Situating the Public Sector Reputation Index 2022 in the broader landscape

Dr Simon Chapple

Director, Institute for Governance and Policy Studies,
Victoria University of Wellington

Overview: Three big contexualisations

1

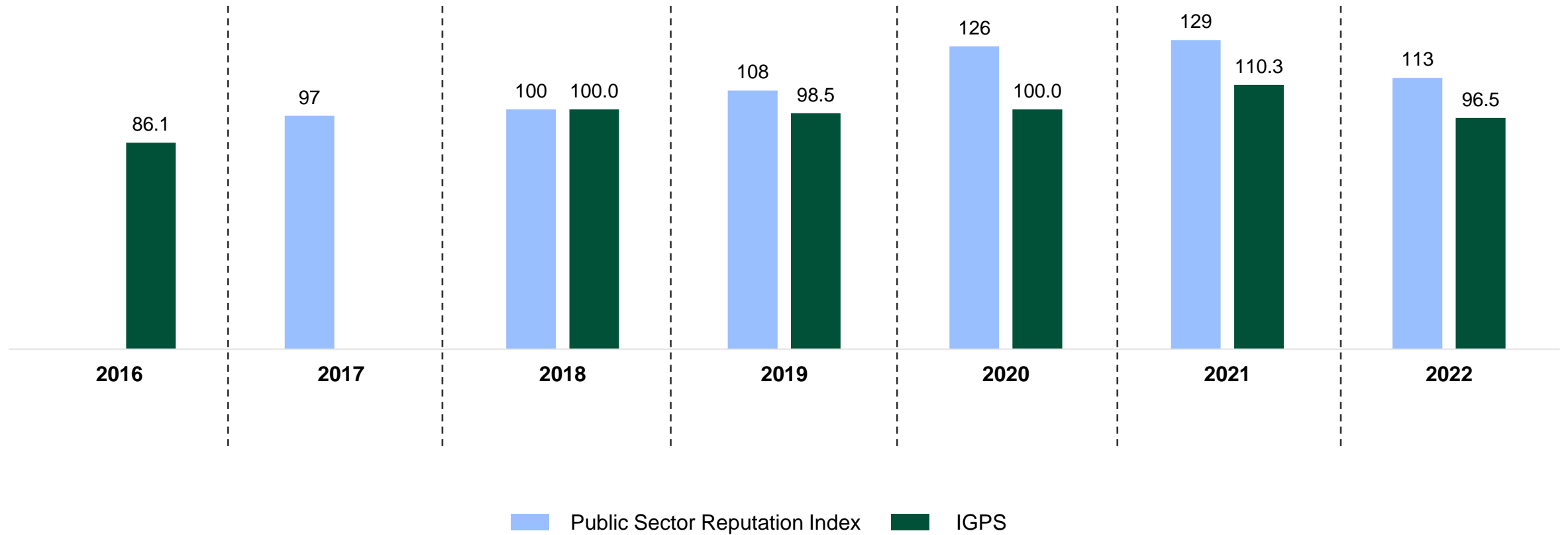Trust travelling through time

2

Checking against the legals

3

Perception, performance and the public

Trust travelling through time

Year	Public Sector Reputation Index	IGPS
2016		86.1
2017	97	
2018	100	100.0
2019	108	98.5
2020	126	100.0
2021	129	110.3
2022	113	96.5

Legend: Public Sector Reputation Index — IGPS

KANTAR PUBLIC

VICTORIA UNIVERSITY OF WELLINGTON TE HERENGA WAKA

CAPITAL THINKING. GLOBALLY MINDED. MAI I TE IHO KI TE PAE

3

Checking against the legals

The 2020 Public Sector Act was passed in August 2020

Five values for the public service were articulated in the Act :

1	2	3	4	5
Impartial	**Accountable**	**Trustworthy**	**Respectful**	**Responsive**

