

Public Sector Reputation Index

New Zealand

2024

verian 



Contents

1. Introduction to the Index
2. Top performers in 2024
3. Broad public sector trends
4. Sources of reputation
5. Key takeouts





1. Introduction to the Index

The Public Sector Reputation Index is a globally validated model which we have evolved to work in a public sector setting. The model contains 16 reputation attributes, which each sit under one of four pillars: trust, social responsibility, leadership and fairness.

Reputation Score



Trust

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



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



Leadership

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



Fairness

- Treats their employees well
- Deals fairly with people regardless of their background or role
- Works positively with Māori
- Works positively with Pacific peoples

The index spans New Zealand, Australia and Singapore, giving us the ability to compare results across countries, further contextualising our results.



How is the Index run?



3,541

online interviews
conducted to
reflect the views of
all New Zealanders



Nationally representative
sample by age, gender,
region, ethnicity and
education level



Fieldwork dates:
14 to 29 March 2024

We covered 58 New Zealand public sector agencies.

The Electoral Commission, NZ Search and Rescue, and High Performance Sport NZ are new to the Index this year.

 He Kaupapa. He Manaaki. He Whakaora. prevention. care. recovery.		 Aviation Security Service <i>Kaitiāhikamaru Rerearangi</i>	 BSA BROADCASTING STANDARDS AUTHORITY TE MANA WHANONGA KAIPĀHO	 Callaghan Innovation Te Pokapū Auaha	 CAA CIVIL AVIATION AUTHORITY OF NEW ZEALAND <i>Te Mana Rerearangi Tōmatanui o Aotearoa</i>	 COMMERCE COMMISSION NEW ZEALAND <i>Te Komihana Tauhokohoko</i>	 creative nz ARTS COUNCIL OF NEW ZEALAND TOI AOTEAROA	 Te Tari Ture o te Karauna Crown Law	 Department of Conservation <i>Te Papa Atawhai</i>
 ARA POUTAMA AOTEAROA DEPARTMENT OF CORRECTIONS	 Te Tari Taiwhenua Internal Affairs	 ECCA TE TARI TIAKI PŪNGAO SERVICES TO SUPPORT A CONSUMER ACTIVITY	 ELECTORAL COMMISSION TE KAITIĀKI TAKE KŌWHIRI	 Environmental Protection Authority Te Mana Rauhi Taiao	 FMA FINANCIAL MARKETS AUTHORITY TE MANA TĀTAI HOKOHOKO	 FIRE EMERGENCY	 GNS SCIENCE TE PŪ AO	 HIGH PERFORMANCE SPORT NEW ZEALAND	 Te Kāhui Tika Tangata Human Rights Commission
 NEW ZEALAND IMMIGRATION	 Inland Revenue Te Tari Taake	 Kāinga Ora Homes and Communities	 Toitū Te Whenua Land Information New Zealand	 MANATŪ HAUORA MINISTRY OF HEALTH	 Manatū Taonga Ministry for Culture & Heritage	 MetService TE RATONGA TIORANGI	 Ministry for Primary Industries Manatū Ahu Matua	 Ministry for the Environment <i>Manatū Mo Te Taiao</i>	 MINISTRY OF BUSINESS, INNOVATION & EMPLOYMENT HIKINA WHAKATUTUKI
 MINISTRY OF EDUCATION TE TĀHUHU O TE MĀTAURANGA	 NEW ZEALAND FOREIGN AFFAIRS & TRADE Manatū Aorere	 Te Tūāpapa Kura Kāinga Ministry of Housing and Urban Development	 justice.govt.nz	 MINISTRY OF SOCIAL DEVELOPMENT TE MANATŪ WHAKAHĀTO ORA	 National Emergency Management Agency Te Rākau Whakamarumaru	 NEW ZEALAND CUSTOMS SERVICE TE WHAKAORANGA AOTEAROA	 New Zealand DEFENCE FORCE <i>Te Ope Kāhiri o Aotearoa</i>	 NEW ZEALAND INFRASTRUCTURE COMMISSION <i>Te Waihanga</i>	 NEW ZEALAND POLICE <i>Ngā Pirihimana o Aotearoa</i>
 NEW ZEALAND TRADE & ENTERPRISE Te Taurapa Tūhono	 NIWA Tāhoro Nukurangi	 Irirangi Te Motu NZ On Air	 ORANGA TAMARIKI Ministry for Children	 PHARMAC TE PĀTAKA WHAIORANGA	 Reserve Bank of New Zealand Te Pūtea Matua	 RNZ	 NEW ZEALAND SEARCH AND RESCUE	 Stats NZ Tatauranga Aotearoa	 Te Kawa Mataaho Public Service Commission
 Te Whatu Ora Health New Zealand	 Te Mana Whakaatu CLASSIFICATION OFFICE	 SPORT NEW ZEALAND IHI AOTEAROA	 TE TAI ŌHANGA THE TREASURY	 Toka Tū Ake EQC	 100% PURE NEW ZEALAND	 WAKA KOTAHI NZ TRANSPORT AGENCY	 WORKSAFE Mahi Haumarua Aotearoa		



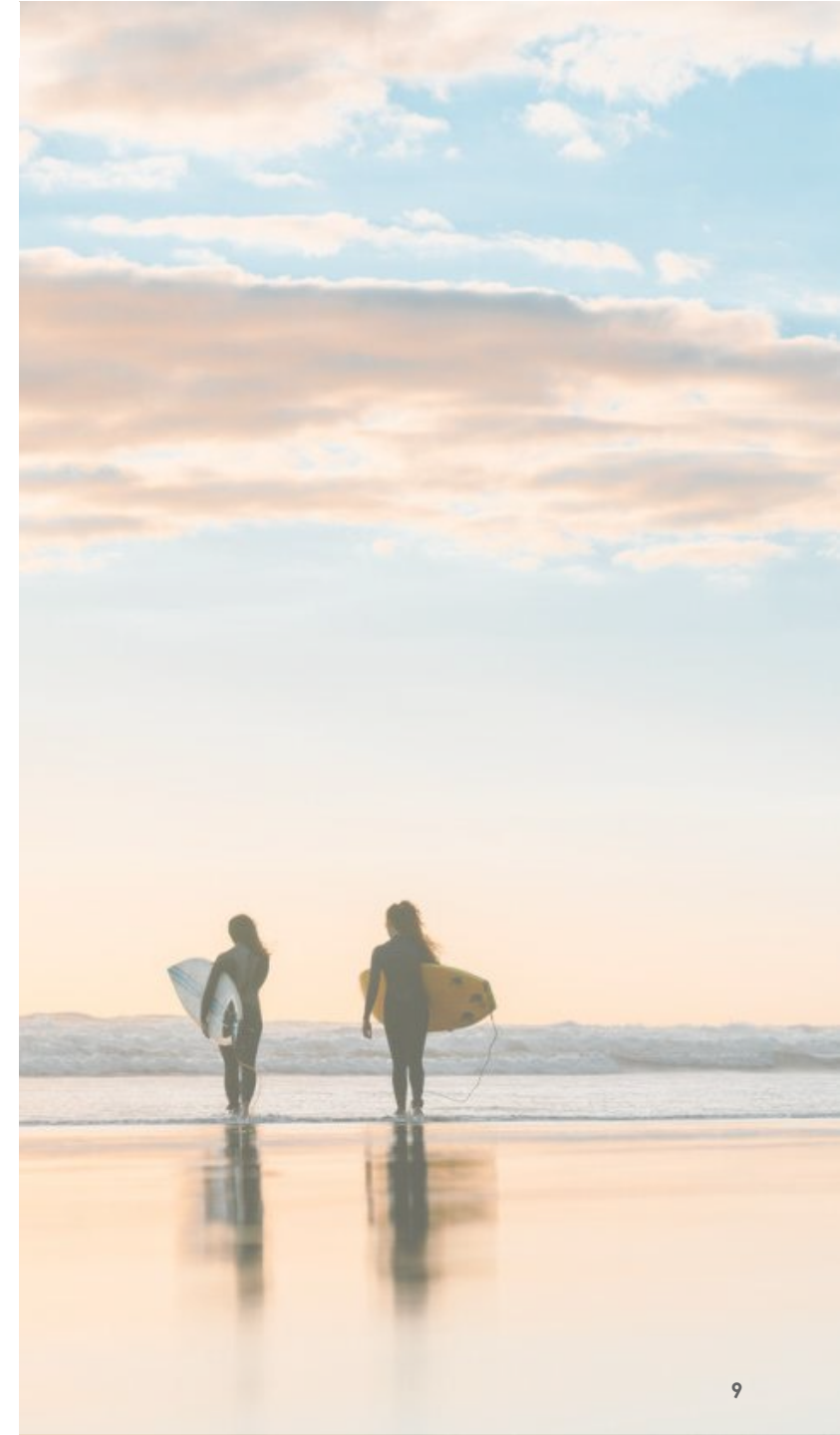
2. Top performers in 2024

Overall reputation top 10

Fire and Emergency NZ continues its reign as the highest rated of all agencies on the Index, with new entrant, NZ Search and Rescue, following closely.

