GROWING AND PROTECTING NEW ZEALAND

Ministry for Primary Industries

MobileTech Summit 2013
Scene Setter - Export Double

• To help us deliver on New Zealand’s Business Growth Agenda, MPI is committed to doubling the value of New Zealand’s primary industry exports by 2025 – this goal is known as the Export Double.

• The goal goes hand in hand with protecting our producers, the natural resources they rely on and our international reputation for food safety, animal welfare, and sustainable resource use that consumers of our products value and pay for. Growth and protection are entwined – we can’t have one without the other.
What are we doing differently?

• We are aiming to be more innovative across MPI.
• We are looking to work in new and exciting ways and ask different & difficult questions.
• Part of being more innovative is looking at what opportunities developments in technology bring for us to be more efficient and more effective.
• To aid our innovation we have developed a framework to put structure around our ideas and opportunities.
Why Innovation?

Disruptive Innovation

Sustaining Growth

Effectiveness

Time

*Haas School of Business, University of California Berkeley*
MPI INNOVATION FRAMEWORK
Growing and Protecting New Zealand and ‘EXPORT DOUBLE’

MAXIMISE
EXPORT OPPORTUNITIES

IMPROVE
SECTOR PRODUCTIVITY

INCREASE SUSTAINABLE
RESOURCE USE

PROTECT FROM
BIOLOGICAL RISK

ADDED SECTOR VALUE

IMPROVED MPI PERFORMANCE

FRAMEWORK DESIGN ALIGNED WITH:
- Strategy 2030
- Our Values
- Outcomes Framework
- Governance Framework
- Decision Making Prioritisation Tool
- Evaluation Framework
- Project Methodology
- Risk Management Guidelines

INNER RING – INNOVATION LIFECYCLE – that fosters and guides ideas from inspiration through to implementation.

MIDDLE RING – BUSINESS CAPABILITIES – that focus and support the lifecycle.

OUTER RING – INNOVATION PORTFOLIO MANAGEMENT – that focuses innovation activities on improving and transforming the way MPI thinks and works, and adding significant value to NZ’s primary industries.

* NOTE: The rings ‘spin’ and are independent of one another.

Start of iterative cycle
INNOVATION LIFECYCLE AND IDEATION PROCESS

IDEATION
- The process of discovering, defining, designing and developing ideas

SELECTION
- Selecting the right ideas to be implemented
- Determining the innovation portfolio and ensuring it has the right mix of risks and rewards

IMPLEMENTATION
- The path that leads through the project stages into generating added MPI and primary sector value

INNOVATION IDEA

INSPIRATION
- The problem or opportunity that motivates the search for solutions

Start of iterative cycle

DIVERGENT
DEFINE
DESIGN
DEVELOP
CONVERGENT
Mobility as an Enabler

• Early on we recognised that mobility provided many opportunities for us to be more
  • efficient - reducing double-handling and errors but, more importantly
  • effective – doing things differently to get better results.
Opportunities

• Increase the level of voluntary biosecurity compliance through improved awareness and availability of biosecurity information.

• Enable co-production with industry and customers through closer collaboration.

• Create shared visibility of common events/information across multiple organisations and devices – for example, incursion responses

• Work as part of the primary production chain to increase the value of exports.
Example – Voluntary Compliance

• Based on a demo project we ran in Auckland, focused on non-English speaking passengers arriving in NZ for the first time.
• Ran for 2 months and included Air NZ, NZ Customs, Auckland Airport, MPI & Immigration NZ.
• Looked at how we could increase voluntary compliance through improved awareness and understanding: pre-flight, during flight and upon arrival in AKL.
Mapping the Passenger Journey
Mapping the Passenger Journey
Enablers – PAX Journey

**Pre Flight**
- Biosecurity Information Website in Native Language & Locality
- Biosecurity Information provided as part of visa application/immigration process
- ‘What Can I Bring’ Phone App to help during packing.
- Biosecurity information provided to travel agents to provide to PAX as part of booking.
- Biosecurity Mobile Game

**During Flight**
- Translation of Arrival Card in native language
- Biosecurity Video played in native language on flight
- Improved training for cabin staff in arrival card/declaration process.
- Onboard Biosecurity ‘What Can I Bring’ Game.

**On Arrival**
- App to provide additional biosecurity information and ‘turn by turn’ guidance through airport
- Targetted signage in native language (digital totems)
- Targeted native language announcements.
- ‘Tour guides’ who speak native language and can assist PAX
- Digital translation technology to lower the language barrier
Enablers – PAX Journey

Pre Flight

Biosecurity Information Website in Native Language & Locality

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Biosecurity Mobile Game

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‘Tour guides’ who speak native language and can assist PAX

Digital translation technology to lower the language barrier
Learnings

• You have to go wide before you can go narrow to foster innovation.

• Talk about constraints, not roadblocks.

• Technology isn’t always the answer but it can have powerful impacts when used in the right way.

• Prototype as soon as you have a first iteration.

• Challenge all assumptions – especially before doing a few rounds of field testing.

• Measure, measure, measure.
Where to next

• Focusing on mobility opportunities at all stages of the primary supply chain
• Look at mobile as a platform for collecting and publishing data – contributing to open government data.
• Open data is important because it empowers primary sector organisations and partners to create new value.
Value Chain Data
Data meets Mobile

• There’s a lot of data in the primary sector – most of it locked away in silos and pockets.
• Large chunks of that data hold potentially significant insights in terms of the supply chain and in turn export value.
• We will be focusing on enabling the primary sector by working at the junction of data and mobile.
Next Steps

• Will continue to explore and trial opportunities for mobile technologies to help us to innovate:
  • testing our framework
  • testing evaluation criteria, and
  • looking to partner with others to jointly develop trials/prototypes
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Thank you!