

PUBLIC SECTOR

REPUTATION INDEX 2019



The Public Sector Reputation Index began in 2016 in response to demand from our Public Sector clients for rigorous, independent benchmarks of their reputation.

We took our globally validated reputation measurement framework, RepZ, and customised it to the needs of the New Zealand Public Sector.

In 2019, we have:

- Surveyed 2,750 New Zealanders
- Included five new agencies
- Added three new reputational attributes
- Drilled down in more detail to understand the communication channels where reputation grows



50

NEW ZEALAND PUBLIC SECTOR AGENCIES



New agencies in 2019 include Callaghan Innovation, the Ministry of Civil Defence and Emergency Management, the Office of the Children's Commissioner, NIWA and the State Services Commission.



2750

INTERVIEWS CONDUCTED
TO REFLECT THE VIEWS
OF ALL NEW ZEALANDERS



Nationally representative
sample by age, gender,
region, ethnicity and income

Online surveys
conducted
between 9 April
and 8 May 2019



PUBLIC SECTOR

REPUTATION
INDEX 2019

Uses our globally validated RepZ framework, customised to the nuances of the New Zealand Public Sector, with reputation measured across four fundamental pillars.

TRUST

- Listens to the public's point of view
- Uses taxpayer money responsibly
- Is trustworthy
- Can be relied upon to protect individuals' personal information

SOCIAL RESPONSIBILITY

- Behaves in a responsible way towards the environment
- Is a positive influence on society
- Has a positive impact on people's mental and physical wellbeing
- Helps people make a worthwhile contribution to society
- Protects our environment for future generations

LEADERSHIP

- Is a forward looking organisation
- Contributes to economic growth
- Is easy to deal with in a digital environment

FAIRNESS

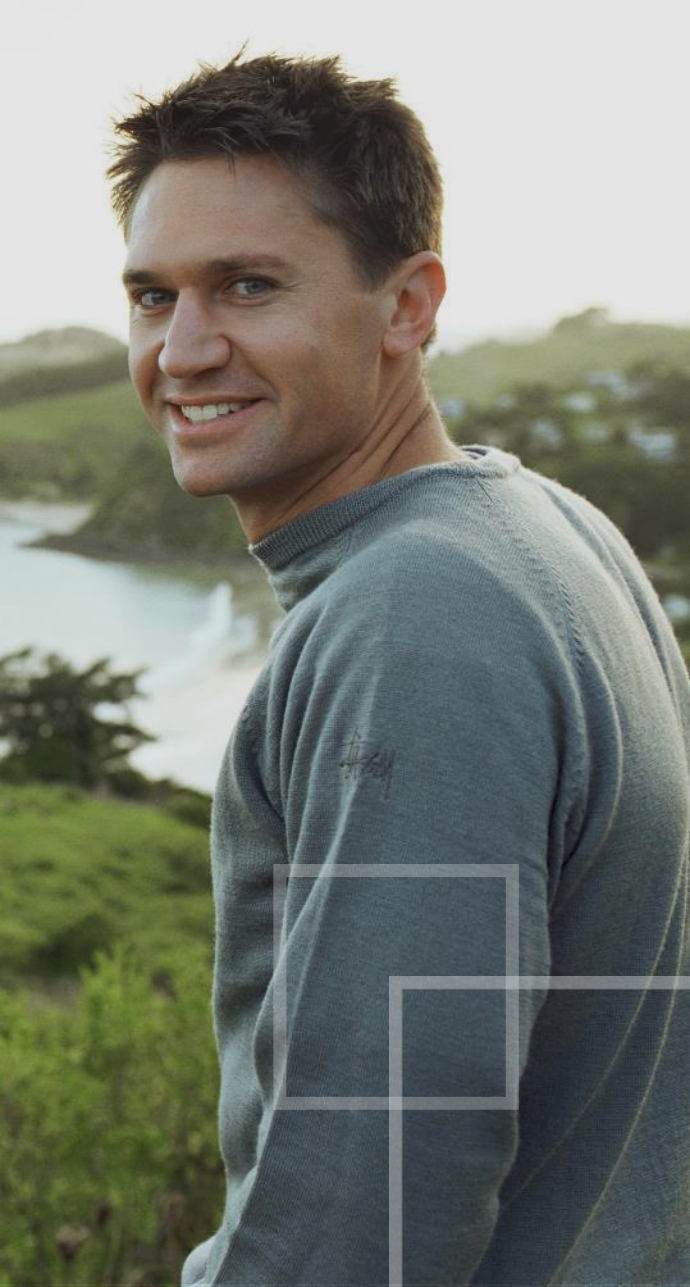
- Treats their employees well
- Deals fairly with people regardless of their background or role

Three new measures in 2019 which reflect the growing importance of wellbeing and kaitiakitanga to agency reputation.

Has a positive impact on people's mental and physical wellbeing

Helps people make a worthwhile contribution to society

Protects our environment for future generations



How are New Zealand's public sector agencies performing this year?

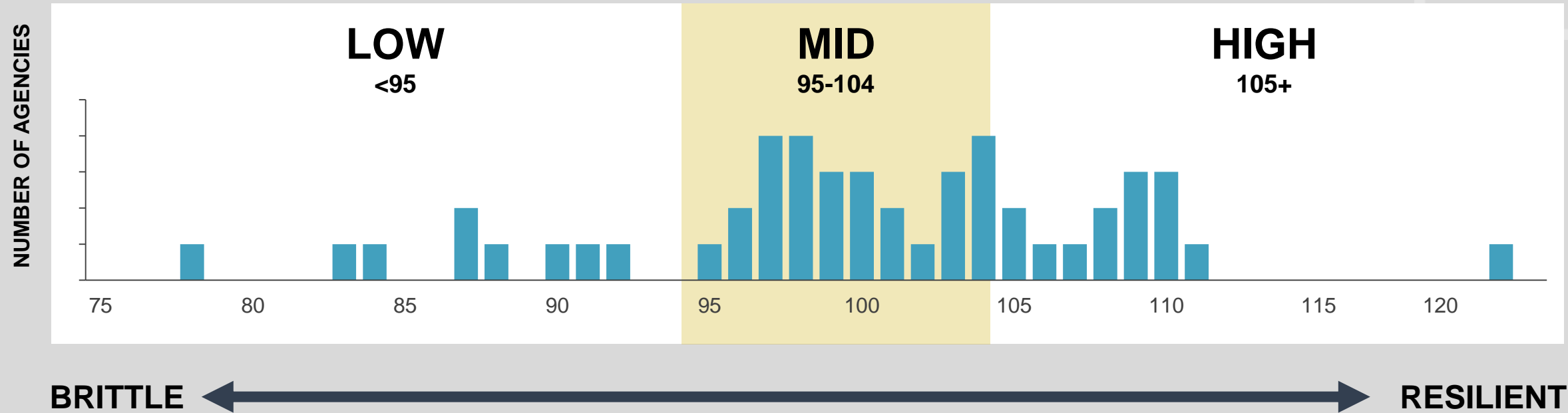


New Zealand Public Sector agencies have a healthy reputation with most RepZ scores in the mid to high range. But what does a high, mid and low score mean?

