

PUBLIC SECTOR REPUTATION INDEX 2023



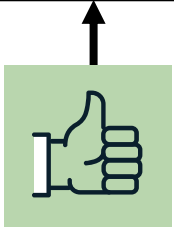
New Zealand

KANTAR PUBLIC



The Public Sector Reputation Index is a globally validated model of reputation that has been adapted for New Zealand. Reputation is measured across 16 attributes, under four pillars, which are combined into a single reputation score.

REPUTATION SCORE



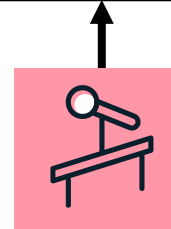
TRUST

- 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

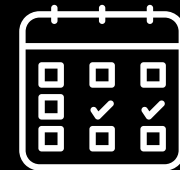


3500

interviews conducted
to reflect the views of
all New Zealanders































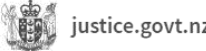


























Nationally representative
sample by age, gender,
region, ethnicity and
education level



Fieldwork dates:
17 March to 12 April
2023

56 New Zealand public sector agencies included

									
									
									
									
									
						New agencies in 2023 include: Te Whatu Ora (Health NZ) and Te Aka Whai Ora (Māori Health Authority)			

And this year we've extended the Reputation Index into Australia and Singapore.

STARTED THE INDEX IN 2016



New Zealand

JOINING THE INDEX IN 2023



Australia



Singapore

1.

Who has the strongest reputation in 2023?



New Zealand

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Overall Reputation 2023

TOP 10

Fire and Emergency have strengthened their position at the top of the list and the Defence Force are back in the top ten – both possibly due to their responses to the recent extreme weather events.

Note. The reputation scores shown are scores out of 100, different to previous years where the scores have been presented as an index (the average set as 100 and the individual agencies scores shown as a deviation from the average). This change has been made to more easily show changes over time and to incorporate Australia and Singapore into the index.

77	 FIRE EMERGENCY NEW ZEALAND	▲	69	 CallaghanInnovation New Zealand's Innovation Agency	▼
71	 Department of Conservation Te Papa Atawhai		69	 GNS SCIENCE TE PŪ AO	
71	 MetService		69	 National Emergency Management Agency Te Rākau Whakamarumaru	▼
70	 NEW ZEALAND CUSTOMS SERVICE TE MANA ARAI O AOTEAROA		68	 Aviation Security Service Kaitiaki Takekōwhiri	
70	 TE OPE KĀTUA O AOTEAROA DEFENCE FORCE	▲	68	 NEW ZEALAND TOURISM	

TOP 5

ON EACH PILLAR

FENZ has regained the top spot on all four reputation pillars in 2023.

The Defence Force does particularly well on trust and fairness, while DOC's strength remains social responsibility.

MetService and Customs are both consistent performers.



TRUST



SOCIAL RESPONSIBILITY



LEADERSHIP



FAIRNESS

	TRUST	SOCIAL RESPONSIBILITY	LEADERSHIP	FAIRNESS
1				
2				
3				
4				
5				

Movers and shakers

Led by Kainga Ora, these ten agencies are the most improved this year.

1



2



3



4



5



6



7



8



9



10



2.

Why should we care about reputation?



New Zealand

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A good reputation translates into greater social license to operate, which can help agencies be more effective in their roles by...



Reducing costs
by encouraging
voluntary compliance
e.g. getting vaccinated,
installing fire alarms,
declaring income for tax
purposes – the list goes on!



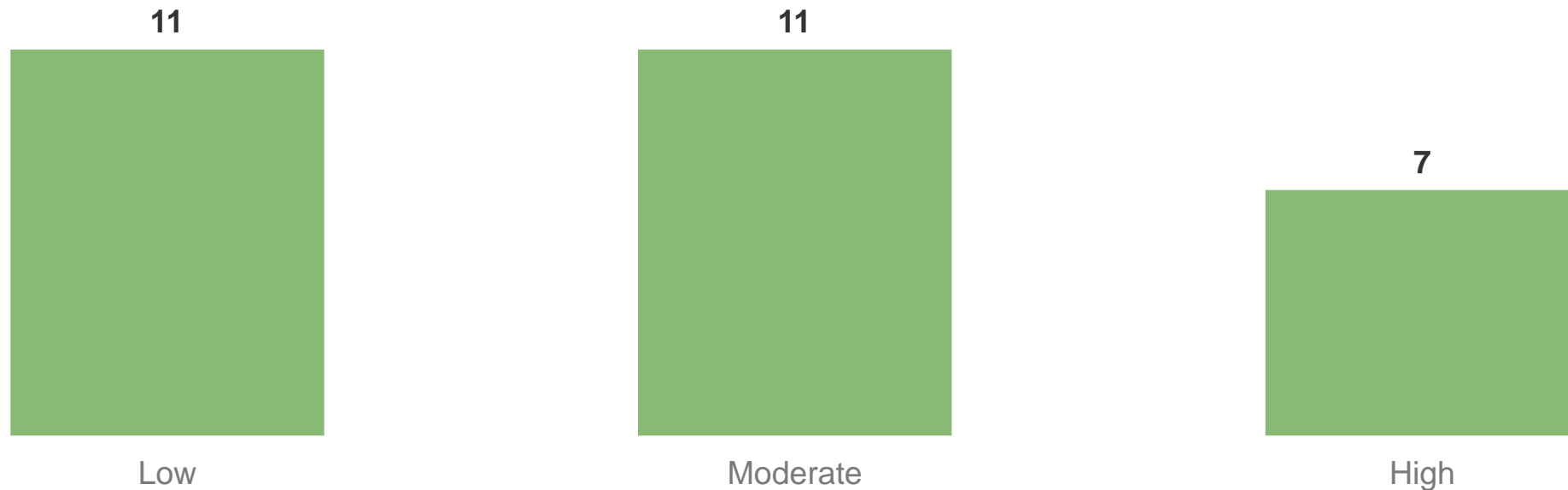
Fostering
public investment
in reforms and new
programmes



Fostering public
support for funding

For example, the general public is less likely to want funding cuts for those agencies with strong reputations.

SUPPORT FOR REDUCED FUNDING BY STRENGTH OF REPUTATION (%)



Agencies with stronger reputations also tend to find it easier to “ride out the storm” when faced with negative publicity

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



3.

What's trending?



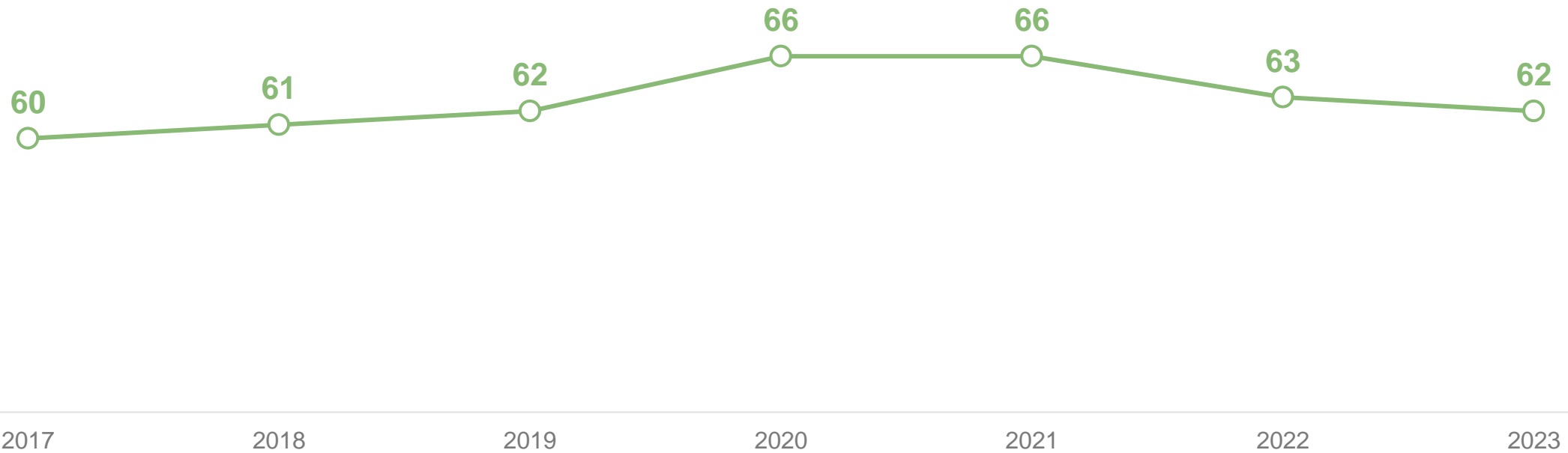
New Zealand

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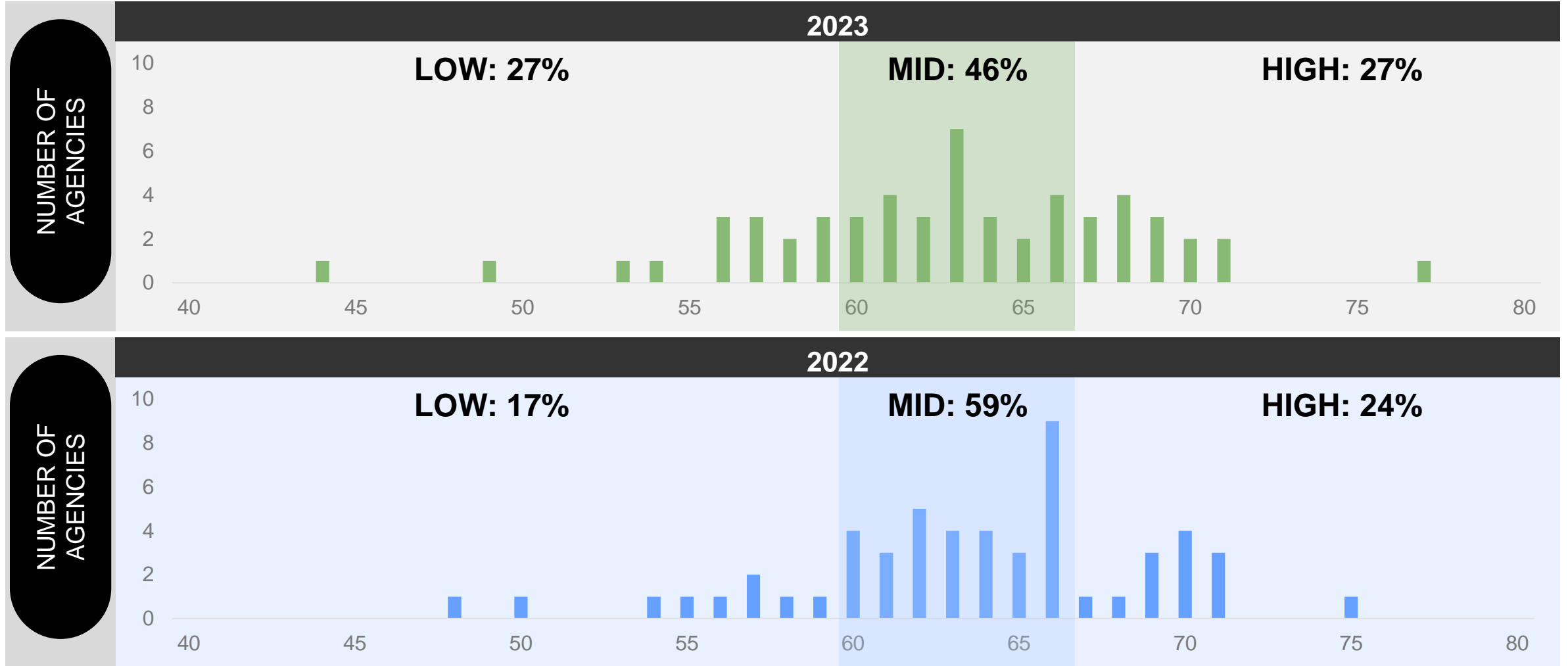
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COVID helped to accelerate improved perceptions of the public sector, but ratings have now returned to pre-pandemic levels.