Callaghan Innovation, NEMA, Tourism NZ and Creative NZ all improved their position in the index this year.

Score	Agency	2023 Rank
79	 FIRE EMERGENCY NEW ZEALAND	1
78	 NEW ZEALAND SEARCH AND RESCUE	NEW
73	 Callaghan Innovation Te Pokapū Auaha	6
72	 NEW ZEALAND CUSTOMS SERVICE TE MANA ARAI O AOTEAROA	4
71	 National Emergency Management Agency Te Rākau Whakamarumarū	8
71	 Department of Conservation Te Papa Atawhai	2
70	 GNS SCIENCE TE PŪ AO	7
70	 NEW ZEALAND TOURISM	10
70	 creative nz ARTS COUNCIL OF NEW ZEALAND TOI AOTEAROA	Outside top 10
70	 MetService TE RATONGA TIORANGI	3



























Top 5 by pillar

Fire and Emergency NZ sits in pole position across all pillars.

The top five overall appear in the top five across at least three of the four pillars.

New entrant – NZ Search and Rescue – enjoys a strong showing across all pillars.

	 Trust	 Social responsibility	 Leadership	 Fairness
1				
2				
3				
4				
5				

Movers & shakers

Creative NZ enjoys the strongest improvement in overall reputation in 2024.

Organisations in a similar space, Ministry of Culture and Heritage and RNZ, are also among those who have seen the strongest improvement in reputation, suggesting a more favourable view towards the arts and creative sector.

Who has improved their reputation score the most since 2023?



3.

Public sector trends



2024 sees a recovery in reputation across the public sector, following two years of falling scores.

Average raw reputation over time

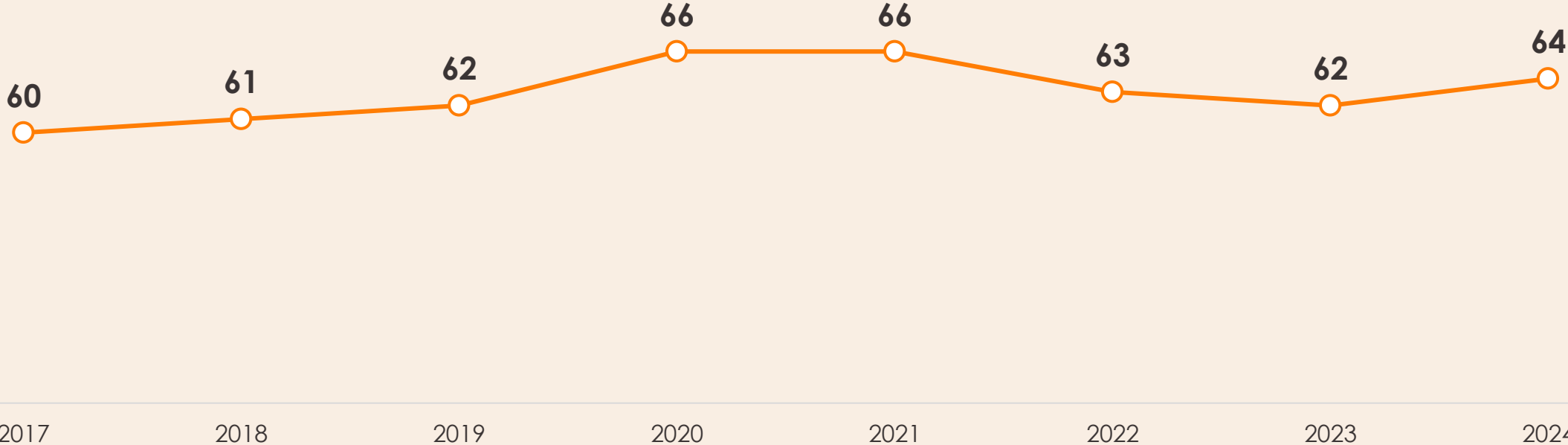
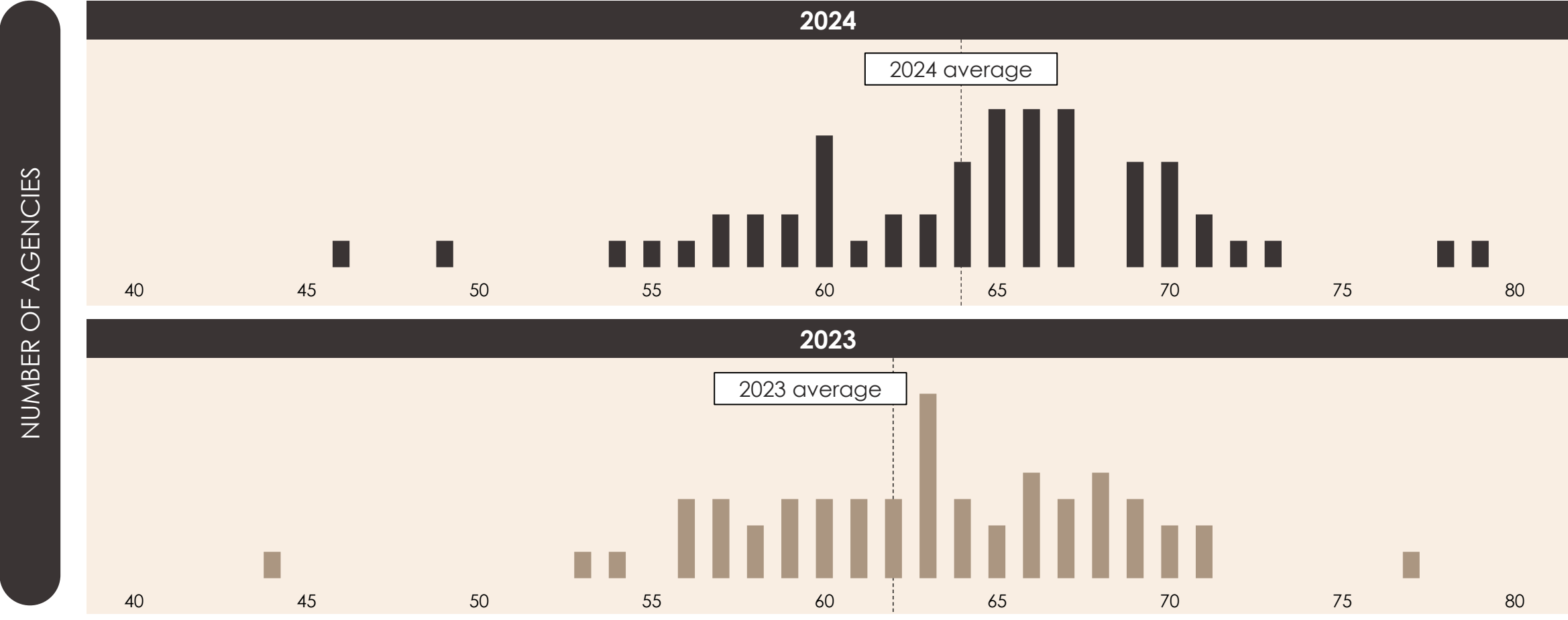
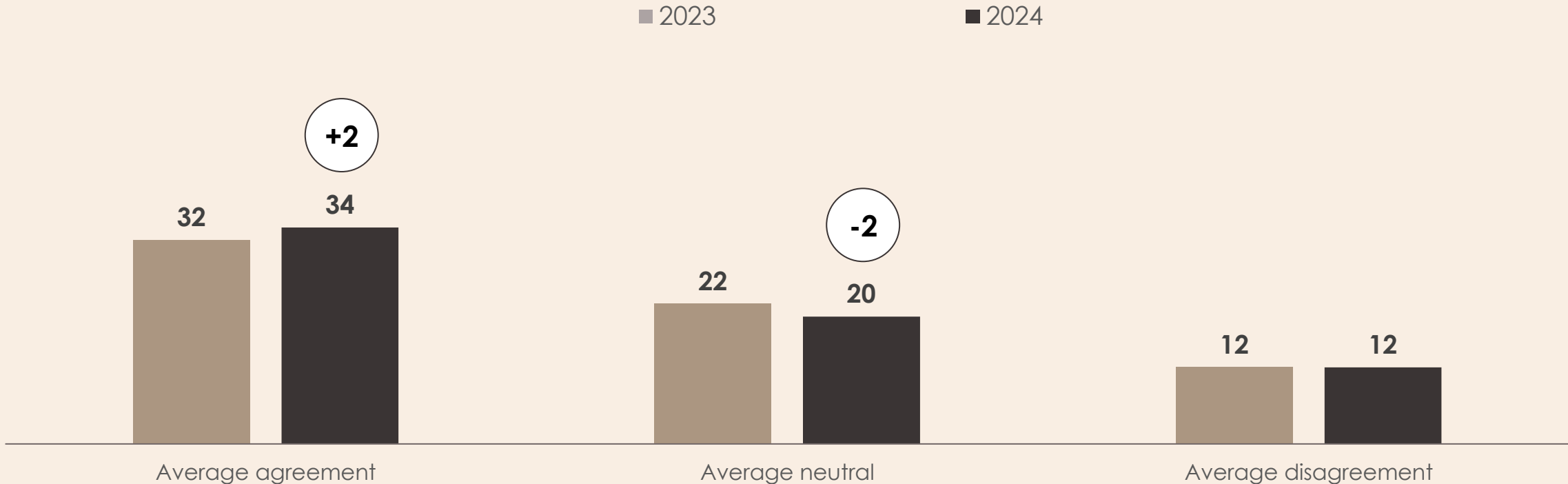


