



16 OCT 2018

Dear [REDACTED]

On 18 September 2018, you emailed the Ministry requesting, under the Official Information Act 1982, the following information:

1. *The total costs associated with the game 'Restaurant Tycoon'.*
2. *A breakdown of these costs, including the cost of development, promotion, and launch of the game, and any ongoing costs.*
3. *The date of launch for 'Restaurant Tycoon', and the total amount of downloads since launch.*

The Ministry in partnership with BNZ and Xero worked on a Business Simulation Module and developed a game-based application to inform small and medium sized enterprises (SMEs) of the Ministry's employment-related products and services in a fun and engaging way. The game-based application, developed by Joy Business Academy (JBA), also has BNZ and Xero products and services to inform SMEs of their products.

Restaurant Tycoon is one of a series of games developed by JBA that allows players to immerse themselves in building and operating their own business in a virtual world. The game is an exciting opportunity for owners of SMEs to learn about how they can work with the Ministry for free, to recruit staff, access funding, mentoring and support when hiring a Ministry client. This initiative is another way that government and industry are collaborating to grow job and business opportunities for New Zealanders.

New Zealand business landscape comprises of approximately 97 percent SMEs. This strategy by the Ministry, Xero and BNZ includes making these SMEs aware of what is available to them to thrive and survive. Every year SMEs are constrained through a combination of external pressures, lack of business experience and commercial acumen.

Recruitment, training and retention of good employees is cited as one of the most challenging aspects of businesses for this group and where the Ministry showcases talent and the considerable assistance that can be offered when employing our clients.

The Ministry's aim in funding Restaurant Tycoon was to gain access to approximately 495,000 businesses through BNZ and Xero partner networks who may be unaware of the Ministry's employment-related products and services.

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The Ministry spent \$150,000 for the development of Restaurant Tycoon, and an additional \$14,720 (excluding GST) for IT security testing. As at 27 September 2018, the Tycoon game series, which includes Restaurant Tycoon and Tech Tycoon, have been downloaded more than 14,000 times since their launch on 26 July 2018.

The Ministry only contributed to part of Restaurant Tycoon's development cost; other costs were met and are held by partners BNZ and Xero. The total amount of downloads for Restaurant Tycoon, as opposed to the Tycoon game series as above, since its launch is held by the game's developers, Joy Business Academy. As such, I am unable to provide you with the total cost and the breakdown of the costs associated with Restaurant Tycoon that were met by BNZ and Xero, and the number of times it has been downloaded since its launch. In accordance with section 18(g) of the Official Information Act, your request for this information is refused as it is not held by the Ministry and I have no grounds to believe that the information is held by another department or Minister of the Crown or organisation.

The principles and purposes of the Official Information Act 1982 under which you made your request are:

- to create greater openness and transparency about the plans, work and activities of the Government,
- to increase the ability of the public to participate in the making and administration of our laws and policies and
- to lead to greater accountability in the conduct of public affairs.

This Ministry fully supports those principles and purposes. The Ministry therefore intends to make the information contained in this letter and any attached documents available to the wider public shortly. The Ministry will do this by publishing this letter on the Ministry of Social Development's website. Your personal details will be deleted and the Ministry will not publish any information that would identify you as the person who requested the information.

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 this response regarding the game Restaurant Tycoon, 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.

Yours sincerely,



Cassandra Wise
Manager, Issue Resolution, Service Delivery