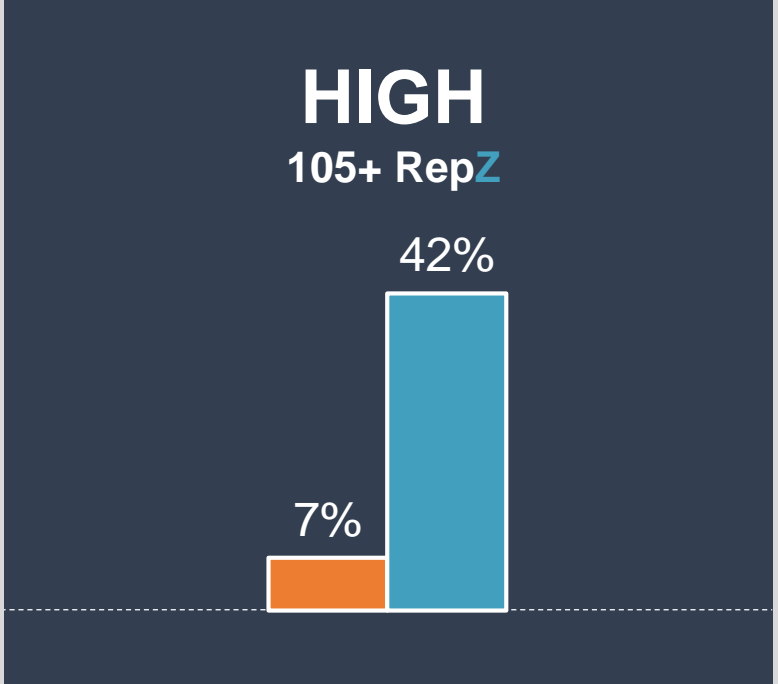
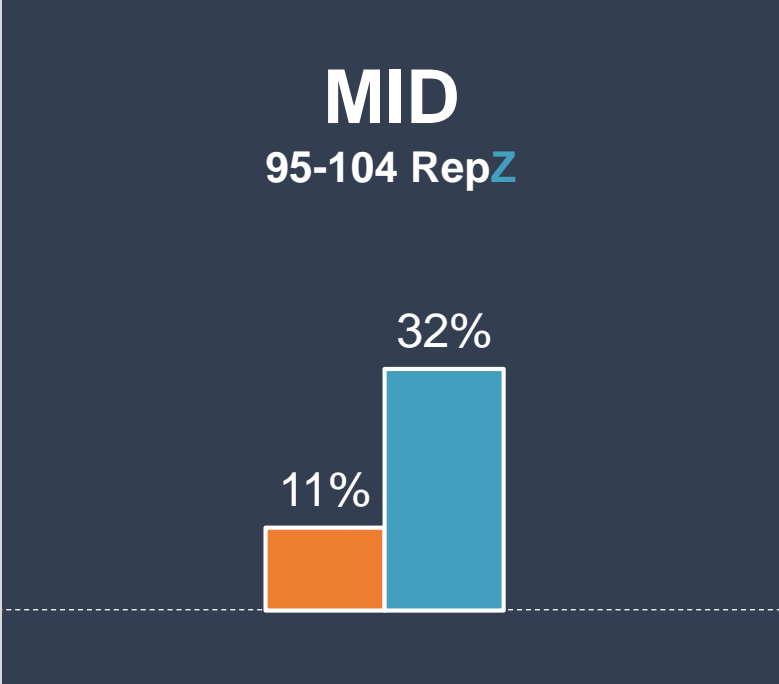
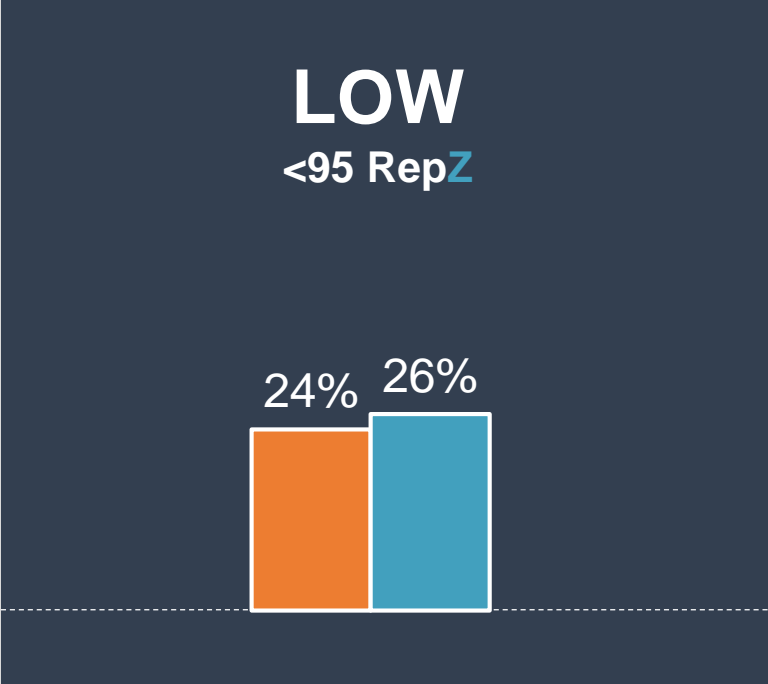
18%

54%

28%



A high performing agency is rated six times more positively than negatively across the 14 reputational attributes. Low performing agencies are more polarising in their public perception – with an equal mix of positive and negative ratings.



REPUTATION ATTRIBUTE ■ % Negative ■ % Positive

Each agency is rated across 14 reputation attributes using a seven point agree/disagree scale. The percentages in the charts above represent the average agree/disagree across the 50 agencies on the 14 attributes in each of the RepZ ranges.

Who are the top performing Public Sector agencies in 2019?



OVERALL REPUTATION

REPZ TOP 10

2019



Fire and Emergency remains the benchmark agency when it comes to reputation.

There are three new entrants to the top ten in 2019: Callaghan Innovation, Ministry of Civil Defence and Emergency Management, and NIWA.



TOP 5

ON EACH PILLAR



Highest scoring agencies on each of the four pillars

Trust

Social responsibility

Leadership

Fairness

	Trust	Social responsibility	Leadership	Fairness
1				
2				
3				
4				
5				

TOP 5

MOVERS & SHAKERS



Who's improved their RepZ score by five or more points since 2018?



