

# PUBLIC SECTOR

Reputation Index 2021

PUBLIC SECTOR REPUTATION INDEX 2021

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 and customised it to the needs of the New Zealand public sector.

## In 2021, we have...

- Surveyed more New Zealanders than ever before
- Included four new agencies
- Examined New Zealanders' perceptions of each agency's contribution to the COVID-19 recovery



# 3500

**interviews conducted  
to reflect the views of  
all New Zealanders**

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



Fieldwork dates:  
18 February to  
12 March 2021



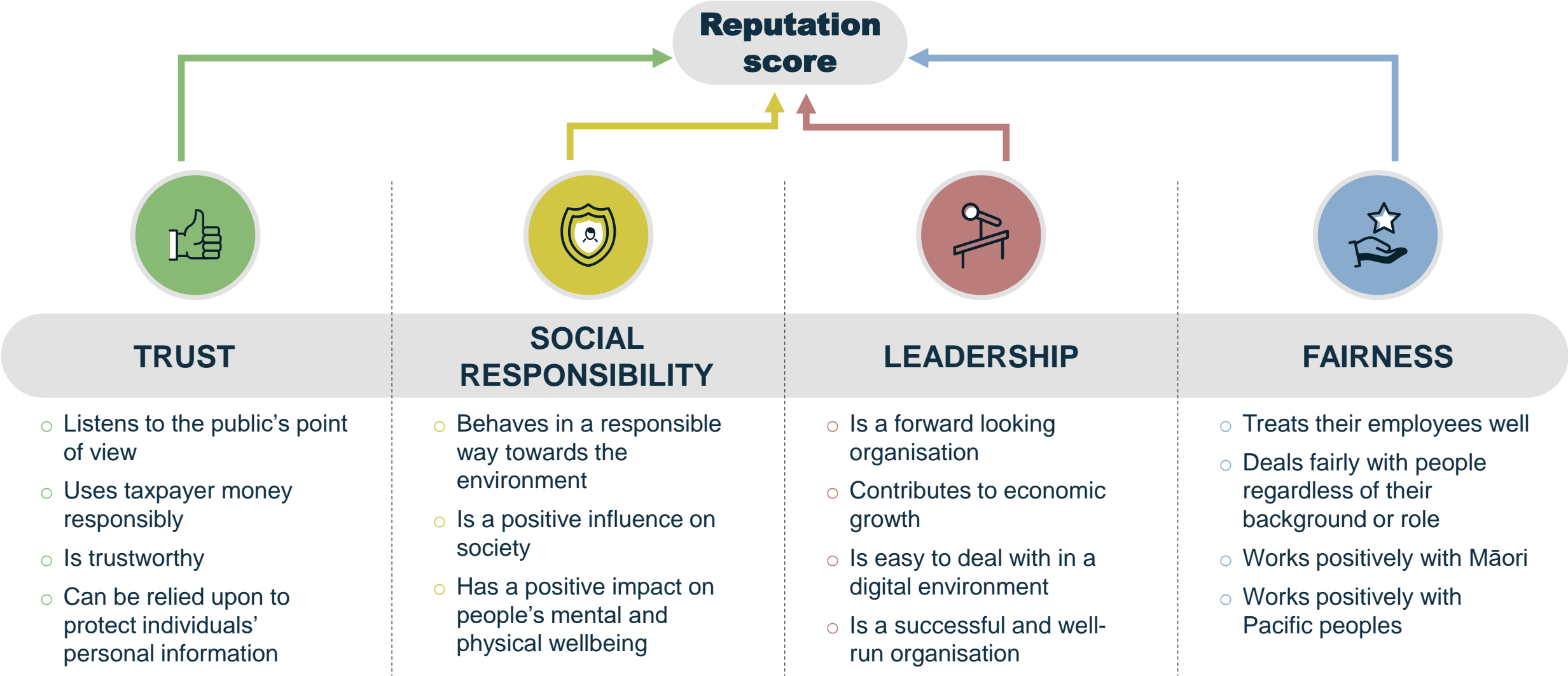
# 58

## New Zealand public sector agencies

New agencies in 2021 are Aviation Security Service, Land Information New Zealand, Managed Isolation and Quarantine (MIQ) and Ministry of Housing and Urban Development.

 <b>Te Kapereihana Āwhina Hunga Whero</b>		 <b>Aviation Security Service</b> <i>Kaitiaki Kōwhiri</i>	 <b>BSA</b> BROADCASTING STANDARDS AUTHORITY TE MANA WHANONGA KAIPĀHO	<b>CallaghanInnovation</b> New Zealand's Innovation Agency	 <b>CAA</b> CIVIL AVIATION AUTHORITY TE MANA HIKO		 <b>COMMERCE COMMISSION NEW ZEALAND</b> <i>Te Komihana Tauhokohoko</i>	<b>TE MANA WHAKAATU</b> <b>Classification Office</b>	 <b>creative nz</b> ARTS COUNCIL OF NEW ZEALAND TEI AOTEAROA
 <b>New Zealand DEFENCE FORCE</b> <i>Te Ope Kaitiaki o Aotearoa</i>	 <b>Department of Conservation</b> <i>Te Papa Atawhai</i>	 <b>DEPARTMENT OF CORRECTIONS</b> ARA POUTAMA AOTEAROA	 <b>Te Tari Taiwhenua Internal Affairs</b>	 <b>EQC</b> EARTHQUAKE COMMISSION <i>Kaitiaki Raukōwhiri</i>	<b>ELECTRICITY AUTHORITY</b> TE MANA HIKO	 <b>EECA</b> Energy Efficiency and Conservation Authority Te Tari Tikaki Pūngao	 <b>FMA</b> FINANCIAL MARKETS AUTHORITY TE MANA TĀHITI KŌWHIRI - NEW ZEALAND	 <b>FIRE EMERGENCY</b> NEW ZEALAND	 <b>GNS SCIENCE</b> TE PŪ AO
 <b>hpa health promotion agency</b>	 <b>Inland Revenue</b> Te Tari Taake	 <b>Kāinga Ora</b> Homes and Communities	 <b>Land Information New Zealand</b> <i>Itaiti te whenua</i>	 <b>MARITIME NEW ZEALAND</b>		 <b>ORANGA TAMARIKI</b> Ministry for Children	<b>MANAGED ISOLATION AND QUARANTINE</b>	 <b>MINISTRY OF BUSINESS, INNOVATION &amp; EMPLOYMENT</b> HIKINA WHAKATUTUKI	 <b>Manatū Taonga</b> Ministry for Culture & Heritage
 <b>MINISTRY OF EDUCATION</b> TE TĀHUU O TE MĀTAURANGA	 <b>Ministry for the Environment</b> <i>Manatū Mo te Taiao</i>	 <b>NEW ZEALAND FOREIGN AFFAIRS &amp; TRADE</b> MANATŪ AROKOE	 <b>MINISTRY OF HEALTH</b> MANATŪ HAUORA	 <b>Te Tūāpapa Kura Kāinga</b> Ministry of Housing and Urban Development	 <b>MINISTRY OF JUSTICE</b> <i>Tāhū o te Ture</i>	<b>Ministry for Primary Industries</b> Manatū Ahu Matua	 <b>MINISTRY OF SOCIAL DEVELOPMENT</b> TE MANATŪ WHAKAMĀTŪ ŌRA	 <b>National Emergency Management Agency</b> Te Rōkū Whakamanamara	 <b>NEW ZEALAND CUSTOMS SERVICE</b> TE MANA ARA O AOTEAROA
 <b>NEW ZEALAND IMMIGRATION</b>	 <b>New Zealand POLICE</b> <i>Nga Pirihimana o Aotearoa</i>	 <b>NEW ZEALAND PRODUCTIVITY COMMISSION</b> <i>Te Komihana Whakaitiaki o Aotearoa</i>	 <b>NEW ZEALAND TOURISM</b>	 <b>NEW ZEALAND TRADE &amp; ENTERPRISE</b>	 <b>NZ TRANSPORT AGENCY</b> WAKA KŌHAKI	 <b>NIWA</b> Taihoro Nukurangi	 <b>NZ On Air</b> <i>hanga Te Māui</i>	 <b>MANAKITIA A TĀTŌU TAMARIKI</b> <b>Children's Commissioner</b>	<b>PHARMAC</b> TE PĀTAKA WHAIORANGA
 <b>Te Kawa Mataaho</b> Public Service Commission	 <b>RESERVE BANK OF NEW ZEALAND</b>	 <b>RNZ</b> TE RŌI IRIRANGI O AOTEAROA	 <b>SFO</b> SERIOUS FRAUD OFFICE	 <b>SPORT NEW ZEALAND</b>	 <b>Stats NZ</b> Tatouranga Aotearoa	 <b>TE TAI ŌHANGA THE TREASURY</b>	<b>WORKSAFE</b>		

# Reputation is measured across 15 attributes, under four pillars, which are combined into a single reputation score, and an index created with the average being 100.