AVERAGE RAW REPUTATION OVER TIME



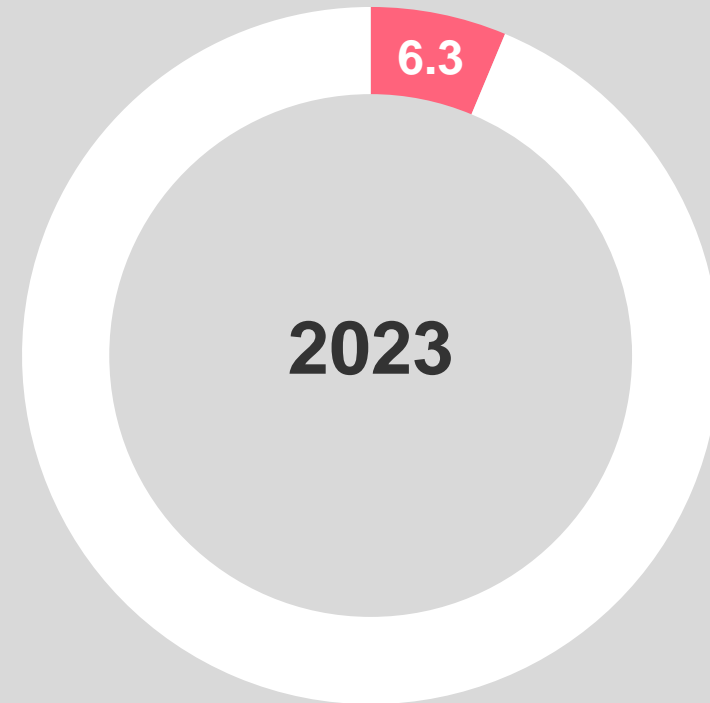
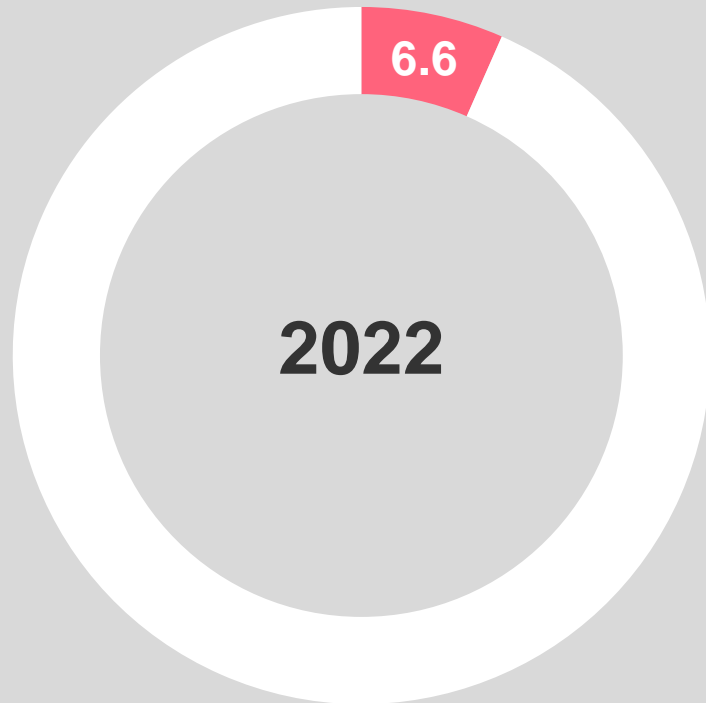
The reputation of public sector agencies is also less homogenous in 2023, with fewer clustered around the 'mid-range'.



However, the proportion of people who are overwhelmingly negative towards government agencies continues to be small, at 6%.

The proportion of “super critics”

% of people who are critical of at least a third of the agencies they are asked to give their opinion of



4.

Incorporating te reo into agency names



New Zealand

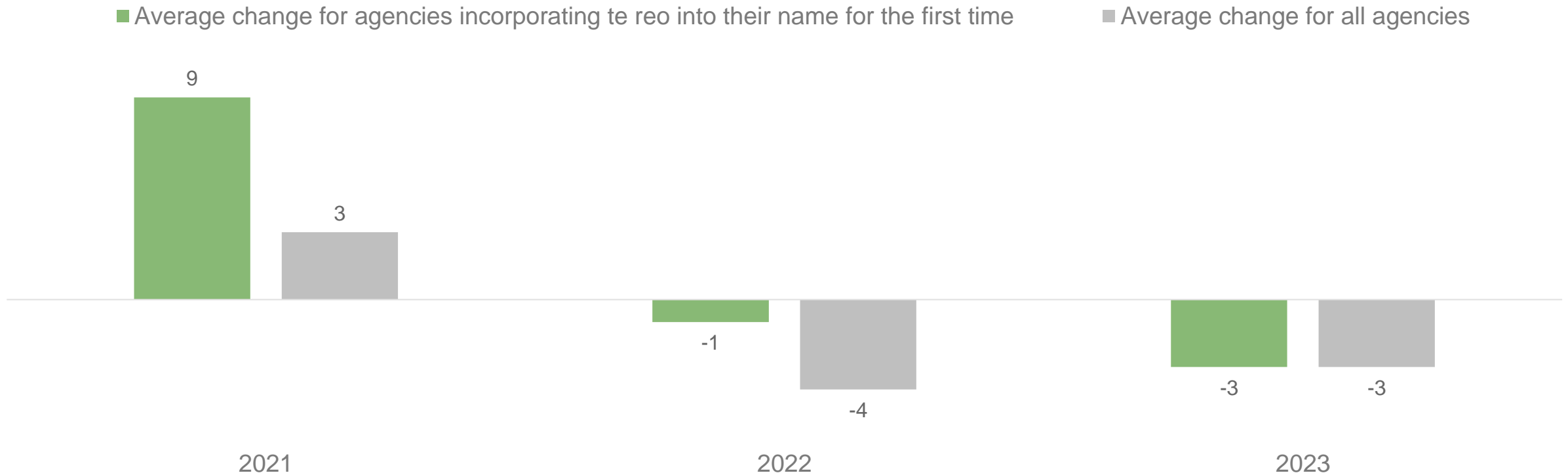
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Agencies that were the first to feature te reo strongly in their branding created a positive impression about working with Māori.