Housing New Zealand
Housing New Zealand Corporation

WORKSAFE
NEW ZEALAND | MAHI HAUMARU
AOTEAROA

EQC
EARTHQUAKE COMMISSION
Kōmihana Rūwhenua

MINISTRY OF HEALTH
MANATŪ HAUORA

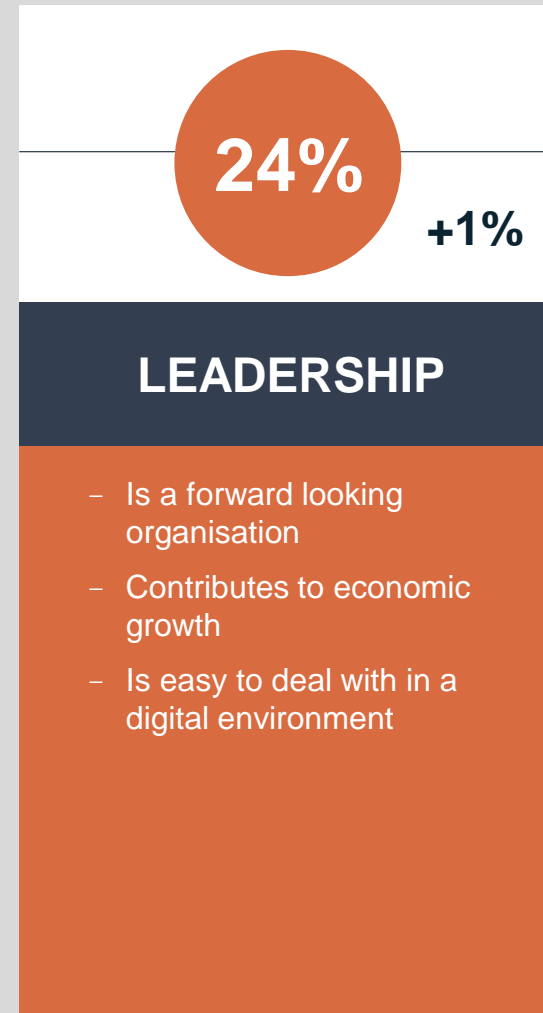
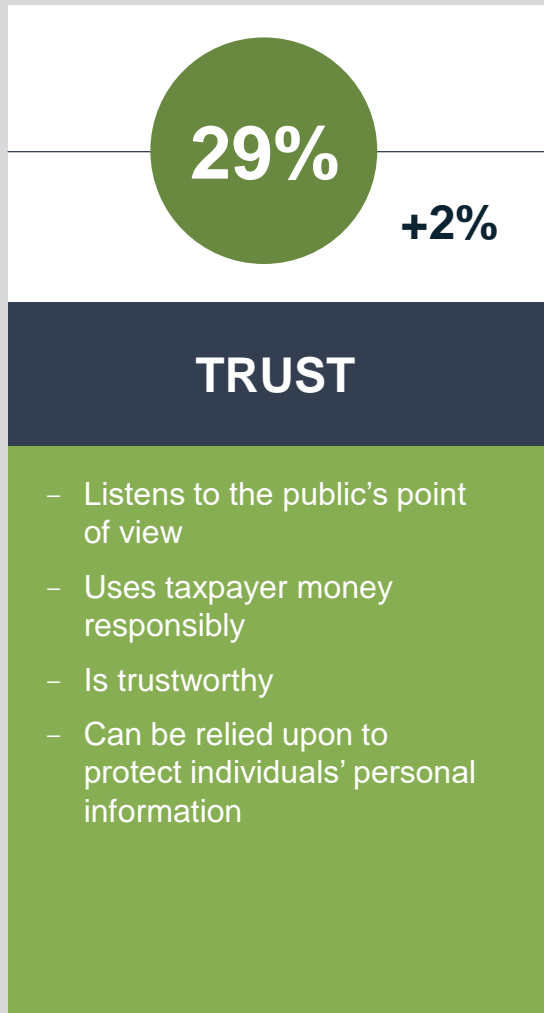
 **DEPARTMENT OF CORRECTIONS**
ARA POUTAMA AOTEAROA



What general reputation trends are we seeing?

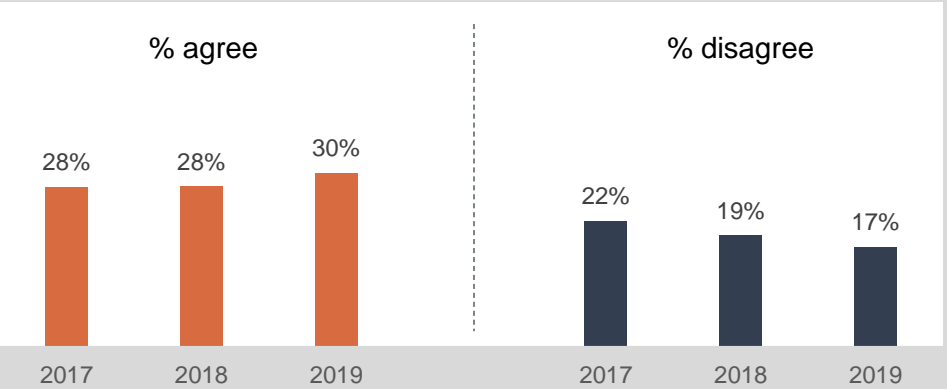


In 2019, trust is more important than ever for building a strong reputation.

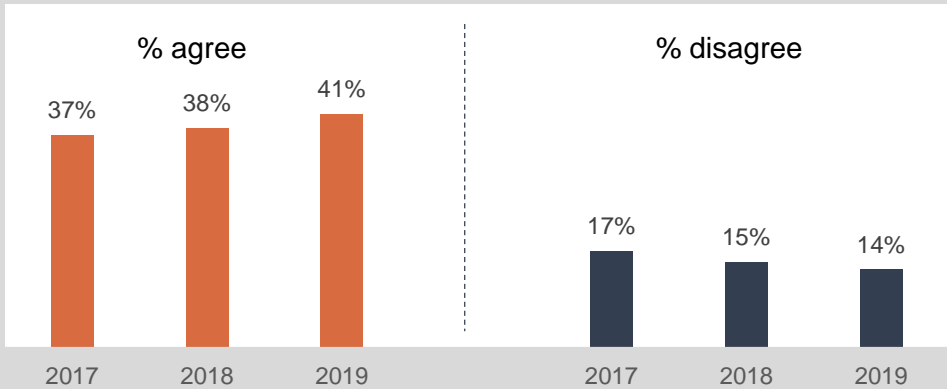


Globally, we are seeing falling levels of trust in government and public organisations*. However New Zealand bucks this trend, with our public sector agencies continuing to show improvements on all four drivers of trust.

