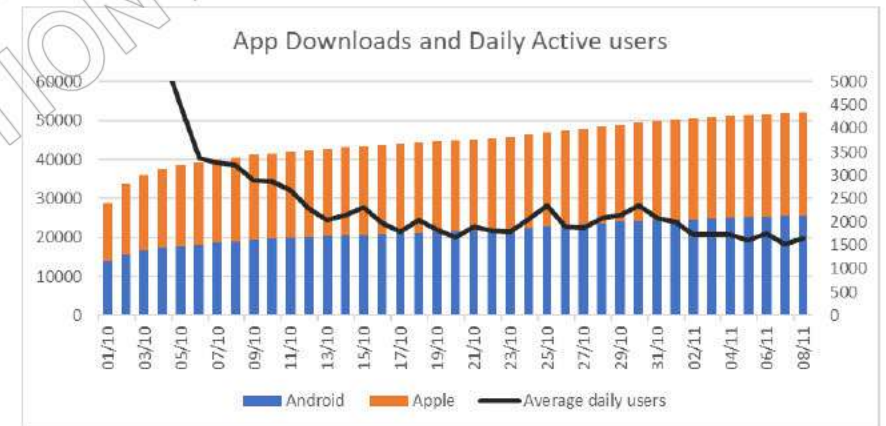
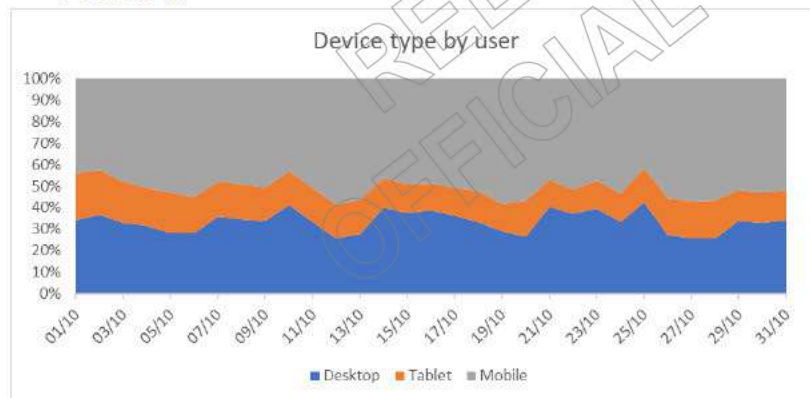


And now what?

(business case & approvals)

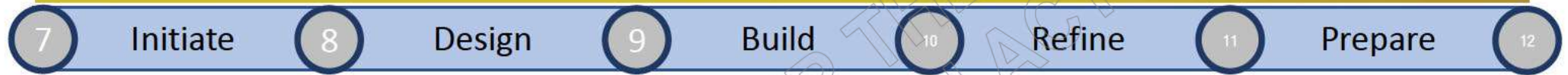


- 1st and 2nd day activity were very high, but now we've settled into a pattern. 55% mobile, 15% tablet, 35% desktop (for website)
- 2-4k users a day across 200k base. This needs to be boosted, esp daily use
- We are L+1 – launch + 1 month
- Next step is to zhush usage and stimulate return



But also

(improvements a'comin)



- Online Join for businesses & enhanced account management
 - Join the programme in less than 15 minutes
 - More tools, common dashboard, more command view for MSD staff
- Business Self-Service
 - Refine customer experience to be accessible; safe and supportable by MSD; easy to drive for businesses
- Push notifications & more unique offers
 - More offers for the day to day (groceries, petrol, utilities)
- More options for crossing the digital gap
 - Directory generation (for printing)
- More options for bridging the capability gap
 - Support for voice (alexa, siri, google assistant)



SuperGold Digital

(The Experience)

RELEASED UNDER THE
OFFICIAL INFORMATION ACT

SuperGold Digital

View Look at offers in more detail

Map Show offers on a map and near physical location

Find Search for offers according to specified criteria

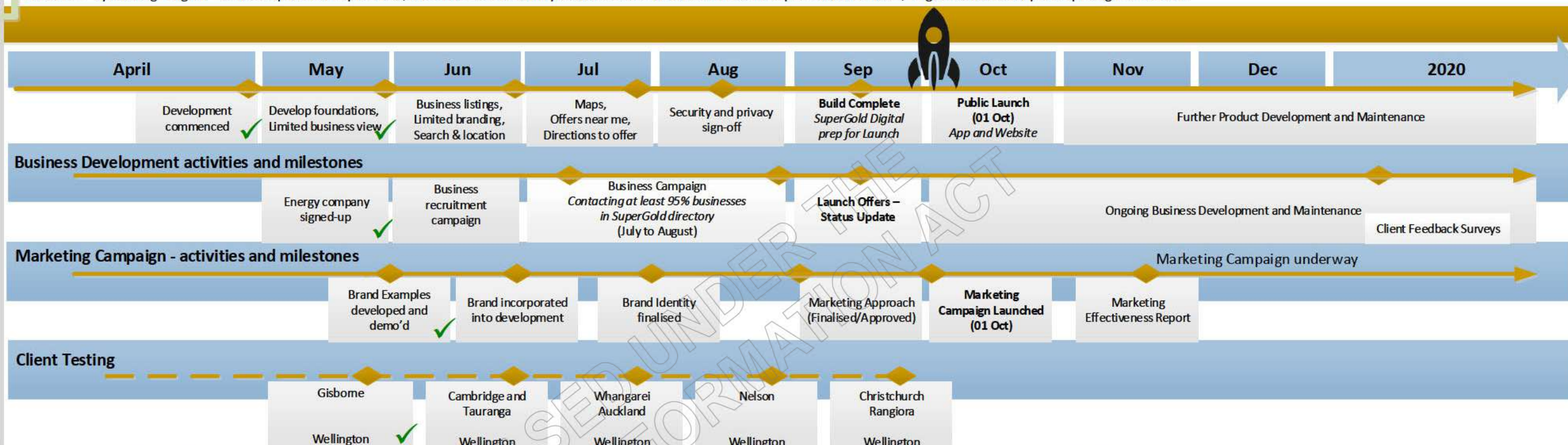
Validate SuperGold card holder confirmation

Notify Sending of offer notifications for app and website

Admin Business provider functions e.g. editing offer details, admin

The SuperGold Card is provided to seniors and veterans, recognising the contribution they make to New Zealand society. The card provides access to discounts and offers from a wide range of businesses, government funded free off-peak public transport concessions, and services and discounts from local councils.

