



23 August 2022

Tēnā koe

On 8 August 2022, you emailed the Ministry of Social Development (the Ministry) requesting, under the Official Information Act 1982 (the Act), the following information:

- *When was the Kimihia app developed?*
- *Who developed the app?*
- *What were the costs of developing, implementing and rolling out the app? Are there ongoing costs - if so, what?*
- *How many staff have downloaded the app? How many staff actively use the app?*
- *What consideration was given to creating or using a whole-of-government app, or sharing the resources of other agencies, rather than an agency-specific app?*

Kimihia is an interactive learning resource for the Ministry staff to support their work. It is a downloadable mobile application focussed on Te Ao Māori. Kimihia allows anyone using it to engage with Māori cultural knowledge and build awareness of key Māori concepts, values and practices. For more information about Kimihia, please see the following link:

www.msd.govt.nz/about-msd-and-our-work/work-programmes/community/kimihia.html

For the sake of clarity, your requests will be addressed in turn below.

- *When was the Kimihia app developed?*

The Kimihia application was developed by an external vendor who met with key staff at the Ministry, specifically the Director Māori, to discuss the

potential for the application to be used by the Ministry. The application was launched on 12 September 2019.

- *Who developed the app?*

KIWA Digital developed the application.

- *What were the costs of developing, implementing and rolling out the app? Are there ongoing costs - if so, what?*

\$30,000 with no ongoing costs.

- *How many staff have downloaded the app? How many staff actively use the app?*

The Kimihia application is currently installed on 341 Ministry devices.

- *What consideration was given to creating or using a whole-of-government app, or sharing the resources of other agencies, rather than an agency-specific app?*

Te Pae Tata, the Ministry's Māori Strategy and Action Plan was launched in June 2019. The Kimihia application provided a digital medium to support this.

The Ministry wanted a digital medium which was tailored to drive the Ministry's kaupapa such as our purpose, Manaaki tangata, manaaki whānau, our three key shifts, Te Pae Tawhiti, our Te Pae Tata waiata (written specifically to tautoko our Māori Strategy and Action Plan).

An all of government application was considered, however it was felt that an agency-specific application provided an essential connection to our front line staff that make up a large number of our 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. The Ministry will do this by publishing this letter on the Ministry'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 regarding Kimihia, please feel free to contact OIA_Requests@msd.govt.nz.

If you are not satisfied with this response, 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



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