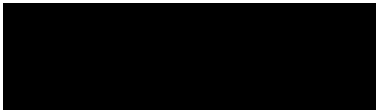



2 September 2025



Kia ora 

Official Information Act request 25.035

Thank you for your Official Information Act 1982 (the OIA) request of 5 August 2025 for information about cultural spending and staffing at the Commerce Commission. We have responded to your questions in the order they were asked below.

1. *Te Pikitanga App and Cultural Training*

- *The total cost of developing the Te Pikitanga app, including (but not limited to):*
 - *Contractor/consultant costs*
 - *Licensing or development fees*
 - *Ongoing support or training associated with its use*

The total external cost of the development of the Te Pikitanga app was \$50,600 (incl. GST). This was incurred between May 2022 and August 2023. Please note that this cost does not include any internal staff time spent on development or roll out of the app.

- *Any internal documentation describing the purpose and intended outcomes of the app*

Please find attached a copy of a memo to the Commission's Information Services Governance Group from April 2022 outlining the purpose and intended outcomes of the app.

Please note that information in the memo not relevant to the purpose and intended outcomes of the app has been redacted as out of scope of your request. If you wish to request the memo in full, we would be happy to consider such a request.

2. *Māori Unit Spending*

- *Total expenditure by the Commission's Māori unit over the past three financial years, broken down by year*

Expenditure for Te Ohu Māori, the Commission's Māori unit, for 2022/23 is not available, as the expenditure for the centralised Māori capability was part of the wider Branch's overall budget and cannot be easily separated.

The total expenditure for the Te Ohu Māori team in 2023/24 was \$4,931.55, and \$11,610.15 in 2024/25. This includes expenditure on travel, community engagement and publications.

Please note the above expenditure excludes expenditure by the Commission's Pou Ārahi role from September 2024 onwards. Due to an organisational restructure (noted below) the Pou Ārahi role was disaggregated from the Te Ohu Māori.

- *A list of sponsorships, grants, or awards funded by this unit, including amounts and related documents*
- *Any analysis or reporting that evaluates the relevance of these initiatives to the Commission's statutory role*

The Te Ohu Māori unit has awarded no sponsorships, grants or awards since it was established. Therefore, we are unable to provide your request under section 18(e) of the OIA, because the information does not exist.

3. **Restructuring and Staffing**

- *A summary of any restructuring or staffing changes since 2024, including:*
 - *Number of frontline roles reduced*
 - *Any change in staffing levels within the Māori unit during the same period*

In the 2024/25 year, the Commission undertook an organisation wide change to our operating model and structure. The goal was to enable the Commission to operate within our new fiscal envelope. The final organisational structure changes and staff changes were implemented in September 2024.

As part of that change process there was no reduction in "frontline" roles (roles that deal directly with members of the public). There was also no reduction to roles with a focus on building capability and supporting engagement with Māori.

4. **Media and Communications Consultants**

- *Total spent on external consultants or contractors in the Commission's media and communications team since January 2024*
- *A breakdown of names, roles, and contract durations (if available)*

The following have been engaged as consultants or contractors by the Commission's Communications function since January 2024. Your request for the names of the contractors is being refused under section 9(2)(a) of the OIA, to protect the privacy of those individuals.

Role	Contract Duration	Cost (\$)
Organisational Design & Change Process communication support – internal communications	9 months	52,175.33
Principal Advisor (vacancy and leave cover)	3 months	18,715.26
Communications Adviser (vacancy cover)	1 month	21,511.90
Senior Communications Adviser (vacancy cover)	1 month	25,082.68
Senior Communications Adviser (vacancy cover)	1 month	24,360.75
		141,845.92

Further information

We hope this response has been helpful.

If you have any questions about this response, please do not hesitate to contact us at oia@comcom.govt.nz.

If you are not happy with our response, you have the right to complain to the Ombudsman. Information about how to do this is available at www.ombudsman.parliament.nz.

Please note, the Commission may publish this response on our website as part of our proactive release process. All personal information will be redacted prior to publication.