1

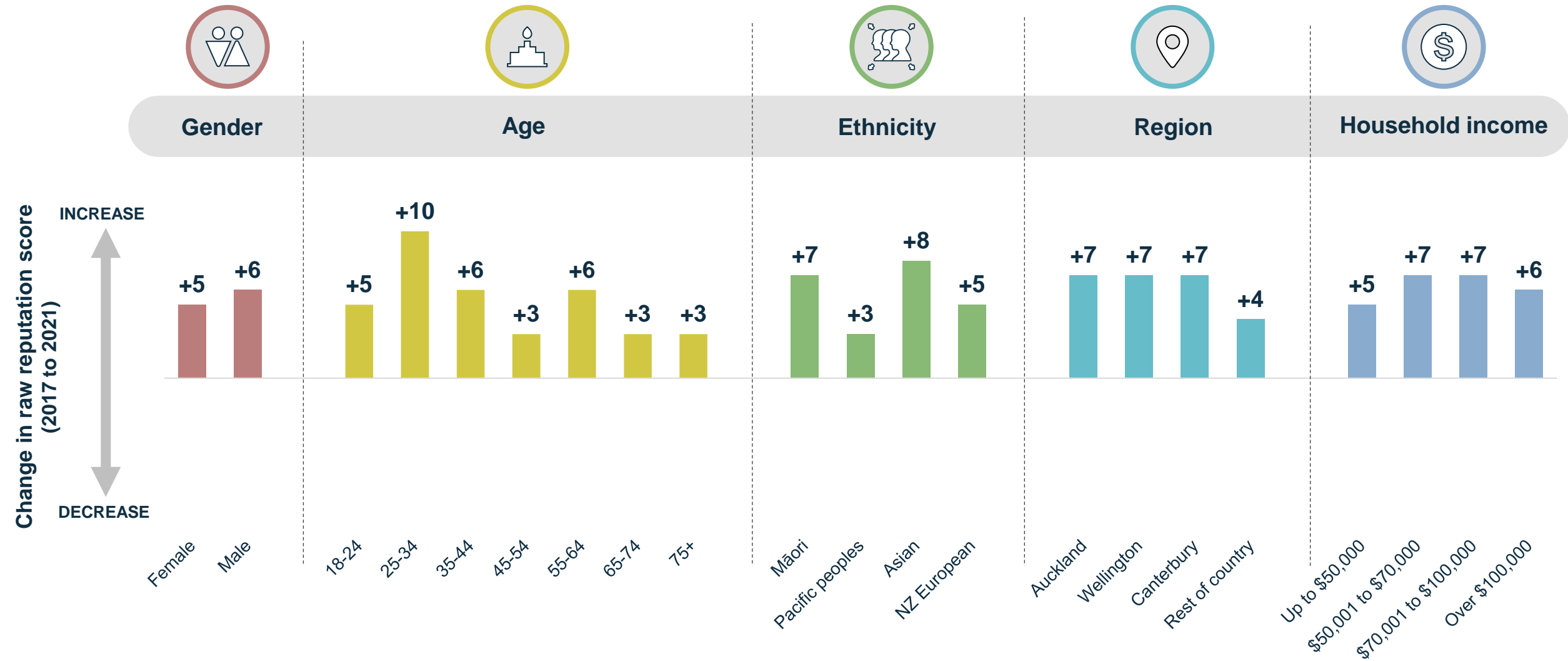
# What trends are we seeing?



Every year we've seen an overall improvement in the public sector's reputation – with the exception of this year which has been a consolidation on last year's big jump.



# The public sector's reputation has improved across all demographic groups since 2017.



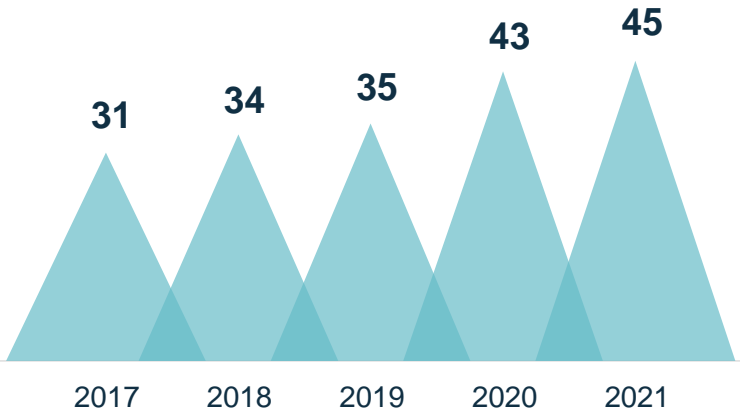


# Some attributes continue to improve, despite the pause in the overall reputation score.



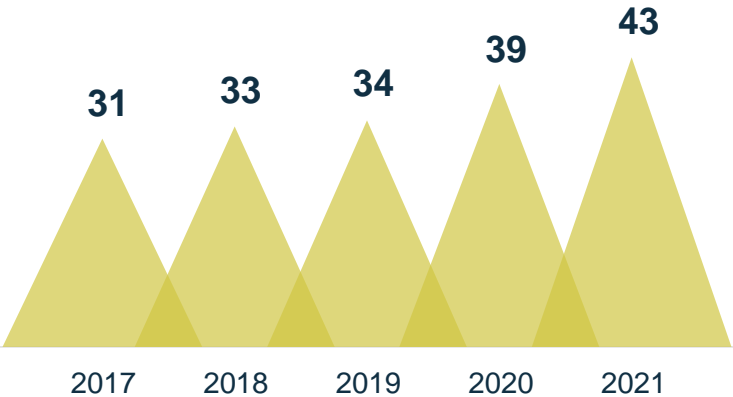
## Contributes to economic growth

% agree



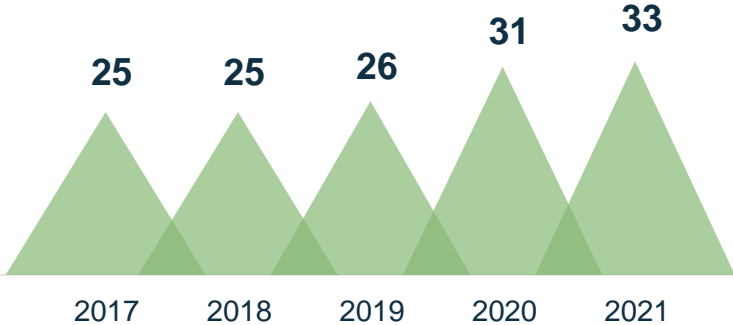
## Can be relied upon to protect personal information

