



24 January 2025

Ref: DOIA-REQ-0007503

Erika Whittome

Email: fyi-request-29191-b4186b81@requests.fyi.org.nz

Tēnā koe Erika

Thank you for your email of 5 December 2024 to the Ministry of Business, Innovation and Employment (MBIE) requesting, under the Official Information Act 1982 (the Act), the following information:

Would you please share all the advice including legal advice, memos, correspondence, emails, policy documents etc that brought about the decision to remove this page from the MBIE website under the OIA.

Please find attached the documentation relevant to your request.

In relation to the decision to remove the Vaccination Assessment Tool page, we review all the content on business.govt.nz annually. We use Google Analytics data and feedback and ratings from site users to assess the usage and performance of a page. We also use user feedback and ratings of the content to assess the helpfulness and relevance of the page to our audience. On top of these metrics, we take direction from the Minister and relevant government agencies on changes to our content. This is often necessitated by changes in legislation, priority focus and policy.

Following direction from the Minister's Office to update the page following the revocation of the COVID-19 Public Health Response (Vaccination Assessment Tool) Regulations 2021 (the Regulations), the Vaccine Assessment Tool page was amended to include a banner explaining the removal. In our review of the page in December 2023, traffic to the page was very low (26 views from 23 users over 19 months). Given the low traffic to the page and the revocation of the Regulations, the Vaccination Assessment Tool page was removed.

For reference, please note that the views metric is the total number of times the page is viewed, and this can be by the same person. The user metric is the total number of unique individuals who have visited the page. The user metric is the data we use to measure the performance of the page and how popular it is, as this represents individual page views, not potentially one user viewing the page multiple times.

Please note some information has been withheld under the following section of the Act:

- 9(2)(a), to protect the privacy of natural persons, including that of deceased natural persons

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

If you wish to discuss any aspect of your request or this response, or if you require any further assistance, please contact OIA@mbie.govt.nz.

Please note that this response, with your personal details removed, may be published on the MBIE website: www.mbie.govt.nz/about/open-government-and-official-information/published-official-information-act-requests

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

Nāku noa, nā

A handwritten signature in blue ink, appearing to read 'Eric Janse van Rensburg', written in a cursive style.

Eric Janse van Rensburg
Director Products
Small Business Services