



BRIEFING

Update on the Managed Isolation Allocation System (MIAS)

Date:	14 August 2020	Priority:	Medium
Security classification:		Tracking number:	2021-0552

Action sought		
	Action sought	Deadline
Hon Dr Megan Woods Minister of Housing	Agree to the recommendations in this paper, and forward to relevant Ministers.	14 August 2020
Hon Chris Hipkins Minister of Health	Copy for information	
Hon Kris Faafoi Minister of Immigration	Copy for information	
Hon Phil Twyford Minister of Transport	Copy for information	

Contact for telephone discussion (if required)			
Name	Position	Telephone	1st contact
Privacy of natural persons	Policy Manager, Managed Isolation and Quarantine Unit	Privacy of natural persons	✓
Christina Sophocleous-Jones	Transition Lead, Managed Isolation and Quarantine Unit		

The following departments/agencies have been consulted
Crown Law, Ministry of Transport, Ministry of Health and DMPC.

Minister's office to complete:

- | | |
|---|--|
| <input type="checkbox"/> Approved | <input type="checkbox"/> Declined |
| <input type="checkbox"/> Noted | <input type="checkbox"/> Needs change |
| <input type="checkbox"/> Seen | <input type="checkbox"/> Overtaken by Events |
| <input type="checkbox"/> See Minister's Notes | <input type="checkbox"/> Withdrawn |

Comments



BRIEFING

Update on the Managed Isolation Allocation System (MIAS)

Date:	14 August 2020	Priority:	High
Security classification:		Tracking number:	2021-0552

Purpose

To update you on progress regarding the development of a Managed Isolation Allocation System (MIAS) including a proposed approach and timeline for the announcement, go live timing, and public awareness campaign.

The paper seeks your agreement on: a) an immediate approach to mitigate any risk of New Zealand citizens and residents facing lengthy delays; b) that MIAS will not be launched while higher Alert Levels are in place as airlines are experiencing high workloads; and c) the expenditure of Commercial information exclusive of GST for the MIAS public awareness programme.

The paper also updates you on the initial prioritisation framework for MIAS, including Crown Law advice Legal professional privilege

Executive Summary

- On 1 July 2020, Cabinet agreed to put in place a flow management system that would apply to all New Zealand citizens, residents and visa holders coming into New Zealand (other than people operating under exemptions). Cabinet also agreed to introduce a legal requirement on all passengers to have a pre-booked place in a MIQ facility before entering New Zealand by air, unless exempt. [SWC-20-MIN-0094].
- In order to make it a legal requirement to have booked a place in a MIQ facility, a number of legal instruments are being progressed including changes to the Air Border Order, Immigration Instructions, airline licences. These changes need to be done simultaneously and come into effect after the web-based MIAS goes live. Officials will seek final ministerial decisions to make these regulatory changes at a later date.
- MIAS has been developed by the Ministry of Business, Innovation and Employment (MBIE) at pace to manage the flow of New Zealand citizens, residents and visa holders coming into New Zealand and enable a more efficient allocation of people into managed isolation facilities. The benefit of developing a system quickly means that early user testing and data collection will help to inform future requirements. Built as a stand-alone system, this means MIAS has been able to be developed very quickly, and a choice was made not to integrate with other systems in order to de-risk the project.
- MIAS will provide an automated allocation process for individuals or groups and generate vouchers to be presented on boarding a flight to New Zealand. Due to the speed at which it was developed, MIAS will operate on a first come, first served basis, and does not provide built-in functionality to prioritise spaces in managed isolation facilities (MIFs) or for contingency planning. The types of contingencies, or groups that Ministers may want to see prioritisation in place for, include: prioritising New Zealanders over non-New Zealanders with temporary working visas; contingency planning for time critical travel such as for funerals; diplomats travelling to New Zealand (who will not require a voucher), or an emergency such as an earthquake or fire where one or more of the Managed Isolation Facilities (MIFs) need to be vacated.
- Legal professional privilege

Legal professional privilege

6. MBIE will investigate medium-term solutions to enable Legal professional privilege
7. In the immediate-term, given the currently lower than expected demand from New Zealanders to return home, and tight immigration settings, MBIE considers that allocating a larger proportion of places for prioritisation and contingency planning (time critical travel and emergencies) will sufficiently mitigate the risk of New Zealand citizens and residents facing lengthy delays. The rooms in this contingency will not be bookable on the online system, and will require manual processes to allocate. The number of rooms set aside for prioritisation and contingency planning is flexible and can be adjusted up or down to reduce delays for New Zealand citizens or residents or maximise capacity.
8. We expect MIAS to be technically ready and fully functional by mid-September 2020. However, coordination with airlines is essential at every step of the process if MIAS is to be implemented effectively. While different parts of the country are at different Alert Levels, and particularly while any region is at Alert Level 3 or 4, airline network planning, customer services and call centres are under high levels of pressure. The ability of airlines to make changes to internal processes or passenger booking information and systems is limited at this time. We do not recommend MIAS be implemented while New Zealand, or parts of the country, are at Alert Levels 3 or 4 as this would pose considerable operational risk. We will continue to work with your office on determining an appropriate implementation timeline.
9. Public awareness of the requirement to gain a voucher before travelling to New Zealand will be important to ensuring the successful implementation of the system. We have estimated a total budget for the proposed scope and nature of the public awareness programme to be Commercial information exclusive of GST. We seek your agreement of the expenditure. If you agree, the funding will be drawn from the Operational Support category of the *Isolation and Quarantine Management* multi-category appropriation. This funding has already been appropriated but due to the type of expenditure and amount it requires your approval. An approved procurement plan for the public awareness programme is attached. Two Advertising Service Order documents for you to sign at attached as Annex 4.
10. MBIE will provide you with additional information to support the announcement closer to the date, including key messages and communications.