Chart based on the 31 public sector agencies that have been included in the Public Sector Reputation Index since 2017

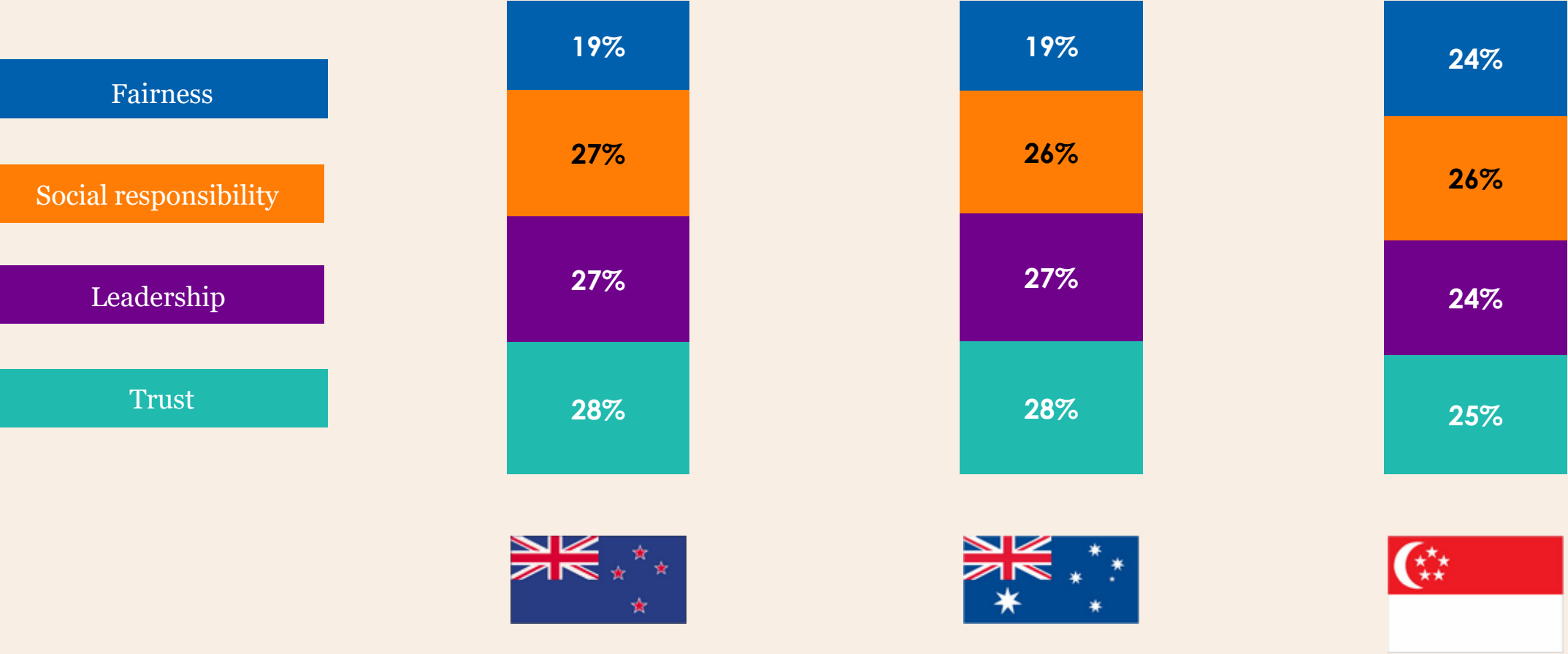
The distribution of New Zealand public sector agencies has improved slightly (2024 average of 64 compared with an average of 62 in 2023). 20 agencies have improved their score by at least two points since 2023, while four have fallen by at least two points.



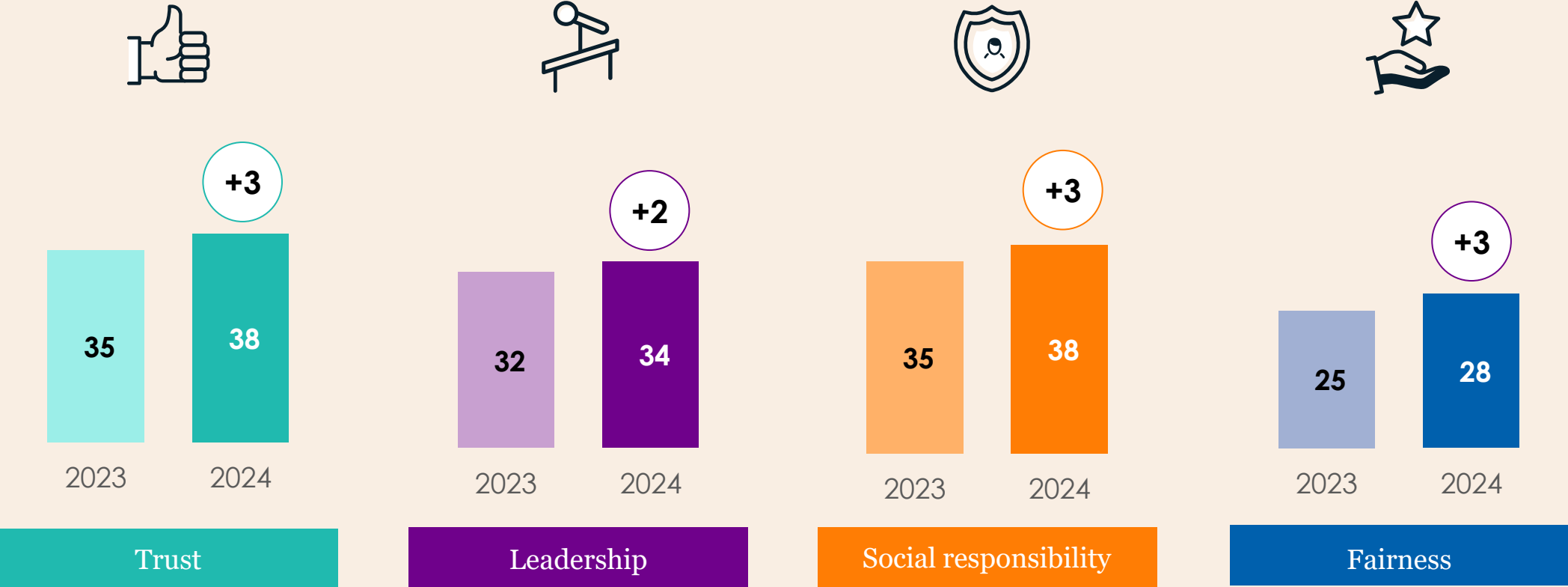
While the proportion of those with negative perceptions towards the public sector is unchanged, the attitudes of those who were more neutral in their opinion are once again warming.