% agree



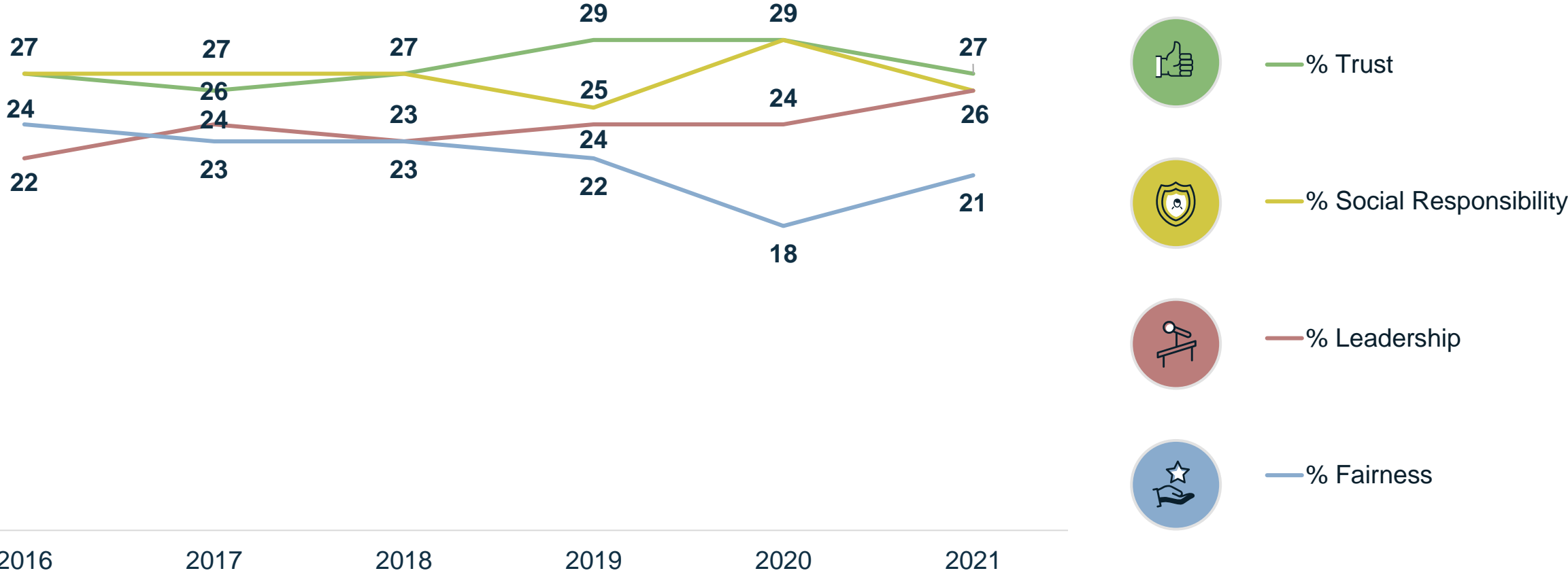
## Is easy to deal with in a digital environment

% agree



# Leadership is increasing in importance in terms of its impact on reputation.

## PILLAR IMPACT ON AGENCY REPUTATION



2

# How are our public sector agencies performing?

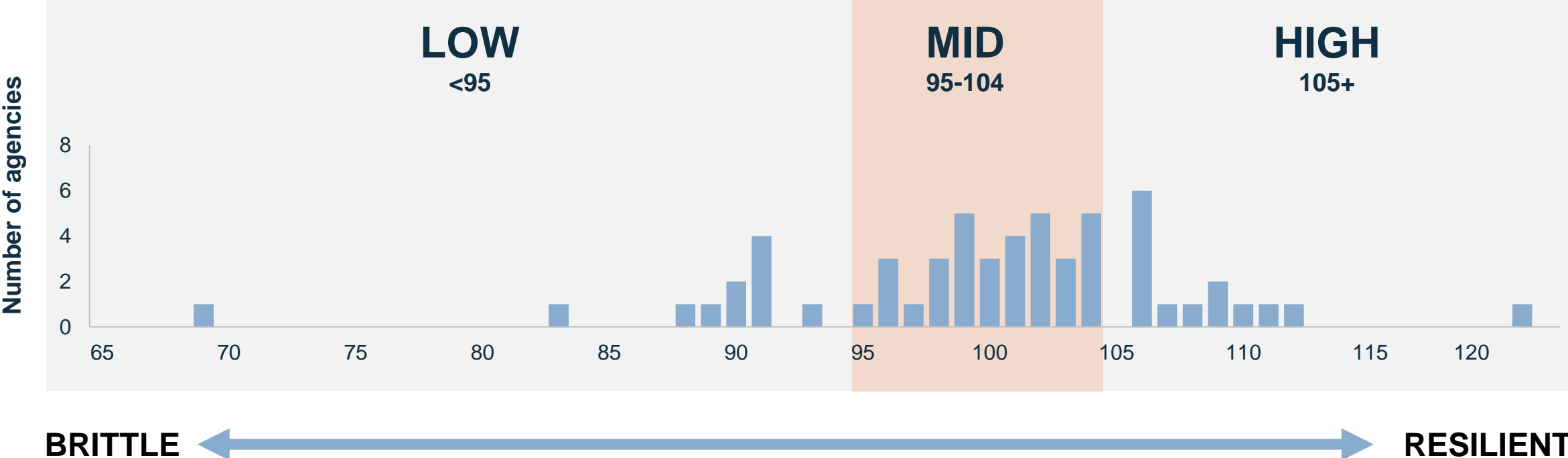


# Most of the public sector agencies have a healthy reputation with 8 out of 10 in the mid to high range.

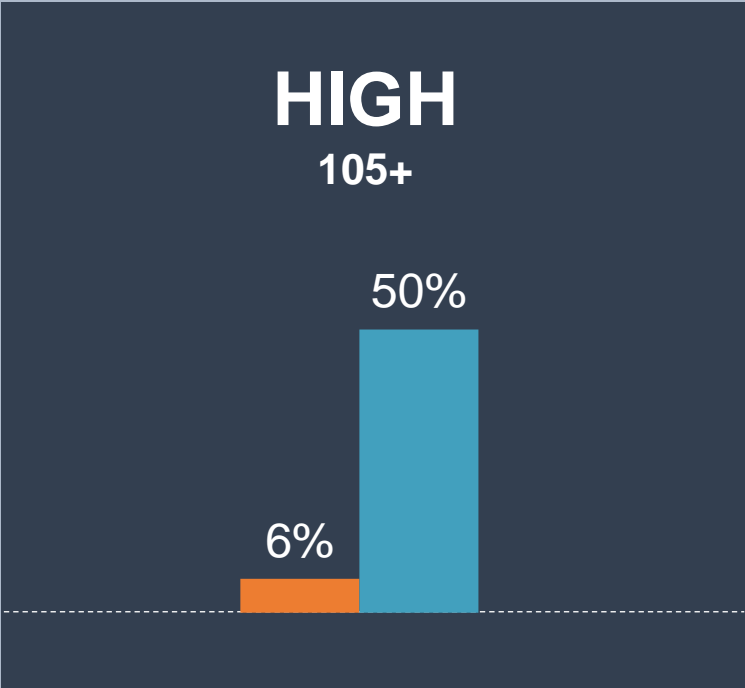
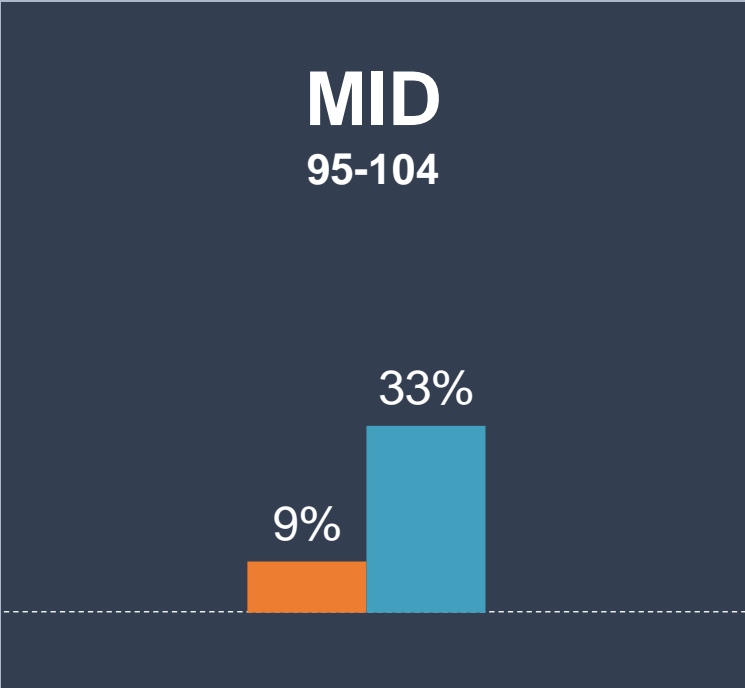
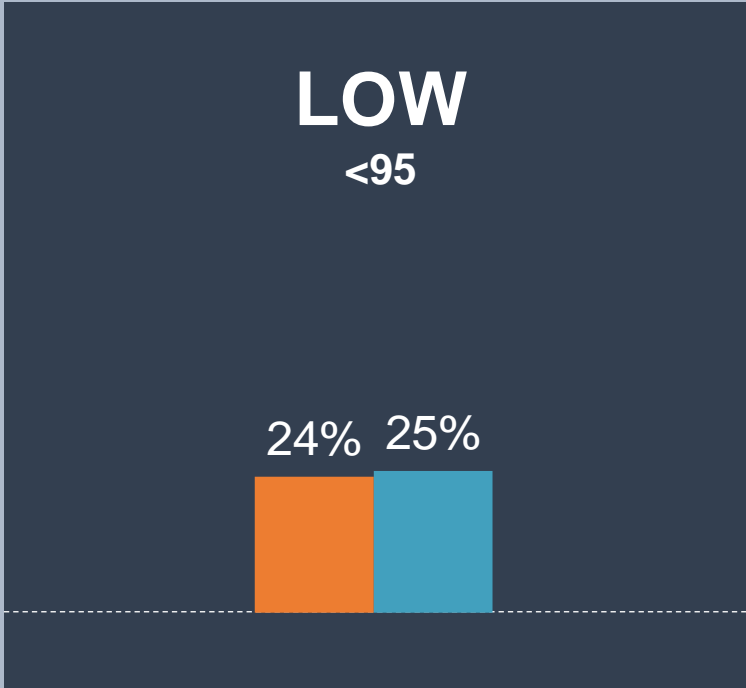
19%