Recommended action

The Ministry of Business, Innovation and Employment recommends that you:

- a **Note** Cabinet directed MBIE to develop a flow management system to apply to all New Zealand citizens, residents and visa holders coming into New Zealand (other than people operating under exemptions), including a legal requirement for air passengers to have a pre-booked place in a MIQ facility (a voucher) before entering New Zealand.
- b **Note** that while officials are continuing to develop medium-term policy settings for the MIQ allocation system, an initial web-based, stand-alone MIAS has been developed that provides important functionality to improve the performance of the current largely manual allocation system, including better support for demand forecasting and matching supply and demand.

Noted

Noted

c **Note** the initial MIAS web tool does not include the full functionality necessary to manage the entire allocation system and some additional manual processes will still be required for the time being.

Noted

d **Note** current projections are that the initial MIAS system will be ready to go live in as per the indicative timeline, however this timing is provisional as officials continue to work with airlines to understand how the shift in Alert Level status will impact them and their ability to effectively implement this new system.

Noted

e **Note** to implement this system Cabinet agreed that having a booking voucher would be a requirement before entering New Zealand, and this requires changes to the Air Border Order, Immigration Instructions and airline licenses.

Noted

f **Note** that when MIAS becomes a legal requirement, the current airline quota system limiting the number of arrivals into NZ will eventually be discontinued.

Noted

g **Note** you have previously directed officials to develop a public awareness campaign for the booking system to ensure people who are looking to travel to New Zealand are aware they need to book a voucher before they travel.

Noted

h **Agree** the immediate approach to allocate a larger proportion of places for prioritisation and contingency planning on a manual basis will sufficiently mitigate any risk of New Zealand citizens and residents facing lengthy delays.

Agree/ Disagree

i **Note** that we will provide you with further advice on the proportion of places set aside for prioritisation and contingency planning and how these places will be allocated.

Noted

j **Agree** that MIAS will not be launched while higher Alert Levels are in place as airlines are experiencing high demand and workloads.

Discuss more.

Agree/ Disagree

k **Agree** the expenditure of Commercial information exclusive of GST for the MIAS public awareness programme, to be funded from the Operational Support category of the *Isolation and Quarantine Management* multi-category appropriation and to sign the procurement plan attached.

Agree/ Disagree

l **Note** the State Services Commission Electoral Committee has confirmed they have no concerns with the proposed approach to the public awareness programme and that the programme aligns with Guidelines on Government Advertising.

Noted

Megan Main
Deputy Chief Executive
Managed Isolation and Quarantine (Transition)
.14. / ..08. / 2020

Hon Dr Megan Woods
Minister of Housing

18 / 08 / 20

Background

11. On 1 July 2020, the Cabinet Social Wellbeing Committee, having been authorised by Cabinet to have Power to Act, agreed to:
 - a. put in place a flow management system that would apply to all New Zealand citizens, residents and visa holders coming into New Zealand (other than people operating under exemptions); and
 - b. introduce a legal requirement on all passengers to have a pre-booked place in a MIQ facility before entering New Zealand by air, unless exempt [SWC-20-MIN-0094].
12. In order to make it a legal requirement to have booked a place in a Managed Isolation and Quarantine (MIQ) facility, a number of legal changes are being developed including:
 - a. An amendment to the Air Border Order to require people entering New Zealand to have a place booked in a MIQ facility;
 - b. New Immigration Instructions to ensure foreign nationals who do not hold residence-class visas are able to be denied entry by Immigration New Zealand if they do not have a booking;
 - c. Amendments to airline licences to require airlines to take reasonable steps to ensure that passengers who will be required to enter managed isolation and quarantine (MIQ) on entry hold a MIQ booking for their arrival date and flight number, or is exempt.¹
13. These changes need to be done simultaneously and come into effect once the Managed Isolation Allocation System (MIAS) goes live. During the transition period (which we suggest should be about 1 month) people will be able and encouraged to book via MIAS, but it will not be a legal requirement. This would allow time to resolve any operational issues and ensure the system is running smoothly.

Passenger quotas on flights have been used as a stop-gap measure on flows of arrivals and a high bar has been set for the entry of temporary visa holders

14. To ensure New Zealand's MIQ facilities can operate in a safe and effective manner, and to maintain a smooth and steady flow of New Zealanders returning home, agencies are currently working with airlines to manage the number of people arriving at the border.
15. The Ministry of Transport has worked collaboratively with airlines operating commercial flights into New Zealand to amend their licenses to provide for a rolling quota of passenger numbers over a specified period for each airline, which will align demand with supply over that period. This measure provides an important additional defence against COVID-19, by ensuring the demand on New Zealand's MIQ system from those returning does not exceed the safe level of capacity.
16. There is a limit on the number of seats available, due to the quota, and if there is no availability within the quota, airlines will not permit passengers to book a seat. The quota system is intended as a stop-gap measure. It is a blunt instrument which impacts airline commercial decisions and lacks flexibility to actively match demand with MIQ supply. The MIAS is a preferable flow management tool going forward, and would replace these quotas when fully operational.
17. In the case of temporary visa holders, Cabinet has agreed a set of exceptions² with a very high bar with the effect that only small numbers can enter New Zealand. This high bar has created pressure amongst employers, industry groups and migrants that are normally resident in New Zealand, resulting in requests to broaden the set of temporary work visa

¹ Health Report: Further amendments to section 11 orders.