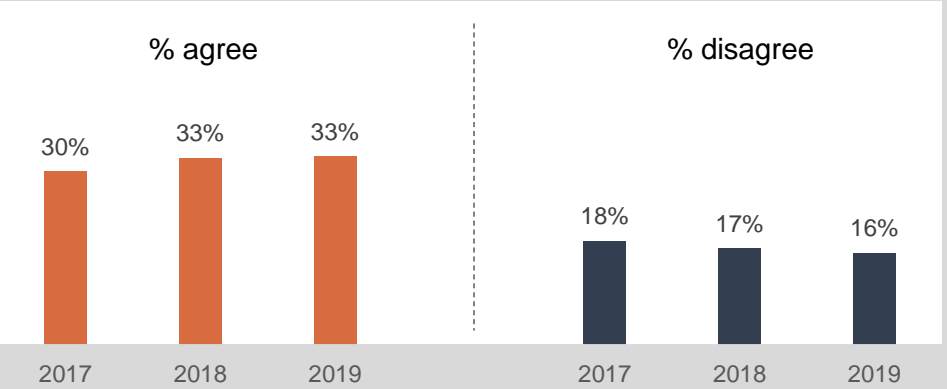
Listens to the public's point of view



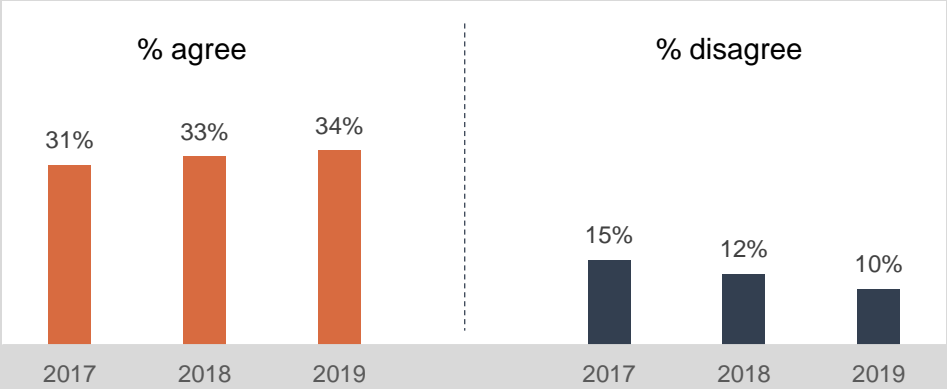
Is trustworthy



Uses taxpayer money responsibly



Can be relied upon to protect individuals' personal information

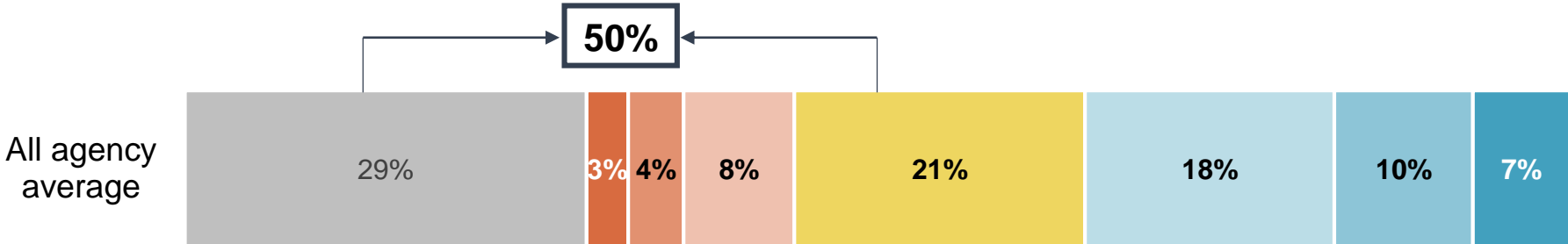


Are New Zealand's public sector agencies delivering from a wellbeing perspective?



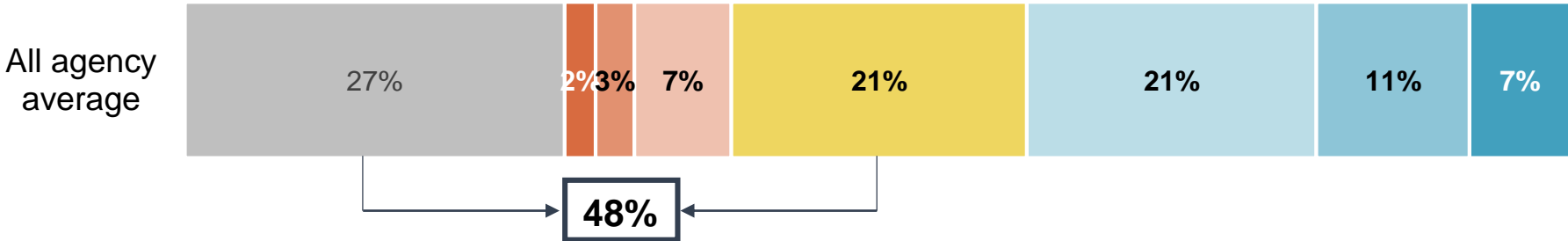
Half of all New Zealanders are on the fence about agency contribution to wellbeing. There is an opportunity for agencies to improve their reputation by making the case for how they improve New Zealanders lives.

Has a **positive impact** on people's mental and physical wellbeing

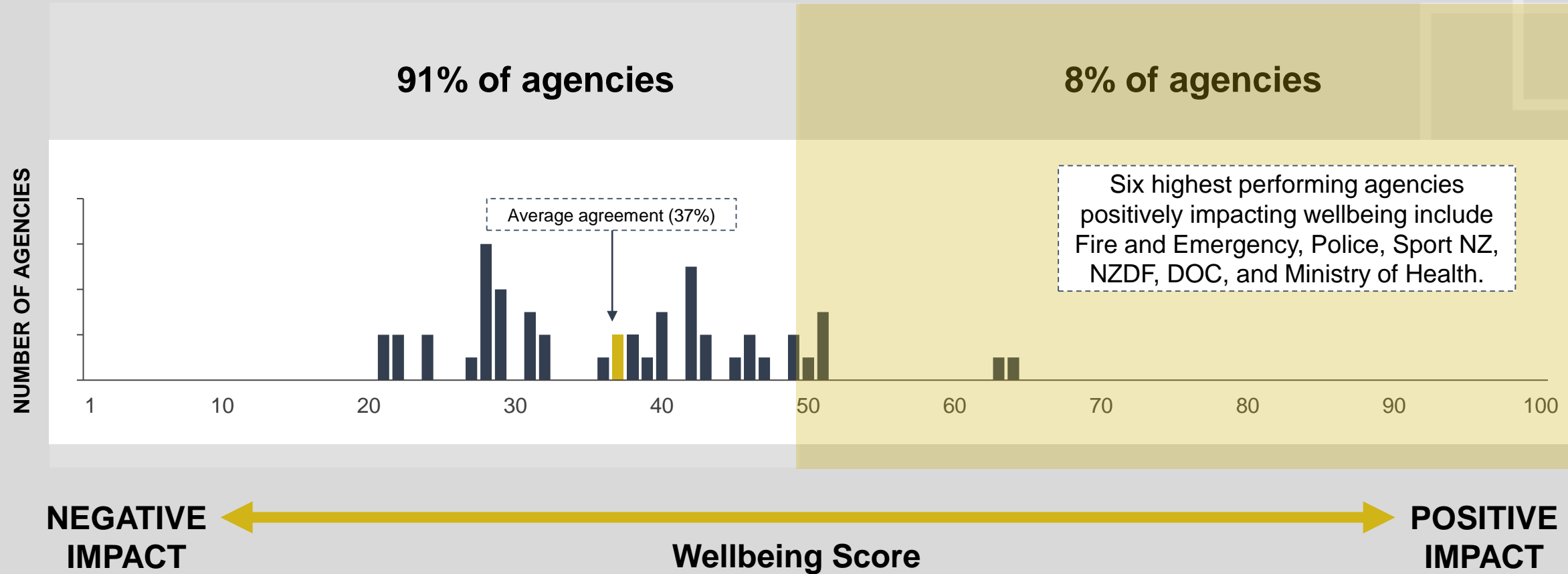


□ Don't know □ Strongly disagree □ 2 □ 3 □ 4 □ 5 □ 6 □ Strongly agree

Helps people make a **worthwhile contribution** to society



Only six agencies are viewed by 50% or more of New Zealanders as positively impacting wellbeing. For most agencies, a clear story around their contribution to wellbeing does not exist.



What proportion of agencies are delivering from a wellbeing perspective (average agreement across both wellbeing statements)

What is the role of media in building reputation?