Trust, leadership and social responsibility are all fairly even drivers of reputation in both NZ and Australia, while fairness is more present in Singapore.



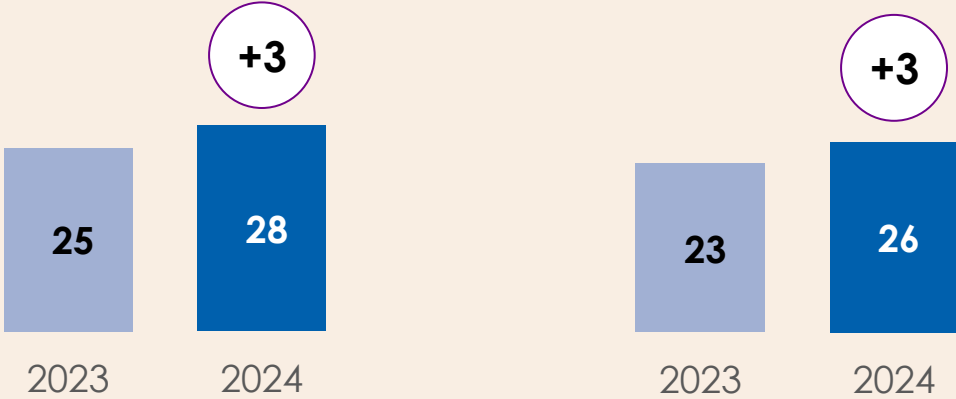
The overall increase in reputation is driven by improvements across all pillars, but slightly more so by the trust, social responsibility and fairness pillars.



Within the fairness pillar, a positive shift is seen in the perception of public sector agencies working positively with Māori and Pacific peoples to improve their respective wellbeing.



Fairness



Works positively with **Māori** to improve Māori wellbeing

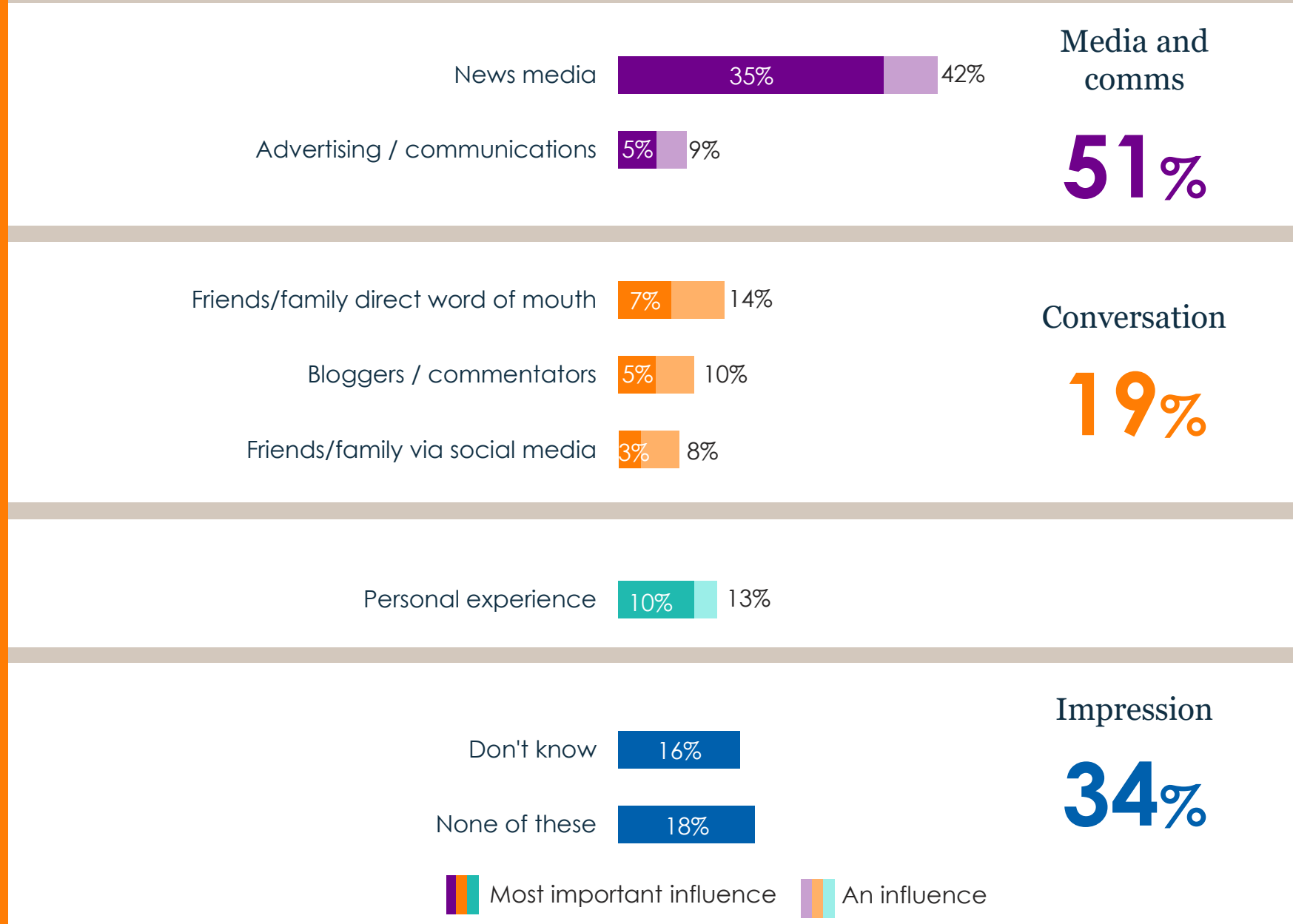
Works positively with **Pacific peoples** to improve Pacific wellbeing

A man with a beard is looking at his smartphone at night. He is standing in front of a glass railing, possibly on a balcony or in a modern building. The background is dark with blurred city lights and a large, illuminated structure, possibly a fountain or sculpture, with a pinkish glow. The overall mood is contemplative and focused on digital communication.

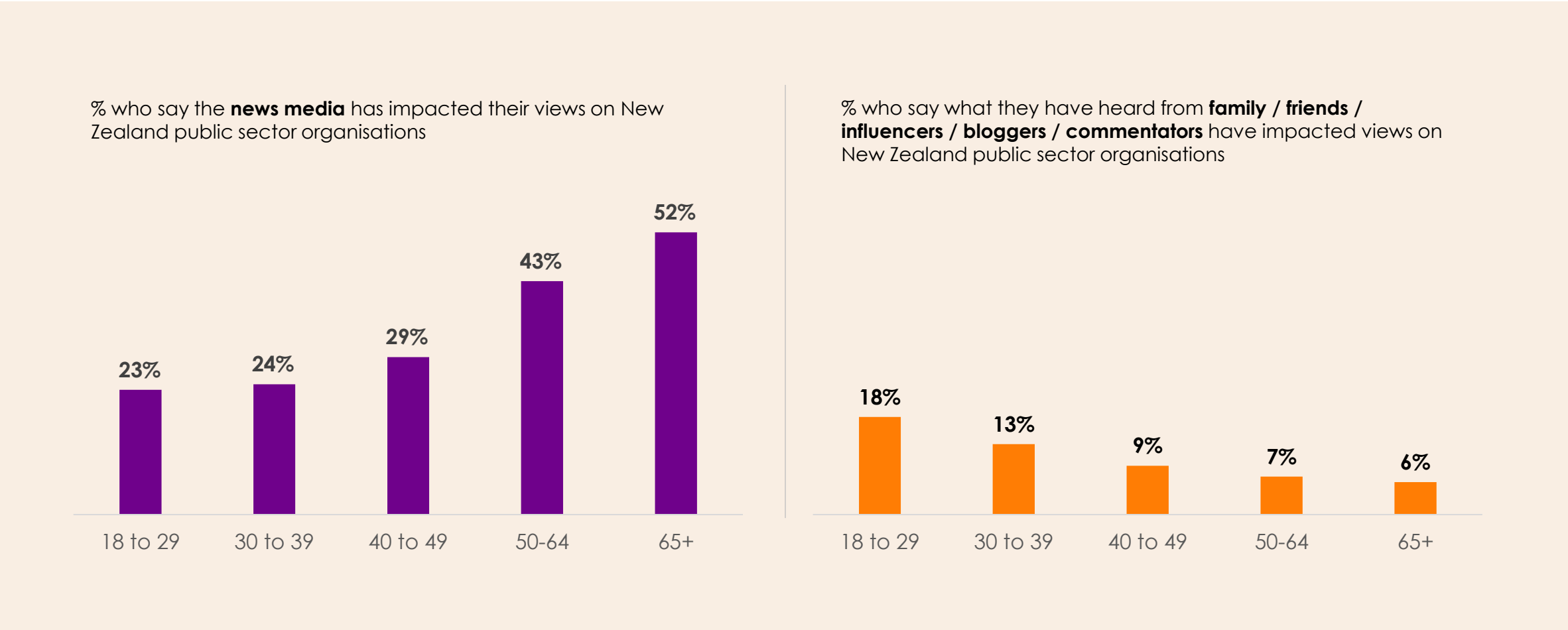
4.

