



30 OCT 2018



Dear 

On 2 October 2018, you emailed the Ministry requesting, under the Official Information Act 1982, the following information:

- *I would like to know how many times games in the 'Tycoon Game' series have been downloaded, as of the time this request is received.*
- *If possible, please provide separate figures for Restaurant Tycoon and Tech Tycoon.*

The Ministry, in partnership with BNZ and Xero, developed 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.

SMEs comprise approximately 97 percent of New Zealand's business landscape. This initiative is another way that government and industry are collaborating to grow job and business opportunities for New Zealanders.

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 are cited as some of the most challenging aspects of business 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 with the Tycoon game series was to gain access to approximately 495,000 businesses through BNZ and Xero partner networks who may be unaware of the Ministry's recruitment service, products and services.

The Ministry is advised by JBA that as at 27 September 2018, the series, which includes Restaurant Tycoon and Tech Tycoon, has had more than 14,000 downloads since its launch on 26 July 2018.

The total number of downloads for both games as at the date of your request, and the breakdown of this number by game are held by JBA. 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](mailto:OIA_Requests@msd.govt.nz).

If you are not satisfied with this response regarding the Tycoon game series, 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](http://www.ombudsman.parliament.nz) or 0800 802 602.

Yours sincerely,



Cassandra Wise  
**Manager, Issue Resolution, Service Delivery**