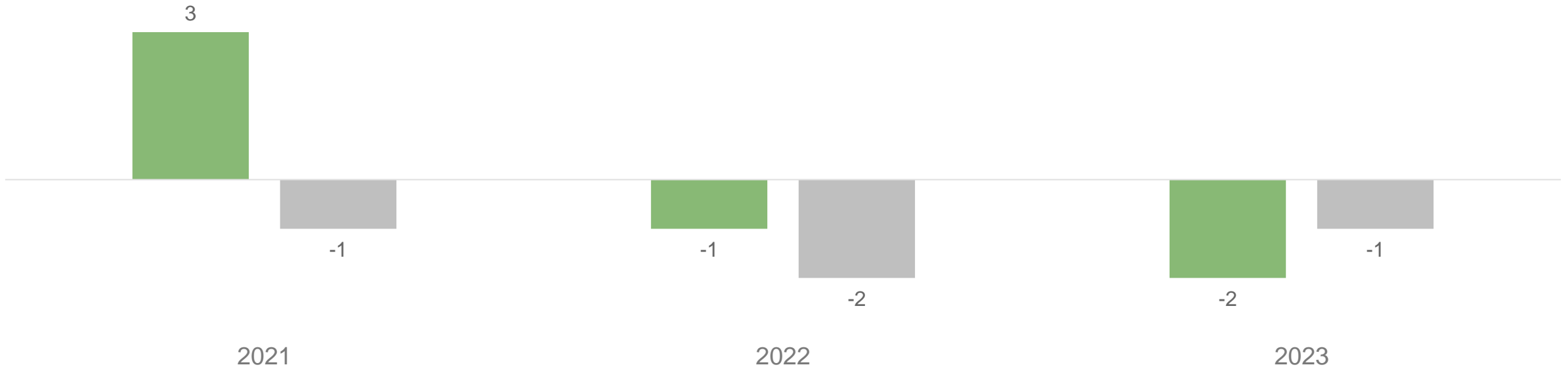
AVERAGE CHANGE IN AGREEMENT AGENCIES WORK POSITIVELY WITH MĀORI



For early movers, this had a positive impact on their overall reputation too.

AVERAGE CHANGE IN RAW REPUTATION

■ Average change for agencies incorporating te reo into their name for the first time ■ Average change for all agencies



5.

Perceptions of public servants



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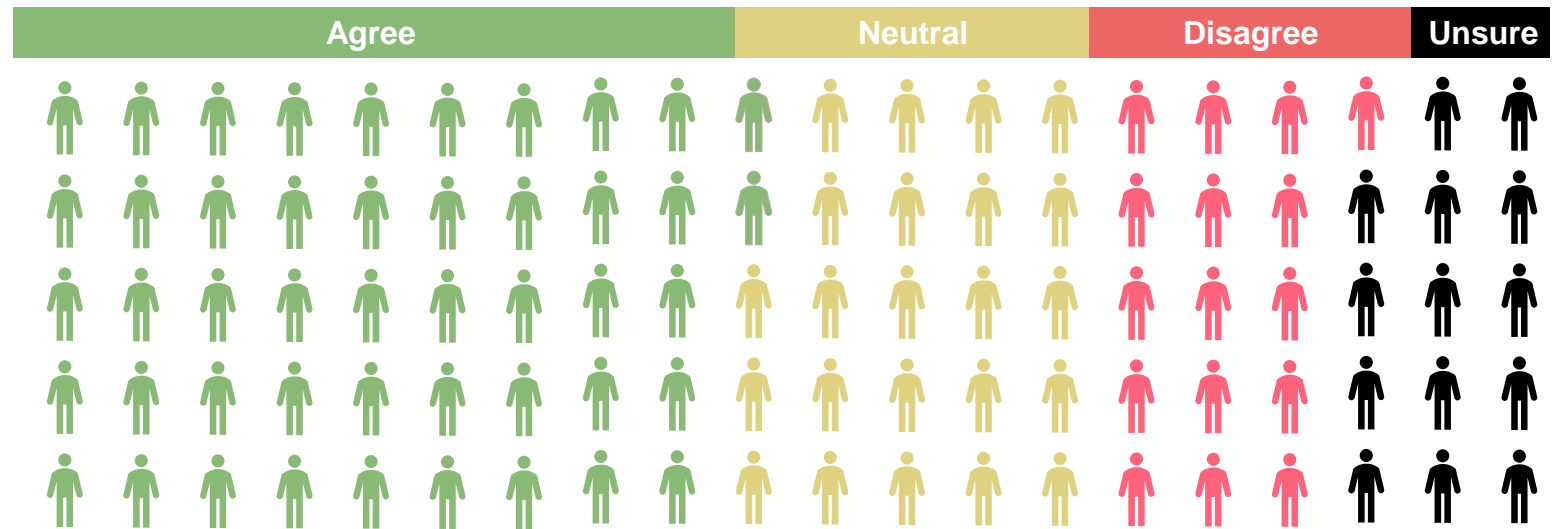
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For every New Zealander who doesn't think public servants are committed to helping them, there are two who think public servants are committed to helping people like them