Kantar's 58 agencies

Some covered under the new Act…

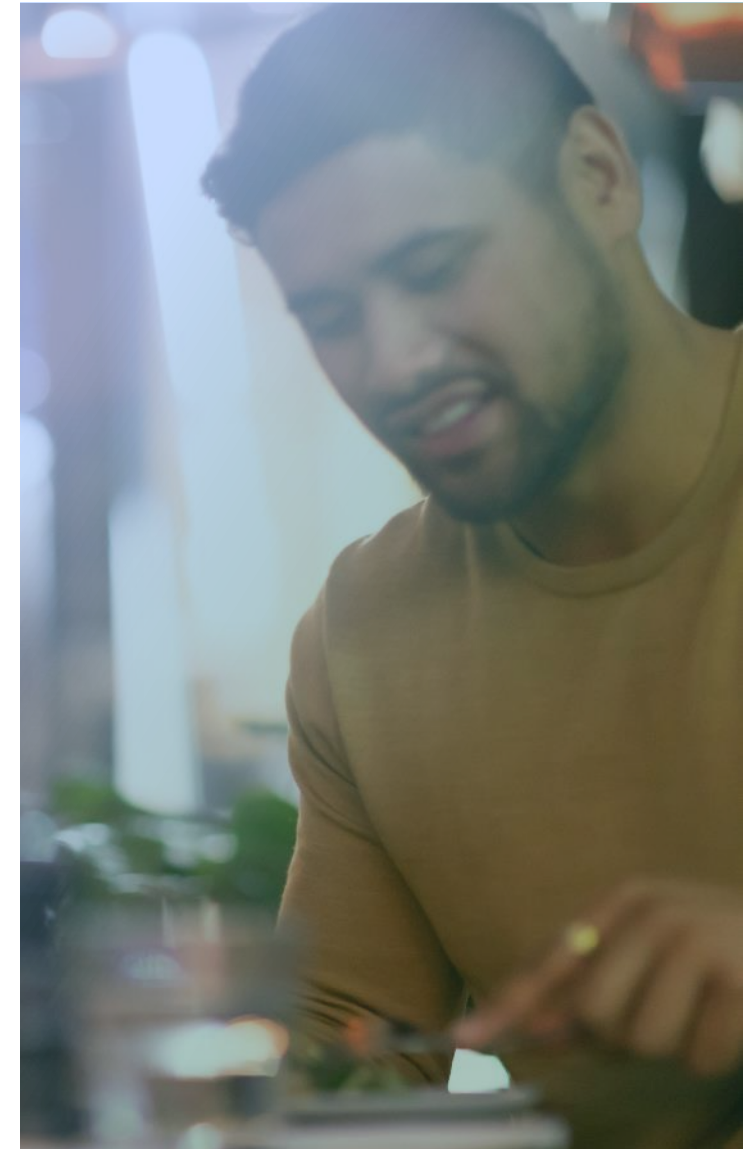**….others not**

So, has the Act improved things?

Approach

Treatment group
(agency covered by 2020 Act)

Control group
(not covered by the Act)

Simple difference-in-differences over time
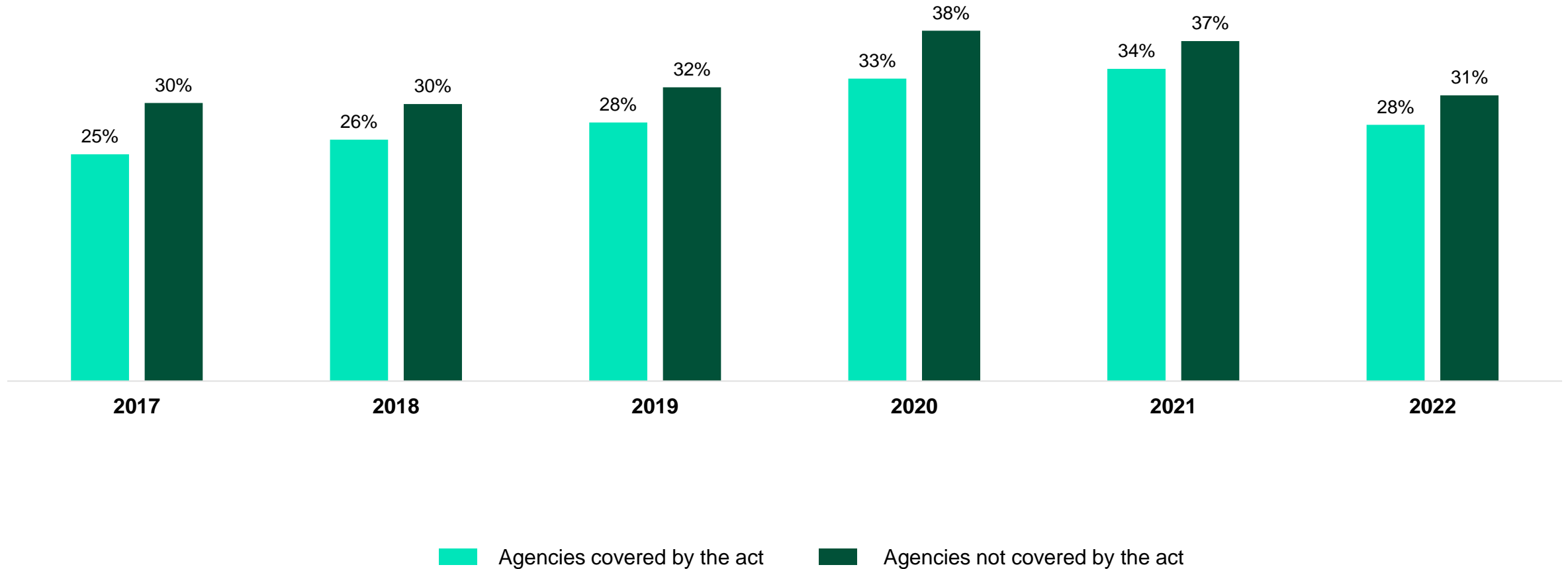
Exclude Ministry of Health
(covid-blip)