² Under exceptions categories including for humanitarian reasons, critical health workers and other critical workers.

holders that can return. MBIE, jointly with the All of Government Group in DPMC is developing a Cabinet paper for you and the Minister of Immigration that gives Cabinet visibility of these pressures and sets out policy and practical considerations – including the availability and prioritisation of MIQ places – that could guide any future consideration of these pressures by Cabinet. This includes a proposal for regular reporting and a process for their consideration.

Development of the Managed Isolation Allocation System (MIAS)

18. A web-based, stand-alone MIAS has been developed at pace to manage the flow of New Zealand citizens, residents and visa holders coming into New Zealand and enable the ability to better match supply and demand. It has been designed with ease of use in mind.
19. MIAS will provide an automated booking process for travellers and generate vouchers as proof of allocation. Users would create an account and provide traveller details. Both individual and family/group bookings are possible. Users check the availability of places in MIQ using a calendar function and select a preferred arrival date from available dates. The system holds that arrival date for 48 hours, so the user can then arrange flight bookings.
20. The flight details are entered to confirm their isolation allocation, and a unique voucher is issued for an individual or group to present at the airport (either electronic or printed copy). Annex One provides a diagram showing the customer journey.
21. Passenger support will also include:
 - a public awareness programme;
 - a Service Centre operating 8 am to 10 pm;
 - a specialist MIQ Allocation Team to manage cases operating 24 hours per day; and
 - Immigration Border Office (IBO) – Airline ground staff support.
22. The public awareness campaign will ensure people who are looking to travel to New Zealand are aware they need to book a voucher before they travel.

Impact of the recent Alert Level changes

23. Cooperation with airlines will be crucial to implementing the MIAS. Integration is required at all stages of the process, from passenger booking, through to check-in, and ensuring passengers and their luggage get to the correct isolation facility. In particular officials will need to work with airlines on:
 - pre-implementation communication with passengers, travel agents and other stakeholders;
 - managing MIAS bookings for passengers who made their airline booking before MIAS goes live;
 - changes to manual check-in to sight vouchers (as changes to kiosk check-in procedures to handle this will take several months); and
 - check through procedures for passengers transiting en-route to New Zealand.
24. While different parts of the country are at different Alert Levels, and particularly while any region is at Alert Level 3 or 4, airline network planning, customer services and call centres are under high levels of pressure. The ability of airlines to make changes to internal processes or passenger booking information and systems is limited at this time. We do not recommend MIAS be implemented while New Zealand is at Alert Levels 3 or 4 as this would pose considerable operational risk. We will continue to work with your office on determining an appropriate implementation timeline.

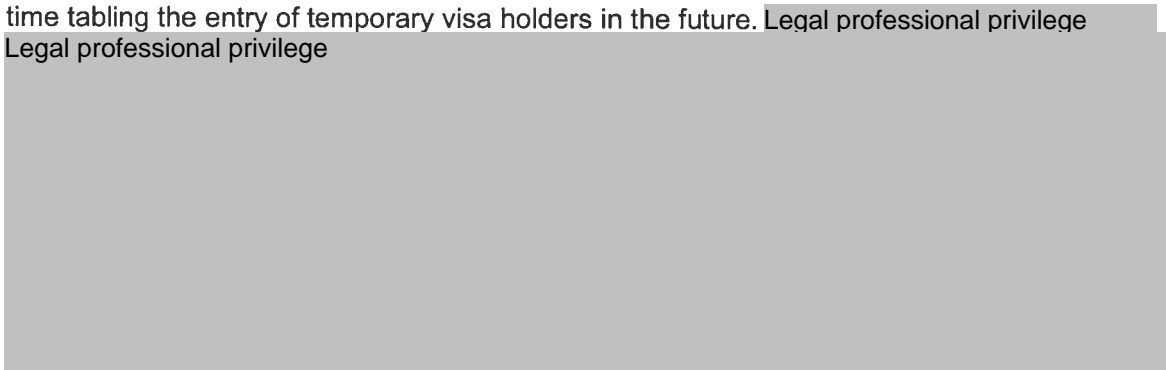
Transition Approach for public use

25. Officials recommend proceeding with implementing MIAS on the following indicative timeline:
- **Now to mid-September:** Completion of MIAS vendor commercial activities; training; and operational testing of business processes with MIQ operations, airlines and their partners. In addition, planning for implementing a public awareness programme and communication materials.
 - **Note:** Air New Zealand has requested that while current Alert Levels are in place MIAS does not go live as they are experiencing high demand on customer facing and information services. Air New Zealand needs 10-14 days to prepare, while international airlines have advised the need for a four week readiness period once the system is available to them (but before a public go live).
 - **MIAS announcement:** You announce the booking system. Communication collateral will be provided closer to the announcement.
 - **Three to four weeks after announcement:** MIAS goes live for public use along with legal instruments in effect (but not yet enforceable) – Air Border Order, Immigration Instructions, and Civil Aviation Rules and Civil Aviation (Offences) Regulations. The public awareness programme commences.
 - **One month grace period for:**
 - People travelling - prior to airlines requiring a voucher on their last leg of their journey to New Zealand;
 - Airlines - prior to any enforcement action being taken on an airline or partner that allows a person to board without a voucher.
 - **End of grace period:**
 - Legal instruments to be enforced: ability to sanction airlines that allow passengers to board without a voucher; a requirement for people entering New Zealand to have a place booked in a MIQ facility, and changes to Immigration Instructions to enable foreign nationals who do not hold residence-class visas to be denied entry by Immigration New Zealand if they do not have a booking.
 - The quota system is replaced by a requirement (licence condition) on airlines to ensure passengers have a voucher.³
26. A timeline and an indication of the possible look and feel of a public awareness programme are outlined in Annex Two and Three. The programme will raise awareness of MIAS and of fees and exemptions and will complement other communications channels including the MIQ.govt.nz and COVID-19.govt.nz websites and Ministry of Foreign Affairs channels.
27. We have estimated a total budget for the proposed scope and nature of the public awareness programme to be Commercial information exclusive of GST. This would be made up of Commercial information for this procurement and some extra allowance for possible contingency/extension to contract, and a small budget to cover MBIE costs.
28. We seek your agreement of the expenditure. If you agree, the funding will be drawn from the Operational Support category of the *Isolation and Quarantine Management* multi-category appropriation. This funding has already been appropriated but due to the type of expenditure and amount it requires your approval. An approved procurement plan for the public awareness programme is attached. Two Advertising Service Order documents for you to sign at attached as Annex 4.

³ 21 clear days of notice must be given to airlines for a change to conditions in licences.

29. MBIE will provide you with additional information to support the announcement closer to the date, including key messages and communications.
30. The State Services Commission Electoral Committee has confirmed they have no concerns with the proposed approach to the public awareness programme and that the programme aligns with Guidelines on Government Advertising.
31. The benefits of building a stand-alone system at pace means the flow of people across the border can be quickly better managed in terms of supply and demand, and early user testing and data collection will help to inform future requirements. The current product does not integrate with other systems as this would require more time.

Limit's to the system's functionality

32. Currently supply and demand is managed manually using spreadsheets. MIAS will provide a significant improvement on this system and reduce the number of manual processes. At present, around ten percent of rooms are kept available for contingency planning to manage time critical arrivals and emergency situations. To date, this ten percent allocation has been sufficient to manage contingencies.
33. Due to the speed in which it was developed, MIAS operates on a first come, first served basis and does not provide built-in functionality for prioritisation or contingency planning in managed isolation facilities (MIFs). The system cannot allocate rooms for contingencies or prioritise for groups such as:
 - New Zealand citizens and residents;
 - time critical travel for New Zealanders and non-New Zealanders such as for funerals;
 - diplomats travelling to New Zealand (who will not require a voucher); and
 - an emergency such as an earthquake or fire where one or more of the facilities need to be vacated.
34. Not having this in-built functionality creates a potential risk of allocating temporary visa holders places ahead of New Zealand citizens and residents, and New Zealand citizens and residents experiencing lengthy waiting times. With the current first come, first served approach and the flows to date, this has not been an issue. Further there is no issue with time tabling the entry of temporary visa holders in the future. Legal professional privilege
Legal professional privilege

35. MBIE will investigate medium-term solutions to enable prioritisation, and we will provide you with further advice in late August on a prioritisation framework for MIQ following from Crown Law advice.

Ensuring New Zealanders are not waiting too long to return

36. In the immediate-term, given the currently lower than expected demand from New Zealanders to return home, and tight immigration settings, MBIE considers that allocating a larger proportion of places for prioritisation and contingency planning (time critical travel and

emergencies) will sufficiently mitigate the risk of New Zealand citizens and residents facing lengthy delays.

37. We suggest that the size of the allocation for prioritisation and contingency planning remain flexible, so it can be quickly adjusted up or down to either reduce delays for New Zealanders or maximise utilisation by making a larger number of bookings available online. We will provide you with further advice on the size of this contingency, and how it will be used.

Immediate-term approach

38. MBIE will develop an immediate-term approach to enable the prioritisation of New Zealanders. This would be implemented should wait times shift towards unacceptable limits. This may include (but is not limited to):
- Incorporating messaging into the public campaign so New Zealanders know they can call the Service Centre for support.
 - Increasing the allocation for prioritisation and contingency planning to ensure New Zealanders are not left waiting too long and to facilitate any other time-critical travel or emergencies.
 - Developing operational policies and processes to support effective staff use of the allocation for prioritisation and contingency planning.
39. Given the ten percent allocation has been sufficient to manage contingencies, the additional expansion of the allocation may not need to be much larger. However, a precautionary approach is needed in the first instance due to the uncertainty of future demand for MIQ rooms and the impact of removing the airline quota system.
40. The allocation of rooms for the purpose of prioritisation and contingency planning will not be bookable via MIAS. If wait times increase towards unacceptable limits, New Zealand citizens and residents facing delays and other visa holders with time-critical travel will be encouraged to call the Service Centre to access these rooms.

Update on wider prioritisation framework

41. Policy work is progressing on a wider prioritisation framework. The proposed overall objectives of the framework are to maximise the utilisation of MIQ capacity, manage the timely return of New Zealand citizens and residents, time critical travel for New Zealanders and non-New Zealanders, and entry of critical workers.
42. Legal professional privilege [REDACTED] The system needs to have levers, and to retain options, to allow for it to flex over time, and be able to respond to any changes in government policy settings (such as use of MIQ places for domestic isolation of positive COVID-19 cases), MIQ operational changes, changes in relevant health requirements, or evolutions to the core approach to MIQ.
43. MBIE will provide a further briefing on the wider prioritisation framework in the next few weeks.