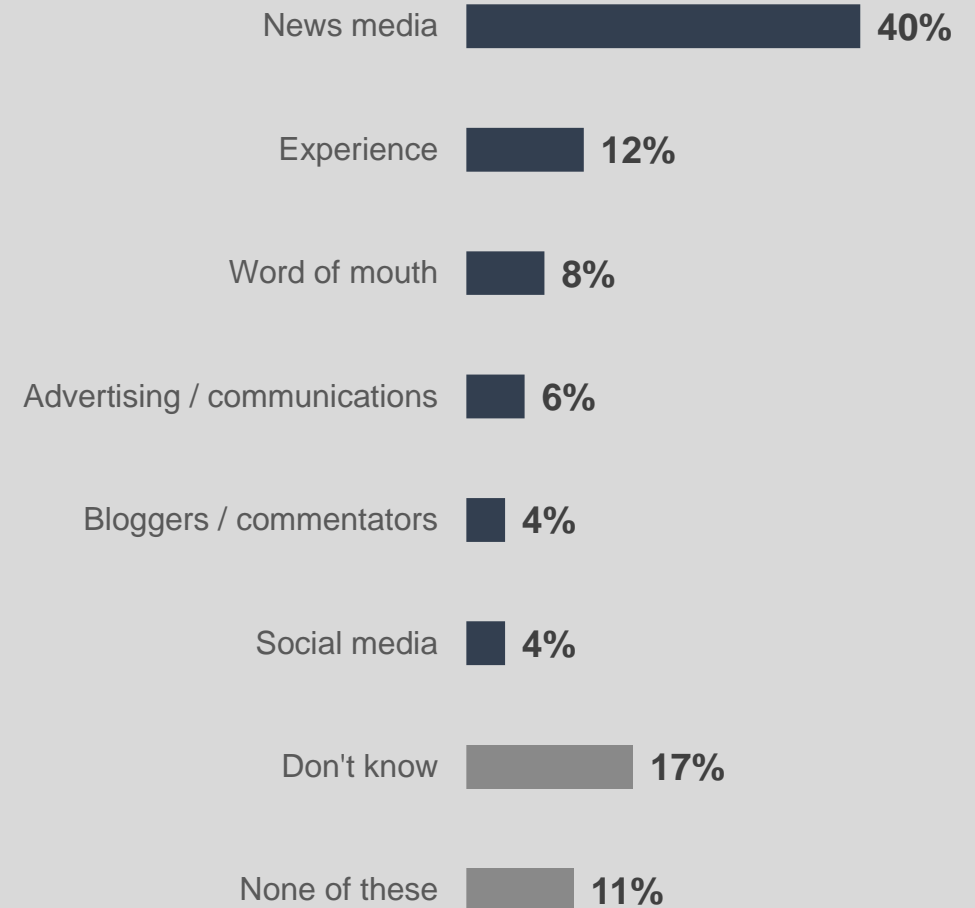


Source of reputation

The news media has the biggest influence on perceptions of agencies, followed by experience.



WHAT HAS THE GREATEST IMPACT ON PEOPLE'S VIEWS OF PUBLIC SECTOR AGENCIES



Footnote: New question in 2019.

In 2019 we've taken a closer look at "source of reputation", breaking down media into more granular detail.

News media is the dominant influence on Public Sector reputation with 40% of people saying it is the main influence on their opinions of each agency.

Direct experience is important as both positive and negative experiences can be spread through word of mouth and social media, and sometimes the news.

Conversation plays a supporting role in telling each agency's story, which in turn may be picked up and amplified by the news media or agency advocates.

SOURCE OF REPUTATION

MEDIA & COMMS

Average source of media across all 50 agencies

News media 40%

Advertising / communications 6%

Bloggers / commentators 4%

CONVERSATION

Social media 4%

Word of mouth 8%

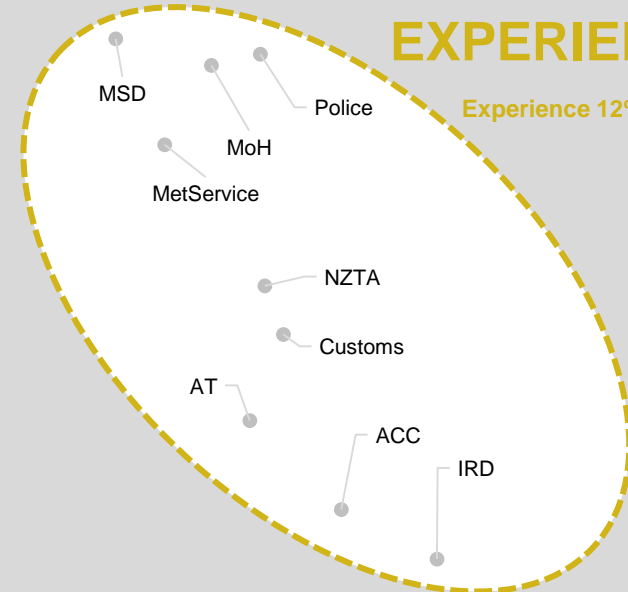
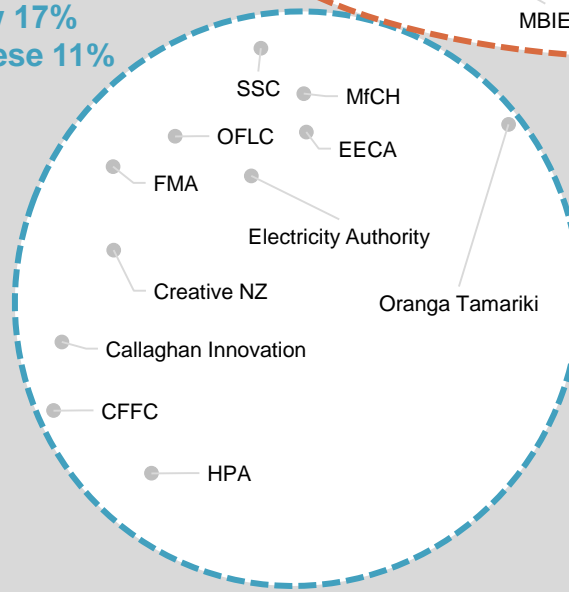
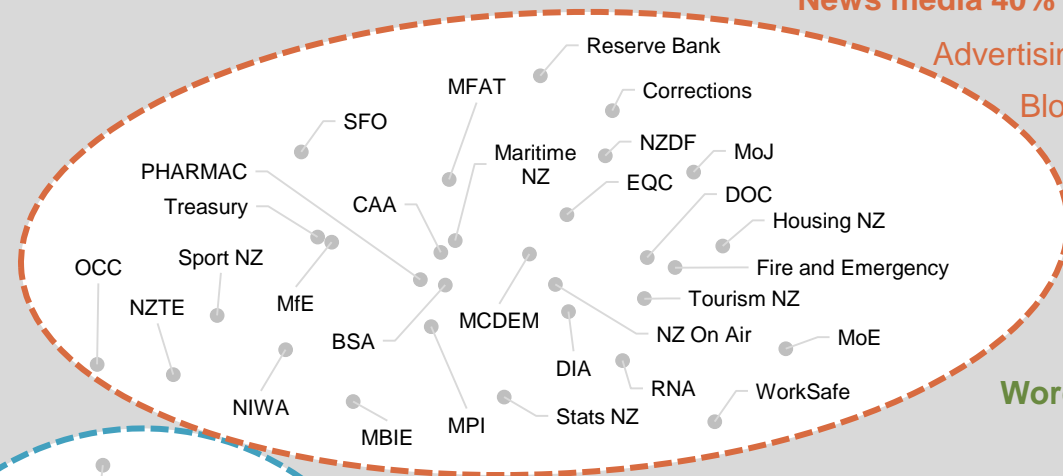
EXPERIENCE

