

## Holly He

---

**From:** Drew Broadley  
**Sent:** Monday, 12 August 2019 1:59 PM  
**To:** Holly He  
**Subject:** OIA #69 - Fwd: [REDACTED] /Drew - Call

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Begin forwarded message:

**From:** [REDACTED]  
**Subject: RE:** [REDACTED] /Drew - Call  
**Date:** 11 June 2019 at 9:41:39 AM NZST  
**To:** Drew Broadley <[Drew.Broadley@stats.govt.nz](mailto:Drew.Broadley@stats.govt.nz)>

Hi Drew,

I just had a glance at the Data Ventures website, can you please advise if anyone from [REDACTED] approved this content?  
*Data Ventures pulled [REDACTED] datasets from [REDACTED] mobile phone providers in New Zealand. Each mobile phone provider gave Data Ventures access to the sum total of mobile devices in areas of New Zealand, across different time periods. This data was anonymised before we saw it. The data from the mobile providers was pulled through, collated, then had Stats NZ IP layered over the top*

Cheers

[REDACTED]

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

[REDACTED]

**From:** Drew Broadley <[Drew.Broadley@stats.govt.nz](mailto:Drew.Broadley@stats.govt.nz)>  
**Sent:** Monday, 10 June 2019 9:44 p.m.  
**To:** [REDACTED]  
**Subject: Re:** [REDACTED] /Drew - Call

Hi [REDACTED]

9(2)(g)(i)

I'll make sure Robert is up to speed when he catches up with you so you can cover it off with him.

On 10/06/2019, at 3:31 PM, 9(2)(b)(ii), 9(2)(j), 9(2)(a) wrote:

Hi Drew,

I feel like we have missed a step, or a communication update perhaps?

From my perspective, we need to understand what the next steps in the Data Ventures programme rollout are?

- o What results have you had from Phase 1?
- o What are the requirements of our teams for the next phase and when?
- o We need to see an MOU for the next phase.

9(2)(a) and I are catching up with Robert on Wednesday, is this something we can cover with him?

Cheers

9(2)(a),  
9(2)(b)(ii)

9(2)(b)(ii), 9(2)(j)

9(2)(a), 9(2)(b)(ii), 9(2)(j)

9(2)(a), 9(2)(b)(ii), 9(2)(j)

9(2)(a), 9(2)(b)(ii), 9(2)(j)

9(2)(a), 9(2)(b)(ii), 9(2)(j)

**From:** Drew Broadley <Drew.Broadley@stats.govt.nz>

**Sent:** Monday, 10 June 2019 2:11 p.m.

**To:** 9(2)(a), 9(2)(b)(ii), 9(2)(j)

**Cc:** 9(2)(a), 9(2)(a) @drapercormack.nz>

**Subject:** Re: 9(2)(a), 9(2)(b)(ii) /Drew - Call

Happy Monday 9(2)(a), 9(2)(b)(ii), 9(2)(j)

I have the afternoon on the 18th June (Tuesday) from 1:30pm free with a late flight (7pm). Does any time thereabouts work?

Second of all, I've cc'd in 9(2)(a)

He is our Wellington based comms person who we have on board to look after our story externally.

9(2)(a) has been working with 9(2)(b)(ii), 9(2)(j), and is managing their expectations/risks etc. associated to any media awareness. We wanted to make sure you're involved, as 9(2)(b)(ii), 9(2)(j) are happy to be associated and named to what we're doing publicly.

9(2)(a) is the right person to work with you on that, can he please organise some time to work with you to discuss.

On 7/06/2019, at 8:59 AM, 9(2)(b)(ii), 9(2)(j), 9(2)(a) wrote:

Hi Drew,

I'd like you to meet with one of our senior Execs as well, so will just check his diary. What time-ish where you thinking?

Kind regards,

9(2)(b)(ii),  
9(2)(j)

9(2)(b)(ii), 9(2)(j)

9(2)(b)(ii), 9(2)(j), 9(2)(a)

9(2)(a), 9(2)(b)(ii), 9(2)(j)

9(2)(b)(ii), 9(2)(j), 9(2)(a)

9(2)(b)(ii), 9(2)(j), 9(2)(a)

**From:** Drew Broadley <Drew.Broadley@stats.govt.nz>

**Sent:** Thursday, 6 June 2019 11:13 a.m.

**To:** 9(2)(a), 9(2)(b)(ii), 9(2)(j)

**Subject:** Re: 9(2)(a), 9(2)(b)(ii) /Drew - Call

Hi 9(2)(a), 9(2)(b)(ii), 9(2)(j)

Unfortunately I can't make the catch up on Wednesday 12th, but I've asked Rob to buy you that drink if you catch up outside of the

9(2)(b)(ii), 9(2)(j)

However, I am up on the 17th/18th (have time in the afternoon of the 18th) if you want me to personally buy you that drink then and catch up.