An increasing number of Seniors now own, and regularly use devices such as smartphones, tablets and computers, and this number is expected to increase every year. As such, we now have an opportunity to modernise and grow the SuperGold capabilities by further developing our digital channels. These channels will provide an engaging and intuitive experience that empowers Seniors to easily access services and find information applicable to them and their situation. By Adding "Digital" to the SuperGold Experience, we increase our ability to deliver enriched outcomes to SuperGold Members, Organisations and participating businesses.



Overview of Core Activities

Product Development and Delivery

30 April to 15 May ✓

- Establish the foundation technology and platforms.
- Start on business (information / offers) administration
- Establish the app and website frameworks

16 to 29 May ✓

- Connect business administration to mobile app – update in one location
- View functionality started development
- Business provider administration started development

30 May- 12 June (in progress)

- Connection between platform and front ends (app and website)
- View functionality continued, with limited branding incorporated on app
- Business provider administration functions

Business Development

- Business recruitment campaign underway, targeting 400 additional businesses
- Meridian Energy (first energy company) signed up. In discussions with the Warehouse and Qantas

Marketing Campaign

- Branding refresh work initiated, with branding brief issued and initial concepts developed. Concepts that have been developed are to be client tested

Client Testing

A schedule of regular client testing is planned through to the October launch. To date client testing has occurred in Wellington and Gisborne.

Wellington Feedback - client testing with app

- Clients like highly instructional navigation (rather than relying on intuitive use of the mobile phone capabilities)
- People were happy to share location from their mobile phones so they could see deals 'near me'
- Liked the logical layout of the app and website
- Really wanted ability to 'save' offers or brands for later
- Accessibility is managed today for other apps by a combination of mobile phone capabilities and using glasses
- Saw value in the app as being 'evidence', for example showing a specific shop offered a SuperGold discount (avoided the need to ask, or being told 'no' or 'don't know')

Gisborne Feedback - small group workshops

- Well aware of the purpose of the card (discounts)
- Initial excitement upon receiving the card was replaced by indifference due to perceived lack of places where it can be used

"I got it and then put it in my wallet and to be honest I forgot about it"

- Not likely to actively search or ask for information especially when they assume the value is low for fear of being embarrassed

"I assume the shop won't be affiliated so I don't bother asking"

- Questioned why retailers do not actively promote SuperGold like other loyalty cards

"It's a bit slack on their behalf - I get notices from fly buys but nothing from super gold"

SuperGold Digital

View Look at offers in more detail

Map Show offers on a map and near physical location

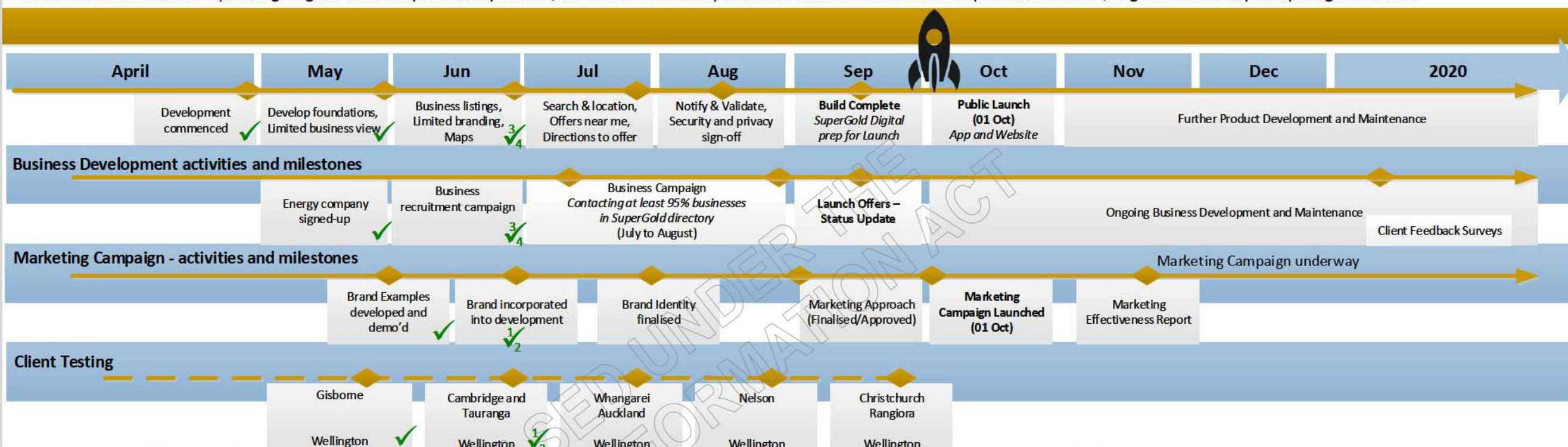
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Client Testing

Gisborne Key Insights

Purpose of the research is to further understand the needs of SuperGold cardholders. We liaised with community groups, Age Concern and Maori Women's Welfare League, to engage local people.

- Majority were grateful for the card. All were well-versed on the purpose of the card but awareness was extremely low where the card can be used
"I got it and then put it in my wallet and to be honest I forgot about it"
- They are a generation that expects information to come to them
"why don't they publicise it? Why do we have to go and do the extra work -we've done it already paying our taxes."
- Many who had access to the computer, stated they were on it for 2-3 hours a day keeping in contact with friends/family, searching, looking at Amazon/Trade Me etc
- Some went to the SuperGold website when they first got their card but their experience was limited
"There was nothing there for me so I didn't go back again"
- Some (especially females) felt the current website homepage was too cluttered. The purpose of the Gold Card is for deals however the homepage is skewed more towards information, not deals
- Both passive and active users of smart phones were interested in the new App. Males seemed particularly keen to rely on the app vs the website. Females were mixed with their preference

Client Testing

Wellington Key Insights

The purpose of Wellington testing is to fulfil the need for frequent (fortnightly) and low key testing of the App and Website to enable designers to easily and quickly gather usability insights, supplementing the monthly regional testing. Some of the testing is organised through community group SeniorNet.