47%
agree

"PUBLIC SERVANTS ARE
COMMITTED TO HELPING
PEOPLE LIKE ME"

21%
disagree



While the broad pattern is the same across the population, the extent to which New Zealanders believe public servants are committed to helping people 'like them' varies somewhat by demographics.

*Those **more** likely than average (21%) to **disagree** that public servants are committed to helping people like them include:*

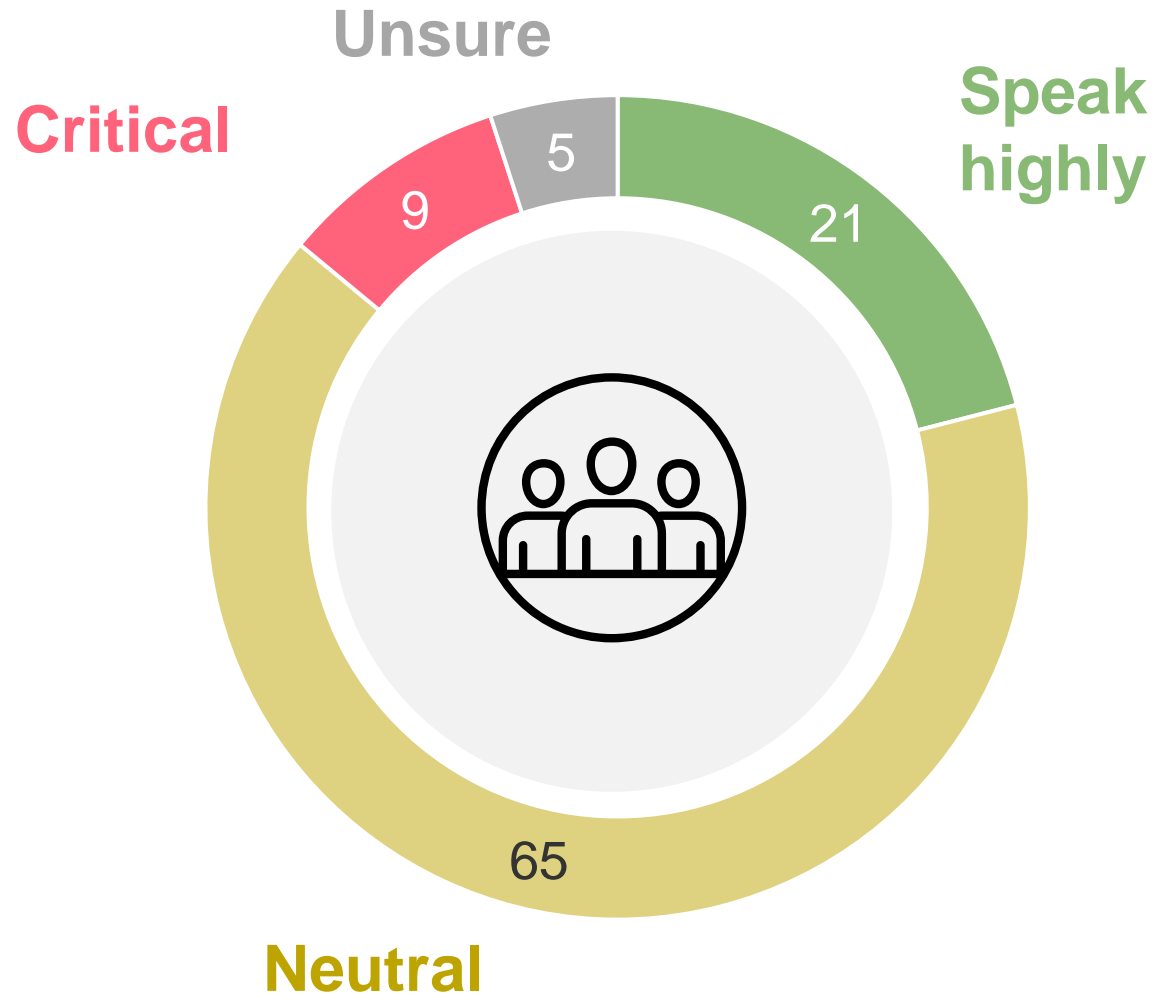
- 26** People aged **50 to 64**
- 26** Those living in the **South Island**, outside Canterbury
- 25** Men

