



8 August 2025

S9(2)(a)

Dear S9(2)(a),

Official Information Act 1982 request

I refer to your Official Information Act 1982 (the Act) request received on Thursday 24 July, seeking information as below:

- *What is the app called?*
- *Was it developed in-house or commissioned from an external partner, and if so, who? And if so, was there a public tender process for this?*
- *How many downloads has it had/how much use does it get, and how does ENZ measure this?*
- *How much was budgeted for its delivery?*
- *How much was spent on delivering it, and if different to the above, what happened?*
- *How much ongoing maintenance/spending is required on it today, and how much is budgeted for this ongoing work?*
- *What was the expected business case or benefit to ENZ/the public of the tool? Did the delivery meet the expected business case or benefit?*
- *Any written records of research, preparation or business cases made for the apps development.*

Please find the information you requested attached.

You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how you can make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

If you wish to discuss this decision with us, please feel free to contact me at di.solomon@enz.govt.nz.

Kind regards,

Di Solomon

Director Government Relations & Communications

Appendix One

1. **What is the app called?**

Manapou is the name of the app developed for staff at Education New Zealand Manapou ki te Ao (ENZ).

2. **Was it developed in-house or commissioned from an external partner, and if so, who? And if so, was there a public tender process for this?**

Manapou was developed by an external partner, KIWA Digital who has significant experience working with central and local government, as well as corporates, in building staff capability in Te Ao Māori through cultural intelligence apps. Keeping with All of Government procurement rules there was no public tender process undertaken.

3. **How many downloads has it had/how much use does it get, and how does ENZ measure this?**

Manapou has had 229 downloads since its launch. When it first launched in September 2023, the app had 51 weekly sessions. Over the January-June 2025 period, the app has had 47 sessions.

For context, ENZ is a small Crown agency with 84 employees as of 30 June 2025. Our workforce includes off-shore based staff in various time zones. The *Manapou* app was therefore designed to be used by ENZ's global workforce to build the cultural capability of our people no matter where they are located in the world.

While the primary users of the *Manapou* app are ENZ staff, the app has also been made accessible for use by staff whānau, recognising that language and cultural learning often occurs within homes and communities.

ENZ measures *Manapou*'s usage through downloads recorded via monthly analytic reports .

4. **How much was budgeted for its delivery?**

The budget for the delivery of *Manapou* was \$51,215 excluding GST.

5. **How much was spent on delivering it, and if different to the above, what happened?**

The app was delivered for \$51,215 excluding GST. There was an additional one-time payment of \$1,200 for ongoing reporting and a \$1,000 payment made for the five-year licensing of composition rights for two songs included in the app.

6. How much ongoing maintenance/spending is required on it today, and how much is budgeted for this ongoing work?

ENZ pays an iOS App store annual fee that is \$129.57 excluding GST. In 2028, the \$1,000 licence fee for the two songs will also be due for renewal.

\$1,000 has been budgeted for ongoing maintenance of the app during the 2025/26 financial year should additional costs arise for content changes or updates of the app. These are typically charged at \$80 per hour, if required.

7. What was the expected business case or benefit to ENZ/the public of the tool? Did the delivery meet the expected business case or benefit?

Please refer to ENZ's response to Q8 which includes a copy of the Business Case. This outlines the expected benefits to ENZ and the wider community.

In late January 2024, a staff survey was undertaken to gauge staff confidence in various te ao Māori competencies (with questions incorporated from the Māori Crown relationship skills survey). While there was no specific survey completed prior to the apps introduction for benchmarking purposes, the survey highlighted positive results against cultural competencies that the app was designed to improve. Highlights of the survey included:

- 95% of staff have confidence that they know more te reo Māori than 12 months ago.
- 89% of staff have some confidence in basic te reo Māori pronunciation.
- 90% of staff have confidence in their ability to read, understand and write basic te reo Māori greetings or farewells.
- 81% of staff have confidence in introducing themselves in te reo Māori using a basic mihimihi/pepeha template.
- 77% of staff have confidence in their ability to participate in pōwhiri or mihi whakatau.
- 80% of staff have some confidence to incorporate current te Ao Māori perspectives into their work.

In addition to the above, the *Manapou* app also supports ENZ's global engagement work, enabling staff to represent New Zealand with greater cultural fluency in international settings, particularly where Māori perspectives are a unique point of difference for New Zealand's international education brand.

8. Any written records of research, preparation or business cases made for the apps developments please.

Please find attached a copy of the business case drafted for development of the *Manapou* app.