On 4/06/2019, at 3:29 PM, [redacted] wrote:

Haha, I think we are even!

[redacted] [redacted]  
[redacted] [redacted]  
[redacted] [redacted]  
[redacted] [redacted]  
[redacted] [redacted]  
[redacted] [redacted]

[redacted]  
[redacted]

**From:** Drew Broadley  
<Drew.Broadley@stats.govt.nz>  
**Sent:** Tuesday, June 4, 2019 3:26 PM  
**To:** [redacted]  
**Subject:** Re: [redacted] /Drew - Call

Great news, absolutely.

I am up shortly, let me get my plans sorted and make sure we get together for a time that works for you.

P.s. still stuck in meeting, I definitely owe you a drink.

Sent from my Phone.

Drew Broadley  
Director  
[redacted]  
Data Ventures

On 4/06/2019, at 2:39 PM, [redacted] wrote:

Hi,

No problem at all. I can do 3.30.

My quick update though if you run out of time today:

- o Our current MOU covers us for the provision of the national data maps – yay!

- o I am actively chasing up our network team to supply it - work in progress. Will update asap.

Next time you are in Auckland though, it would be great to get an overview of next steps/phases, so we can ensure a smoother/quicker collaboration for the following phases!

Cheers

9(2)(a),  
9(2)(b)(iii)

9(2)(b)(ii), 9(2)(j)

9(2)(a), 9(2)(b)(ii), 9(2)(j)

9(2)(a), 9(2)(b)(ii), 9(2)(j)

9(2)(a), 9(2)(b)(ii), 9(2)(j)

9(2)(a), 9(2)(b)(ii), 9(2)(j)

**From:** Drew Broadley  
<Drew.Broadley@stats.govt.nz>  
**Sent:** Tuesday, June 4, 2019 2:32 PM

**To:** 9(2)(a), 9(2)(b)(ii), 9(2)(j)  
9(2)(a), 9(2)(b)(ii), 9(2)(j)

**Subject:** 9(2)(a), 9(2)(b)(iii) /Drew - Call

Hi 9(2)(a), 9(2)(b)(iii)

My day has fallen apart. Will you be free for 3:30 (30min later than planned?)

If not let me know when suits, I'll shout you a coffee/drink when in Auckland next to apologise!

9(2)(a), 9(2)(b)(iii) /Drew - Call  
Scheduled: Tuesday, 4 Jun 2019  
from 3:00 PM to 3:30 PM  
Location: Drew to call 9(2)(a), 9(2)(b)(iii)  
Invitees: 9(2)(a), 9(2)(b)(ii), 9(2)(j)

Sent from my Phone.

Drew Broadley  
Director  
9(2)(a)  
Data Ventures

---

This transmission may contain information that is confidential and legally privileged. If you are not the intended recipient, please do not read, copy, or re-transmit this communication. If you have received this communication in error, please notify me and delete this message (and your reply) and any attachments.

Kia ora/Cheers

**Drew Broadley**  
Director

9(2)(a)

<image001.png>  
[dataventures.nz](http://dataventures.nz)

Kia ora/Cheers

**Drew Broadley**  
Director

9(2)(a)

<image001.png>  
[dataventures.nz](http://dataventures.nz)

Kia ora/Cheers

**Drew Broadley**  
Director

9(2)(a)

**DATA VENTURES** ●  
[dataventures.nz](http://dataventures.nz)

## Holly He

---

**From:** Drew Broadley  
**Sent:** Monday, 12 August 2019 1:57 PM  
**To:** Holly He  
**Subject:** OIA #69 - Fwd: Data Ventures catchup

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Begin forwarded message:

**From:** Drew Broadley <drew.broadley@stats.govt.nz>  
**Subject:** Re: Data Ventures catchup  
**Date:** 19 June 2019 at 1:15:52 PM NZST  
**To:** 9(2)(a), 9(2)(b)(ii), 9(2)(j)

Hi 9(2)(a), 9(2)(b)(ii), 9(2)(j)

We used Info by Design to do the work, and Data Ventures oversaw that work.

This is the feedback from the representative from OPC:

I have now reviewed this PIA for the Data Ventures Population Density project.