- Clients like highly instructional navigation (rather than relying on intuitive use of the mobile phone capabilities)
- People were happy to share location from their mobile phones so they could see deals 'near me'
- Liked the logical layout of the app and website
- Really wanted ability to 'save' offers or brands for later
- Accessibility is managed today for other apps by a combination of mobile phone capabilities and using glasses
- Saw value in the app as being 'evidence', for example showing a specific shop offered a SuperGold discount (avoided the need to ask, or being told 'no' or 'don't know')

Further testing to be conducted:

- June: Cambridge / Tauranga
- July: Auckland (South & East) / Whangarei
- August: Nelson
- September: Christchurch / Rangiora

SuperGold Digital

View Look at offers in more detail

Map Show offers on a map and near physical location

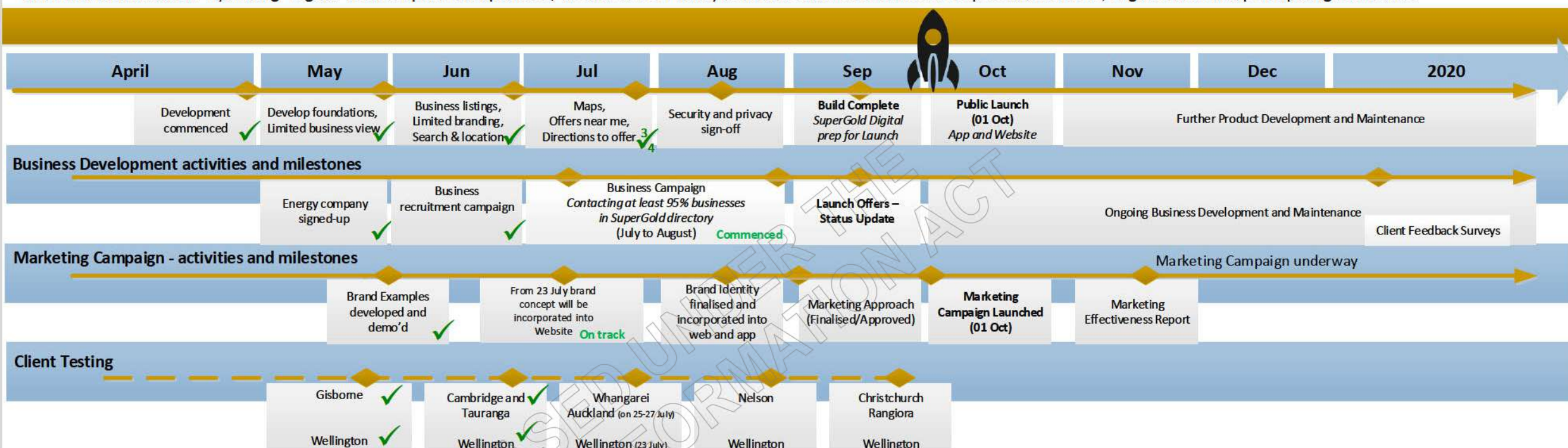
Find Search for offers according to specified criteria

Validate SuperGold card holder confirmation

Notify Sending of offer notifications for app and website

Admin Business provider functions e.g. editing offer details, admin

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Business Development activities

- A business recruitment campaign was carried out over June and attracted **over 300 new businesses** to the SuperGold programme. Categories targeted included health (dentists, physios, pharmacies etc) as well as trades (electricians, builders, plumbers) and lawyers.
- A campaign to contact over current 9,500 SME businesses to validate/update their business details started on 9 July and will run through to 20 August 2019. This is to ensure that we have the most up-to-date business listings.

Client testing update

Approximately 150 'seniors' engaged with so far.

- Clients like highly instructional navigation (rather than relying on intuitive use of the mobile phone capabilities)
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- Simplicity is key and explanations are needed (esp. in tech space)

Recent testing has focused on the draft brand concepts. Initial feedback is as below

- The brand (and card) carries a lot of significance, sentiment and emotion. It needs to look special so that our seniors "feel treasured and acknowledged"
- The new branding/design needs to respect and embrace this.
- Being contemporary is important but not to detriment of 'special'
- The design is a curated visual/emotional message from government to our senior treasures. It needs to look like human care and effort has been put into it.
- It should look impressive. Distinctive
- Make me feel special
- The gold needs to be the hero

Since the last update provided to you the following features have been built:

The map feature

End to End offer flow completed

Validate SuperGold for 'promoted' online offers

SuperGold Digital

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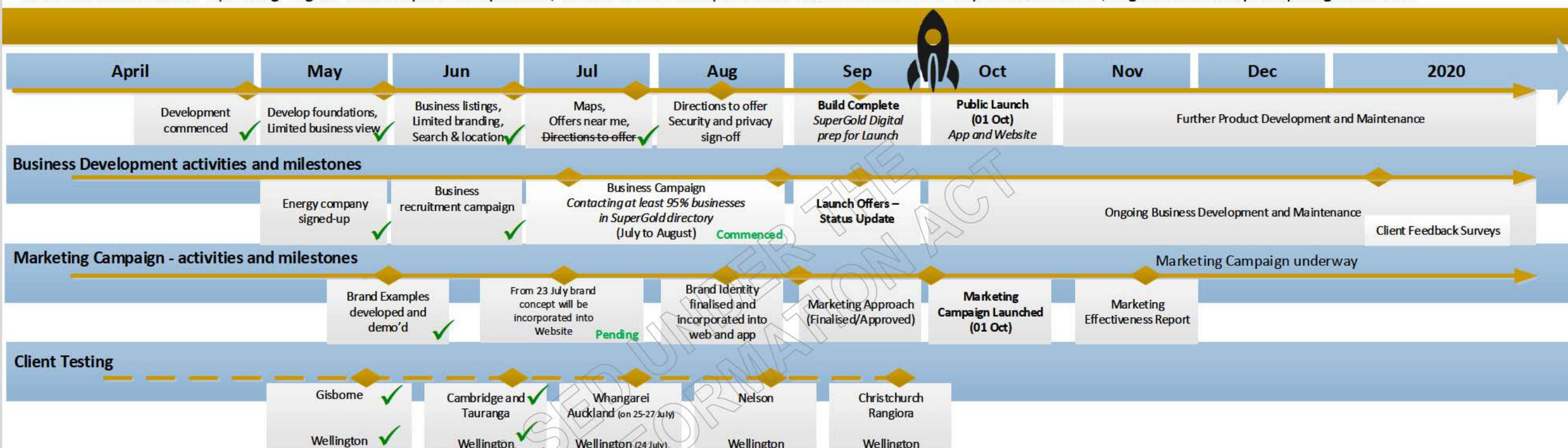
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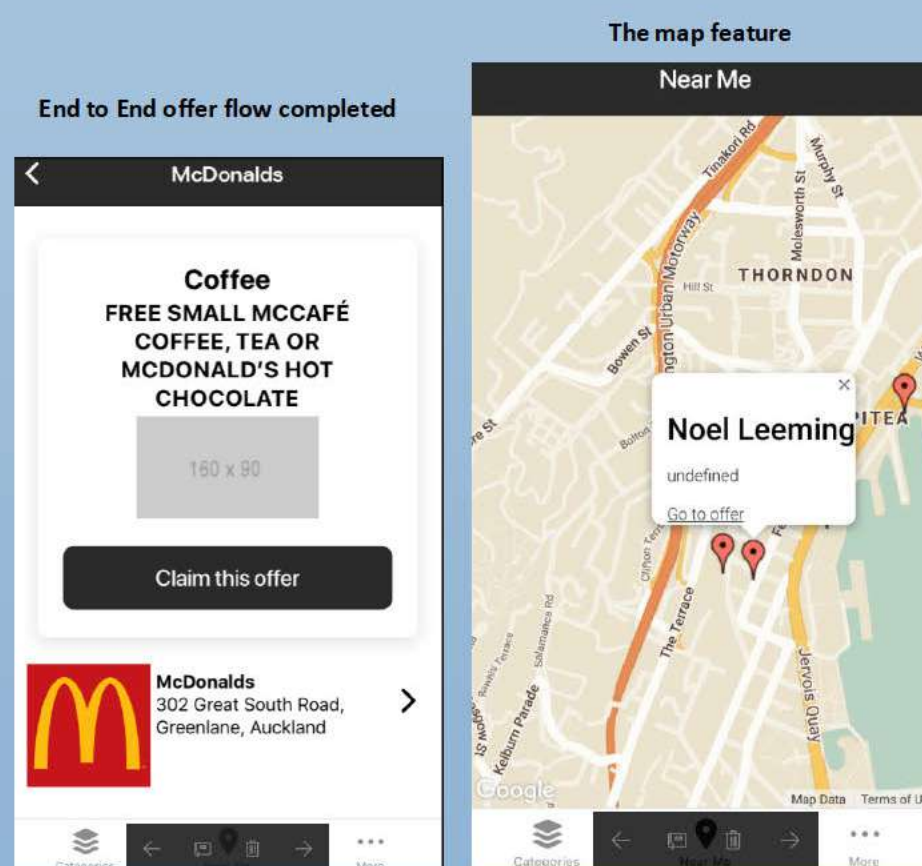
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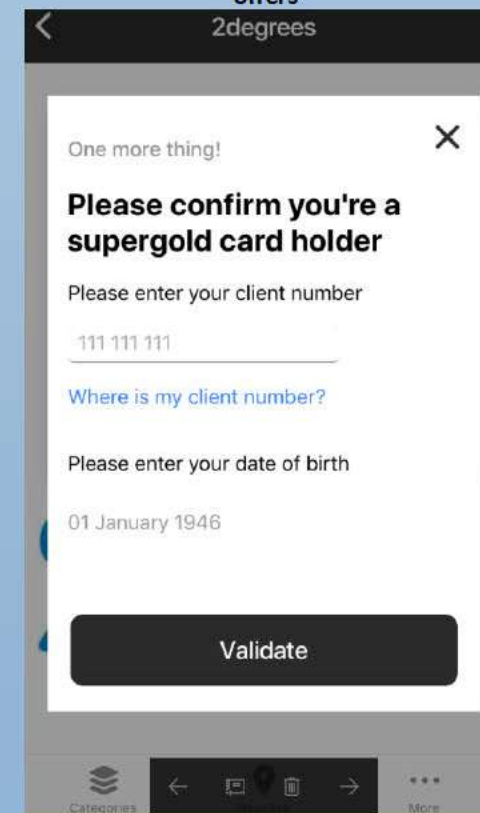
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Validate SuperGold for 'promoted' online offers