Experience 12%

IMPRESSION

Don't know 17%

None of these 11%

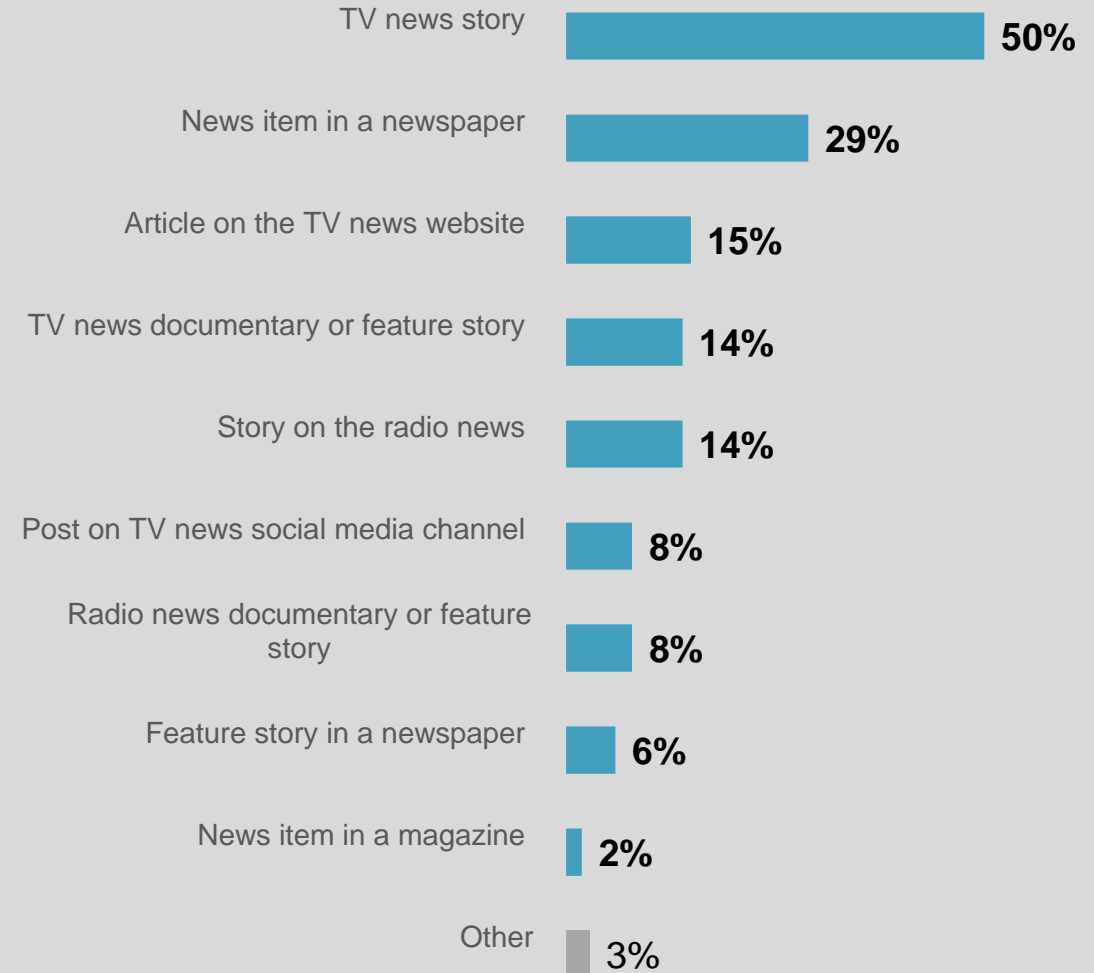


NEWS INFLUENCES ON REPUTATION

TV news is king. Of those who said the news media has the biggest impact on agency perceptions, half said it was TV news stories which had the most influence. Newspapers have the second largest influence.



WHAT PEOPLE HAVE SEEN OR HEARD FROM NEWS ORGANISATIONS



Why should delivering better experiences be an agency priority?

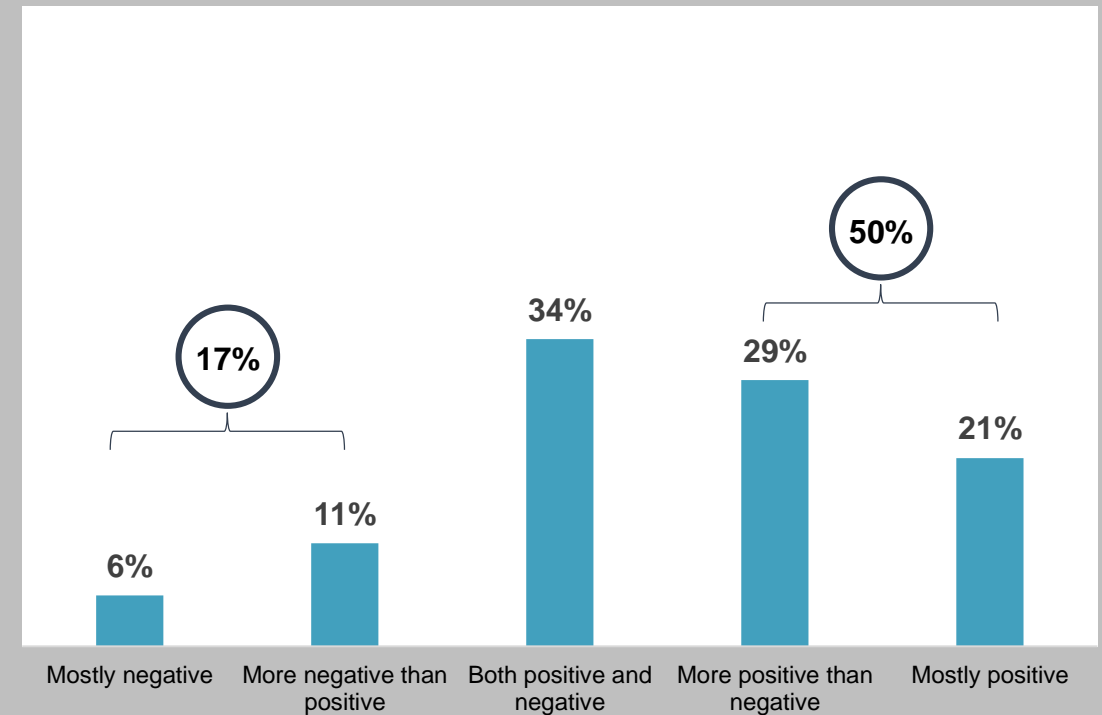
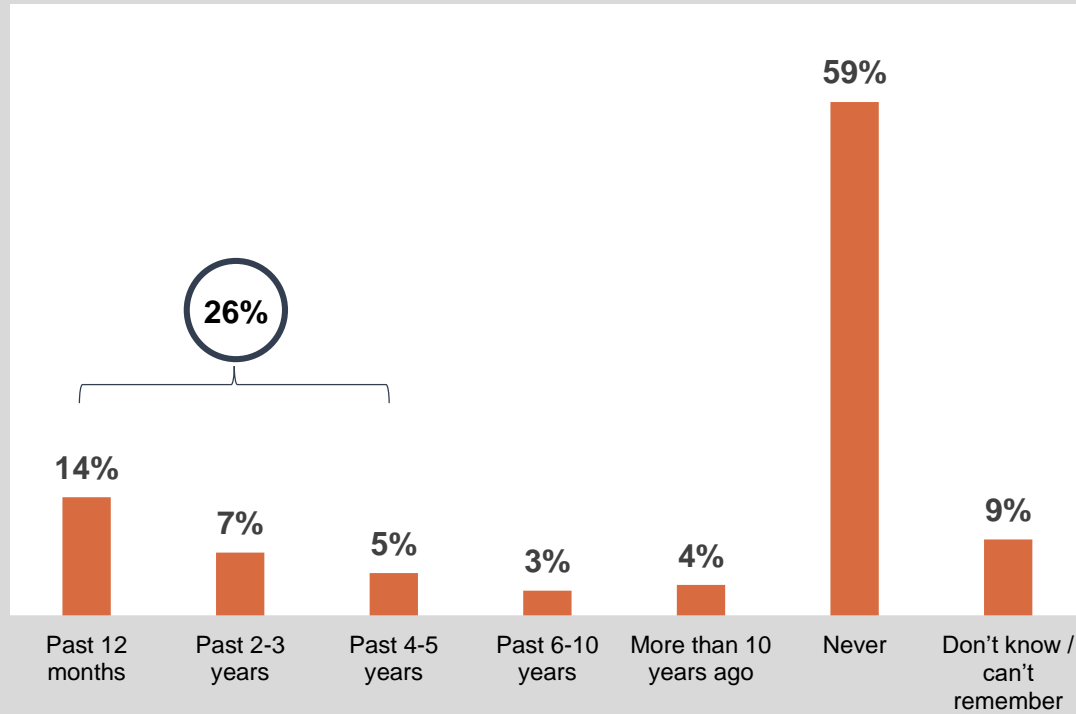


We asked people when they last had personal contact with each of the agencies they were aware of.