Foreign nationals and the MIAS

44. Further work is planned to make changes to Immigration Instructions which will require foreign nationals to have a booked place before they are granted entry in New Zealand. The immigration instructions will be based on the wording used in the Air and Maritime orders so once these orders have been agreed the immigration instructions can be finalised by the Minister of Immigration.

Next steps

45. Subject to your agreement, MBIE will:

- continue to work with your office on determining appropriate implementation timeline for MIAS given the Alert Level announcements and their impact on airlines ability to implement changes.
- commence procurement of services for the public education programme;
- prepare a briefing for you on the wider prioritisation framework and how the proposed prioritisation and emergency planning contingency would work; and
- prepare supporting materials for the announcement such as key messages, Q&A, and media communications.

Annexes

Annex One: Timeline for the Managed Isolation Allocation System

Annex Two: MIAS public awareness programme indicative look and feel

Annex Three: MIAS Public Awareness Programme

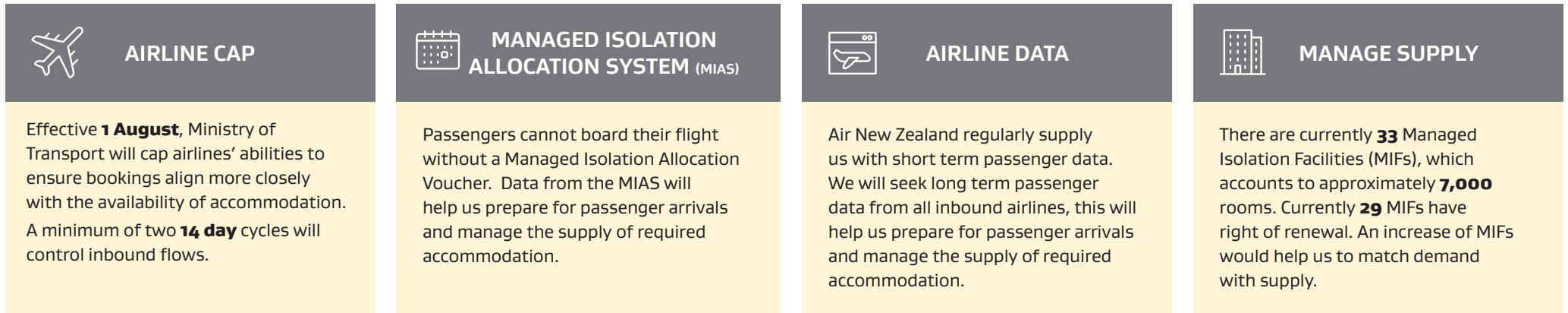
Annex Four: MIAS Public Awareness Programme Procurement Plan and two Advertising Service Orders

MANAGED ISOLATION AND QUARANTINE

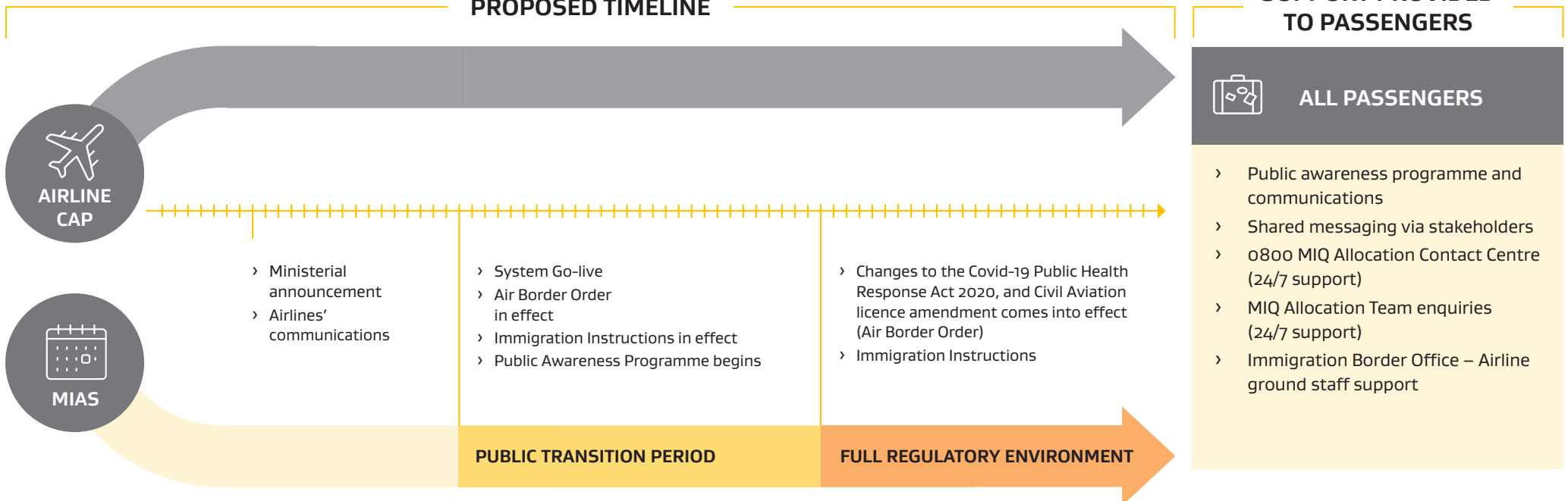
Managed Isolation Allocation System

Effective management of risk is addressed through managing demand and supporting passengers

HOW WE MANAGE DEMAND




PROPOSED TIMELINE



ANNEX 2: MANAGED ISOLATION ALLOCATION SYSTEM

MANAGED ISOLATION AND QUARANTINE

 **MINISTRY OF BUSINESS, INNOVATION & EMPLOYMENT**
HIKINA WHAKATUTUKI


Unite against COVID-19

[Home](#) [Support](#) [Register](#) [Login](#)





Nau mai, haere mai. Welcome to New Zealand's Managed Isolation Allocation System.