Ngā mihi nui



Adam McFerran
Senior Advisor | OIA & Information

Memorandum

To: ISSG

N0025

From: Wiremu Lourie; Misty Parbhu; PJ Devonshire

Date: 26 April 2022

Classification: In-Confidence - Commercial

Subject: Overview of intention to contract Kiwa Digital to develop Māori capability mobile app

Purpose and recommendation

1. This memo provides ISSG with an overview of a digital mobile app we intend on contracting Kiwa Digital to develop for the Commission.
2. It is recommended that you:
 - 2.1. **note** the content of this memo; and

Context: How this mobile app contributes to the Commission's Māori strategy

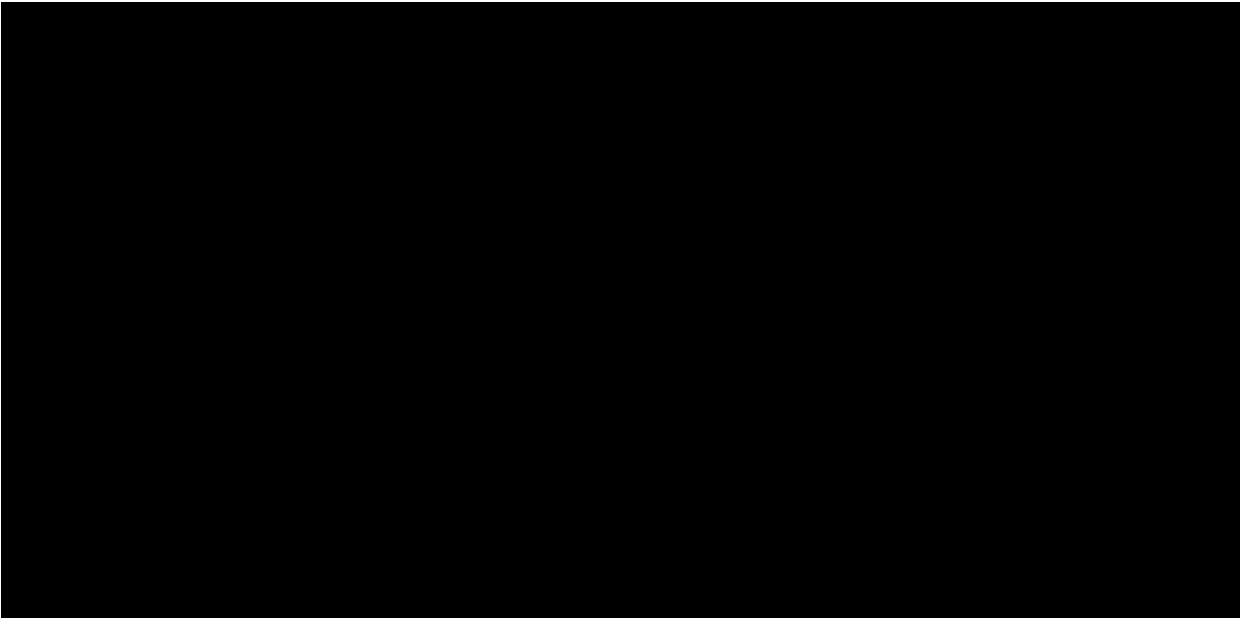
3. Work is currently underway to draft a Māori strategy for the Commission.² One of the objectives of the strategy is to support our people to grow their cultural capability and confidence engaging in different aspects of Te Ao Māori.
4. To support building capability we have identified a need for a centralised depository of information and resources that all staff can readily access and engage with at their own pace, while enjoying the process. There are apps that provide this on demand functionality – they typically include resources on tikanga, mihi mihi, pepeha, karakia, assistance with pronunciation, waiata (written and audio), greetings, common phrases whakataukī and much more. Such apps can also be tailored specifically to suit the needs and style of the Commission.
5. A promotional video providing an insight into the typical content, appearance and functionality of these apps can be accessed [here](#). Apps developed for other organisations can also be accessed easily via the Apple and Android app stores.³