Sources of reputation

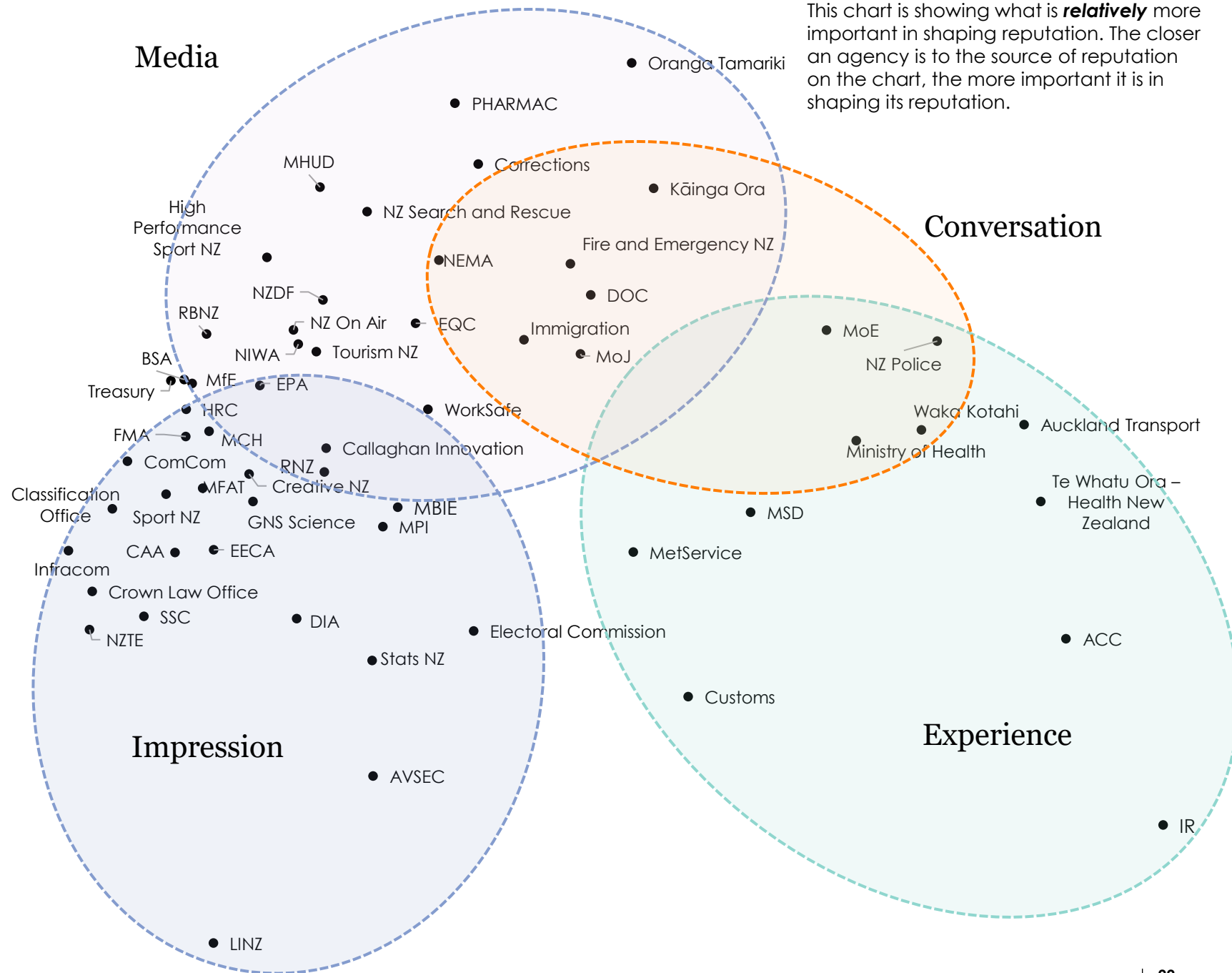
News media has, by far, the most influence on the reputation of the public sector – the number of people influenced by the media is double those who are influenced by an agency directly (through communications or personal experience).



While the news media is the most common influence on reputation, this differs markedly by age – the news media influences older New Zealanders much more than younger New Zealanders. In contrast, the impact from word of mouth and online sources is more skewed towards younger New Zealanders.

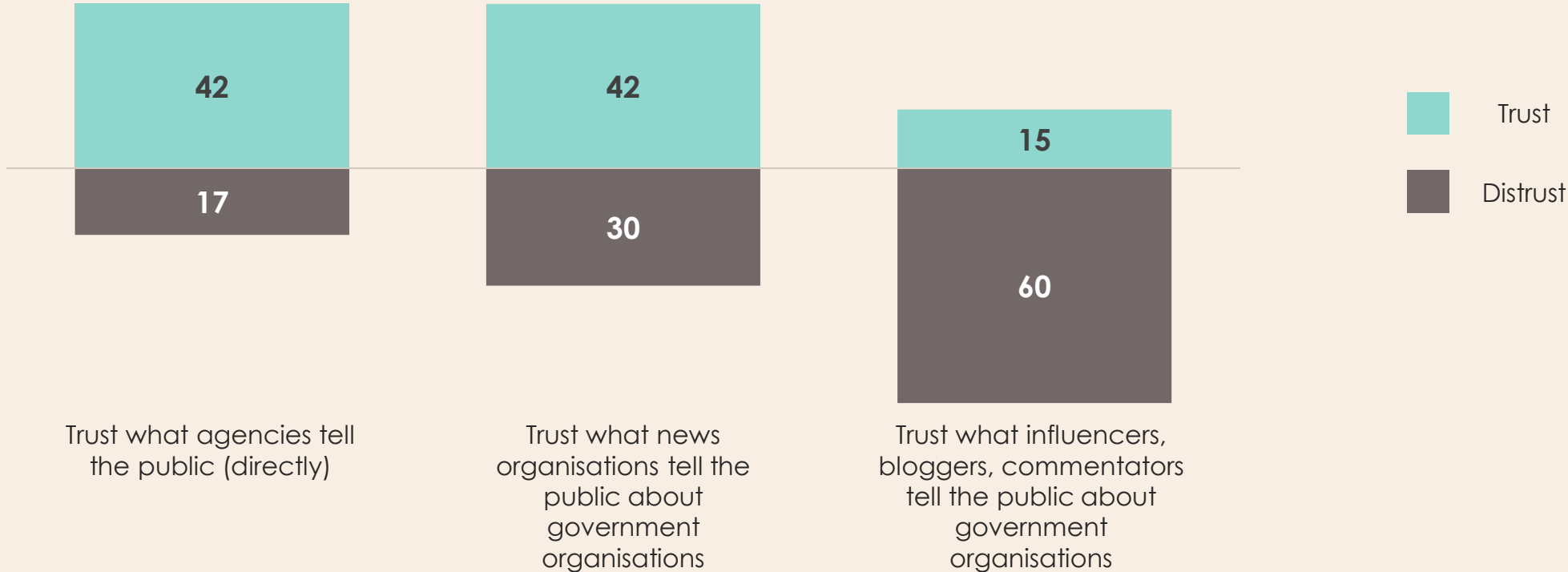


The sources of reputation don't just differ by age they also differ by agency – some agencies' reputation is more influenced by news media, while others are more influenced by conversation, and still others by personal experience.