*Those **more** likely than average (47%) to **agree** that public servants are committed to helping people like them include:*

- 54** **Wellingtonians**
- 52** Young people aged **18-29**
- 51** **Asian** New Zealanders
- 51** **Migrants**

New Zealanders are twice as likely to speak highly of public servants than be critical. However, the majority are neutral seeing both positives and negatives.

ADVOCACY OF PUBLIC SERVANTS (%)



6.

Country comparisons



New Zealand

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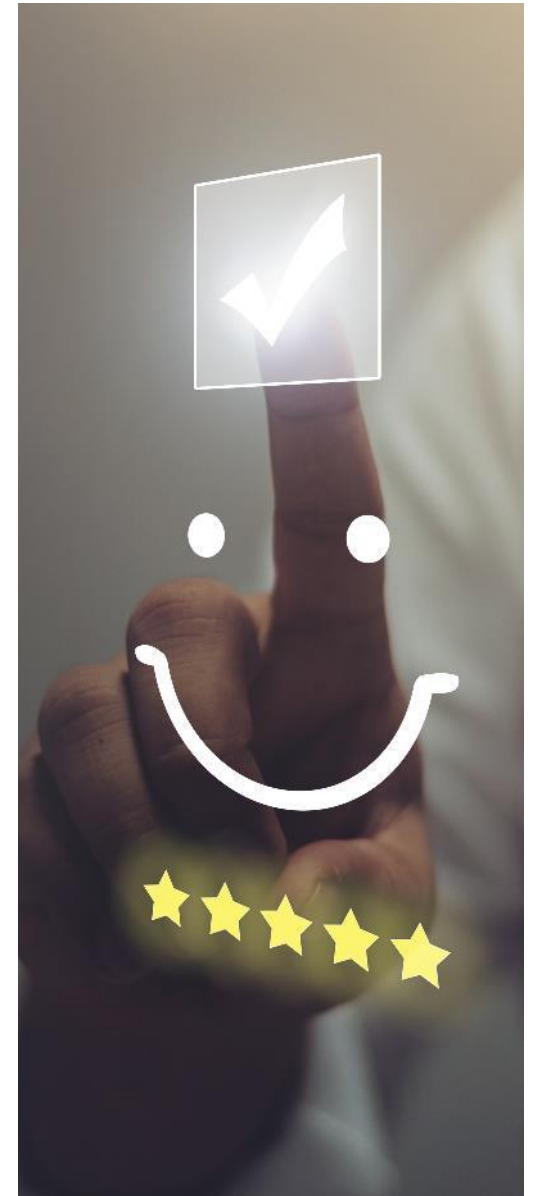
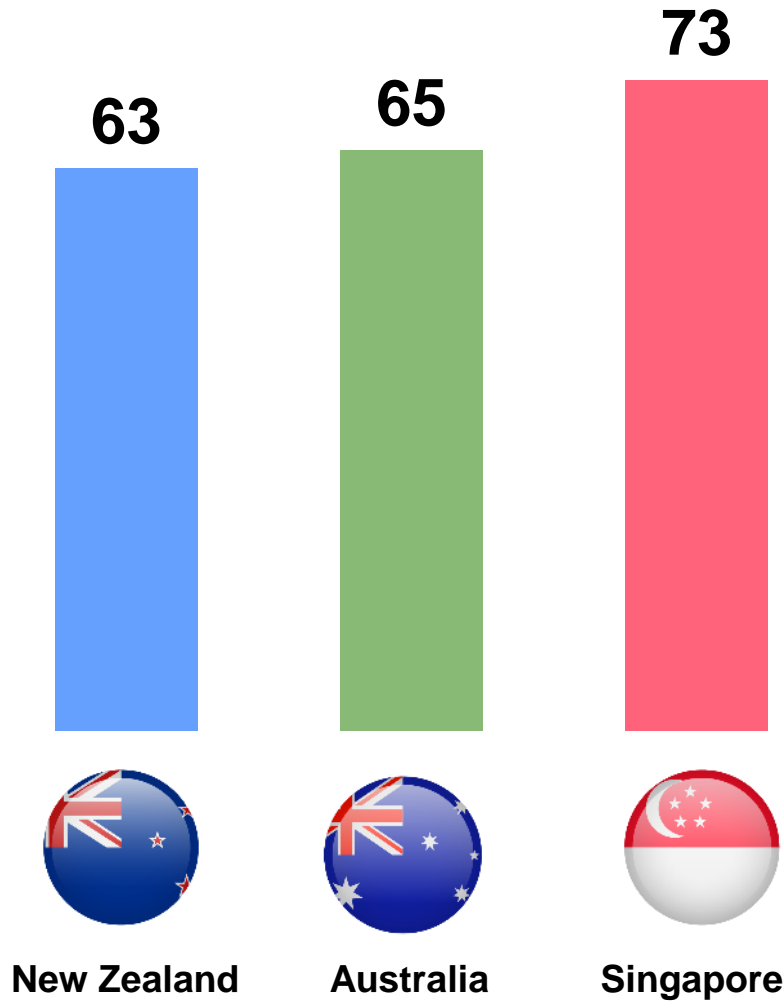
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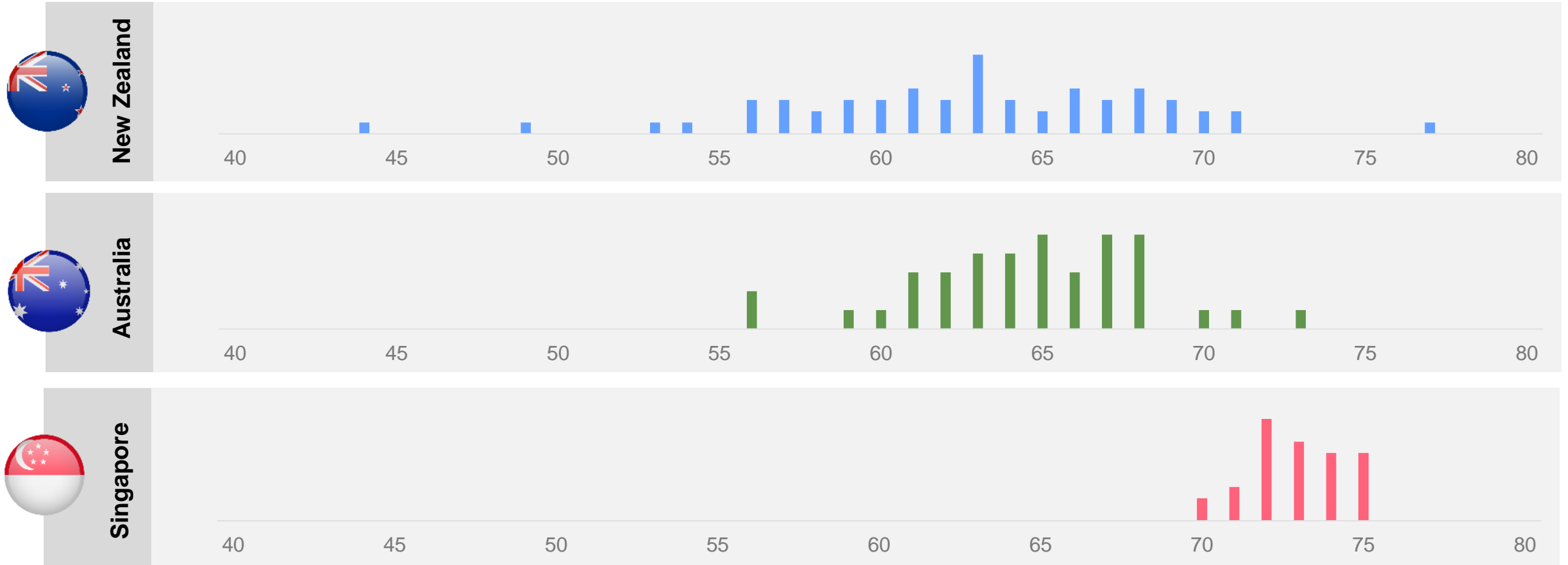
Collectively, the reputation of the New Zealand agencies listed on the Index is not quite as strong as the Australian ones.