Mapping of Kantar reputational attributes onto PSA 2020 values

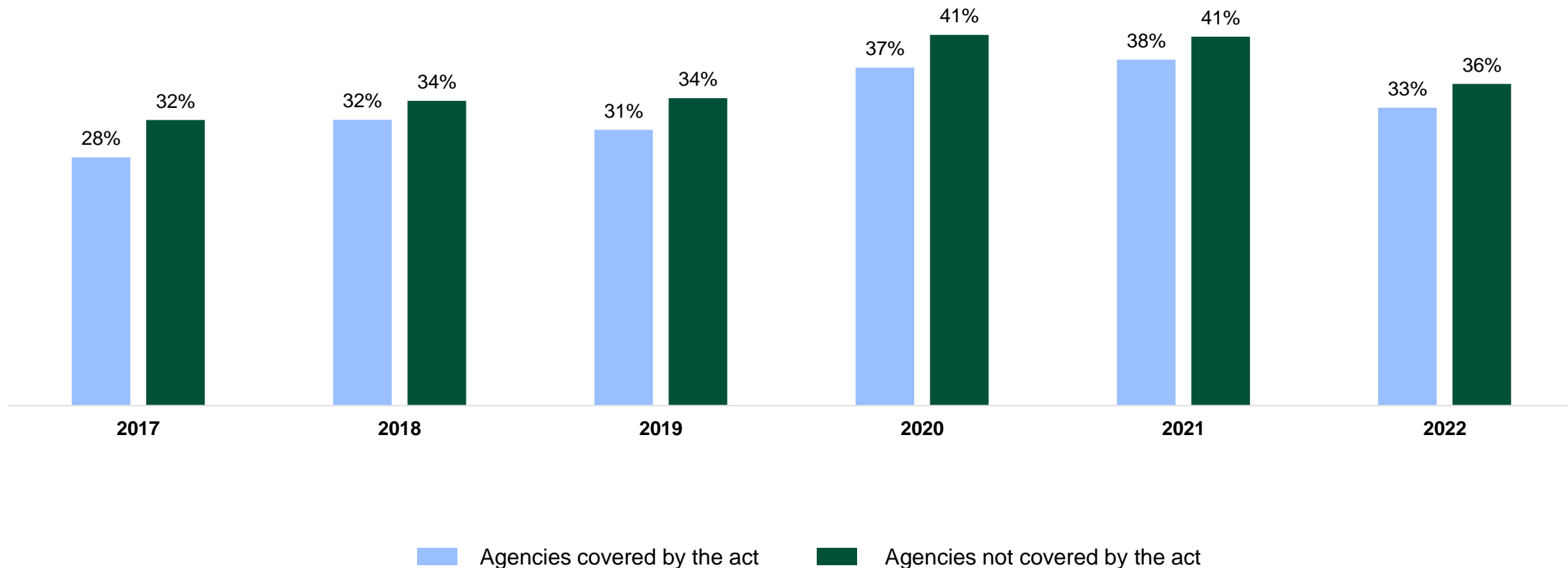| Kantar reputational attribute	PSA 2020 value
Listens to the public's point of view	**Responsive, Respectful**
Uses taxpayer money responsibly	**Accountable**
Is trustworthy	**Trustworthy**
Can be relied upon to protect individuals' personal information	**Accountable**