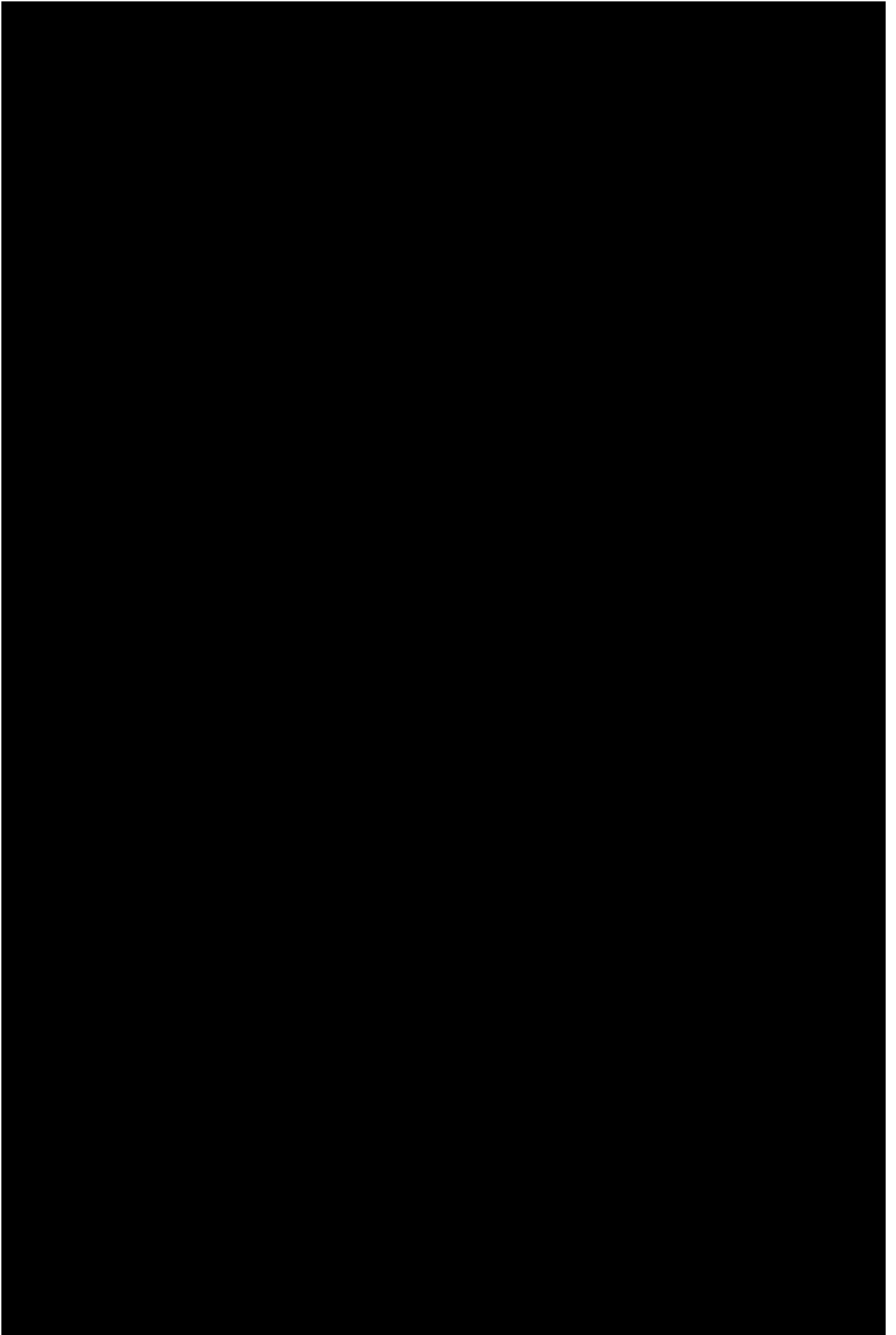
¹ An email from David confirming this can be accessed [here](#)

² A recent paper providing an overview to the board on the Māori strategy can be accessed [here](#).

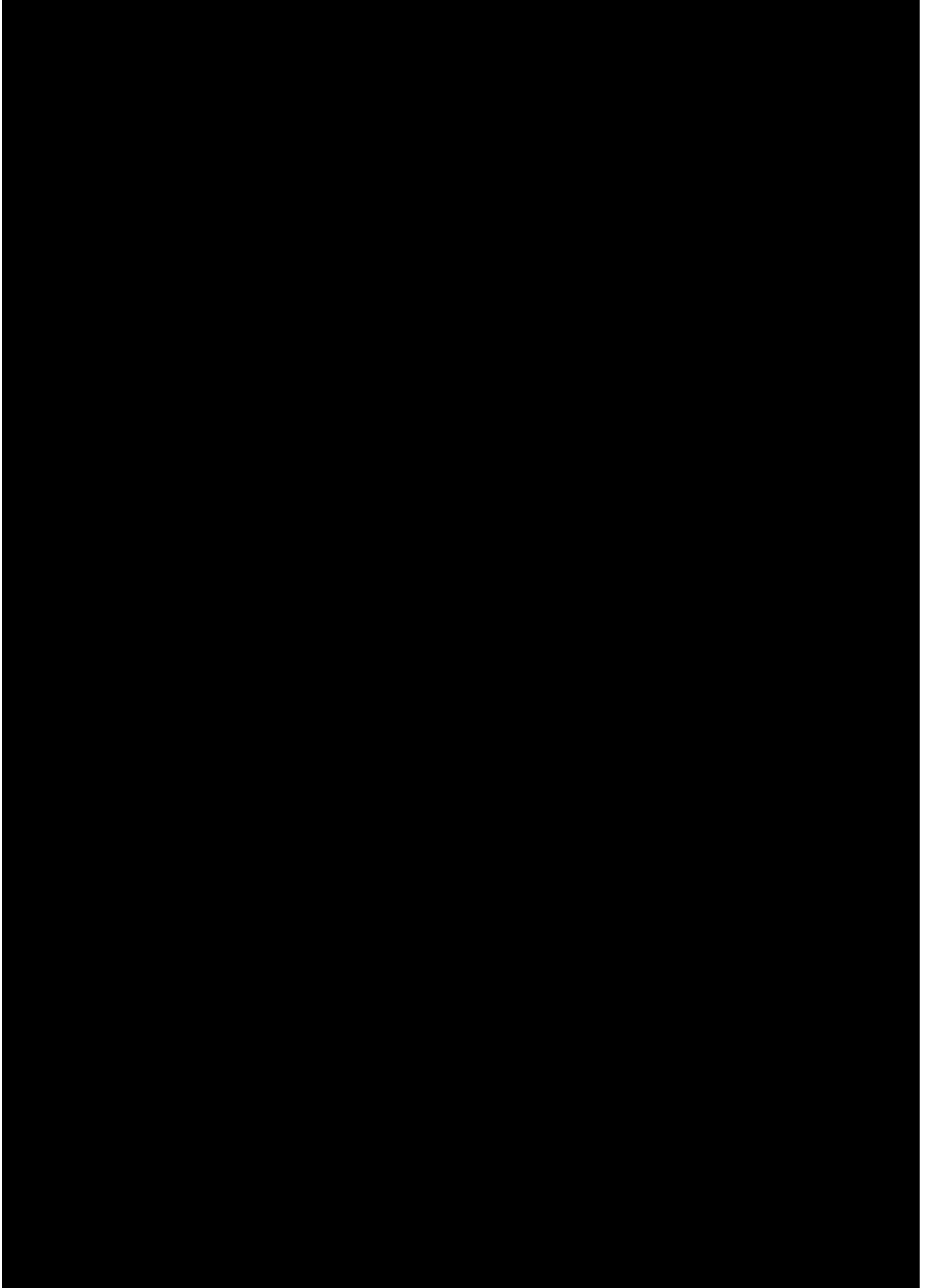
³ *Te Manu Tāpoi* is one of the most recent apps produced by Kiwa and is recommended to those who wish to explore the latest functionality of these apps.