57%

24%

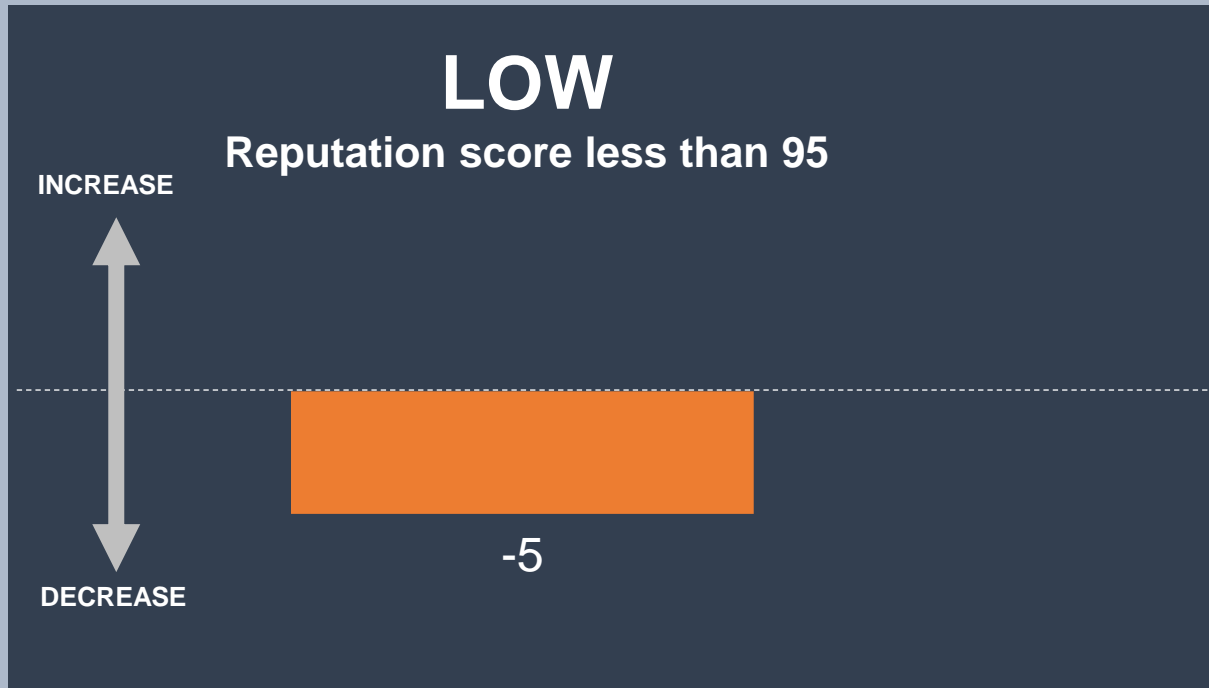


So what does this mean? A reputation in the high range means people are eight times more likely to be advocates than critics. In the low range they are evenly split.



ADVOCACY    % would be critical of them    % would speak highly of them

A mid or high reputation also means an agency is twice as resilient if an issue occurs.



Average change in reputation score when media/comms sentiment drops 10 percentage points plus

3

# How is COVID-19 affecting reputation?

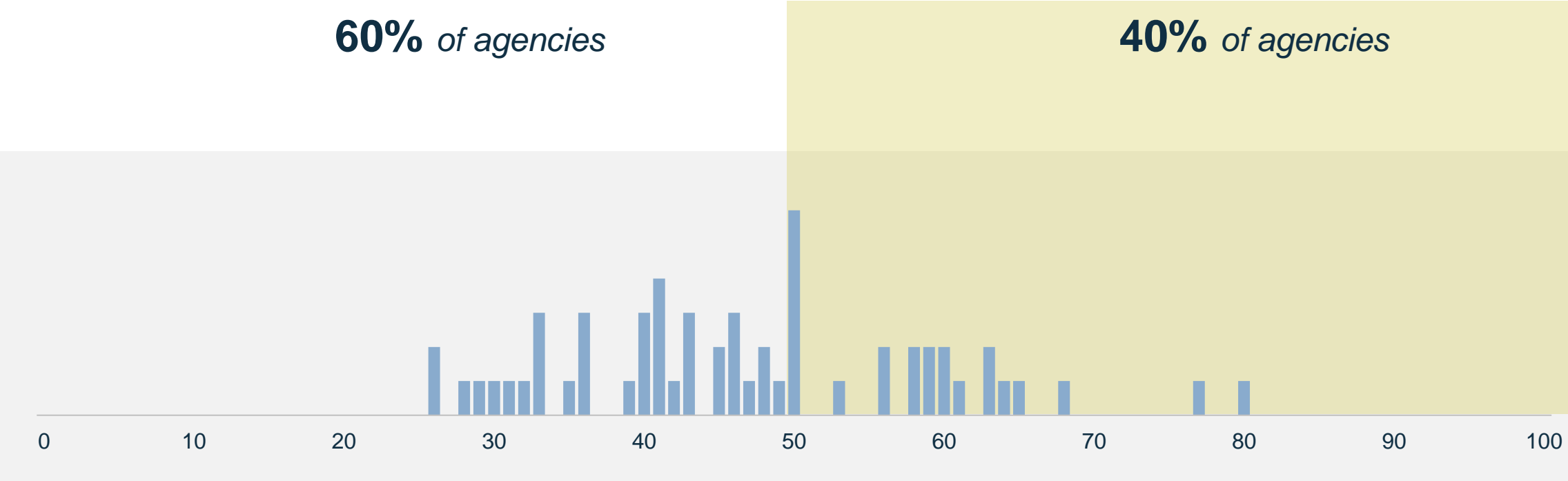


# Some agencies are seen as more important than others to the COVID-19 recovery.

60% of agencies

40% of agencies

Number of agencies



LOW

HIGH

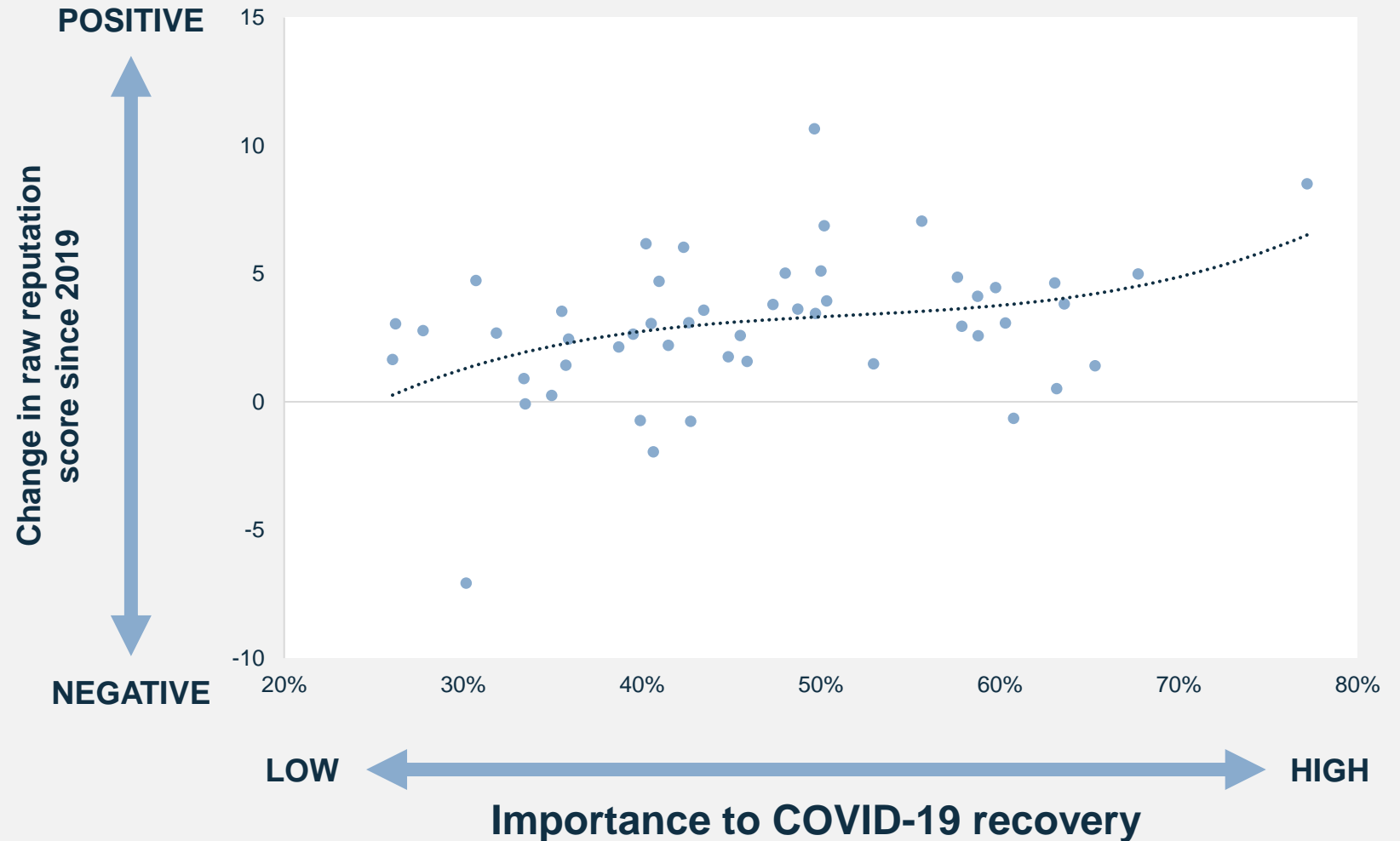
## Importance to COVID-19 recovery

*The proportion of people who agree a specific agency is important in helping New Zealand recover from the economic and social impact of COVID-19*



There is a link between the extent to which public sector agencies are associated with the COVID-19 recovery and the strength of any reputational improvement since 2019. However the link is not a strong one.

There are plenty of agencies who've had reputational improvements who are not strongly associated with the COVID-19 recovery.



*The proportion of people who agree a specific agency is important in helping New Zealand recover from the economic and social impact of COVID-19*

4

# Who has the strongest reputation in 2021?



# OVERALL REPUTATION

TOP 10

2021

Fire and Emergency remains top of the pack.

Ministry of Health enters the top 10 for the first time, and Tourism New Zealand is back in the mix.

Callaghan Innovation jumps from 5<sup>th</sup> to 2<sup>nd</sup> place.

121		109	 Department of Conservation Te Papa Atawhai
112	CallaghanInnovation New Zealand's Innovation Agency 	108	 New Zealand DEFENCE FORCE Te Ope Kātua O Aotearoa 
111	 National Emergency Management Agency Te Rākau Whakamarumarū	107	 NEW ZEALAND TOURISM
110	 NEW ZEALAND CUSTOMS SERVICE TE MANA ĀRAI O AOTEAROA	106	 MINISTRY OF HEALTH MANATŪ HAUORA 
109	 MetService	106	 hpa health promotion agency 



# TOP 5

## ON EACH PILLAR

Highest scoring agencies on each of the four pillars



TRUST



SOCIAL RESPONSIBILITY



LEADERSHIP



FAIRNESS

Rank	Trust	Social Responsibility	Leadership	Fairness
1				
2				
3				
4				
5				

# TOP 5

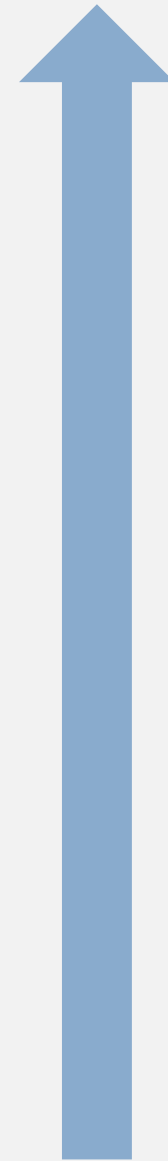
## MOVERS & SHAKERS

Top 5 most improved agencies

Stats NZ has improved its reputation the most.

Ministry of Health is greatly improved following its COVID-19 response.

Kāinga Ora is in the top 5 most improved for the third year in a row.



1

**Stats**  NZ

2

 **WAKA KOTAHI**  
NZ TRANSPORT AGENCY

3

 **Inland Revenue**  
Te Tari Taake

4

 **MINISTRY OF HEALTH**  
MANATŪ HAUORA

5

 **Kāinga Ora**  
Homes and Communities

# What is driving improvement among the top 5 movers and shakers?

The chart shows which attributes have seen the greatest percentage point increase for each agency.



Can be relied upon to protect individuals' personal information **+10**

Listens to the public's point of view **+6**

Is a positive influence on society **+6**

Is easy to deal with in a digital environment **+6**



Works positively with Māori **+18**

Works positively with Pacific peoples **+12**

Contributes to economic growth **+10**

Behaves in a responsible way towards the environment **+10**



Is a forward looking organisation **+7**

Contributes to economic growth **+6**

Is easy to deal with in a digital environment **+5**



Is a successful and well-run organisation **+12**

Is easy to deal with in a digital environment **+10**

Listens to the public's point of view **+10**

Can be relied upon to protect individuals' personal information **+10**



Can be relied upon to protect individuals' personal information **+10**

Contributes to economic growth **+8**

Is a forward looking organisation **+7**

Is easy to deal with in a digital environment **+7**

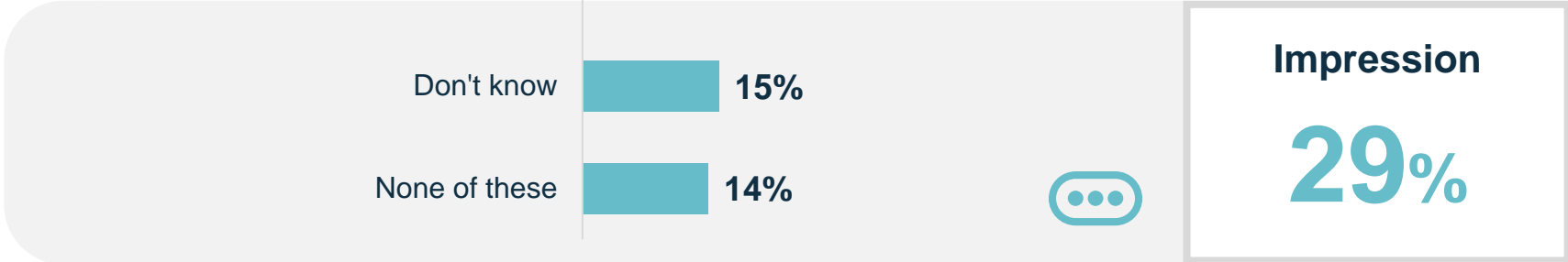
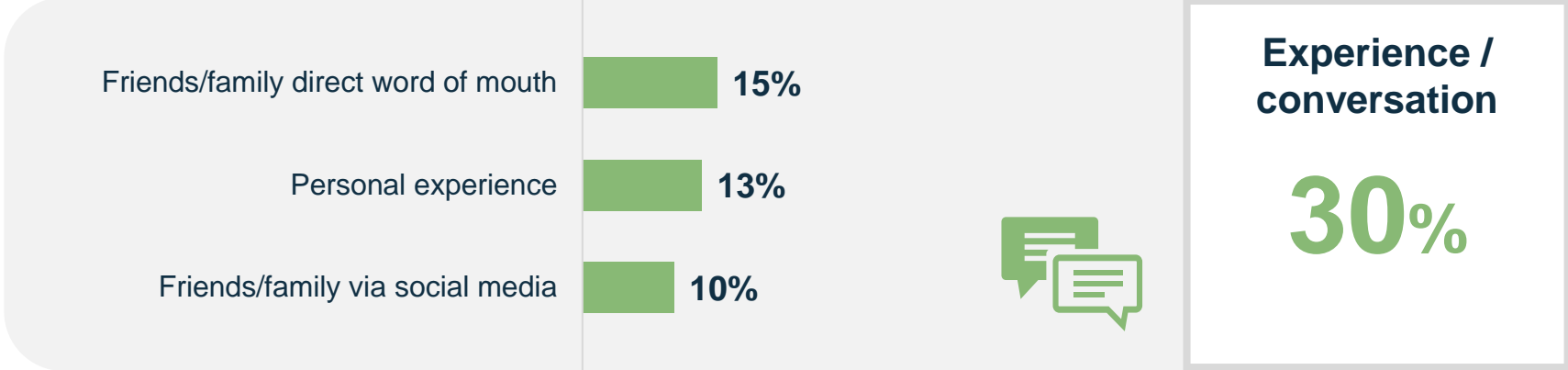
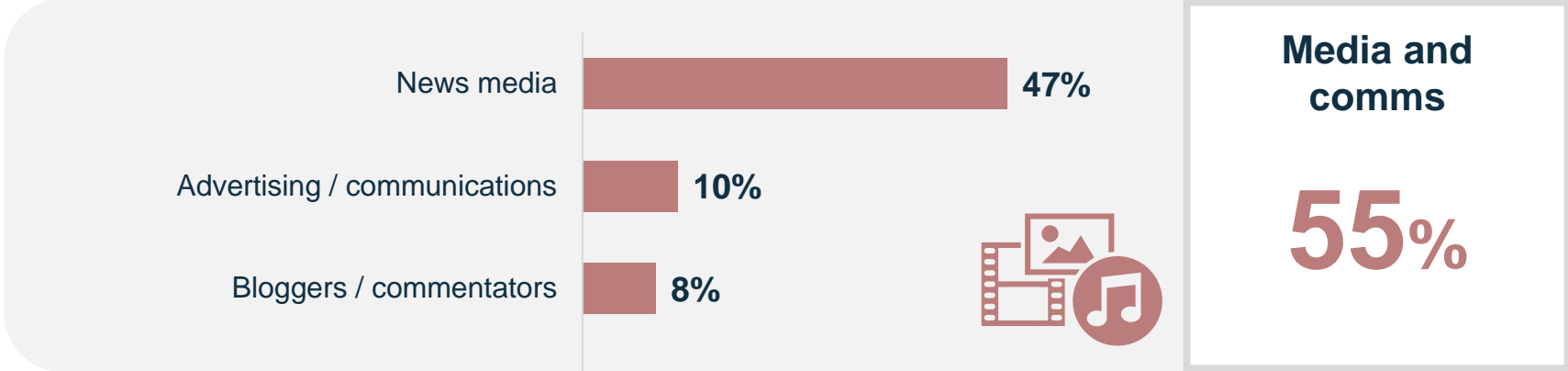
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# What's influencing reputation?



**Media and comms** has the most influence on reputation, especially the news media.

Q. Which, if any, of the following has impacted your views of [insert agency]



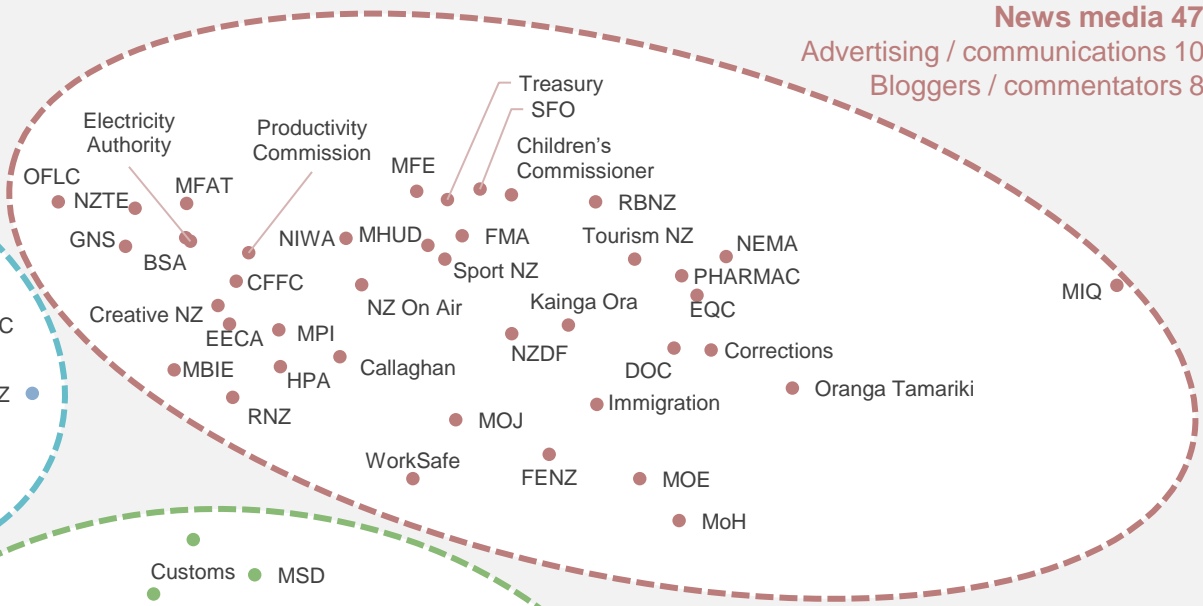
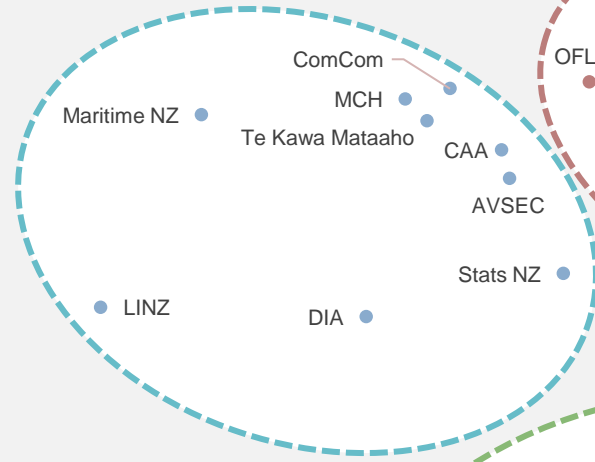


Sources of influence do vary by agency though ... experience or impression are the most important influence for a quarter of the agencies.

This chart is showing what is **relatively** more important in shaping reputation. The closer an agency is to the source of reputation on the chart, the more important it is in shaping its reputation.

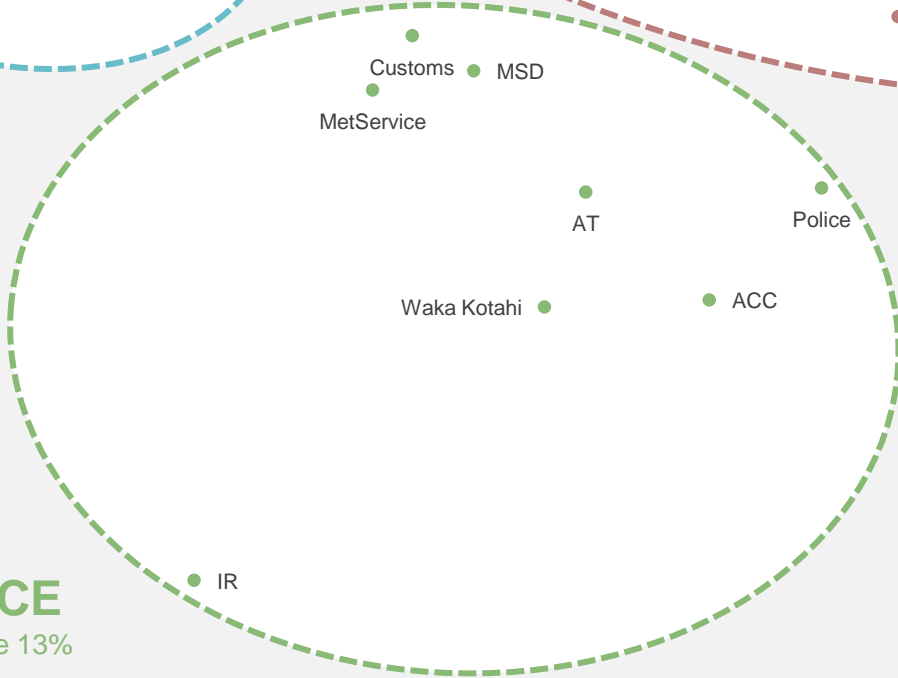
## IMPRESSION

Don't know 15%  
None of these 14%



## MEDIA AND COMMS

News media 47%  
Advertising / communications 10%  
Bloggers / commentators 8%



## EXPERIENCE

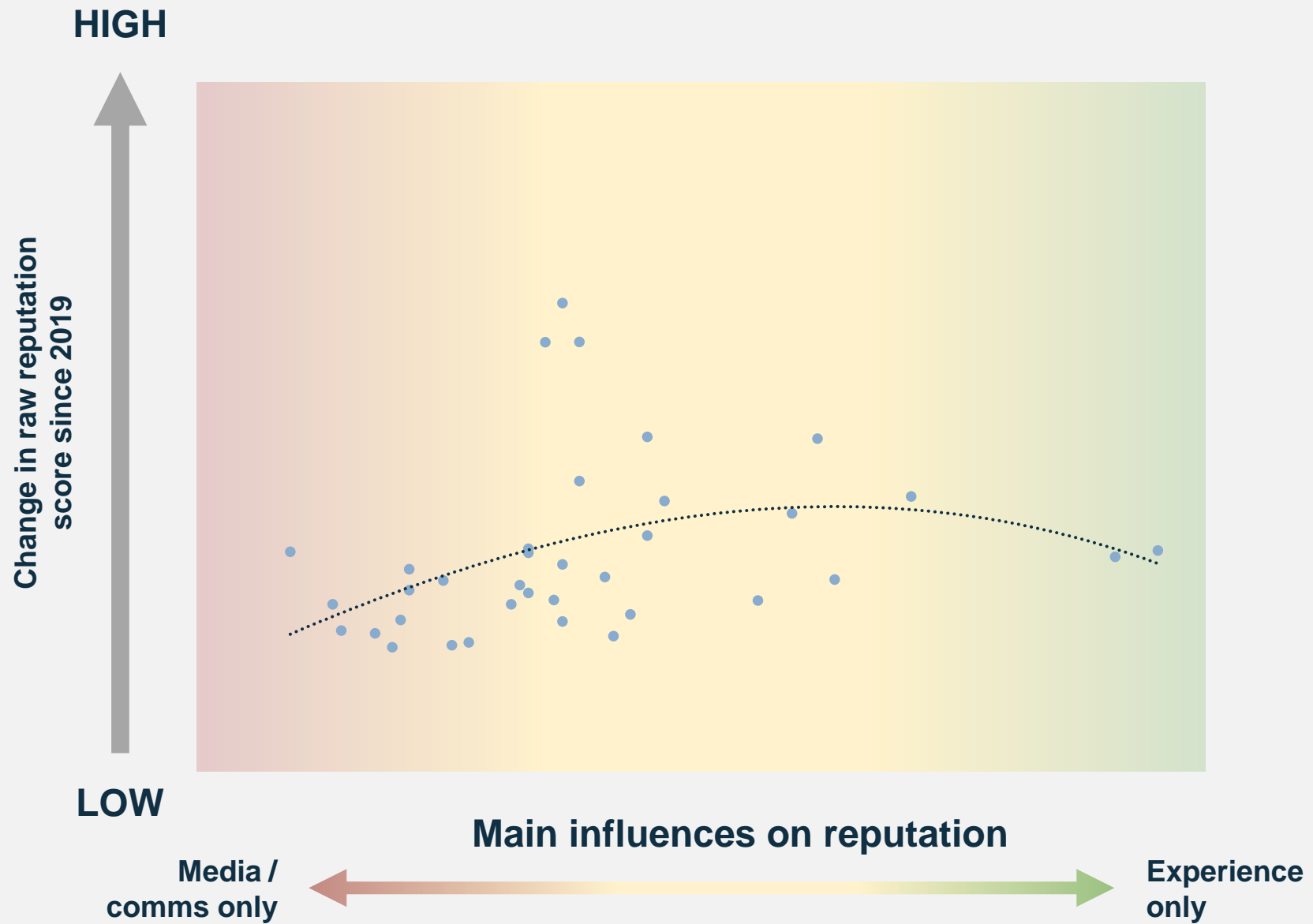
Personal experience 13%

## CONVERSATION

Friends or family 15%  
Social media 10%

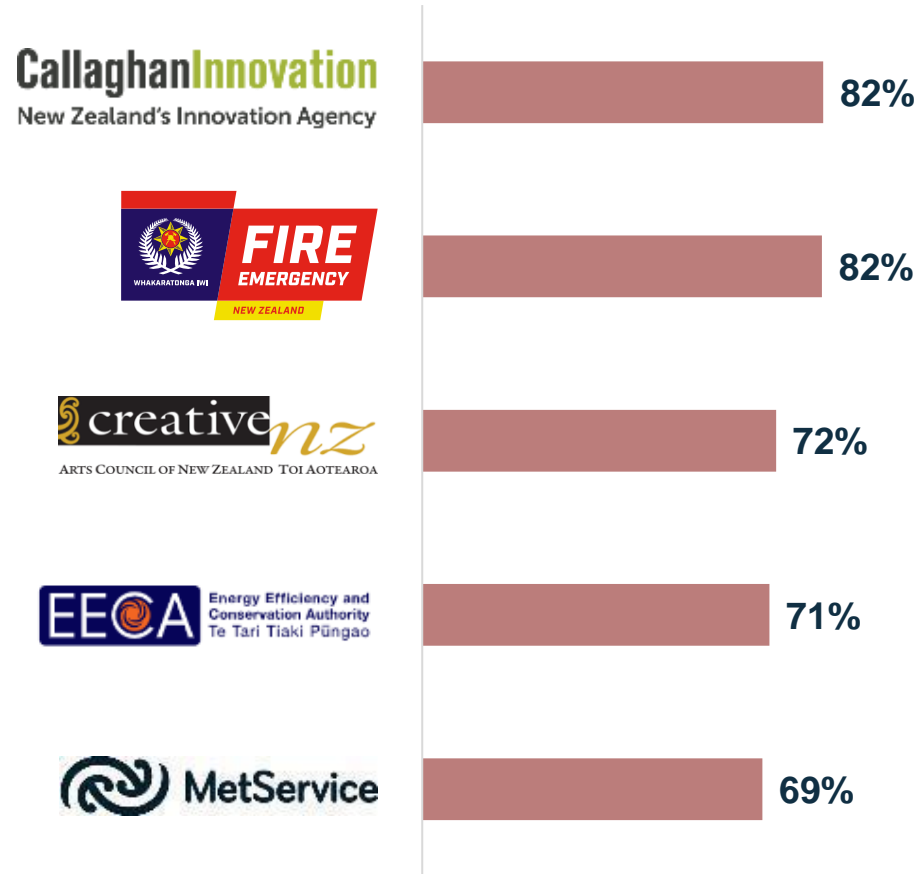
Agencies shouldn't just rely on media and comms or personal experiences to improve their reputation.