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SuperGold Digital

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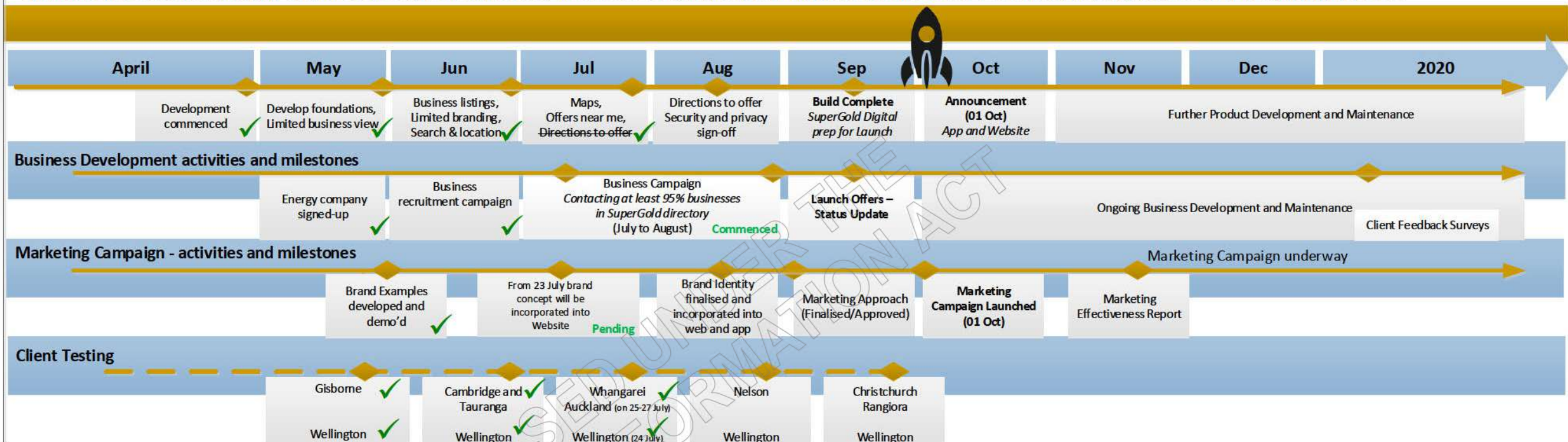
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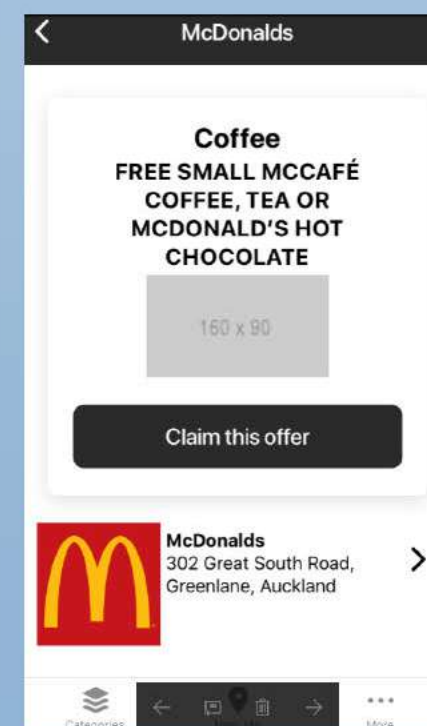
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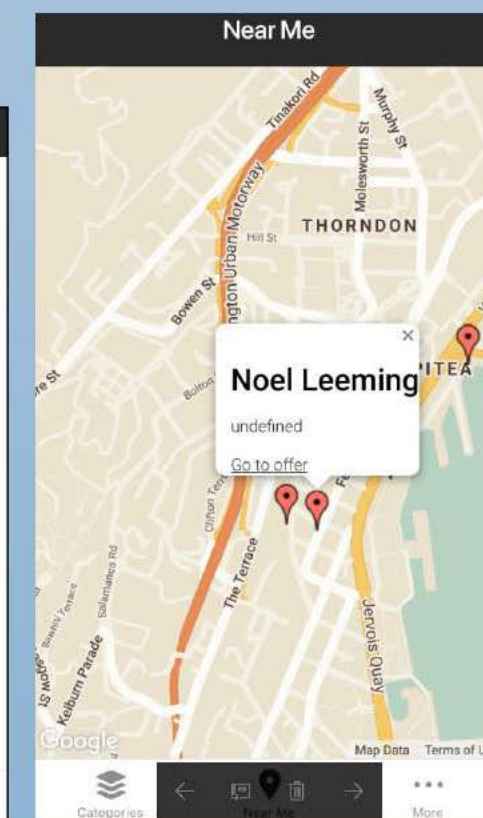
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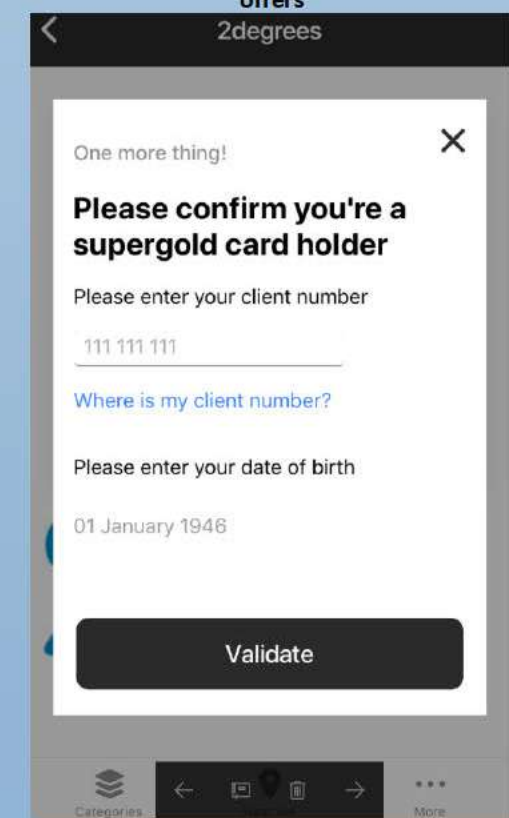
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SuperGold Digital

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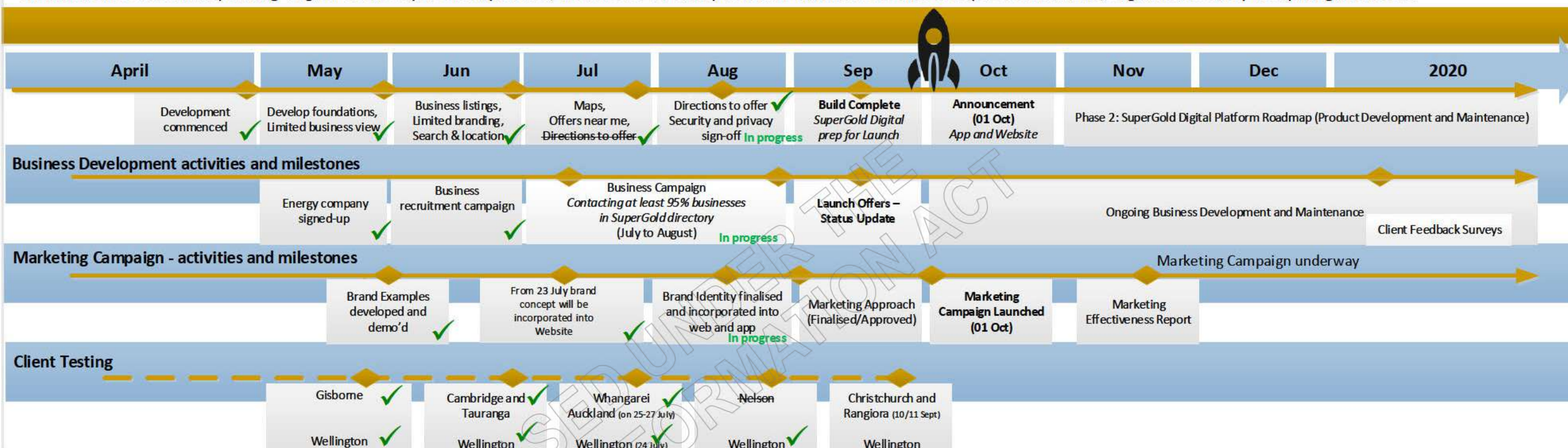
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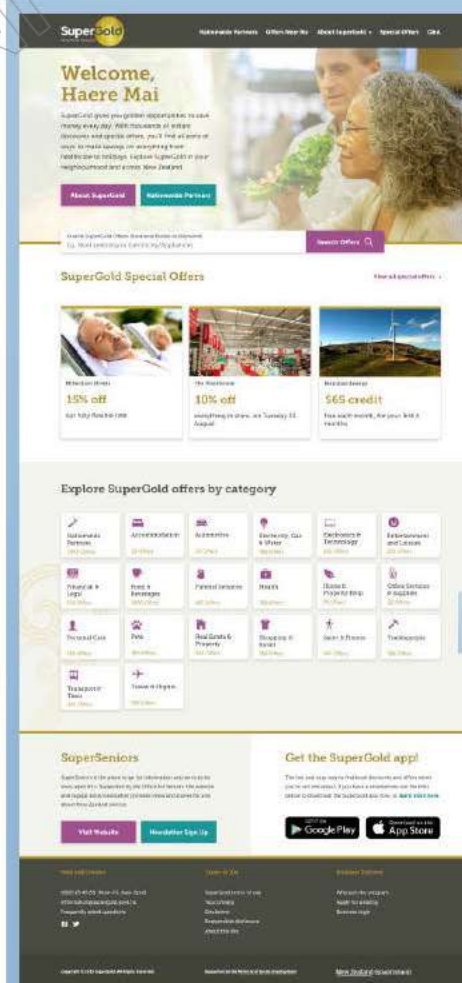
Business Development activities

