



## Digital Government Strategies: Good Practices



### New Zealand: Real Me

The OECD Council adopted on 15 July 2014 the Recommendation on Digital Government Strategies. The Recommendation provides a set of 12 principles structured around 3 pillars. The OECD Secretariat is developing a Digital Government Policy Toolkit to support OECD member countries and non-member adhering countries with the implementation of the Recommendation. This practice was submitted by the government of New Zealand to be considered as a good practice in the implementation of one or more of the principles contained in the Recommendation.

#### Description of the practice:

**Organisation:**

New Zealand

**Name of the practice:**

Real Me

**Principles implemented:**

Principle 6 – Ensure coherent use of digital technologies across policy areas and levels of government

**Description:**

RealMe lets customers easily and securely prove their identity, address and other information about themselves online and access other online services with a single username and password.

RealMe provides much more than just an identity verification service. It is a consent-based platform that allows an individual to securely share a wide range of information relating to themselves to access services from participating public and private sector agencies.

Oversight is carried out by user agencies across the system.

The programme is established under the Electronic Identity Verification Act 2012: <http://www.legislation.govt.nz/act/public/2012/0123/latest/DLM1777802.html?src=qs>

For more information: <https://www.ict.govt.nz/programmes-and-initiatives/digital-transformation/realme/>

<https://www.ict.govt.nz/services/show/RealMe-Login-Service>

<https://www.ict.govt.nz/services/show/RealMe-Verified-Account-Service>

<https://www.realme.govt.nz/>



## Results

To date:

- 1.6 million unique logins
- Approximately 43,000 new logins created monthly
- Approximately 2,500 – 3,000 verified accounts created monthly
- 61 services across 20 agencies use RealMe login
- Five organisations use verified identities. Births, Deaths, and Marriages; Electoral Commission; TSB Bank; BNZ Bank and NZForex – Foreign Exchange Services.

## Development

**Design:** Agencies and citizen user groups.

**Testing:** N/A

**Implementation:** Programme and project governance.

Resources:

**Diffusion and scaling:** Various communication mechanisms, including workshops, publications and website: <https://www.realme.govt.nz/>

This is a whole of government initiative.

**Partnerships:** Public Sector Organisations

Partners: NZ Post

Nature of the partnership: Delivery partner

## Lessons learned

Take up by agencies is crucial.

The initiative needs to offer a process that is as simple as possible for customers to use.

Conditions required:

Additional information: