

PUBLIC SECTOR REPUTATION INDEX: 2017



COLMAR BRUNTON

A Kantar Millward Brown Company

REPUTATION MATTERS FOR THE PUBLIC SECTOR. A POSITIVE REPUTATION:

1

Leads to **better public engagement**, and a greater willingness to accept changes in services and policy.

2

Maximises the opportunity for agencies to **change behaviour**; for example, to encourage us to save for retirement, insulate our homes, drive safely, or adopt healthier lifestyles.

3

Makes an organisation more **resilient** when things go wrong – people are more likely to view adverse events as one-off occurrences.

In 2016 Colmar Brunton launched the Public Sector Reputation Index. This was in response to an increasing demand from our clients to understand how they are perceived in relation to others.



We have repeated the research in 2017 providing public sector agencies with the opportunity to see how their reputation has changed over the past 12 months. In addition, we have expanded the list of agencies included in the survey from 31 to 39, and there are some new entrants in the top 10.

SURVEY DESIGN



The survey uses the global RepZ framework tailored to the public sector, with each agency's reputation indexed against the others (the average score is 100).



Standardised reputation attributes and advocacy asked across 39 leading public sector agencies.



2,000 online interviews conducted from 23 November to 13 December 2016.



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

THE MODEL

Based on the global RepZ framework, the index uses four pillars to measure an organisation's reputation.



A number of attributes sit under the four pillars. These pillars are of almost equal importance in determining reputation.

Leadership/success

- Is a successful and well run organisation
- Is a forward looking organisation
- Attracts and retains top talented staff
- Is easy to deal with in a digital environment
- Contributes to economic growth
- Anticipates future trends and opportunities
- Adapts quickly to change
- Has a long term perspective

Fairness

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

Social responsibility

- Honours the principles of the Treaty of Waitangi
- Is a positive influence on society
- Behaves in a responsible way towards the environment

Trust

- Is open and transparent
- Is trustworthy
- Listens to the public's point of view
- Can be relied upon to protect individuals' personal information
- Communicates clearly and consistently
- Uses taxpayer money responsibly
- Provides effective services
- Understands customer's needs

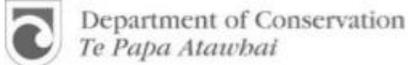


The reputation scores



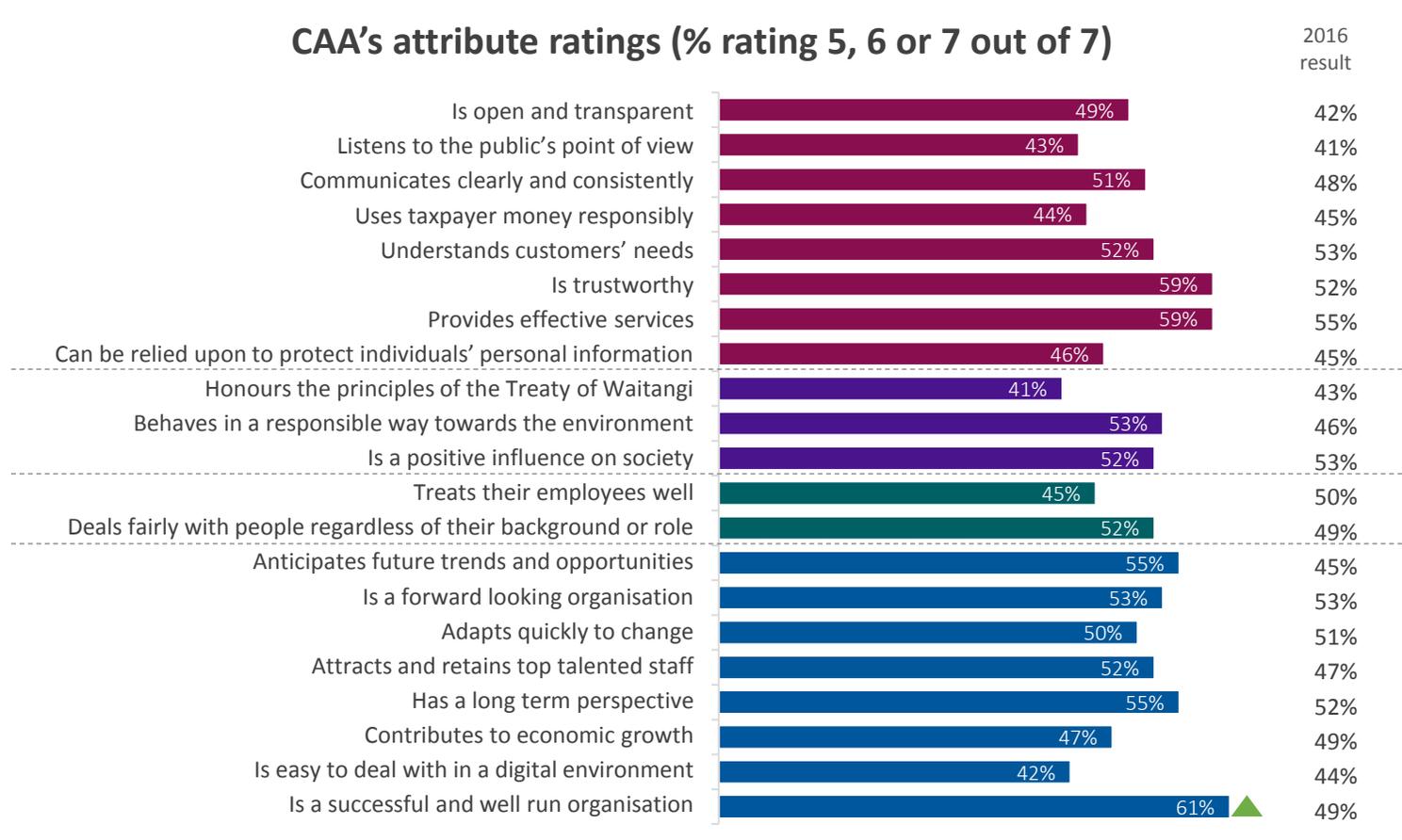
TOP 10 AGENCIES

The top 10 demonstrate strength across all reputation pillars, albeit some have relative strengths.

Agency	RepZ	Leadership/ success	Fairness	Social responsibility	Trust
 New Zealand Fire Service	129	125	130	128	133
 Maritime New Zealand	111	110	109	113	111
 Department of Conservation <i>Te Papa Atawhai</i>	110	109	106	116	109
 Energy Efficiency and Conservation Authority	109	110	108	109	109
 Civil Aviation Authority of New Zealand	108	109	107	106	110
 New Zealand CUSTOMS SERVICE	107	108	107	107	109
 New Zealand DEFENCE FORCE	107	106	109	107	107
 Statistics New Zealand	107	108	107	105	108
 RESERVE BANK OF NEW ZEALAND	107	110	106	104	108
 SPORT NEW ZEALAND	107	106	107	108	105

CAA'S INDIVIDUAL ATTRIBUTE RATINGS AND THE IMPORTANCE OF EACH ATTRIBUTE TO ITS PILLAR

CAA's attribute ratings (% rating 5, 6 or 7 out of 7)



Pillar	Importance to Pillar (Rank)	% Don't Know
Trust	1	32%
	2	37%
	3	31%
	4	37%
	5	35%
	6	26%
	7	26%
	8	39%
Social responsibility	1	47%
	2	35%
	3	25%
Fairness	1	50%
	2	37%
Leadership/success	1	37%
	2	36%
	3	40%
	4	47%
	5	33%
	6	33%
	7	44%
	8	33%

A seven-point scale was used where 1 is strongly disagree and 7 is strongly agree.
 Don't know responses are excluded from the calculations but are shown in the right-hand column for interest.
 ▲ ▼ higher/lower than the 2016 result

COMPARISON OF ALL 39 PUBLIC SECTOR AGENCIES TO CAA

Average ratings for all 39 public sector agencies (% rating 5, 6, or 7 out of 7)

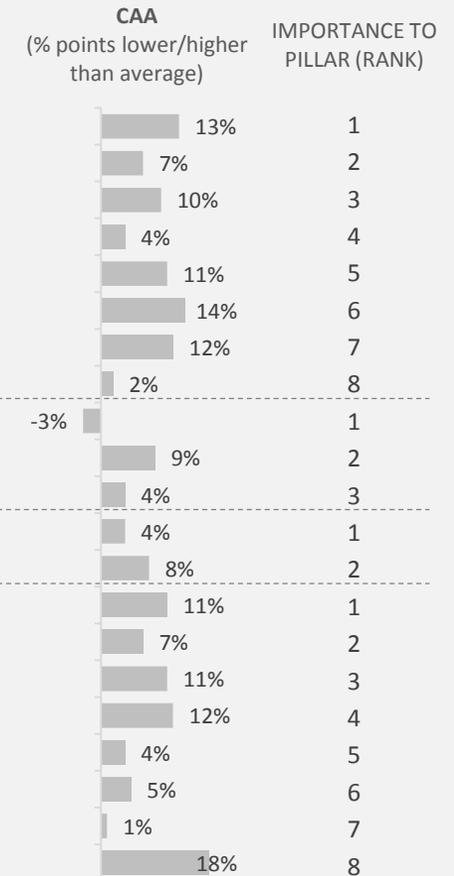


Trust

Social responsibility

Fairness

Leadership/success



FURTHER INFORMATION

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