I understand from the PIA that the project will source aggregate area unit population count within an hourly time range from mobile providers. This data will have been processed by the provider using anonymisation techniques, and DV will never have access to the raw data.

DV will then further process that data to create a Population Density product, to provide snapshots of population density. This product will be sold to organisations such as central and local government.

I agree with the assessment that there are no privacy risks in this project as it does not collect or use personal information. I also concur that DV is following best practice information management and applying the OPC data and analytics principles. The PIA is a comprehensive assessment of the DV project to ensure that it not only complies with Privacy Act requirements but goes above and beyond to ensure that the project is in line with best practice for aggregate data use.

I agree with the final recommendation at 51 that DV should incorporate the elements of 'retaining human oversight' when providing the end product to its customers. Making customers aware of the limitations of data quality and suggesting that analysis and conclusions should be transparent, will ensure that the customers are also applying best practice to the use of a data product.

Thank you again for providing the PIA.

On 19/06/2019, at 1:03 PM, 9(2)(a), 9(2)(b)(ii), 9(2)(j) > wrote:

(In-confidence)

Hi Drew,

Can you please confirm; was the PIA document prepared by Data Ventures and approved by the Privacy Commissioner? Or prepared and approved by the Office of the Privacy Commissioner?

Regards,

9(2)(a),  
9(2)(b)(ii)

9(2)(b)(ii), 9(2)(j)

9(2)(a), 9(2)(b)(ii), 9(2)(j)

9(2)(a), 9(2)(b)(ii), 9(2)(j)

9(2)(a), 9(2)(b)(ii), 9(2)(j)

9(2)(a), 9(2)(b)(ii), 9(2)(j)

**From:** Drew Broadley <[Drew.Broadley@stats.govt.nz](mailto:Drew.Broadley@stats.govt.nz)>

**Sent:** Monday, 17 June 2019 5:59 p.m.

**To:** 9(2)(a), 9(2)(b)(ii), 9(2)(j)

9(2)(a), 9(2)(b)(ii), 9(2)(j)

**Subject:** Data Ventures catchup

Evening 9(2)(a), 9(2)(b)(ii), 9(2)(j)

Thanks for catching up today.

As promised, here's the final Privacy Impact Assessment.

Also 9(2)(a), 9(2)(b)(ii), here's the list of 12 use cases we have going at the moment:

- Local Councils - Understanding visiting population, to inform around demand and utilisation of services such as clean and waste water
- Regional Councils - Public transport demand at bus stops
- Regional Tourism Operators - to learn what effects cruise ships have on the region
- MBIE Tourism - Measuring the number of visitors to New Zealand (and there's and additional 14 use cases just for them)
- Tourism NZ - The overuse and underuse of Points of Interest to help target international marketing of NZ
- NZTA - Travel demand
- DOC - Over and under use of national parks
- MPI - Biosecurity and spread of disease through population
- Ministry of Health - Pandemic modelling to know how many people were affected during an outbreak.
- DHB/PHO - GP Clinic enrolment numbers based on people during the day, not on where they work, plus placement of satellite clinics
- Civil Defence - modelling emergency planning needs
- Ministry of Education - where is the growth of numbers to understand where to increase/create school bus routes.



There are more, and growing each week.

I hope this makes sense from our conversation. I've also attached some additional collateral around the presentation we are delivering at the launch event (DRAFT version).

I am looking forward to showing you some of the insights we have when the MOU's are signed, there's some great stories we are able to tell with his data and even better public good use cases to solve with it.

**Data Ventures catchup**

Scheduled: 17/06/2019 at 4:45 PM to 5:45 PM

Location: Vero Building - 48 Shortland Street, Cafe downstairs

Invitees: Drew Broadley, 9(2)(a), 9(2)(b)(ii), 9(2)(d)

Hi Drew,

Lets meet in the café in lobby at the Vero building, 48 Shortland Street in the CBD.

Kind regards,

9(2)(a),  
9(2)(b)

---

This transmission may contain information that is confidential and legally privileged. If you are not the intended recipient, please do not read, copy, or re-transmit this communication. If you have received this communication in error, please notify me and delete this message (and your reply) and any attachments.

Kia ora/Cheers

**Drew Broadley**

Director

9(2)(a)

<image001.png>

[dataventures.nz](http://dataventures.nz)

Kia ora/Cheers

**Drew Broadley**

Director

9(2)(a)

**DATA VENTURES** ●

[dataventures.nz](http://dataventures.nz)

Kia ora/Cheers

**Drew Broadley**

Director



# DATA VENTURES

Released under the  
Official Information Act





We are the commercial arm of Stats NZ, backed by Stats NZ.