Everyone travelling to Aotearoa is required to do their part to prevent the spread of Covid-19 through managed isolation and quarantine. Please complete the four steps below to prepare to come to New Zealand.

[Register →](#) [Login →](#)



Complete these four steps if you are travelling to New Zealand

<p>STEP ONE Create an account and list the passengers</p> <p>Register your managed isolation and quarantine account, then add the details of who is travelling to New Zealand.</p> 	<p>STEP TWO Hold your allocation</p> <p>This will hold your preferred arrival date for 48 hours while you organise your travel arrangements.</p> 	<p>STEP THREE Confirm your arrival details</p> <p>Book your flight then return here to load your flight details. Your isolation allocation will then be confirmed.</p> 	<p>STEP FOUR Receive your Managed Isolation Allocation Voucher</p> <p>We will issue you a Voucher that you will need to present at the airport.</p> 
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PUBLIC AWARENESS PROGRAMME

Indicative look and feel - DRAFT

International poster options

Travelling to New Zealand?

You must have a managed isolation voucher **before departure**

The New Zealand Government requires passengers travelling to New Zealand to book their 14-day stay in a managed isolation facility before departure, to prevent the spread of COVID-19.

www.allocation.miq.govt.nz

MINISTRY OF BUSINESS, INNOVATION & EMPLOYMENT
HĀKINA WHAKATUTUKI

Unite against COVID-19

Travelling to New Zealand?

You need a managed isolation voucher or **you won't be able to board your plane**

The New Zealand Government requires passengers travelling to New Zealand to book their 14-day stay in a managed isolation facility before departure, to prevent the spread of COVID-19.

www.allocation.miq.govt.nz

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Going to New Zealand?

You can't board any plane for New Zealand without an isolation voucher

The New Zealand Government requires passengers travelling to New Zealand to book their 14-day stay in a managed isolation facility before departure, to prevent the spread of COVID-19.

www.allocation.miq.govt.nz

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Social Media tiles

International version

MANAGED ISOLATION AND QUARANTINE

Managed isolation rules now apply

New Zealand Government

Domestic version

Managed isolation rules now apply

MANAGED ISOLATION AND QUARANTINE

Unite against COVID-19

International web display ad options

Travelling to New Zealand?

New Zealand Government

Managed isolation rules now apply

New Zealand Government

MANAGED ISOLATION AND QUARANTINE

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New Zealand Government

Domestic web display ad options

Friends or family travelling to New Zealand?

New Zealand Government

New Zealand Government

Managed isolation rules now apply

MANAGED ISOLATION AND QUARANTINE

Unite against COVID-19

New Zealand Government

MANAGED ISOLATION
AND QUARANTINE

MIAS Public Awareness Programme

	ANNOUNCEMENT DAY	PROMOTION STARTS	REFINEMENT	FULL REGULATORY ENVIRONMENT
MIAS:	<ul style="list-style-type: none"> › Technical delivery is complete › Airlines' communications ongoing 	<ul style="list-style-type: none"> › URL live to public › Passengers begin to request vouchers › Public Awareness Programme begins 	<ul style="list-style-type: none"> › Ongoing reporting 	<ul style="list-style-type: none"> › Changes to the Covid-19 Public Health Response Act 2020, and Civil Aviation licence amendment comes into effect
MIAS AWARENESS PROGRAMME:	<p>Planning</p> <ul style="list-style-type: none"> › Confirm creative concepts/ key messaging › Plan tactical approach 	<p>Promotion</p> <ul style="list-style-type: none"> › Organic social media (MBIE and partner channels) › Google AdWords search campaign › Paid social media (MBIE SM channels) › Digital and print media › Airline focussed collateral › Stakeholder focussed collateral › Online toolkit of support collateral › Collateral production › Google AdWords search campaign 	<p>Refinement</p> <ul style="list-style-type: none"> › Analyse web traffic data and feedback (including obtained via social media) review and adjust messaging, channels, markets and/or focus <p><i>Always running</i></p> <ul style="list-style-type: none"> › Paid/organic social media › Digital and print media › Stakeholder focussed collateral › Online toolkit of support collateral › Collateral production › Google AdWords search campaign 	<p>Review</p> <ul style="list-style-type: none"> › Analyse web traffic data and feedback (including obtained via social media) review and adjust messaging, channels, markets and/or focus <p><i>Always running</i></p> <ul style="list-style-type: none"> › Paid/organic social media › Digital and print media › Stakeholder focussed collateral › Online toolkit of support collateral › Collateral production › Google AdWords search campaign
ESTIMATE SPEND:		<p>Commercial information</p> <p>(assume 20/80 International/Domestic split)</p>		
STAKEHOLDER LIAISON:	<p>Pre Announcement</p> <p>MoH, INZ, MoT, MFAT, Tourism NZ, NZ Customs, SSC, DPMC, CAA, NZ Airports Assn, BARNZ etc.</p> <p>Post Announcement</p> <p>Ticketholders, visa holders, employers, recruiters, travel, aviation and immigration industry etc.</p>	<p>Ongoing</p>	<p>Ongoing</p>	<p>Ongoing</p>



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Procurement Plan for exemption or opt-out

Managed Isolation Allocation System

Public Awareness Programme

August 2020

Background

The public awareness programme is required to promote the new Managed Isolation Allocation System. This is a new online tool that allows travellers to New Zealand to book their 14 day stay in Managed Isolation on arrival to New Zealand.