Half of those who had personal experience said it was a mainly positive one.

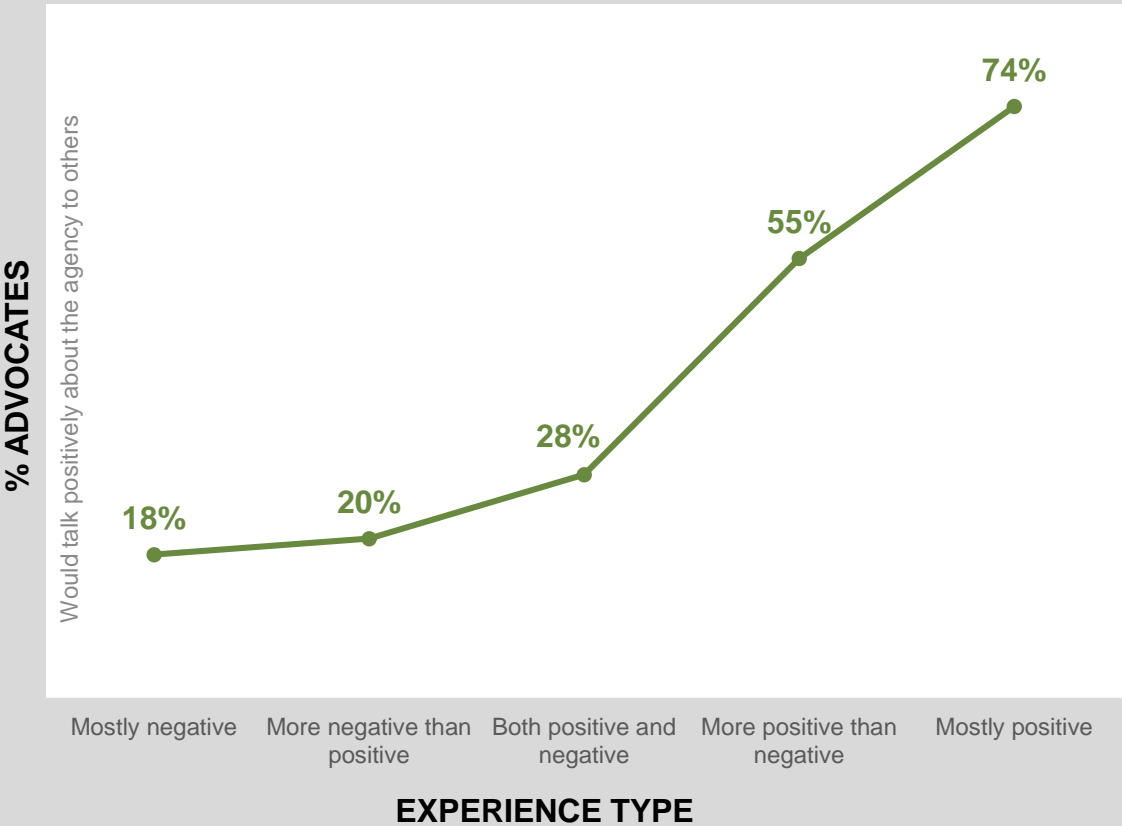
WHEN PARTICIPANTS LAST HAD PERSONAL CONTACT

TYPE OF EXPERIENCE

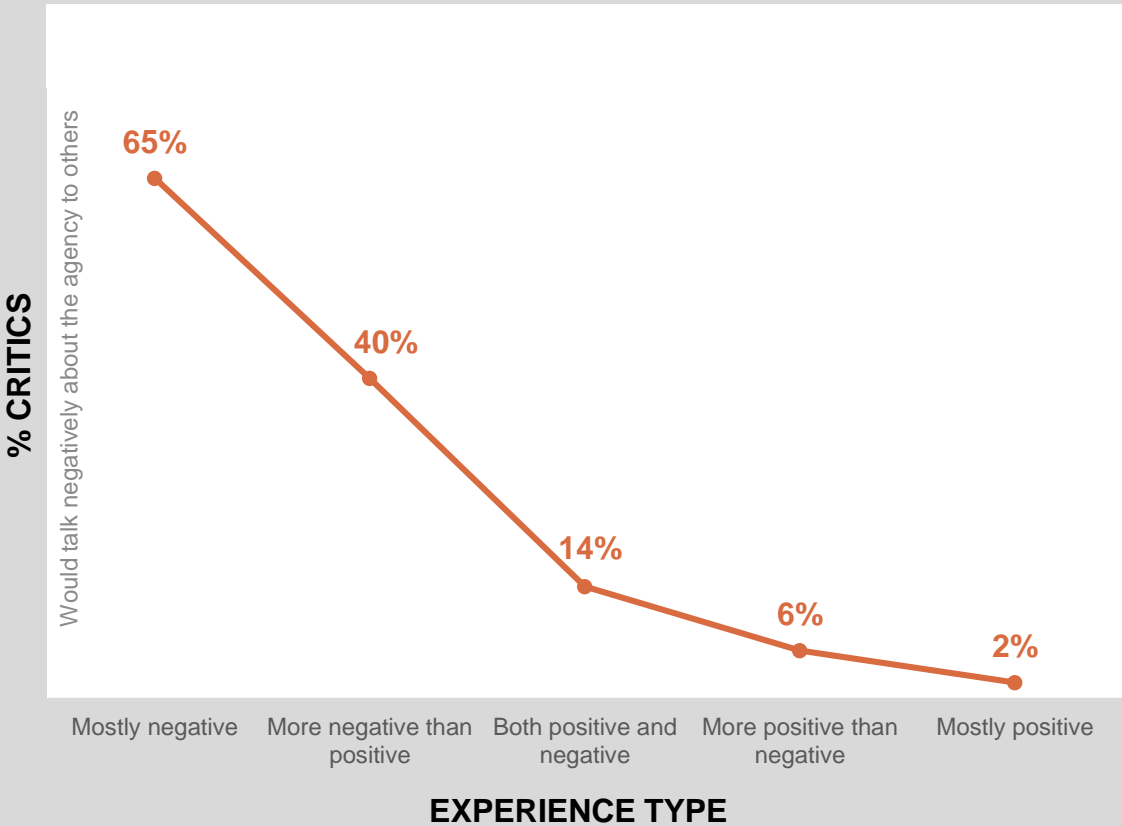


The experience agencies deliver is incredibly important to advocacy.