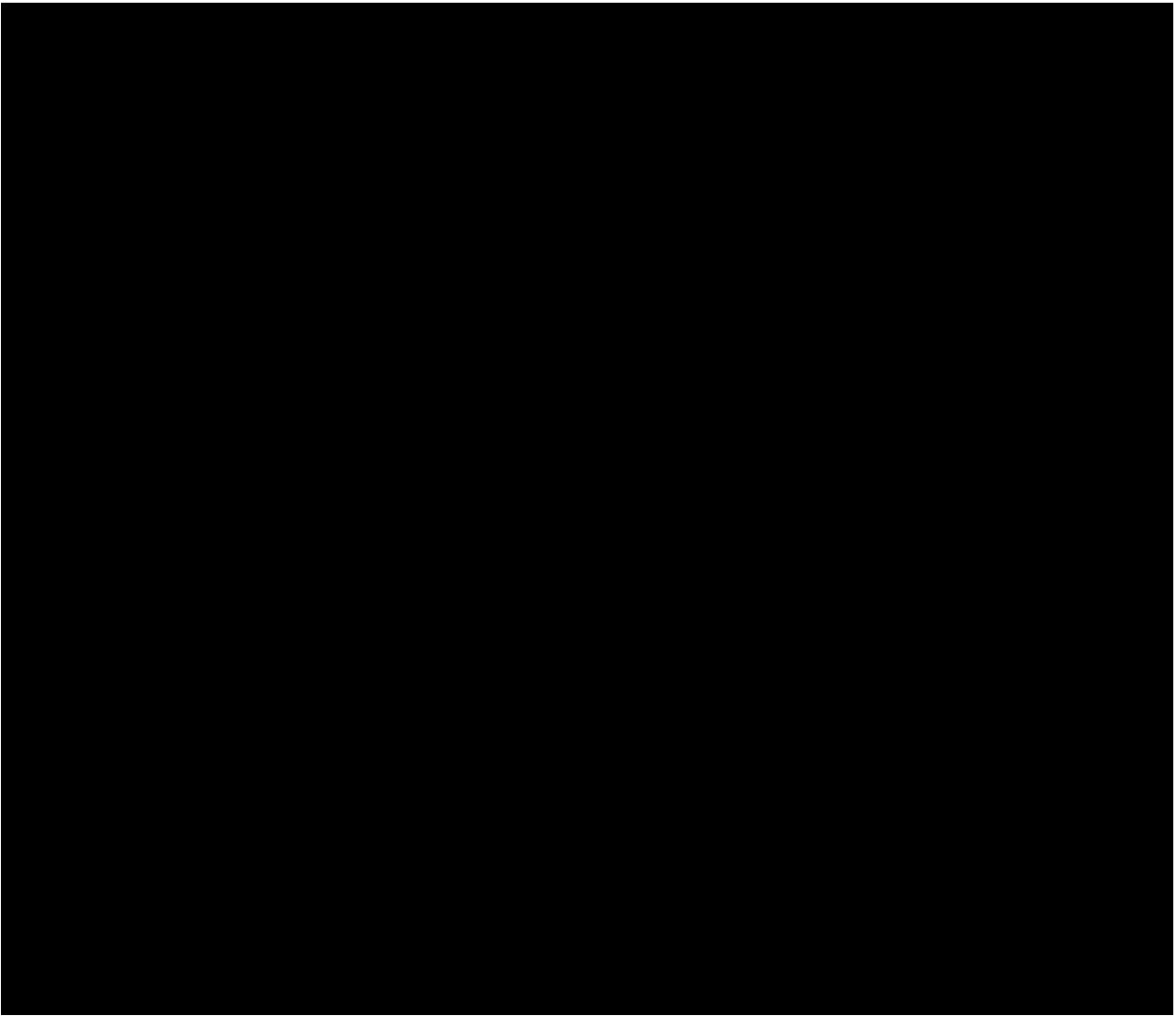
Why a mobile app?

6. A mobile app is an extremely efficient way of providing all staff 24/7 instant access to valuable resources that will assist in the development of their cultural capability.
 7. Kiwa have provided the Commission with a whitepaper which can be accessed [here](#). This paper highlights the following benefits of an app:
 - 7.1. There were more mobile phone subscriptions than people in Aotearoa in 2021;
 - 7.2. Smart device users spend an average of 4.2 hours per day using apps on their smart phone;
 - 7.3. Mobile phones generate 54.25% of web traffic, whereas desktops account for 42.9%;
 - 7.4. The average smart device user interacts with nine apps on a daily basis and 30 apps per month; and
 - 7.5. Smartphone users spend 7x more time in apps than in mobile browsers and tend to access them 13x more often.
 8. In the whitepaper Kiwa also explain that its language functionality is based on the Neurological Impress method, which associates text and sound to reinforce oracy, reading comprehension and understanding. Kiwa point to research that shows users significantly improved their fluency within 5-8 weeks of instruction, based on 10-15 minute sessions, four days per week.
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