



6 August 2024

Tēnā koe

### **Official Information Act request**

Thank you for your email of 9 July 2024, requesting information about the names and purposes of apps owned by the Ministry of Social Development (the Ministry). I have considered your request under the Official Information Act 1982 (the Act). Please find my decision set out below.

The Ministry has identified two apps in scope of your request, SuperGold and Kimihia.

#### **SuperGold:**

SuperGold app was launched on iOS and Android on 1 October 2019 as a way to source SuperGold offers. Since 30 June 2024 it has had 403,226 total downloads.

The reasoning behind the app was due to a need for an enhanced user experience optimised for mobile devices. This offered a more intuitive and smoother user experience while also leveraging native features of mobile devices such as GPS for the 'near me' functionality. Ease of access was also a key driver in the development of SuperGold, letting cardholders utilise the discounts on offer. The apps functionality also allows notifications to users of time limited offers. Personalisation was also another core tenant of the app, with users able to save favourite and preferred offers.

Alongside this, in many industries having a mobile app is standard, and a well-designed app can attract more users. While the SuperGold website serves many functions adequately, the decision making around the development of the app was driven by enhanced user functionality, increasing user engagement and offering advanced functions not provided by the website.

The costs are unable to be extracted from the costs of the SuperGold website ([www.supergold.govt.nz](http://www.supergold.govt.nz)) as they share a budget for maintenance and development. However these costs are available here: [www.msd.govt.nz/documents/about-msd-and-our-work/newsroom/factsheets/budget/factsheet-supergold-card-2019.pdf](http://www.msd.govt.nz/documents/about-msd-and-our-work/newsroom/factsheets/budget/factsheet-supergold-card-2019.pdf)

**Kimihia:**

Kimihia was launched on 12 September 2019, and is a learning resource for the Ministry. To date it has had 25,188 downloads in total (including re-installation events).

This app is focused on allowing users 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](http://www.msd.govt.nz/about-msd-and-our-work/work-programmes/community/kimihia.html)

Te Pae Tawhiti is the Ministry's overarching strategic approach to achieve better outcomes for New Zealanders. Te Pae Tata is the Ministry's Māori Strategy and Action Plan focused on improving outcomes for Māori clients and staff through a variety of work programmes, policies and initiatives.

The Kimihia App is one initiative to support Ministry staff to develop a greater awareness of Te Ao Māori (Māori world view) and provide the opportunities to use this learning in the workplace. It includes information on te reo Māori, tikanga and kawa (language, customs and protocols) and the narratives associated with mana whenua (local iwi). Utilization of pre-existing websites and resources were considered however they were not specific to the needs of the Ministry.

The costs related to this app is outlined in the table below:

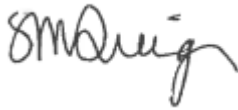
<b>Financial Year</b>	<b>GST Exclusive Amount</b>
2020	\$30,457.39
2021	\$0.00
2022	\$2,480.00
2023	\$10,000.00
2024	\$391.00
<b>Total</b>	<b>\$43,328.39</b>

I will be publishing 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](mailto:OIA_Requests@msd.govt.nz).

If you are not satisfied with my decision on your request for information on Ministry owned and operated apps, 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.

Ngā mihi

pp. 

Magnus O'Neill  
**General Manager**  
**Ministerial and Executive Services**