- The campaign to contact current SME businesses to validate/update their business details started on 9 July and will run through to 23 August 2019. This is to ensure that we have the most up-to-date business listings
- So far approximately 4,500 businesses have been contacted to date. 1,000 businesses have been found to have closed and another 300 businesses have opted out

Client testing update

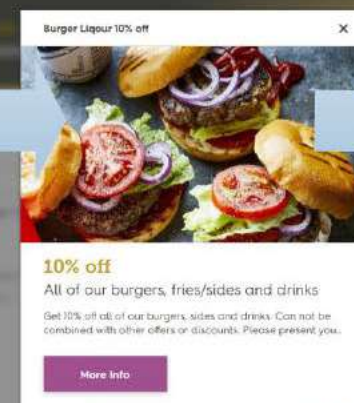
From the client testing done to date across six regions, the seven themes have emerged;

- There is a lot of respect and appeal for SuperGold brand/card with a strong emotional connection and high interest in finding out more
- High awareness but limited use of the card, with some poor experiences in using the card
- All are nicely surprised at the number of places in their area/region that take the card
- SuperGold is appreciated as a discount card but its not the be all and end all (discounts largely small, & other brand/cards give better discounts)
- The discounts and savings are appreciated but enjoyment comes from the instant gratification, not saving up for things
- SuperGold and Superannuation are inextricably linked. This prompts some to consider SuperGold as an entitlement versus an 'added bonus'... 'a gift'
- Approximately a third of our target audience do not have access to technology (or are not comfortable with it)

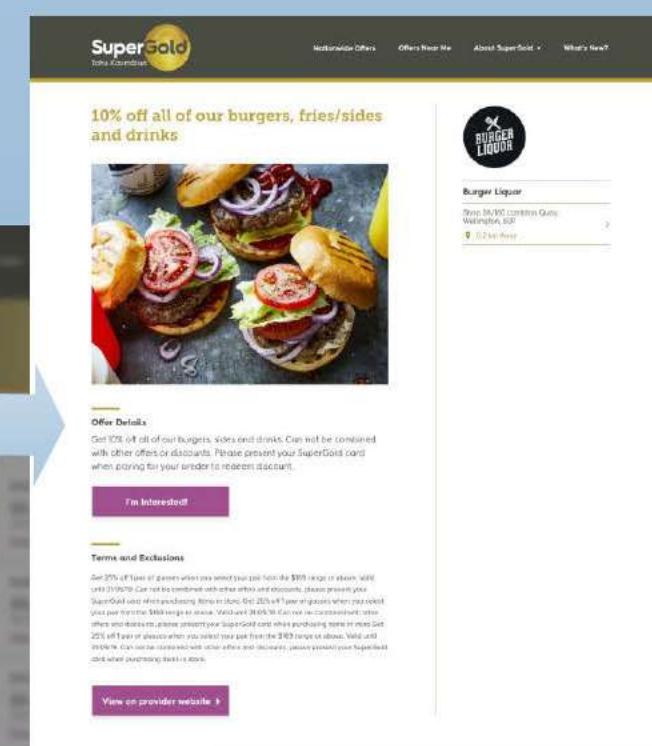


The functionality for release have been developed on the website and the mobile app. The focus is now on applying the visual design elements across the SuperGold digital website and mobile app.

Pop-up offer



Offer Detail



SuperGold Digital

View Look at offers in more detail

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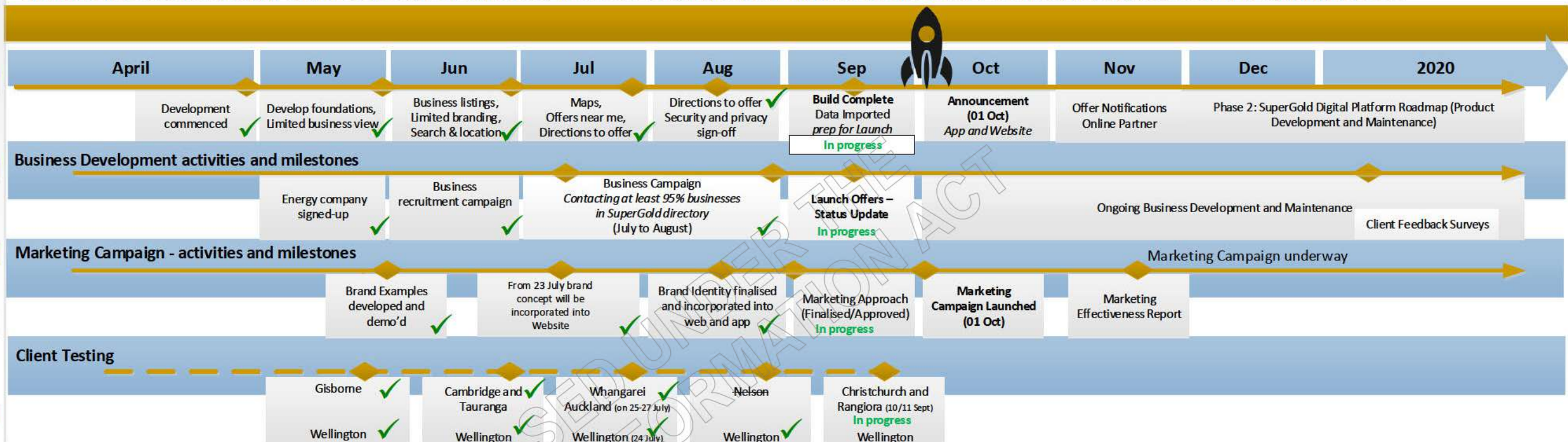
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Business Development activities

