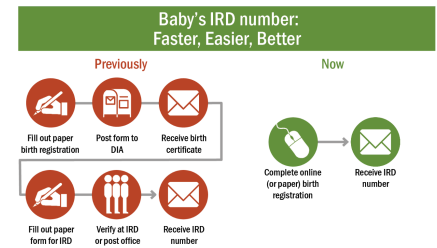


Baby's Inland Revenue Department Number Registration



Published On: 07 September 2015

Organisation: New Zealand Department of Internal Affairs

Country: New Zealand

Level of government: Central government

Sector: General public services

Type: Organisational Design, Public Service

Launched in: 2013

Overall development time: 2 year(s)

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Description

Inland Revenue and DIA both had existing, but separate, processes for registering newborns in New Zealand and getting IRD numbers for them. These processes required customers to interact with each agency separately and provide similar information to each of them.

By streamlining the process for the parent and using existing information sharing capabilities, DIA and Inland Revenue have together put in place a new process that removes duplication and provides a faster and more secure customer service at no cost to applicants.

As a result of improvements to this service the number of New Zealanders opting to apply for IRD numbers for newborns has increased from 50% to 93%. This increase happened immediately after the service went live and has been sustained ever since.

The uptake of this new initiative is strong as it provides a quick and easy option for parents. It saves parents both time and money as they no longer have to buy a birth certificate to apply for an IRD number.

Why the innovation was developed

- Inland Revenue and DIA both had existing, separate processes for registering newborn babies in New Zealand and getting IRD numbers.
 - These processes required customers to interact separately with each agency and provide similar information to each in different forms.
 - There were inherent delays and inefficiencies in the process; for example an IRD number could not be issued until after a birth certificate was issued by DIA.
 - There was also a compliance cost to the customer, as they were required to first purchase a birth certificate for \$26.50 before they could apply for an IRD number.
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Objectives

Improve effectiveness, Improve efficiency, Improve service quality, Improve user satisfaction

- Streamline the process into a single step for the parent
 - Put in place a new process that removes duplication of data provision.
 - Provide a faster and more secure customer service at lower cost to applicants as no birth certificate is now required.
 - This initiative is part of the Government's drive for better public services. Effective collaborations such as this result in faster, easier and cheaper services for New Zealanders.
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Main beneficiaries

Families, General population, Government bodies, Government staff

- Parents of newborns that wish to apply for an IRD number for their baby. Uptake is already over 50,000 per annum.
- The significant customer benefit is that they are not required to pay the \$26.50 to obtain a birth certificate then apply for an IRD number. The new services has the customer receiving the IRD number within 10 days of IR being notified by DIA.
- Inland Revenue benefits by having early enrolment of children in the tax system, which includes elements such as family support.

Results

Efficiency

- By streamlining the process into a single step for the parent and by using our existing information sharing capabilities, DIA and Inland Revenue have together put in place a new process that removes duplication and provides a faster and more secure customer service at no cost to applicants.
 - Inland Revenue has also achieved significant savings by not having to handle paper versions of birth certificates and by the reduction in front line enquiries in relation to IRD numbers for newborns .The requirement for IR to use a third party to verify the IRD number application has also been reduced.
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Effectiveness

- As a result of improvements to this service the number of New Zealanders opting to register IRD numbers for newborns has increased from 50% to 93% - that potentially means 30,000 extra newborns getting IRD numbers each year. This increase occurred immediately after the service went live and has been sustained ever since.
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Service quality

Accessibility:

- This 'joined-up government' service is simpler and easier for the customer to access. From a customer's perspective this is a "one-step" service that does away with the need for them to transact later with a second government agency.
- There is one transaction "touch point" for the customer after the birth when parents complete and send the form. The rest of the process is undertaken by the agencies in the background. Uptake for the service is evidence of how easy it is for parents to get an IRD number.

Responsiveness:

- From a customer's perspective this is a "one-step" process which does away with the need to transact separately with different government agencies.
- The 93% uptake for the service shows that it responds well to customer needs.

Reliability:

- There have been no issues with the reliability of this service innovation.

Other:

- The simple solution of adding a tick box and the need to supply a small amount of extra information has made a significant impact on the ease of getting an IRD number for a newborn.
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User satisfaction

- This has been, and continues to be a highly successful initiative.
- Approximately 60,000 New Zealanders are born every year. Since the project was implemented, 93% of parents tick the box to receive an IRD number as part of the birth registration process, saving themselves considerable time and cost.
- Under the old system there was a compliance cost placed on the customer because in order to apply for an IRD number, the customer was required to first purchase a birth certificate for \$26.50.

Development

Design

The New Zealand Government's Better Public Services programme of cross agency initiatives made it easier for the two agencies to collaborate on this innovation.

Testing

- Inland Revenue ran usability testing workshops with prospective parents and existing parents and consulted, jointly with DIA and the Office of the Privacy Commissioner on any expected privacy impacts.
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Implementation

Tools used:

- Project management methodology.
- Solution Delivery Life Cycle methodology.

Resources used:

- The Inland Revenue project team consisted of: a Project Manager, Design Lead, Business Designer and a Business Analyst.
 - DIA provided: a Manager and a Business Support Officer.
 - Financial: Inland Revenue paid all project costs.
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Diffusion

- The innovation has not been extended to other services or organisations, however it has informed current design work on federated service delivery and life events management at DIA, which will include an automated business to business link between DIA and IRD.
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Challenges and solutions

- Both agencies worked toward the common goal of providing a “one touch” service for the customer.
 - DIA and Inland Revenue collaborated to design the new service, jointly participated at Steering Group meetings and regular meetings were held between the two agencies' Project Managers. This enabled a collaborative approach to design, decision making and dealing with issues as they arose.
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Partnerships

Internal Revenue Department

Other Public Sector

DIA and Inland Revenue worked collaboratively to redesign DIA's Notification of Birth for Registration form to include the application for an IRD number.

Lessons Learned

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- DIA and Inland Revenue jointly participated at Steering Group meetings and regular meetings were held between the Project Managers of each agency.
 - This enabled a collaborative approach to decision making and dealing with issues as they arose
 - The working relationship between IR and DIA is very strong, and service delivery works well.
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Conditions for success

- As Inland Revenue would see the financial benefits of the initiative, Inland Revenue agreed to pay DIA's costs, which enabled the project to proceed when budget constraints may have been an issue.
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Other information

The resulting success or failure of the process is jointly shared as DIA's branding is on the Notification of Birth for Registration form and Inland Revenue makes service delivery commitments.

Customer satisfaction with the process as a complete end-to-end system is vital. Any service issues within Inland Revenue could have a negative impact on birth registration compliance.

Similarly, any service issues on DIA's part to provide the data correctly and promptly to Inland Revenue could affect Inland Revenue business objectives and cause unnecessary delays to customers.

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