IMPACT OF A POSITIVE EXPERIENCE ON ADVOCACY



IMPACT OF A NEGATIVE EXPERIENCE ON CRITICISM



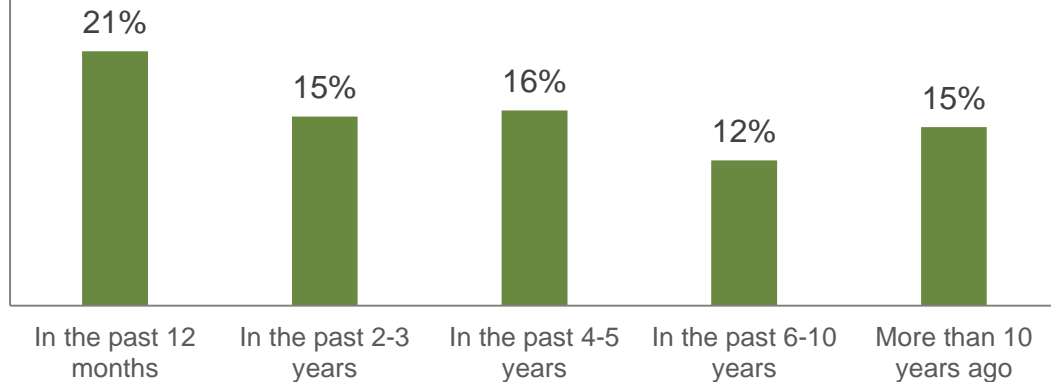
Good experiences with Public Sector agencies stick in people's memories.

Bad experiences have a stronger initial impact and continue to have influence for at least 10 years.

PEOPLE WHOSE LAST EXPERIENCE WAS GOOD
"mostly positive/more positive than negative"

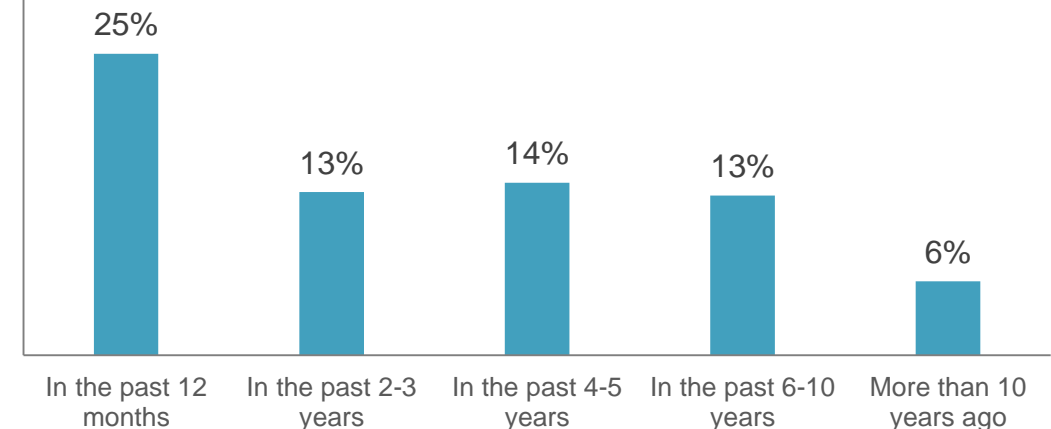
PEOPLE WHOSE LAST EXPERIENCE WAS POOR
"mostly negative/more negative than positive"

"Would speak highly about agency without being asked"



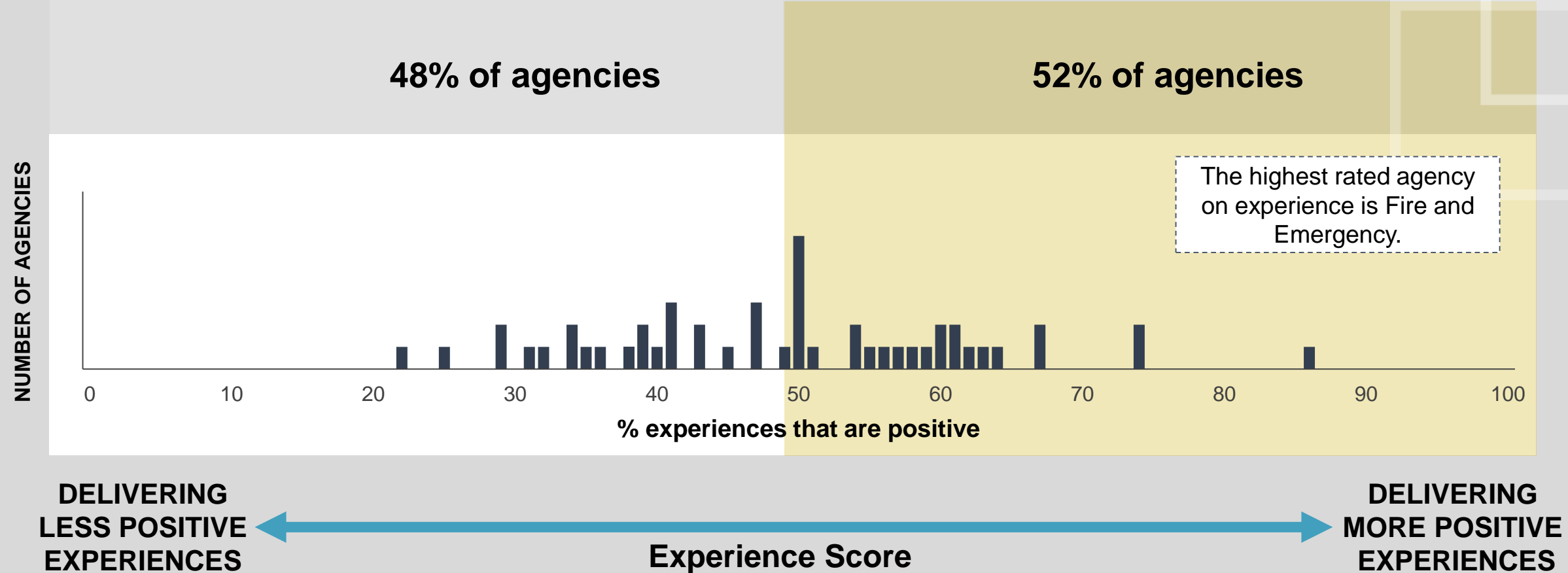
Last direct agency experience was good and it was...

"Would speak critically about agency without being asked"



Last direct agency experience was poor and it was...

Just over half of all agencies get a reputation boost by delivering a positive experience most of the time. There is significant room to improve with only a few agencies regularly providing outstanding experiences.



What proportion of agencies are delivering positive experiences.

Key take-outs



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TAKE-OUT



1

BUILDING BETTER STORIES AROUND WELLBEING

Half of the New Zealand public have no clear idea about the wellbeing impact of the 50 government agencies we measure.

There is a significant opportunity for each agency to fill this gap by telling the story of how it contributes to New Zealanders wellbeing. This will impact perceptions of social responsibility and ultimately reputation.



TAKE-OUT



2

PUBLIC SECTOR TRUST CONTINUES TO GROW

Around the world, the prevailing narrative has been that trust in government and other key public institutions is in decline. In 2018, we found this to be untrue for the New Zealand Public Sector with levels of distrust of just 8%.

In 2019, we continue to see evidence which counters the global trend. The Public Sector agencies we measure continue to improve each year on the core elements of "Trust", namely listening, using taxpayers money responsibly, protecting personal information and being trustworthy.



TAKE-OUT



3

PERSONAL EXPERIENCES HAVE A LASTING IMPACT

A negative experience with a Public Sector agency is more powerful in the first year than a positive one, but in both cases the experience stays with people for a long time.

It is therefore essential for agencies to regularly deliver good experiences to New Zealanders and diagnose those instances which are most damaging. For those agencies who have less regular or intermittent contact with the public, the impact of customer experience improvements will take much longer to manifest themselves in their reputation score.

For more information,
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