



5 September 2022



Dear 

Thank you for your request made under the Official Information Act 1982 (OIA), received 8 August 2022. You requested the following:

1. *When was the Tūrama app developed?*
2. *Who developed the app?*
3. *What were the costs of developing, implementing and rolling out the app? Are there ongoing costs - if so, what?*
4. *How many staff have downloaded the app? How many staff actively use the app?*
5. *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?*

### **Questions 1-3: Development of Tūrama**

The Tūrama app was developed by Kiwa Digital Limited for Inland Revenue as part of our Te Arapiki Learning programme's aim to integrate Te Tiriti o Waitangi and Māori principles, concepts, and practices into the way we work. The app was developed during the 2021/22 financial year to coincide with the celebration of Matariki 2022 and officially released on 23 June 2022.

The total cost to develop and deliver Tūrama was \$41,300. There is an ongoing cost of \$3,000 per annum which enables Tūrama to be maintained, and content to be added and updated.

### **Questions 4: Use of Tūrama**

Tūrama was developed primarily as a tool for Inland Revenue's staff to use to gain confidence in the fundamental aspects of te reo and tikanga Māori. As it is an app free to download through the Apple and Google Play stores, others may also download and use the Tūrama app. Data received at the start of August 2022 showed that the app has a total of 881 downloads.

Personal data on those who download the Tūrama app or how actively it is used is not collected through the app stores. This part of your request is therefore refused under section 18(g) of the OIA, as the information is not held by Inland Revenue.

### **Question 5: Customisation of Tūrama**

Internal research showed there was an opportunity to significantly increase cultural capability across the board at Inland Revenue. In a wider discussion about uplifting Inland Revenue's Māori cultural capability and honouring our Tiriti o Waitangi obligations, we decided to engage Kiwa Digital Limited to create a cultural intelligence app specifically catered to improving Inland Revenue's staff capabilities in an Inland Revenue context.

The content contained within the Tūrama app is a mixture of generic content to assist staff with pronunciation, greetings, and more specific Inland Revenue content, for example specific tax-based terminology, and meeting the needs of our legal staff to use te reo Māori in the Courts. This level of customisation allows the app to be tailored specifically to Inland Revenue's cultural uplift needs, which will be different from other agencies focuses and requirements.

### **Right of Review**

If you disagree with my decision on your OIA request, you can ask an Inland Revenue review officer to review my decision. To ask for an internal review, please email the Commissioner of Inland Revenue at: [CommissionersCorrespondence@ird.govt.nz](mailto:CommissionersCorrespondence@ird.govt.nz).

Alternatively, under section 28(3) of the OIA, you have the right to ask the Ombudsman to investigate and review my decision. You can contact the office of the Ombudsman by email at: [info@ombudsman.parliament.nz](mailto:info@ombudsman.parliament.nz).

If you choose to have an internal review, you can still ask the Ombudsman for a review.

### **Publishing of OIA response**

Please note that Inland Revenue regularly publishes responses to requests that may be of interest to the wider public on its website. We consider this response is of public interest so will publish this response in due course. Your personal details or any information that would identify you will be removed prior to it being published.

Thank you for your request.

Yours sincerely



Craig Thomas  
**Manager, Māori & Diverse Communities**