Singaporean agencies have much stronger reputations than either New Zealand or Australian agencies.

Average reputation score by country



However, individual agency scores vary much more across Australia and New Zealand, than Singapore (meaning Singapore agencies are performing more consistently). New Zealand is home to both the highest and lowest scores.





TOP 10

The Australian top 10 includes some similar agencies to those who make it into the Aotearoa top 10.

However, it also includes some agencies (e.g., Safe Work Australia and Bureau of Statistics) whose New Zealand equivalents do not make it into top 10 – suggesting that there might not be a reputational ceiling created by the type of work as has been previously theorised.

73



Commonwealth Scientific and Industrial Research Organisation

68

TOURISM AUSTRALIA



71



Australian Government
Bureau of Meteorology

68



70



Australian Government
Civil Aviation Safety Authority

68



Australian Human Rights Commission
everyone, everywhere, everyday

68



safe work australia

67



Australian Government
Department of Agriculture, Fisheries and Forestry

68



Australian Bureau of Statistics

67

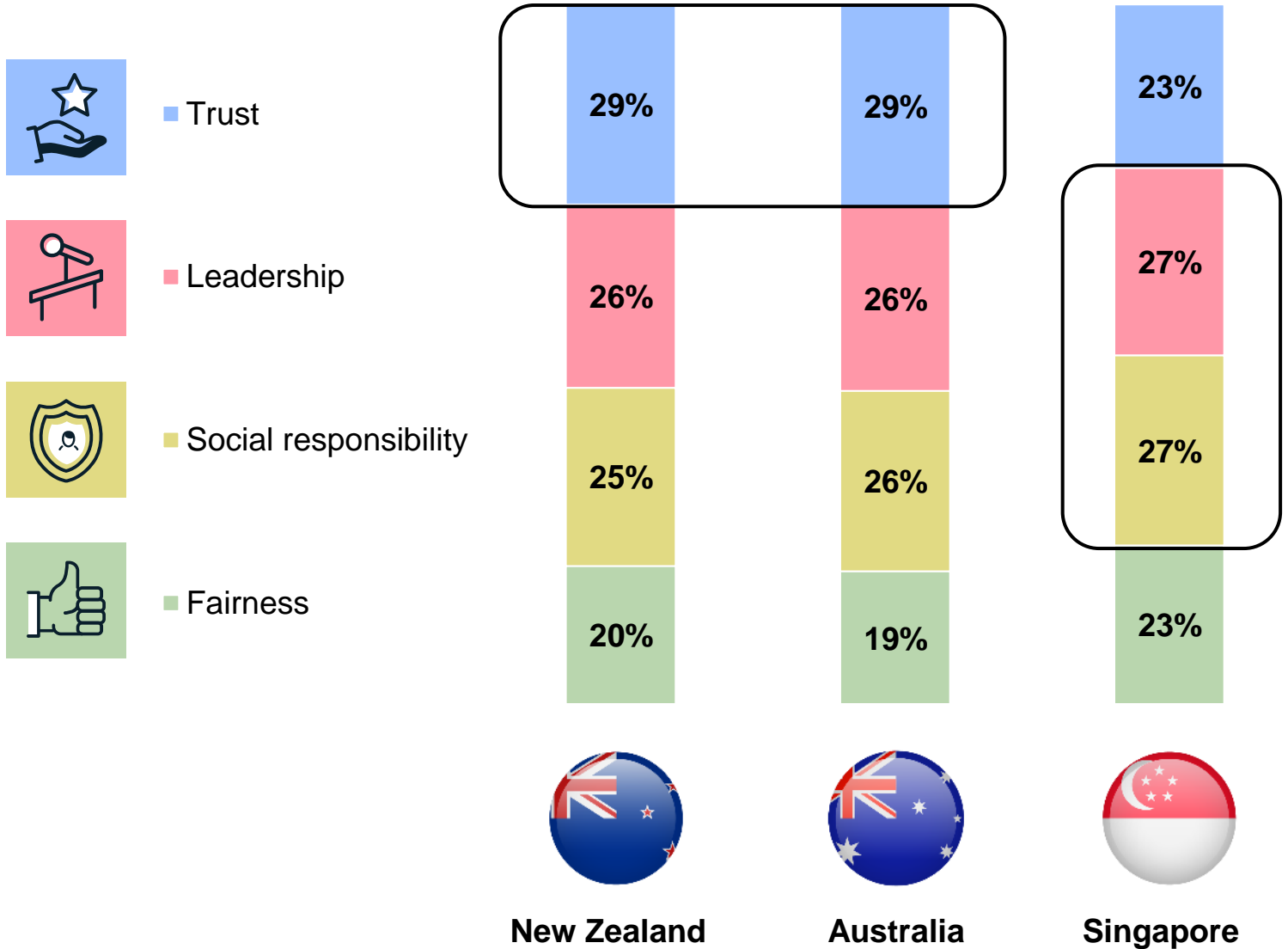


Australian Government
Department of Health and Aged Care
Therapeutic Goods Administration

The aspects of reputation that are important to citizens is consistent between New Zealand and Australia – with trust the most important in both.

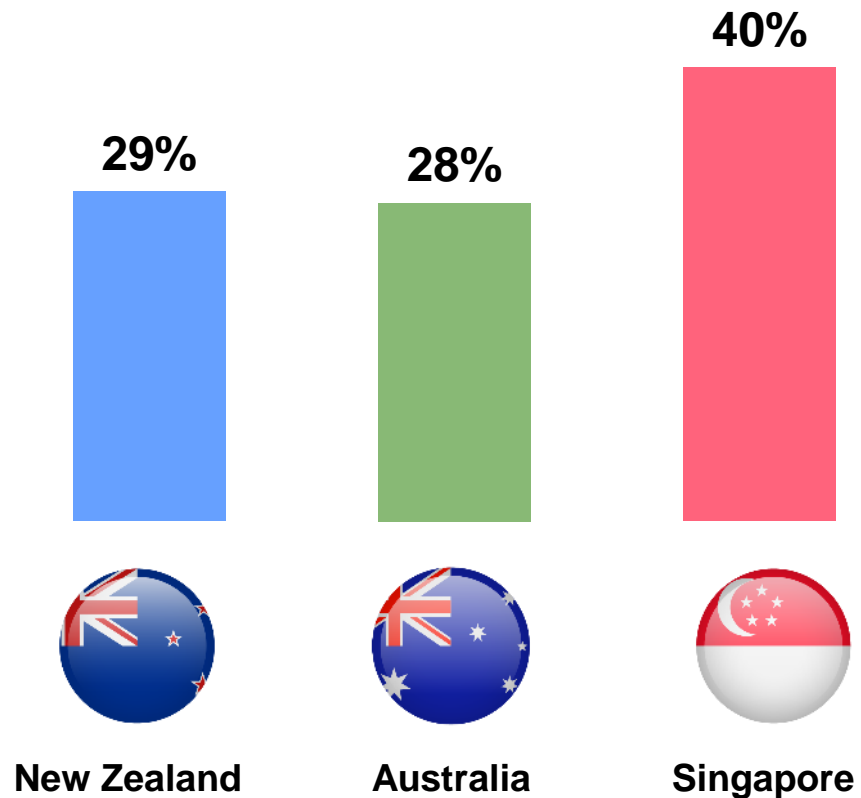
Singapore is different, there trust is less important than social responsibility and leadership.

Pillar impact on reputation for each country



Strong reputation scores translate into greater support for increased funding for Singapore agencies

Average support for increased funding by country





SOCIAL LICENSE TO OPERATE (FUNDING) BY REPUTATION

In New Zealand people see the intersection between an agency's reputation and funding in one of three ways:

1) They're doing a great job and could do even more with more funding

2) They're not doing a great job because they're not funded properly

3) They're doing a good job and don't need any more funding.

SUPPORT FOR GREATER FUNDING

Agencies the public perceive to perform below expectations because they aren't properly funded
Relatively weak reputation, relatively low support for greater public funding

Agencies the public believe in, and want more funding for to allow them to keep delivering
Relatively strong reputation, relatively high support for greater public funding

Agencies the public perceive to perform below expectations, but don't see it as being a result of lack of funding
Relatively weak reputation, relatively low support for greater public funding

Agencies the public believe in, but think current funding is enough to get the job done
Relatively strong reputation, relatively low support for greater public funding

REPUTATION SCORE

Part of the reason for high scores for the Singapore Public Sector might be relatively high levels of positive sentiment in media coverage

MEDIA COVERAGE SENTIMENT (%)

Seen / heard about organisation (last 12 months)

46%

38%

48%

Positive

34

39

56

Negative

25

24

11



New Zealand



Australia



Singapore

7.

