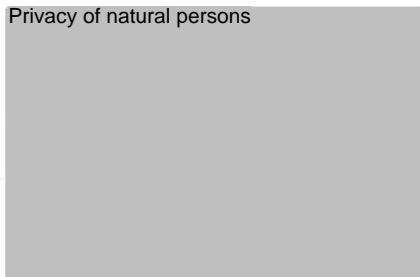




Ref. No. DOIA 2021-1801

13 May 2021

Privacy of natural persons



Thank you for your email of 15 March 2021 to the Ministry of Business, Innovation and Employment (MBIE), requesting the following information with respect to the National Relay service under the Official Information Act 1982 (the Act):

“Provide for the period February 1 to the present;

1. *The number of users, calls and/or minutes for;*
 - a) *Voice calls (voice carry-over or the new equivalent) - these are usually made by the hard-of-hearing. Please provide a breakdown for incoming calls to the relay user and outgoing calls from the relay user if these statistics are available.*
 - b) *Video relay calls - these are usually made by the Deaf and those who rely on NZ Sign Language*
2. *The equivalent figures for*
 - a) *The corresponding period in 2020 Video relay calls - these are usually made by the Deaf and those who rely on NZ Sign Language*
 - b) *The full 2020 calendar year*
3. *Would you also advise how the previous relay was promoted to potential users and how the new relay provider is promoting the service.*

MBIE has identified 27 documents within the scope of parts one and two of your request. Seven of the 27 documents are being released to you in full. The remaining 20 documents are being released to you with some information withheld under the following sections of the Act:

- 9(2)(a) to protect the privacy of natural persons
- 9(2)(b)(i) to protect information where the making available of the information would disclose a trade secret

- 9(2)(b)(ii) to protect information where the making available of the information would be likely unreasonably to prejudice the commercial position of the person who supplied or who is the subject of the information.

I do not consider that the withholding of this information is outweighed by public interest considerations in making the information available.

Please find copies of these documents enclosed and detailed in the attached document annexes.

For the months January 2020, February 2020, October 2020, November 2020, December 2020 and January 2021 the Ministry has only been able to obtain the raw data from the provider.

The data indicates that the volume of captioned calls has decreased over that past few months. We are committed to working with Concentrix to uncover the drivers of non-use and understand why captioned calling numbers appear to be dropping. Concentrix, with the support of MBIE officials, are in the initial stages of undertaking a survey to further understand the needs of users and reasons for any non-use.

How the previous relay was promoted to potential users and how the new relay provider is promoting the service

Communications Services for the Deaf (CSD) and Sprint, previous suppliers of the relay service, were primarily responsible for promoting the service between 2004 – 2017. Both CSD and Sprint had dedicated promotional managers who used a variety of tools and avenues to promote the service. Promotional activities included:

- New Zealand Relay Service Facebook Page.
- Promotional videos.
- Sponsorship of relevant events.
- Meetings and presentations to local community groups, including youth groups.
- Proactive outreach and meeting with local councils, District Health Boards (DHB)s, medical centres and libraries.
- Attendance and stalls at relevant conferences and expos.
- Advertisements placed in relevant magazines.
- Meetings with Government Departments and Ministers.

On 1 February 2021, Concentrix become the new provider of the relay service. Concentrix and the Ministry of Business, Innovation and Employment agreed that for the first three months of the new service Concentrix's primary focus would be transitioning users to the new service. This work included:

- Follow up calls to existing users.
- In home visits to existing users.
- Compilation and evaluation of stakeholder contact lists including advocacy groups, key community groups, contact centres, government agencies, health/aged care intermediaries, educational facilities and general community groups.
- Extension of technical support in home visit program, through March and April

- Engagement with Community Groups who responded to initial email contact.

Planned activities to promote the service from May onwards include:

- Initiating communication and awareness activities with stakeholder groups.
- Establishment of a NZ Relay Advisor Group.
- Establishment of the promotions with targeted engagement activities. These activities will be based on the calendar year, evaluation of usage data, consultation with advocacy groups and input from the NZ Relay Advisory Group.
- Hosted visits with the Auckland University of Technology sign language and deaf studies students (This event is planned for May).

I trust that you will find this information helpful.

You have the right to seek an investigation and review by the Ombudsman of my decision on this request, in accordance with section 28(3) of the Act. The relevant details can be found at: www.ombudsman.parliament.nz.

Yours sincerely



Susan Hall
Acting Manager Communications Policy
Commerce, Consumers & Communications