The biggest gains in reputation have come from those agencies using a combination of both.

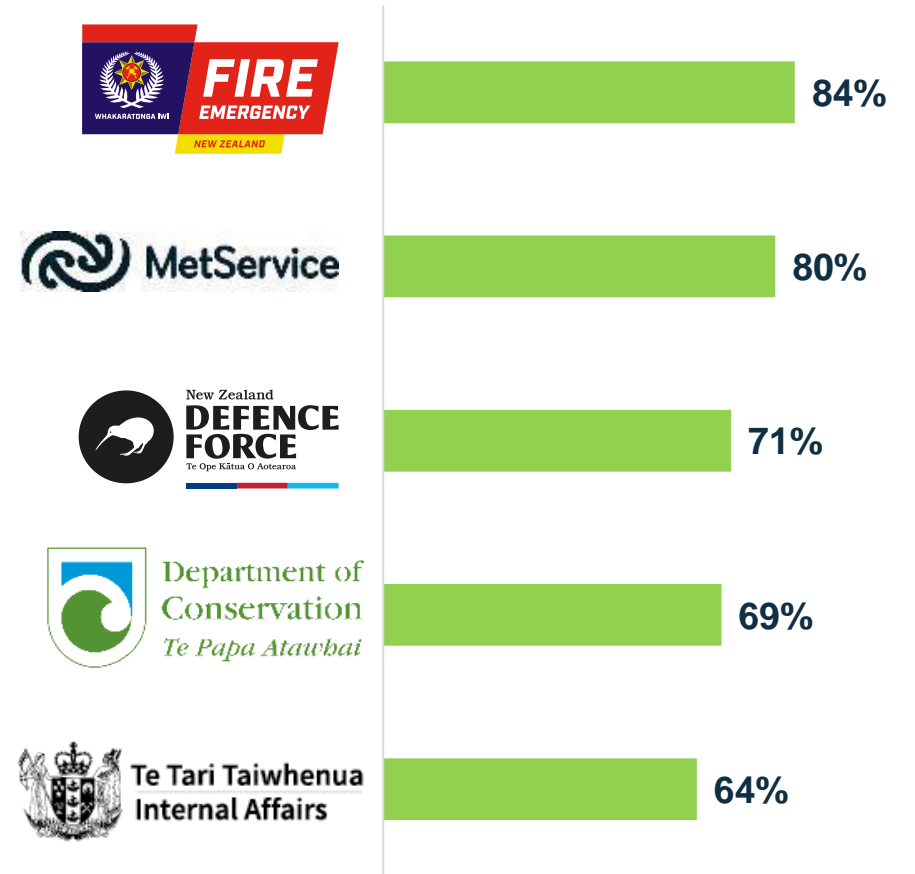


# If the combination of media/comms and personal experience are important to improving reputation – which agencies should we look to as exemplars?

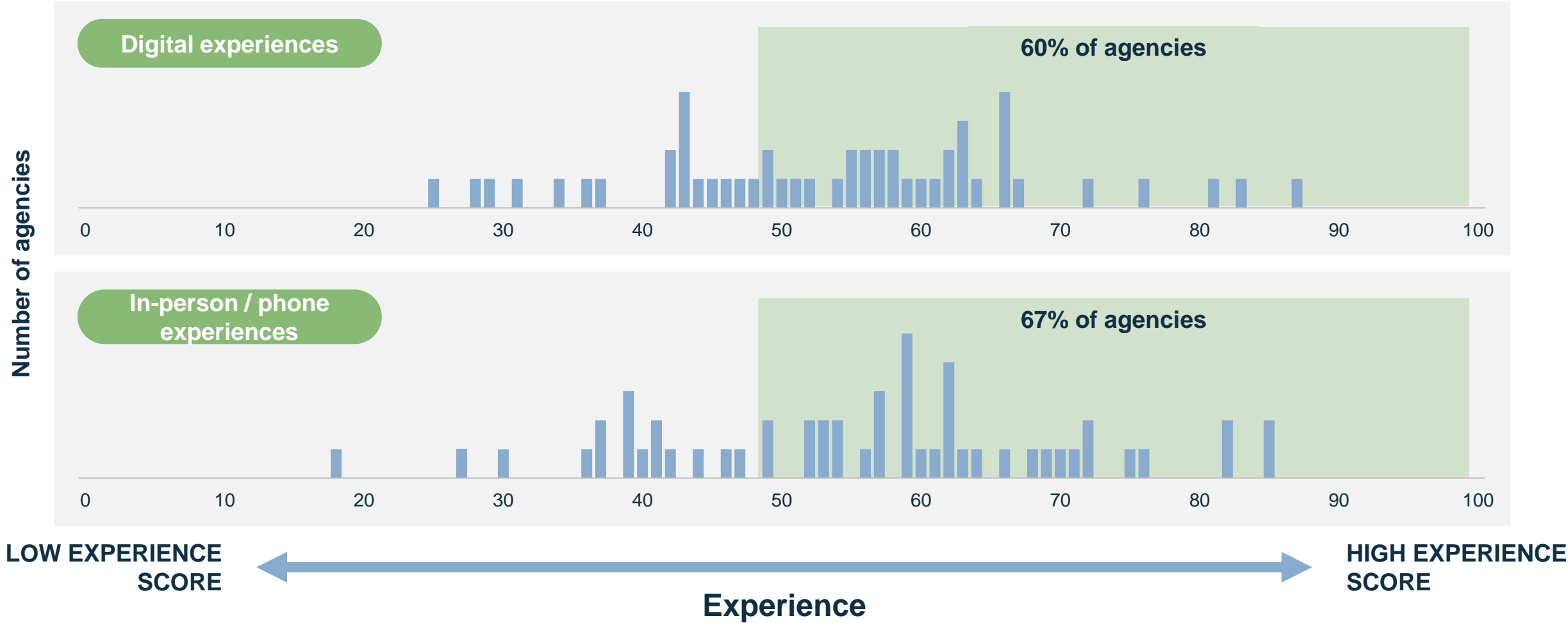
% who say what they have seen, heard, or read is mostly positive



% who've had mainly positive experiences



The majority of agencies are delivering positive digital and in-person/phone experiences. The delivery of digital experiences appears to be more consistent than in-person/phone experiences.



What proportion of agencies are delivering positive experiences.

6

## Key take outs





# Our love affair with the public sector continues

The public sector has consolidated the improvements it has seen over time.

Every corner of New Zealand society perceives the public sector has improved.

New Zealanders want to see greater leadership from the public sector, and there is evidence they feel the public sector is delivering.

Agreement that agencies contribute to economic growth has reached a new peak.





# It's not all about COVID

New Zealanders' perceptions of the public sector have improved notably since 2016.

The COVID-19 response has driven some of this improvement, but not all. Perceptions of the public sector had been trending up prior to COVID-19 arriving.

This means that agencies don't need to talk about COVID-19 in order to improve their reputation. Additionally, reputational gains seen between 2019 and now are unlikely to erode once COVID-19 is over.





# The sweet spot

Agencies that solely rely on **personal experience** or **media and communications** to build reputation have not improved their reputation to the same extent as those who **rely on both.**





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Katelynn.Fuller@colmarbrunton.co.nz