- 9,000 businesses were reviewed, and approximately 4,100 were validated as active. An additional 500 new businesses are to be added to the SuperGold programme by end of the week
- There are 75 nationwide businesses confirmed
- We estimate that there will be over 8000 locations across New Zealand that offer SuperGold discounts.

Client testing update

The last regional round of seniors testing before the SuperGold Digital announcement is underway (10th, 11th September) in Christchurch / Rangiora.

Marketing Collateral

Window Sticker



Counter Card



Posters





Memo

To: Marama Edwards, DCE Māori, Communities and Programmes

From: Charlie Howe, Director Māori

Date: 19 Hakihea 2019

Security level: IN CONFIDENCE

Approval for the public release of Kimihia - MSD's Te Ao Māori App

Purpose

This paper seeks approval from the DCE Māori, Communities and Programmes to release Kimihia - MSD's cultural competency app for te ao Māori as one of the activities of the Ministry's Interim Māori Language Plan and as a key driver to bringing to life Te Pae Tata (MSD's Māori Strategy and Action plan) and enabling He Matapihi ki te Ao Māori (MSD's Cultural Capability Framework) and Te Mahere Reo Māori (MSD's Te Reo Māori Strategy and Policy).

Recommendations

It is recommended you:

NOTE Kimihia was developed as part of the Interim Māori Language Plan 2019

NOTE the cultural intelligence apps created by our developer are common in the government and private sectors

NOTE privacy and information security criteria has been met and managed

NOTE Kimihia was developed to align with He Matapihi ki te ao Māori

NOTE Appendices attached for supporting documentation

AGREE the public release of Kimihia - MSD's Te Ao Māori App

☒ AGREE ☐ DISAGREE

Name Marama Edwards

Signature

Role DCE Māori, Communities and Partnerships

Date

13.1.20

Any future changes to the app, including amendments and updates to content, will need to be considered on a case by case basis and will be driven out of the Māori responsiveness space and will be raised by the MCP Project Manager.

Considerations for changes will need to be weighed up against cost, time, input and outcome results towards the app. All considerations will need to be reconsidered with the current business units to ensure all checks are covered appropriately.

Appendices

Appendix 1 - CIA, KIWA Digital Mobile Applications DCE Signed QQ 4.7.19.pdf

Appendix 2 - Kimihia user query process

Appendix 3 - KIWA Signed Privacy Screening Checklist.pdf

Appendix 4 - He Matapihi ki Te Ao Māori (Level 1-4).pdf

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MINISTRY OF SOCIAL DEVELOPMENT

TE MANATU WHAKAHIATO ORA

Ministry of Social Development Procurement plan lite

Cultural Intelligence Application

Approvals

Project sponsor	
Approval to:	Proceed to tender and identify the preferred supplier.
Name:	Out of scope
Position / title:	Director Māori and Pacific
Date:	

Holder of delegated financial authority	
Total budget approved:	\$30,000
Budget type:	Opex / Capex
Budget code:	
Name:	Marama Edwards
Position / title:	Group General Manager, Community Partnerships and Programmes
Date:	

Procurement Practice Manager	
Approval of:	The Procurement process to be followed
Name:	Out of scope
Signature:	
Date:	



Estimated Costs

Pre-acquisition	Start-up cost					
Design and specification	\$0.00					
Expert advice	\$0.00					
Legal services	\$0.00					
Acquisition	Year 1			Year 4		
Purchase price	\$10,000.00			\$0.00		
Delivery	\$20,000.00			\$0.00		
Installation	\$0.00			\$0.00		
Training	\$0.00			\$0.00		
Operating costs	Year 1	Year 2	Year 3	Year 4	Year 5	
Consumables	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Parts	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Labour	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Maintenance	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Disposal	Year 3					
Decommissioning	\$0.00					
Removal	\$0.00					
Disposal costs	\$0.00					
	Start-up	Year 1	Year 2	Year 3	Year 4	Year 5
Totals	\$0.00	\$30,000.00	\$0.00	\$0.00	\$0.00	\$0.00
Sub-total						\$30,000.00
Less residual value on disposal						\$0.00
5-year cost						\$0.00

There are no on-going costs associated with this purchase.

Tendering process

There is currently only one provider of these services that develop these types of services and this is a direct source engagement.

Contract

Kiwa will be offered a Government Model Contract (GMC) for Services to develop the application. The proposed contract term is to develop the Application only, all additional work will be completed on a time and Materials basis under a GMC Lite as and when required. The term of the Agreement will be from 10 June 2019 until 1 August 2019. The delivery of the developed application is due before August 2019.



Project/Initiative: Cultural Intelligence Application

PRIVACY SCREENING CHECKLIST

26/06/2019

Version 1.1

COMPLETED BY:	Out of scope	
ROLE:	Project Manager	Senior Advisor
	Maori Responsiveness	Privacy and Information Sharing

Privacy Screening Checklist Guidelines:

1. Contact the Information Privacy and Sharing team (PrivacyOfficer@msd.govt.nz) to discuss your project. If appropriate, complete this template and email it to PrivacyOfficer@msd.govt.nz.



Personal information: any information which tells us something about a specific identifiable individual (e.g. a staff member, client, contractor etc.). The information does not necessarily need to name the individual.

Examples:

- A person's name, contact details or SWN
- Photographs or video recordings of an individual
- Financial or medical information about an individual
- Ethnicity or religious information about an individual
- Allegations or opinions

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1. Please provide a brief summary of your proposal/initiative, with a focus on what is happening with personal information. Attach any relevant explanatory documents.

MSD are looking at using a tailored cultural intelligence mobile app built by Kiwa to support MSD staff with entry level exposure to te reo Māori, tikanga, kawa and Māori customs and concepts.