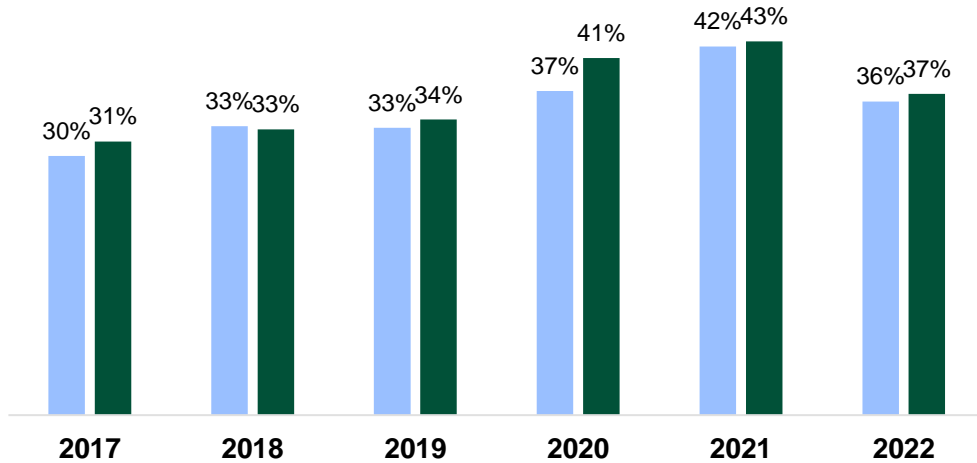**Listens to the public's point of view**

% agree

- Agencies covered by the act
- Agencies not covered by the act

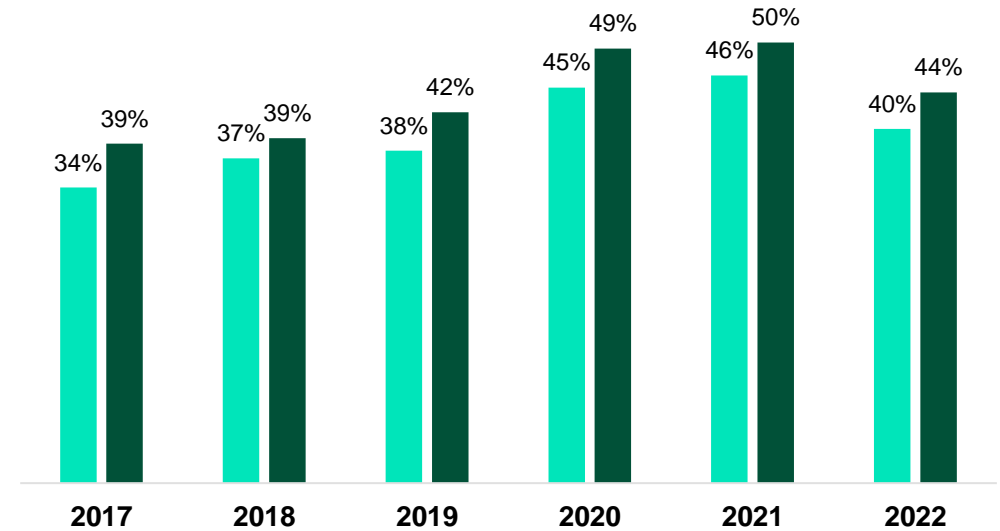|	2017	2018	2019	2020	2021	2022
Agencies covered by the act	25%	26%	28%	33%	34%	28%
Agencies not covered by the act	30%	30%	32%	38%	37%	31%

Can be relied upon to protect personal information

% agree

Is trustworthy

% agree

Agencies covered by the act
Agencies not covered by the act

Patterns across time and agencies? A potential Agency vs Public stand-off

Fundamentals:

Actual unobserved objective

performance of the agency

Perception:

Perceived performance dependent on:

− imperfect and potentially biased information

− people living complex lives with limited interest and

significant cognitive loads

Performance versus public perception?

Performance – what the public wants

Perception – what the public agency wants

Questions

How well do agency performance and perception align?

From a agency perspective, which – performance or perception – is easier & cheaper to change? Which is most relevant to agency decision makers?

How, as a society, do we best align perception to performance?