

MEDIA RELEASE

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Weather shines brightly in public sector survey

MetService, the country's official weather forecaster is set to enjoy a "warm and sunny outlook" following the outcome of Colmar Brunton's survey of trust in the public sector.

From nowhere the MetService breezed its way in and finished runner-up to perennial winner, Fire and Emergency New Zealand. It's the first time the State-owned enterprise has been involved in the survey.

"There is a high level of trust in the public sector generally," said Grant Bell, Colmar Brunton's Group Account Director.

MetService Chief Executive Peter Lennox says he is thrilled with the result.

"MetService's core purpose is to protect the safety of life and property in New Zealand while operating as a commercial business. It is extremely rewarding to see that New Zealanders have trust in our abilities to deliver on this purpose and know that our work has a positive influence on society," he says.

"Our meteorologists work 24-7 to help people in New Zealand get ready for what's next while our commercial teams are taking our expertise to the world, generating income for the economy."

"Achieving this level of 'reputation strength' and support from our community, is a great tribute to all of our people."

Behind Fire and Emergency New Zealand and MetService, the Department of Conservation held onto third place, while the Customs Service moved up two places to fourth and another newcomer, Tourism New Zealand was ranked fifth.

The annual survey of reputation in the public sector asked a representative sample of 2000 New Zealanders to rate groups or institutions using a trust scale.

The survey looked at 45 national public-sector organisations against four areas which contribute to reputation – leadership and success, fairness, social responsibility and trust.

"The survey uses the global RepZ framework where an index score of 105 or higher is considered to be an organisation with superior strength," said Mr Bell. "Organisations that achieve this score are considered to have a more resilient reputation." A third of the organisations scored over 105.

Social responsibility (116) and leadership (115) were the two strongest areas of the MetService performance, with 80% of those surveyed said it was a forward-looking organisation and is successful and well run and 51% saw it as a positive influence on society.

Mr Bell said public sector agencies are strongest in trust and leadership.



Reputation trust is driven in three ways – through personal experience, information received through all media and through general impressions or hearsay about the organisation.

“Agencies whose reputation is driven through the media have a greater chance of having “superior strength” compared to those whose reputation is driven by perception or experience.”

Mr Bell said the public-sector agencies are trusted leaders and their reputational strengths should be respected and used constructively by the Government.

Colmar Brunton 2018 Public Sector Reputation – Top 10

1. Fire and Emergency New Zealand
2. MetService
3. Department of Conservation
4. New Zealand Customs Service
5. Tourism New Zealand
6. New Zealand Defence Force
7. Statistics New Zealand
8. New Zealand Police
9. Maritime New Zealand
10. Civil Aviation Authority of New Zealand

Colmar Brunton is part of WPP AUNZ, Australasia’s leading marketing communications group.

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Note to Editors:

Colmar Brunton’s Public Sector Reputation Index uses the Rep Z model, created by Colmar Brunton’s parent company Kantar Millward Brown.

About Colmar Brunton

Colmar Brunton was started in 1981 by two Kiwis with a passion for taking consumer research ‘from the backroom into the boardroom’. It is now New Zealand’s best known market and social research company, with offices in Auckland and Wellington. Colmar Brunton is part of Kantar, WPP’s insights network covering more than 51 countries around the world.