We are working on a Population Density product.

## What's the problem?

A baseline of Population numbers in NZ is created every Census. There are quarterly estimates, however these are benchmarked from the last Census.

This is also only for where people live, not where they work or play.



Why is this  
such a big  
deal?

Can't enroll into a doctor's practice near your work?

Not enough buses showing up to get home?

Shower pressure too low?

Facebook isn't loading fast enough at an event?

Swimming pool is too full of people?

Can't find a carpark?

How likely am I to get the measles?



What are we  
doing about it?



Data Ventures will bring together confidentialised data sets from the private sector, not readily available or accessible.

9(2)(b)(ii), 9(2)(j)

+



DATA VENTURES

=

13 months of  
population  
estimates...





Up to hourly



Maupaki

D

Down to  
suburb  
level


Auckland


Auckland  
Grammar School

Avondale Racecourse

Mount Smart Stadium

rau

 Auckland Airport

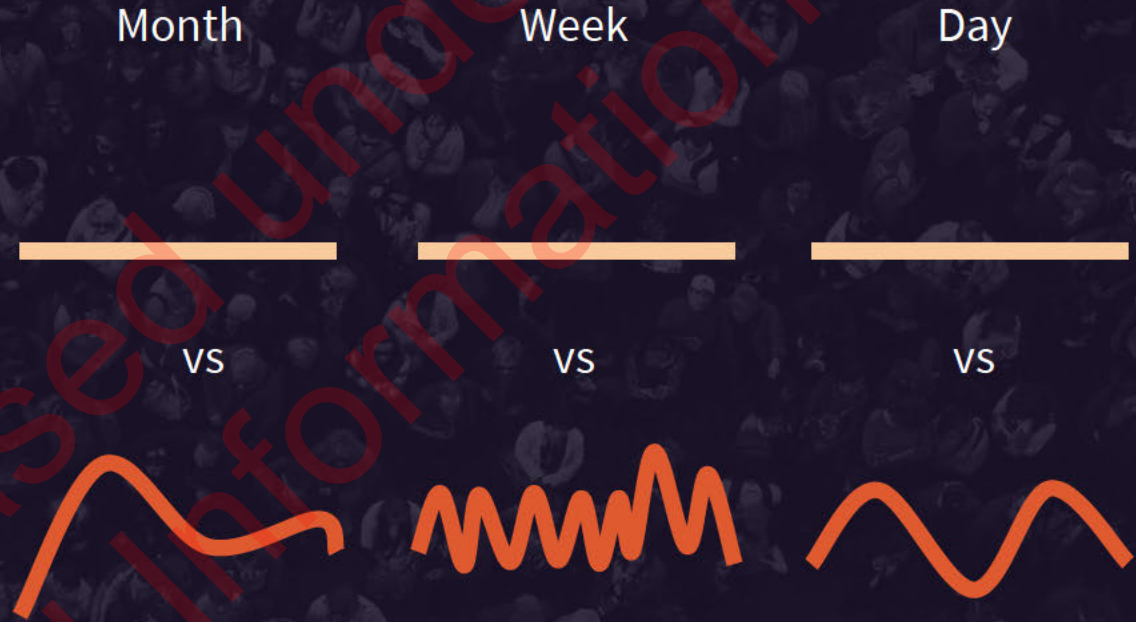
 46,430 people / 640 residents

DATAVENTURES 



Segment  
between  
resident and visiting  
population

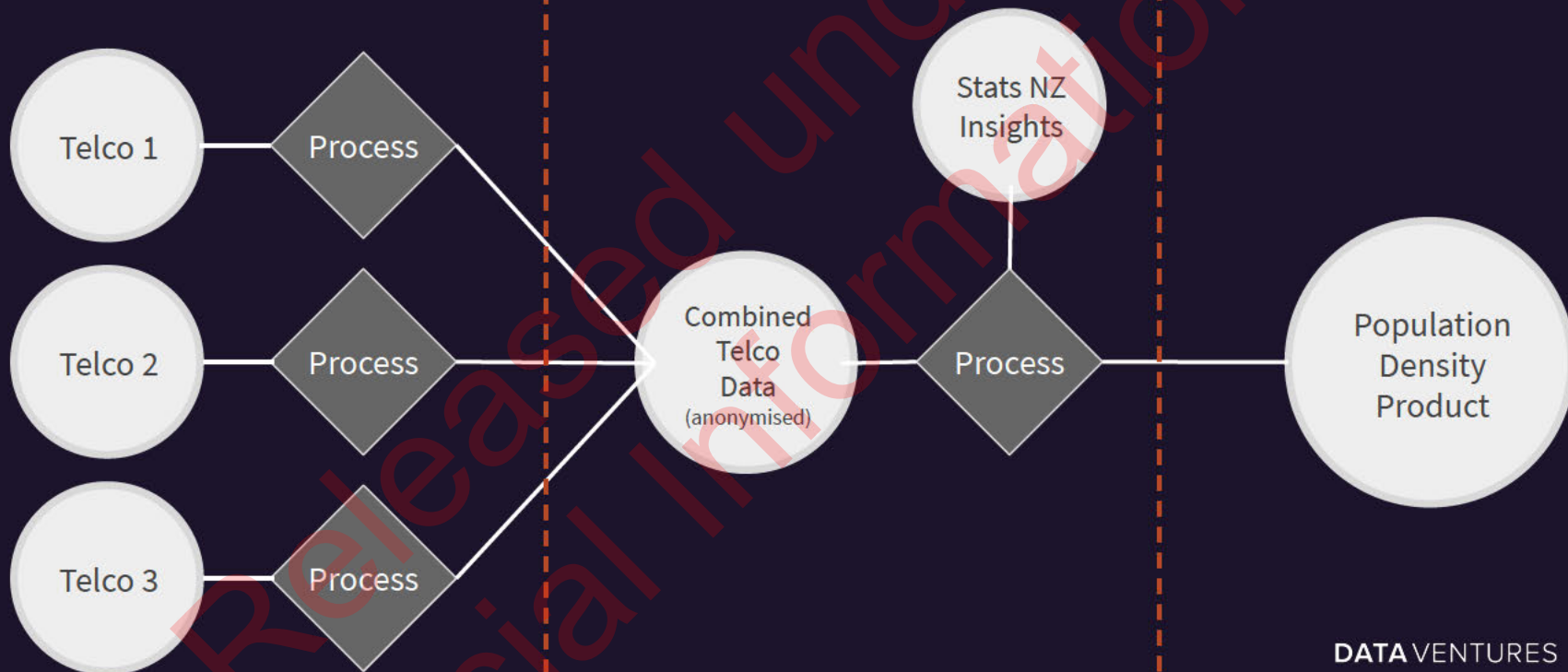
How  
different is  
this to what  
you have  
now?



Telco companies process rules provided by Data Ventures on their raw data.

Data Ventures converts device numbers to population.

Population insights delivered via Population Density product.



Data providers who have risks/restrictions around the use of their data externally.

Stats NZ empowered by the Stats Act allows Data Ventures to be a Data Trust.

Consumers and Data Providers mitigate their risk by using a Data Trust such as Data Ventures.

*Public oversight & Repeatable framework under Data Trust types.*