Key take outs



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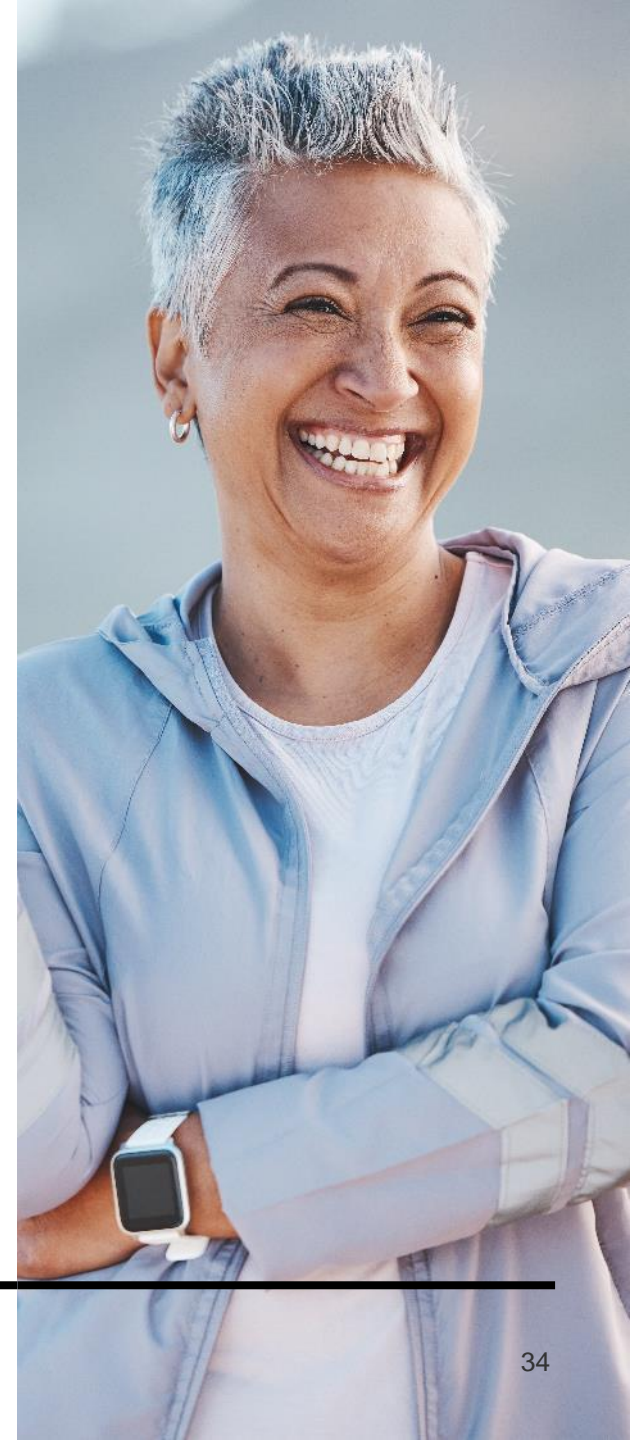


What goes up must come down?



Prior to COVID the New Zealand public sector's reputation was gradually improving. It was given a turbo-charge by our initial pandemic response, but since then it has fallen back to 2019 levels.

The question is, what will happen next? Will reputation stabilise and/or continue its gradual pre-COVID improvements or will it continue to slide, making it harder for agencies to get a social licence to operate?



It's not just about people in uniforms or white coats



We have consistently seen agencies involved in protection and crisis response dominate the top 10 in New Zealand. This has led to speculation that these sorts of agencies have an inherent reputational advantage.

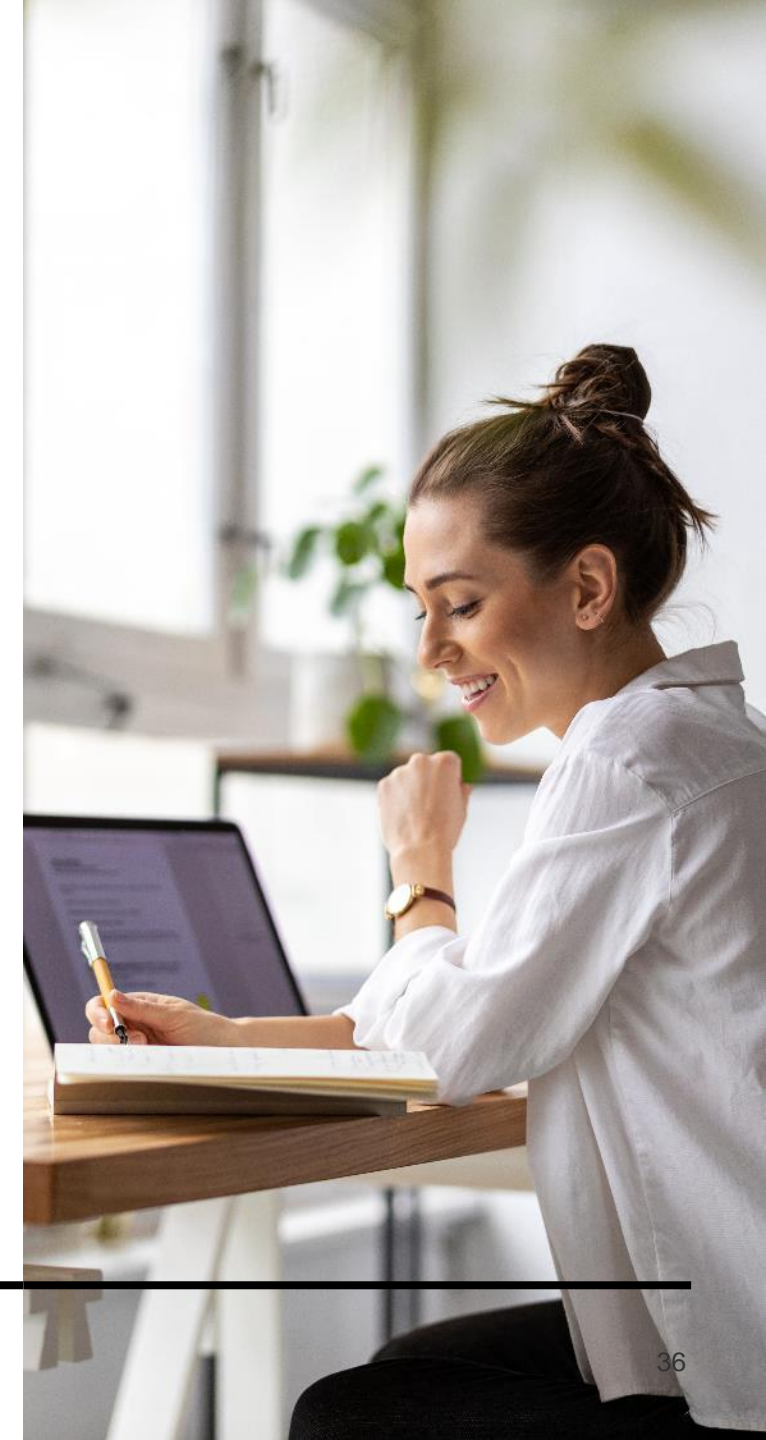
However, the Australian top 10 agencies includes agencies where that don't fit this bill, challenging our expectations of what an agency can achieve in New Zealand.



**It's sunnier
out there
than you
might think**



While there certainly is a lot of discourse about how divided we are as a nation, and that distrust of government is rife – the proportion of the population with overwhelming negative attitudes towards government agencies remains relatively small.



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