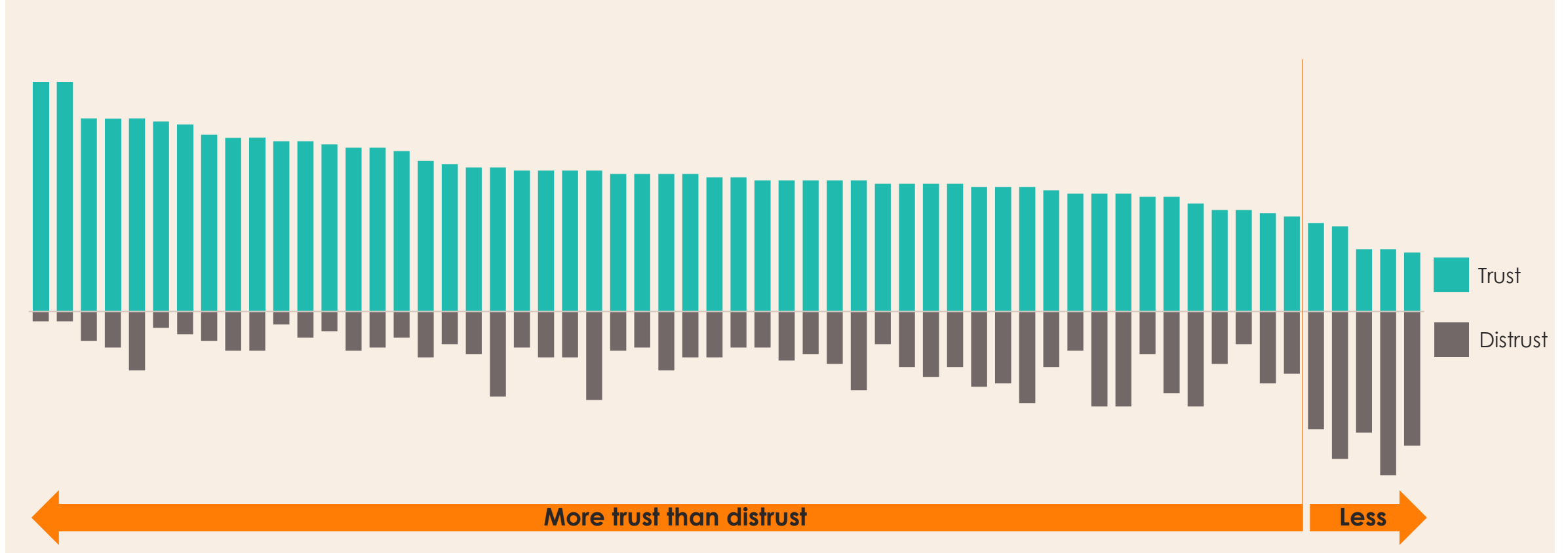
While news media has the greatest influence on public sector agencies, this does not mean that information from the media about the public sector is always trusted – nearly a third of people say they distrust information about public sector agencies from the news media. There is much less distrust in information direct from public sector agencies.

% of people who agree and disagree with each statement (neither/nor and don't know %s not shown)

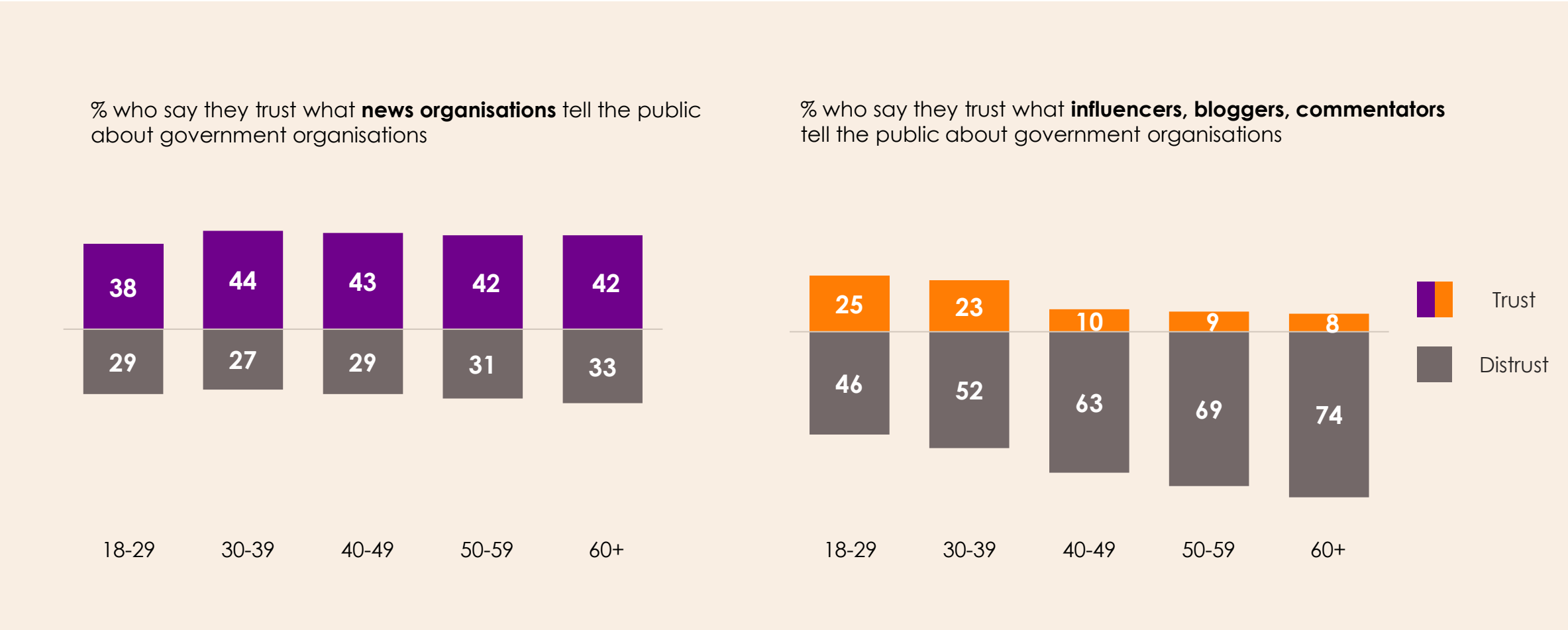


There is a lot of variation in how much people trust the information from each agency – with more trust than distrust for the vast majority of agencies.