Having a confirmed booking in Managed Isolation will become law from 26th September through changes to the Covid-19 Public Health Response Act 2020 and Civil Aviation Rules. The awareness programme to promote the new system will look similar to the wider Unite against Covid-19 public awareness programme.

Issues

Time is very tight. The requirement for a public awareness programme was first discussed in mid-July as the new booking system started to be built. The MIQ Management Team gave approval for planning to begin on a programme on 21 July. The new system may potentially be launched by Minister Woods in early August. This does not allow an adequate length of time for planning or tendering for external support.

Exemption


We are seeking an exemption from open advertising ([Rule 14.9a](#)).

Due to the highly time sensitive nature of the Covid-19 response, and its operational tempo in support of national infrastructure and services, it is anticipated that business as usual procurement procedures will be restricted. As such we will direct source Commercial information from the AoG Advertising Services panel

Alternatives considered

We openly discussed a closed competitive process, including two other possible agencies, however the project team quickly discounted considering alternatives. The external agency recommendations, in preference order, follow:

Commercial information



At the stage of consideration, the MBIE Design and Marketing Team already had our visual identity approach approved. We had attended a target audience and customer journey meeting with Commercial information, led by the AOG team working on the Unite campaign.

We expected that with this background, Commercial information would be able to hit the ground running quickly. We seek an approach (the two awareness campaigns) that are aligned and that the MIAS programme leverages off the broad UaC-19 campaign objectives and takes an integrated and targeted customer centric approach.

Requirements

We are looking for creative/media/advertising support for a 4 month timeframe to assist us to execute a campaign that will attract international and domestic attention quickly.

Cost and budget

A Commercial information exclusive of GST total project budget has been agreed upon. This would be made up of Commercial information for this procurement, and some extra allowance for possible contingency/extension to contract, and small budget to cover MBIE costs.

Broader Outcomes

By ensuring everybody uses the new Allocation System, we make sure that we have the appropriate amount of managed isolation and quarantine accommodation available in New Zealand to protect New Zealanders from Covid-19.

Contract

The contract would ideally start on 10 August 2020

We propose a 4 month contract, using a two Advertising Services Orders, one for each provider
Commercial information

Evaluation

The Design and Marketing team are very experienced at working with external agencies. We have a good handle on work that represents good value for money. We have had discussions with the DPMC team that are running the Unite against Covid-19 campaign, and they recommend that we continue with the same agency for this associated project.

Regular assessments/evaluations will be conducted by the MBIE and INZ Marketing Teams, we will also involve colleagues from DPMC from time to time. Commercial information are experts in the market, MBIE has contracted them many times with positive results.


Next steps

Draft and agree ASO/contract with Provider.

ECoMS GM to approve this plan.

Seek FDA approval from DCE and Minister's Office (publicity expenditure over \$150,000 requires the Appropriation Minister's approval)

Approvals

Approver	
NAME	Melanie Porter
ROLE/TITLE	GM Engagement, Comms & Min Services
DATE	06/08/2020
SIGNATURE (or link to evidence of approval)	

Approver	
NAME	Steve Burgess
ROLE/TITLE	GM Finance Systems and Control
DATE	11/08/2020
SIGNATURE (or link to evidence of approval)	evidence of approval below

From: Steve Burgess Privacy of natural persons

Sent: Tuesday, 11 August 2020 11:20 AM

To: Privacy of natural persons

H: Privacy of natural

The exemption memo has my approval.

Ngā mihi, Steve

Steve Burgess

ACTING GENERAL MANAGER FINANCE SYSTEMS AND CONTROL

AoG Advertising Services – Advertising Services Order (ASO)

Part A

For Participating Government Agency (the Client) to complete and send to Provider.

Date	Service Reference or ASO Number
3 August 2020	
Project or Campaign Name	Managed Isolation Allocation System Public Awareness Programme
Government Agency Name	Ministry of Business, Innovation and Employment (MBIE)
Contact Name	Privacy of natural persons
Contact Title	Principal Advisor, Design & Marketing
Contact Email	Privacy of natural persons
Contact Phone	
Authorisation Required by	Megan Main, DCE Managed Isolation & Quarantine Carolyn Tremain, Chief Executive Megan Woods, Minister of Housing
Provider Name	Commercial information
Provider Contact Name	Privacy of natural persons
Provider Email	

Government Agency to Complete

Schedule of Services

The Provider will work with MBIE to deliver the Managed Isolation Allocation System Public Awareness Programme (the **Programme**).

Having a confirmed booking in Managed Isolation will become law from 26th September through changes to the Covid-19 Public Health Response Act 2020 and Civil Aviation Rules. The Programme is required to promote the new Managed Isolation Allocation System which is a new online tool that allows travellers to New Zealand to book their 14 day stay in Managed Isolation on arrival to New Zealand.

The Programme must include both international and domestic elements and cover a range of media. Tactical discussions will get underway once the strategy and audiences have been defined.

Simple, plain English, clear messaging will be used, with the appropriate tone to reflect the authority of government. Internationally, digital marketing elements may include search engine marketing, static and animated display ads. To reduce the size of the potential international audience, the initial focus will be on the top 10 source countries to New Zealand and the focus should be amended as necessary to address any early non-compliance. In the domestic environment to target friends and family, traditional media such as print, radio or out of home may also be included.