The app is largely a repository of non-personal information relating to te ao Māori.

However, users have the option of inputting personal information directly into the app, such as their own 'pepeha' which is a personalised introduction/greeting.

The app will also indirectly collect information about users' use of the app.

A video demonstration of the types of functions and features of the app can be found at the link below.

<\\corp.ssi.govt.nz\shared\W&I\NAT\NAT\Cultural Intelligence App.mp4>

The app will be available on the Apple, Google Play and Microsoft app stores as a native app. The Windows mobile version, available on the Microsoft app store, can be accessed from a desktop computer running Windows 10.

2. Does the project/ initiative involve personal information?

☒ Yes

☐ No

If **yes**, please complete this table.

What type of personal information is in your project? <i>E.g. income details.</i>	Is the information of particular sensitivity? <i>E.g. medical info, information about vulnerable individuals</i>	Where is the personal information collected from? <i>E.g. Collected from the individual.</i>	What is the purpose of the information? <i>E.g. To assess the applicant's entitlement.</i>
Pepeha information which may include, at the user's discretion: -Name -Mountain -River -Canoe -Tribe/Ethnicity -Hapu -Ancestors -Relations -Marae -Photos of individual and locations they associate with	Reasonably sensitive, given it's about a person's identity and includes a photo. MSD can include/exclude certain fields, and users do not have to fill out any particular field.	From the individual via text or voice recording.	To allow the individual to practise their 'pepeha' (introduction/greeting.)

Cultural competency self- assessment: Users give themselves a score out of 4 on metrics such as 'I can pronounce te reo Māori competently' and 'I can participate in waiata in my role/workplace'.	No	From the individual, however the assessment is completed after clicking a link to Survey Monkey. The assessment is optional for MSD to include/exclude and users do not have to fill it in.	To measure an individual's progress
Development plan: Users select 'yes' or 'no' for different 'opportunities' they intend to focus on during the year, such as 'attend te ataarangi classes' and 'complete te reo maori proficiency testing'. There is also a free text box where users can add additional plan comments, such as attending a particular class each week on a Monday.	No	From the individual The development plan is optional for MSD to include/exclude and users do not have to fill it in.	To record users' focus areas for motivational purposes.
General usage information, being: - the number of impressions, - the number of downloads - the number of crashes - territory of device (this is at a country level) - device category (such as phone or tablet) Kiwa can do some basic analytics/graph work or MSD can do this itself.	No	From the device by Apple or Google or Microsoft depending on which platform the app is downloaded on.	To use for aggregate statistics.

3. Could the purposes still be achieved with anonymous or deidentified information, or without collecting all of this personal information?

☐ Yes

☒ No

If **no**, why not?

The customisable pepeha with the personal information listed above is important for take-up, engagement and repeated use. The pepeha loses meaning if it is completed using dummy information.

However the cultural competence self-assessment and development plan do not need to collect direct identifiers. Currently they appear to use low level personal information – being information about identifiable, rather than identified individuals.

No direct identifiers such as names are collected and the information needs to be combined with other information to link to an individual.

4. Highlight any changes that are being proposed to an existing project/service

This is the first cultural awareness app that MSD has made available to its staff.

5. Please attach a simple **diagram** showing the flow of information.



6. Will personal information be shared with another agency?

☒ Yes

☐ No

If **yes**, which agency and what privacy and security protections do you have in place to share the information?

Agencies receiving personal information

Apple, Google and Microsoft (depending on which app store is used) will receive the following information:

- Number of impressions on the store
- Fact the app has been downloaded
- The territory where apps are downloaded
- The device category used i.e. iPhone or iPad
- Number of crashes

MSD can choose whether or not to allow Kiwa to receive that same information for basis analytical/graph work. If MSD does make that usage information available to Kiwa, note that it will relate to identifiable rather than identified individuals.

Privacy and security protections

Security protections are dealt with through the QQ and C&A process.

Privacy protections:

- Personal information inputted into cultural competence self-assessment and development plan is low level (about identifiable rather than identified individuals)
- Personal information inputted by the staff member for the 'pepeha' is only stored locally and is deleted when the app is deleted
- MSD has drafted a privacy policy, available through the app, which details the information flows, how the information will be protected and the rights of access.

7. Is the project going through the QQ/SRA process?

☒ Yes

☐ No

☐ Don't know

If **yes**:

- either provide the timeframes for completion of the QQ/SRA: By end of June 2019
- or attach the completed QQ/SRA document

If you **don't know**, check [Doogee](#) to see whether it needs to go through the process.

Attach other relevant supporting documents if you have them

- ☐ Consent form
- ☒ Materials that explain how information will be used (e.g. contracts; terms and conditions) – Please see attached Privacy Policy
- ☐ Any statutory provision that requires or allows us to collect the information

- ☐ Any information sharing agreement or MOU
- ☐ Ethics Committee minutes (for research projects)

Acceptance *[To be completed by the person who has completed the checklist]*

- ☒ I confirm that the information provided in this Privacy Screening Checklist is an accurate reflection of the collection, use, handling, disclosure and retention of personal information.
- ☒ The project/initiative will revisit this Privacy Screening Checklist with Information Privacy and Sharing should any changes be made that will affect the collection, use, handling, disclosure or retention of personal information.

Name	Role	Date	Signature
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Out of scope

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Privacy Policy

The Kiwa Cultural Intelligence Application allows you to develop your understanding of te reo Māori, tikanga, kawa and Māori customs and concepts.

You do not have to put any of your personal information directly into the application, however you may find it useful to fill out the 'pepeha' which is a personalised introduction/greeting.

In addition, you can fill out the Cultural Competence Self-Assessment and Development Plan to measure your personal progress and manage your learning time effectively.

Any personal information entered into the application will be stored locally and securely in the application. Any information entered into the application will be deleted when you delete the application.

Google, Apple and Microsoft will receive general usage information from the use of the application by MSD staff however this will be at an aggregate level and no personal information about a particular individual will be shared.

Kiwa and MSD will not have access to any of your personal information entered into the application. However, you can ask for a copy of any personal information MSD holds about you generally and ask for it to be corrected if you think it is wrong.

If you have any questions, or if you'd like to ask for a copy of your information, or have it corrected, please contact PrivacyOfficer@msd.govt.nz.

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