Level of trust / distrust among each agency included in the Index



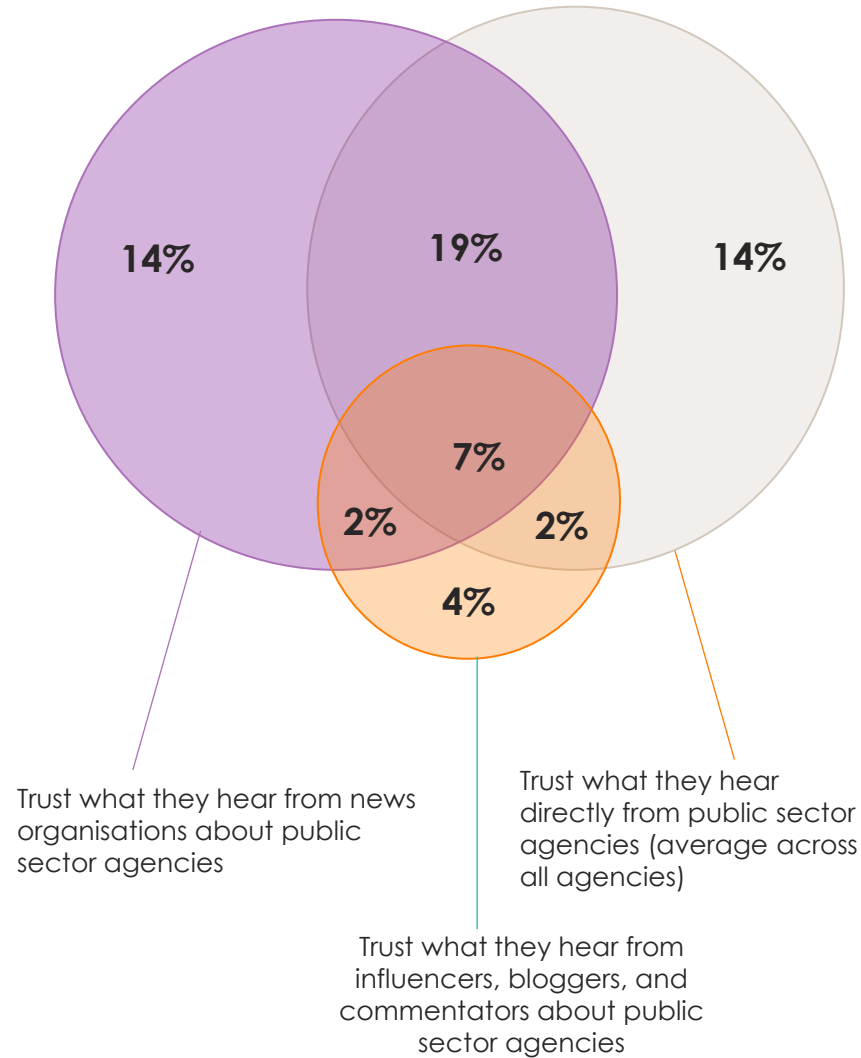
Trust/distrust in what people hear from news media does not vary as much by age as the influence of the news media does (page 20). Distrust of what influencers, bloggers, and commentators say about public agencies increases markedly with age.



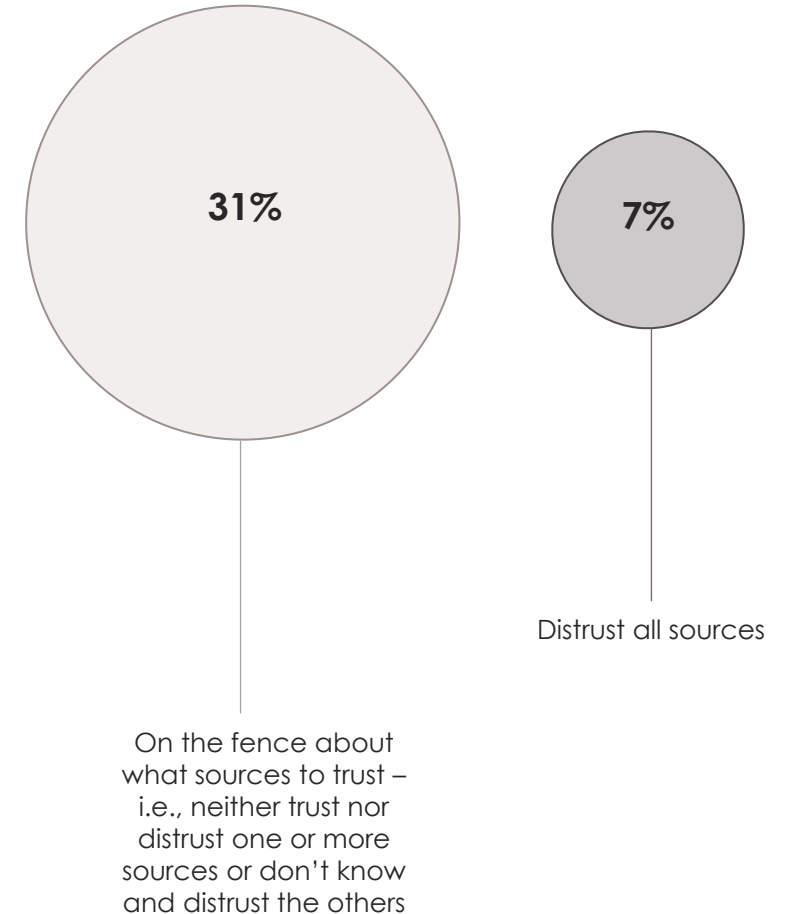
Looking at the intersection of trust across information sources, 62% of people trust at least one source of information about public sector agencies.

Thirty-eight percent don't have a source they can trust definitively (note that this differs by agency).