The overall approach must align with the current Unite Against Covid-19 public awareness programme and adhere to the Guidelines for Government Advertising and be appropriate for the pre-election period.

The Provider will provide the following specific services:

1. Strategy and advice
2. Creative concept advice
3. Messaging and creative advice
4. Planning, booking and buying paid media assets
5. Other elements as negotiated

Basis of Engagement

One off campaign

Timing/Timeframes

The Provider must provide the services in accordance with the following timeframes:

- Plan Programme in preparation for the Managed Isolation Allocation System launch, (unconfirmed date is Monday 10 August).
- Expectation that programme is phased for an initial push, then revision, adjustment and gradual reversion to BAU over an agreed period.
- Programme should run for a total of 4 months

Indicative Budgets

The Charges will be based on a fixed fee of Commercial information (excl. GST) for all services provided in accordance with this ASO.

Additional Information

Part B

Provider Acceptance

Conflict of Interest Declaration

I, Privacy of natural persons have made diligent inquiry whether Commercial information has any actual, potential or perceived Conflict of Interest were it to provide the Services described in this Advertising Services Order and I have disclosed any actual, potential or perceived Conflict of Interest and how it will be managed below:

Additional Information Required and/or Assumptions Made

Provider Acceptance

Provider agrees to deliver to the schedule of services under the basis of engagement as outlined in Part A of this ASO.

Name of Authorised Signatory

Privacy of natural persons

Signature

Date

7/8/2020

Part C

Government Agency Acceptance.

Government Agency Acceptance

Client acknowledges any conflicts of interest in Part B and appoints the above named provider to undertake the services under the basis of engagement as outlined in Part A of this ASO and any appended documents signed and referenced to this ASO.

Name of Authorised Signatory

Signature

Date

AoG Advertising Services – Advertising Services Order (ASO)

Part A

For Participating Government Agency (the Client) to complete and send to Provider.

Date 5 August 2020		Service Reference or ASO Number	
Project or Campaign Name	Managed Isolation Allocation System Public Awareness Programme		
Government Agency Name	Ministry of Business, Innovation and Employment (MBIE)		
Contact Name	Privacy of natural persons		
Contact Title	Principal Advisor, Design & Marketing		
Contact Email	Privacy of natural persons		
Contact Phone			
Authorisation Required by	Megan Main, DCE Managed Isolation & Quarantine Carolyn Tremain, Chief Executive Megan Woods, Minister of Housing		
Provider Name	Commercial information		
Provider Contact Name	Privacy of natural persons		
Provider Email			

Government Agency to Complete

Schedule of Services

The Provider will work with MBIE to deliver the Managed Isolation Allocation System Public Awareness Programme (the **Programme**).

Having a confirmed booking in Managed Isolation will become law from 26th September through changes to the Covid-19 Public Health Response Act 2020 and Civil Aviation Rules. The Programme is required to promote the new Managed Isolation Allocation System which is a new online tool that allows travellers to New Zealand to book their 14 day stay in Managed Isolation on arrival to New Zealand.

The Programme must include both international and domestic elements and cover a range of media. Tactical discussions will get underway once the strategy and audiences have been defined.

Simple, plain English, clear messaging will be used, with the appropriate tone to reflect the authority of government. Internationally, digital marketing elements may include search engine marketing, static and animated display ads. To reduce the size of the potential international audience, the initial focus will be on the top 10 source countries to New Zealand and the focus should be amended as necessary to address any early non-compliance. In the domestic environment to target friends and family, traditional media such as print, radio or out of home may also be included.

The overall approach must align with the current Unite Against Covid-19 public awareness programme and adhere to the Guidelines for Government Advertising and be appropriate for the pre-election period.

The Provider will provide the following specific services in relation to the Programme:

1. Planning, booking and buying Search
2. Planning, booking and buying paid social to targeted audiences
3. Planning, booking and buying all additional digital media
4. Liaison with Google re. Google Ad Fund
5. Other elements as negotiated

Basis of Engagement

One off campaign

Timing/Timeframes

The Provider must provide the services in accordance with the following timeframes:

- Plan Programme in preparation for the Managed Isolation Allocation System launch, (unconfirmed date is Monday 10 August).
- Expectation that programme is phased for an initial push, then revision, adjustment and gradual reversion to BAU.
- Programme should run for a total of 4 months

Indicative Budgets

The Charges will be based on a fixed fee of Commercial information (excl. GST) for all services provided in accordance with this ASO.

Additional Information

Part B

Provider Acceptance

Conflict of Interest Declaration

I, Privacy of natural persons, have made diligent inquiry whether Commercial information has any actual, potential or perceived Conflict of Interest were it to provide the Services described in this Advertising Services Order and I have disclosed any actual, potential or perceived Conflict of Interest and how it will be managed below:

Additional Information Required and/or Assumptions Made

Provider Acceptance

Provider agrees to deliver to the schedule of services under the basis of engagement as outlined in Part A of this ASO.

Name of Authorised Signatory

Signature

Privacy of natural persons

Date

070820

Part C

Government Agency Acceptance.

Government Agency Acceptance

Client acknowledges any conflicts of interest in Part B and appoints the above named provider to undertake the services under the basis of engagement as outlined in Part A of this ASO and any appended documents signed and referenced to this ASO.

Name of Authorised Signatory

Signature

Date