Privacy Commissioner  
Te Mana Matapono Matatapu

We can  
apply this  
model to  
other  
industries



Financial



Power



Travel



Internet



Starting  
simple



Phase 1:

13 months historical, static data.  
API + download CSV.



Phase 2:

13+ months with dynamic daily  
updates.  
Map based UI



Phase 3:

24+ months with streaming data.  
Analyse layer

Why is this  
such a big  
deal?

6.4 M mobile connections, avg. 1.31 per person  
across every type of demographic.

Our model handles the consenting of data by  
anonymising it at the source and Data Ventures  
sees no individual level data, i.e. not a front page  
of the news approach.

World first.



DATA VENTURES


backed by

**Stats** **NZ**  
Tatauranga Aotearoa

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



 **NZ TRANSPORT  
AGENCY**  
WAKA KOTAHI

 **Ministry of Transport**  
TE MANATŪ WAKA

**We are.  
LGNZ.**



**MINISTRY OF EDUCATION**  
TE TĀHUHU O TE MĀTAURANGA



**100% PURE  
NEW ZEALAND**  
newzealand.com



MANATŪ HAUORA

DATA VENTURES 

## Market opportunity

Central government agencies ( <a href="#">source</a> ):	172
Crown entities ( <a href="#">source</a> ):	150
Regional councils ( <a href="#">source</a> ):	16
Local councils ( <a href="#">source</a> ):	67
Council controlled organisations ( <a href="#">source</a> ):	198
Iwi and Māori organisations ( <a href="#">source</a> ):	292

Of the total 895 organisations above, we are expecting at least 25% (223) would be interested in Population Density.

\* Private sector yet to be sized.



Questions?

Watch a demo while we talk.

[dataventures@stats.govt.nz](mailto:dataventures@stats.govt.nz) @dataventuresnz

<https://medium.com/data-ventures>