Trust information about public sector agencies from at least one source

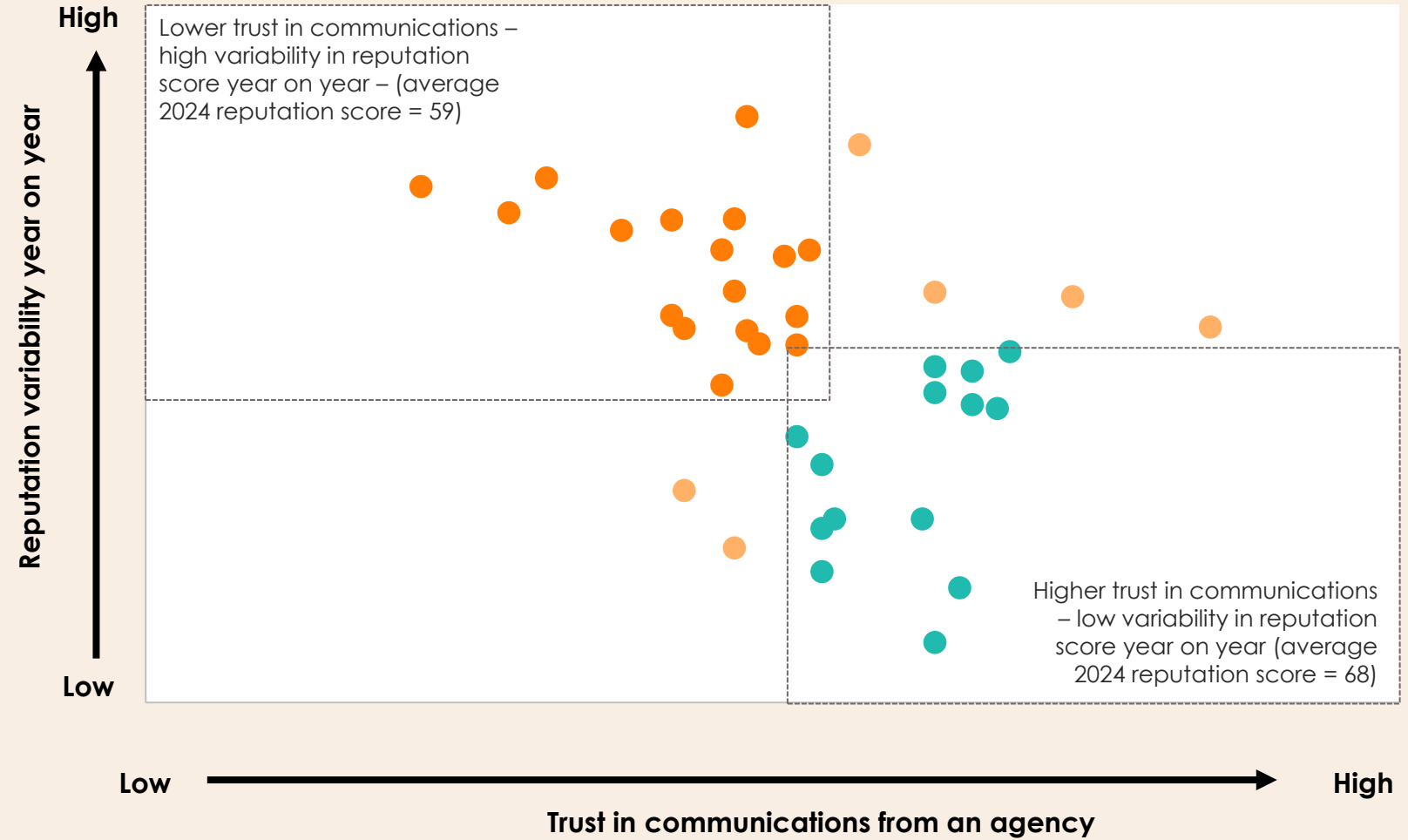


Do not have a source of information about public sector agencies that they trust

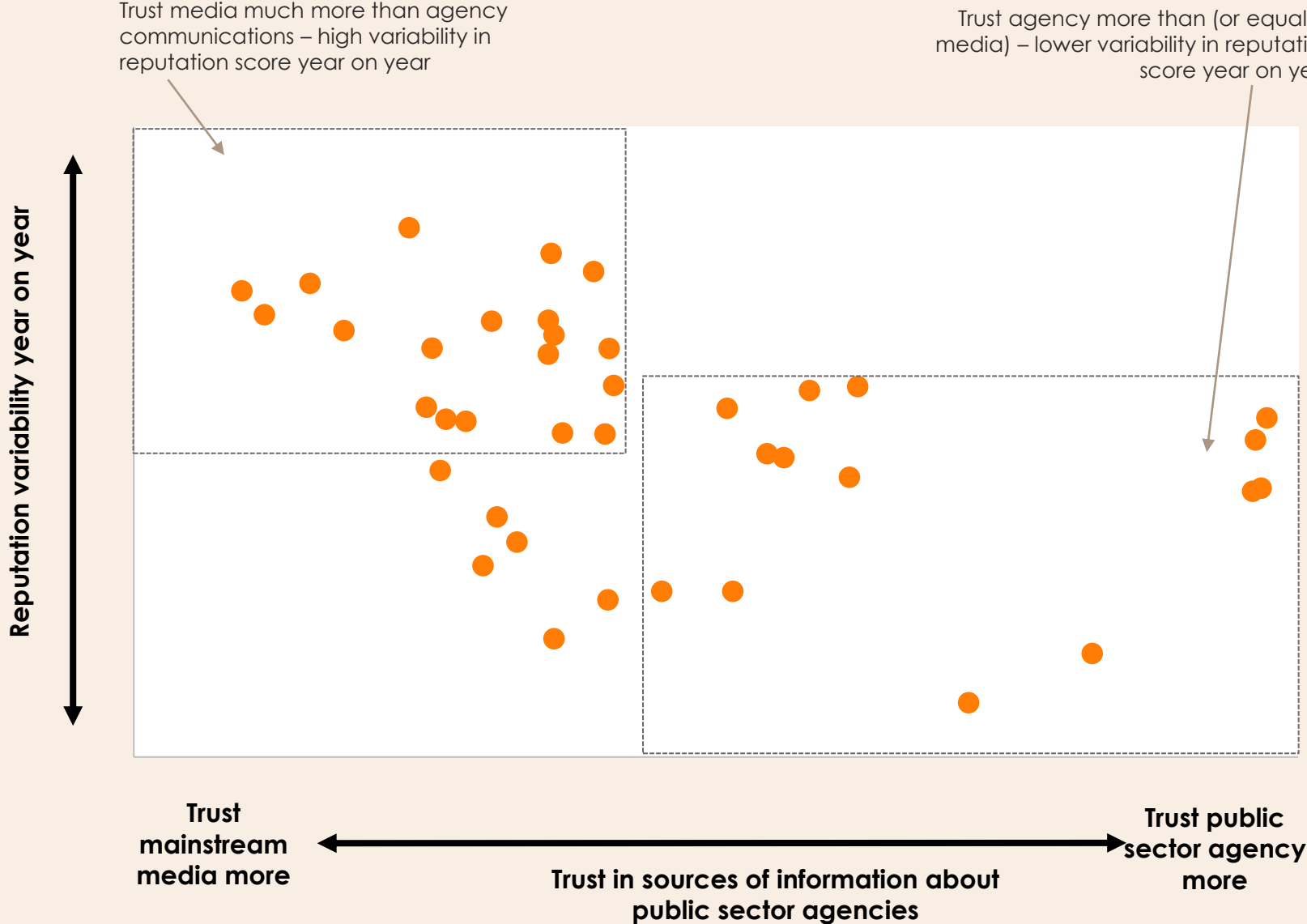


Trusting communications from an agency goes hand in hand with a strong reputation.

However, more interestingly, trusting what an agency says about itself leads to a more stable reputation.



When people trust what the news media say about an agency much more than what the agency says about itself – that also seems to result in more variability in reputation scores each year.





5.

Key takeouts

1

Public sector reputation is on the up

2024 brings an increase in reputation across the public sector.

Trust remains the biggest driver of reputation (but social responsibility and leadership are just behind), and improvements have come from all three of these pillars, as well as fairness.

Amid the recent announcements of cost cutting by the new government, it will be important to monitor reputation, and if negative impacts are seen, how long-lasting these are.



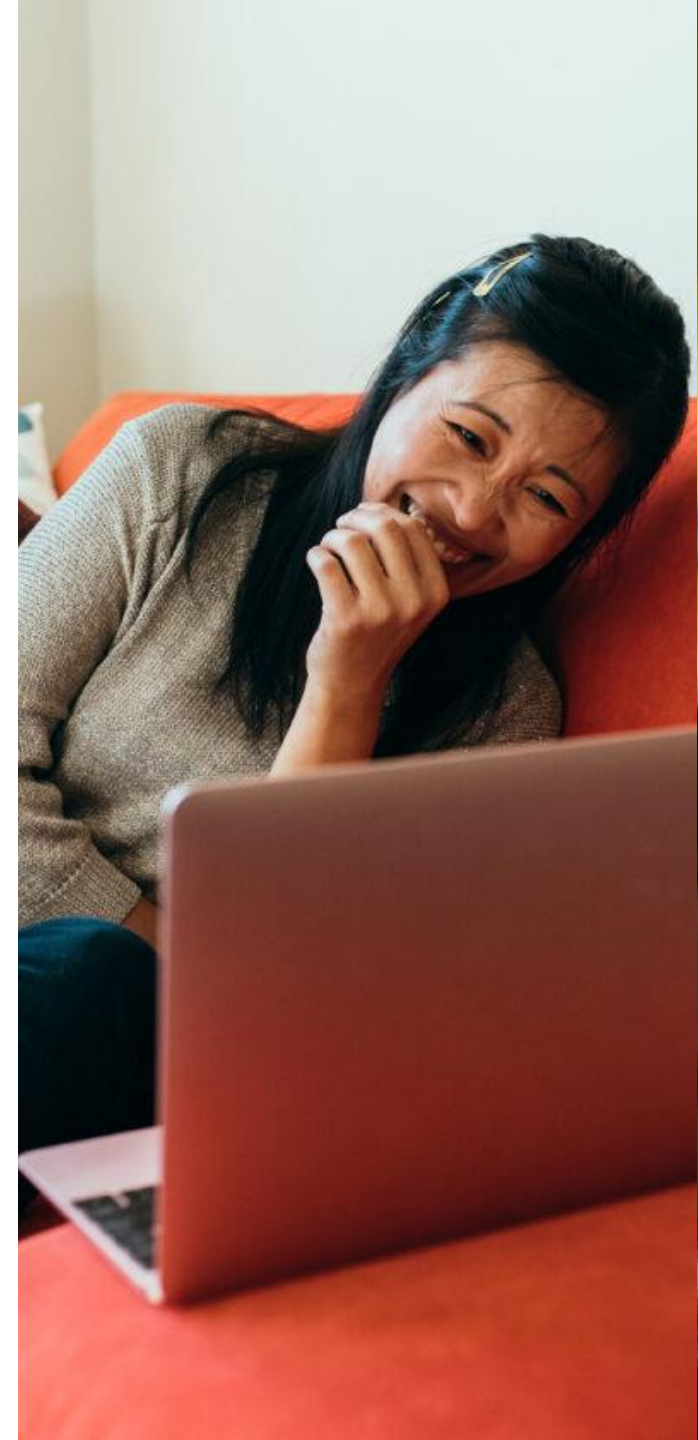
2

Own your narrative

There is a lot of distrust and uncertainty around third party sources of information about public sector agencies, with younger people a special challenge given their skew towards non-traditional forms of media and conversations.

Despite this uncertainty, these third-party sources have a lot of influence on agencies' reputation.

When people hear direct from an agency, there is trust in the message and it creates positive reputational benefits ... so don't be afraid to own your own narrative.



For more information, please contact



Jay Carlsen

Jay.Carlsen@veriangroup.com



Powering decisions
that shape the world.